

GOOD PRACTICE BICIPOLITANA

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Interreg Europe TRAM Project



Towards new Regional Action plans for sustainable urban Mobility

<https://www.interregeurope.eu/tram/>



AIM: to contribute to the development of a more competitive, resource-efficient and low-carbon oriented European transport system by **improving the technical and financial efficacy of the regional policies on urban mobility** implemented through the ERDF operative programmes and regional strategies of the 5 regional and local authorities project partners.

Lead Partner:

- Marche Region (IT), ERDF Managing Authority

Partners:

- Andalusia Regional Government Public Works Agency (ES)
- Region Blekinge (SE)
- North-West Regional Development Agency (RO)
- Municipality of Miskolc City of County Rank (HU)

Duration: 60 Months

(From: Apr. 2016 To: March 2021)



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TRAM
Interreg Europe



PHASE 1 Interregional Learning (APRIL 2016 - MARCH 2019):

exchange of experience among project partners: **45 Good Practices** → **Best Practices**
(selected by ITWs, Svs, LSGs activities supported by ITRE)

implementation of the lessons learnt from the cooperation: **5 Action Plans** with actions useful for each policy instrument

PHASE 2 Monitoring the implementation of the action plan (APRIL 2019 - MARCH 2021):

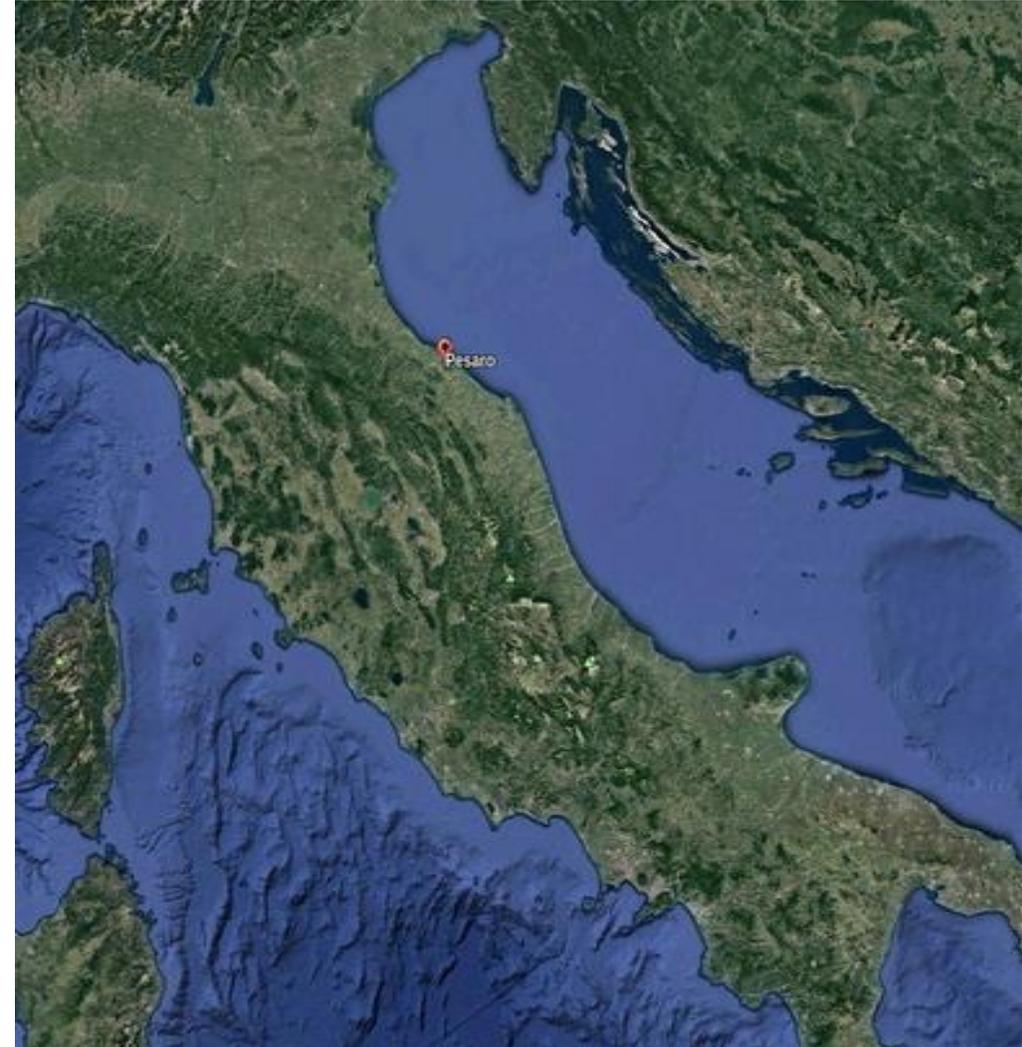
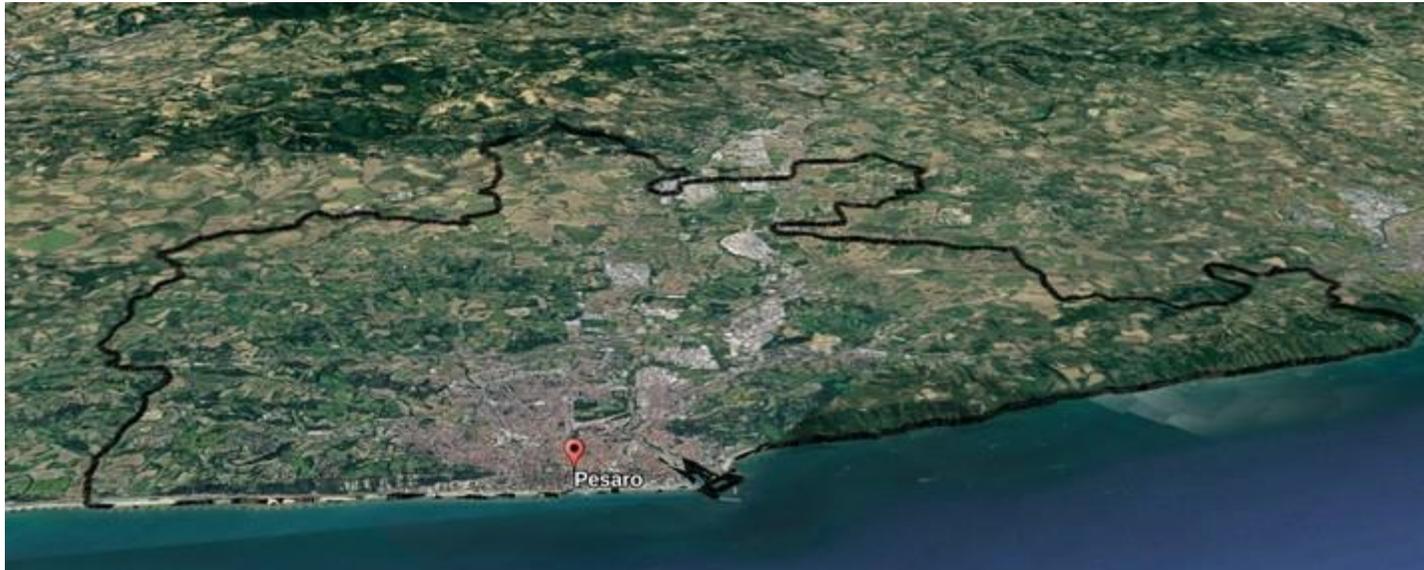
regularly checking the extent to which the measures described in the action plans are implemented on the ground, evaluating the results of these measures and gathering evidence of success to be reported on to the programme

Pesaro BICIPOLITANA



The contest

Pesaro is a medium town (90.000 inhabitants, 125 squared km) in Marche Region, in front of the Adriatic SEA, with mild climate year-round. The urban area is flat, where live 80% of population



Pesaro BICIPOLITANA



The concept

BICICLETTA = bicycle

METROPOLITANA: underground

BICI-POLITANA means a *surface underground* for bikes!

