



CiViTAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
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Civitas Forum

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Kaunas

**Antonella Fittipaldi, Municipality of Potenza
(Italy)**

Topics

1. Potenza

- the city: description and transports
- the Mobility Strategic Plan

2. Mobility Centre

- project
- services and offices
- advantages on the short, medium and long-term

3. Lessons learnt



Potenza: description of the city (1)





Potenza: description of the city (2)

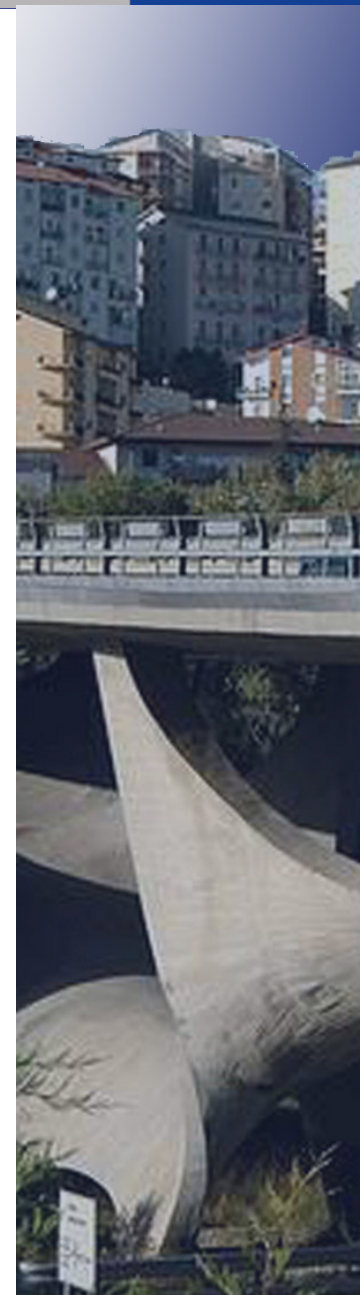
- vertical town



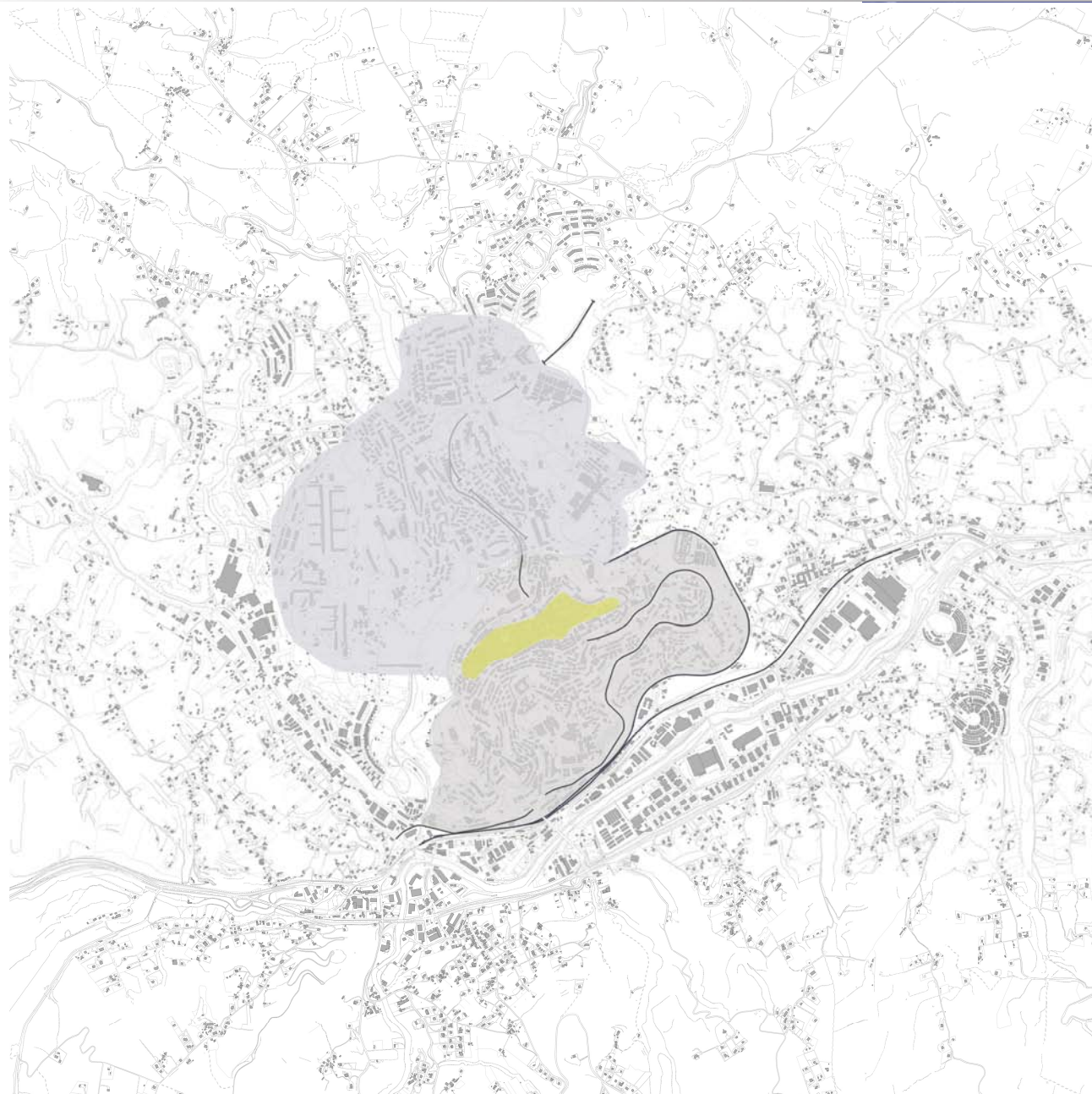
- restricted urban centre – wide
peri-urban areas

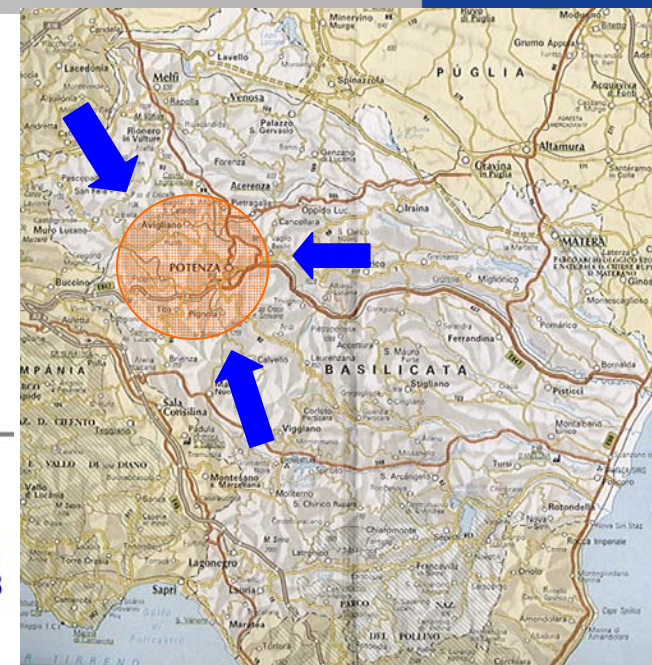


- regional town concentrating all
services









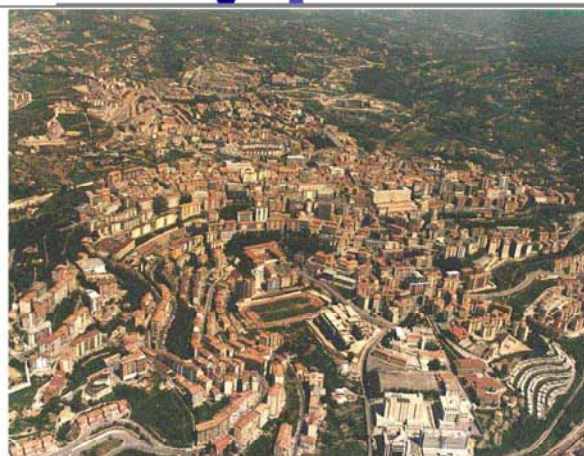
cars 3865
heavy vehicles 135
buses 86

cars 8979
heavy vehicles 298
buses 63

cars 9648
heavy vehicles 279
buses 83

cars 8979
heavy vehicles 298
buses 63

via del Basento



via Appia

cars 4904
heavy vehicles 148
buses 235

cars 4338
heavy vehicles 106
buses 149

Musmeci bridge

cars 9165
heavy vehicles 263
buses 143

cars 6917
heavy vehicles 110
buses 111



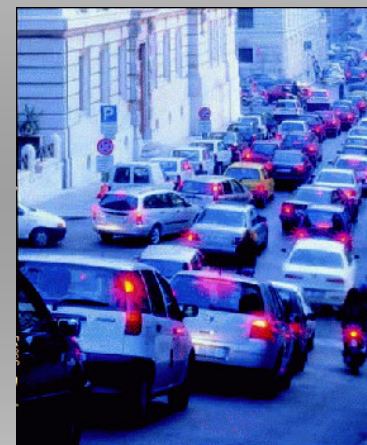


Potenza: transport supply and demand (1)

- PT diversified supply (buses, escalators, elevators)
- existing but underexploited railway

Potenza: transport supply and demand (2)

- transportation unbalanced towards private car
- low bus load rate



Improving the mobility system: new actions and interventions

The renovation starts looking at the opportunities arising from the actual system:

- diversified supply of PT
- railway

The MOBILITY STRATEGIC PROJECT



components:

- infrastructural
- structural
- immaterial: the relevant part of MSP will be played by management

The MOBILITY STRATEGIC PROJECT (2)

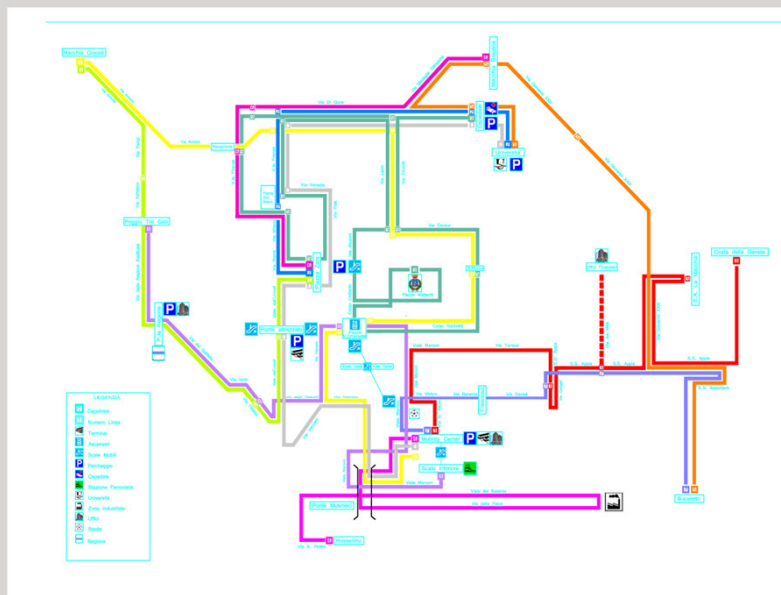
components:

- clean pt vehicles
- new LPT Plan
- more efficient infrastructures
- integrated ticketing system
- ITS
- governance improvement
- awareness campaigns
- sharing of objectives with people



need of putting together in the same place all subjects governing and managing mobility and all components of PT supply





The MOBILITY CENTRE

the experience started with SMILE project within the Civitas programme.

An old bus station has been converted in Mobility Centre ready to host all activities



THE MOBILITY CENTRE (2)

THE NEW INTEGRATED APPROACH TO MOBILITY GOVERNANCE:

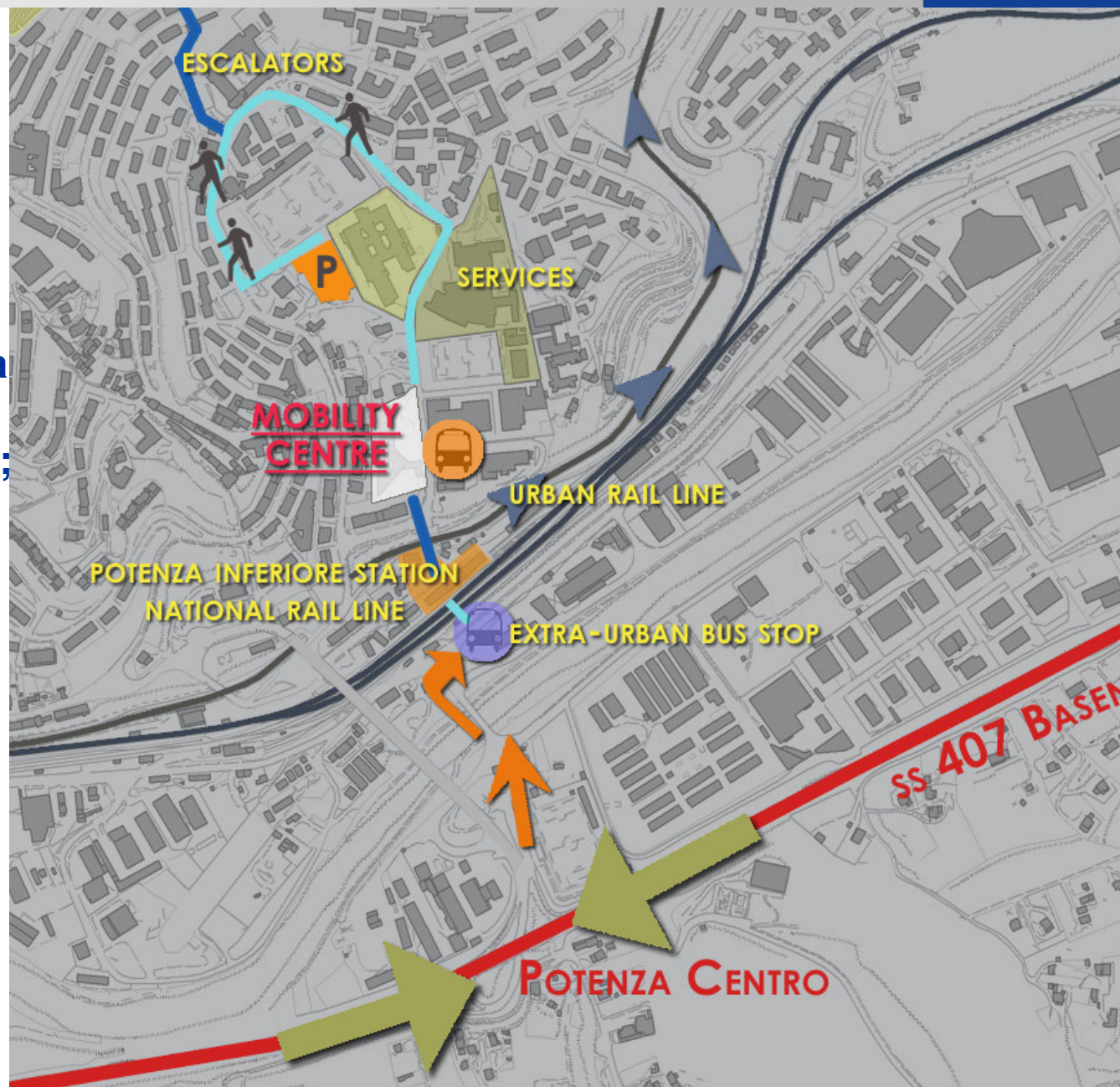
- *meeting point of subjects involved in mobility processes;*
- *place of Mobility Management policies;*
- *head office of Municipality of Potenza Transport Department;*
- *Municipal Police offices;*
- *ITS Coordination Center;*
- *Taxi and dial-a-ride service call center;*
- *new terminal of the town (escalators, bus lines, taxi, train).*

Advantages of Mobility Centre: short-term scenario

- different subjects involved in mobility management: local authorities, transport operators, industrial and trade associations, representatives of different users. Dialogue between the management and users;
- integrated management of the actual system (PLT and private mobility; ITS);
- Mobility Management activities (need of innovation in traffic management, EU transport policies, the Italian Ronchi decree);
- promotion of intermodality and support to the process of constant improvement of LPT service.

Advantages of Mobility Centre: medium and long-term scenario

- conversion of the actual mobility system into a system really integrated;
- management of the light rail system;
- new terminal.



Lessons learnt from Civitas

The exchange of experiences and sharing of difficulties and positive results regarding mobility management at Civitas level brought us to reach a deeper knowledge of our mobility system (an overview of potential and problems). Now we need to share with stakeholders all lessons learnt in order to build a fully-integrated system and the Mobility Centre seems to us the most efficient tool to reach our objectives.

Thank you

Antonella Fittipaldi
Municipality of Potenza
ITALY
sat@comune.potenza.it
+39 0971 650558 650526