Bikers move on cyclepaths clearly identified by vertical and horizontal signals

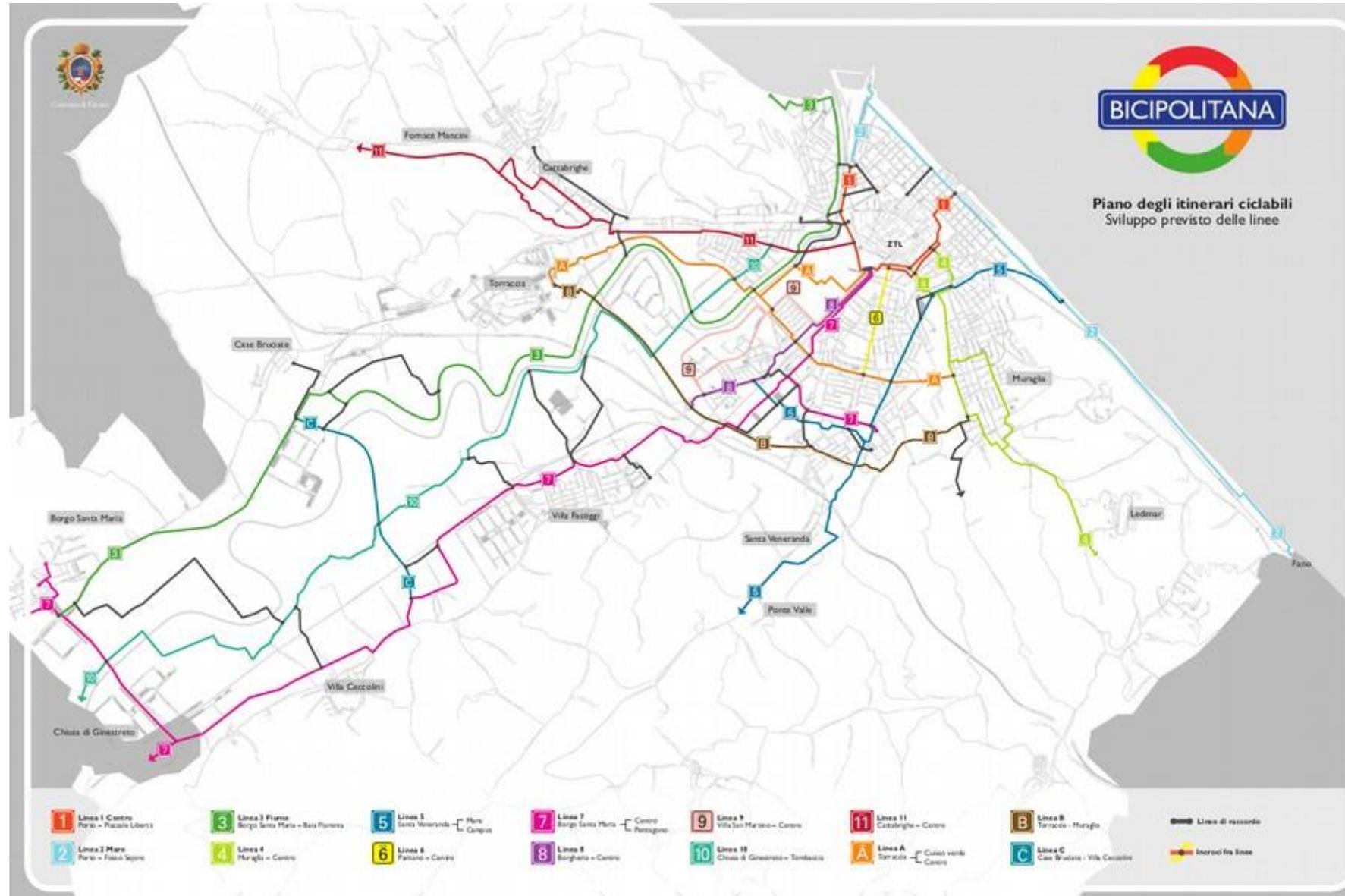


Pesaro BICIPOLITANA Map



Primary cycling network:

- 14 bicycle and pedestrian trails
- Radial routes link the city center with neighborhoods (identified by numbers).
- Tangential routes run in parallel to the coast (identified by letters).

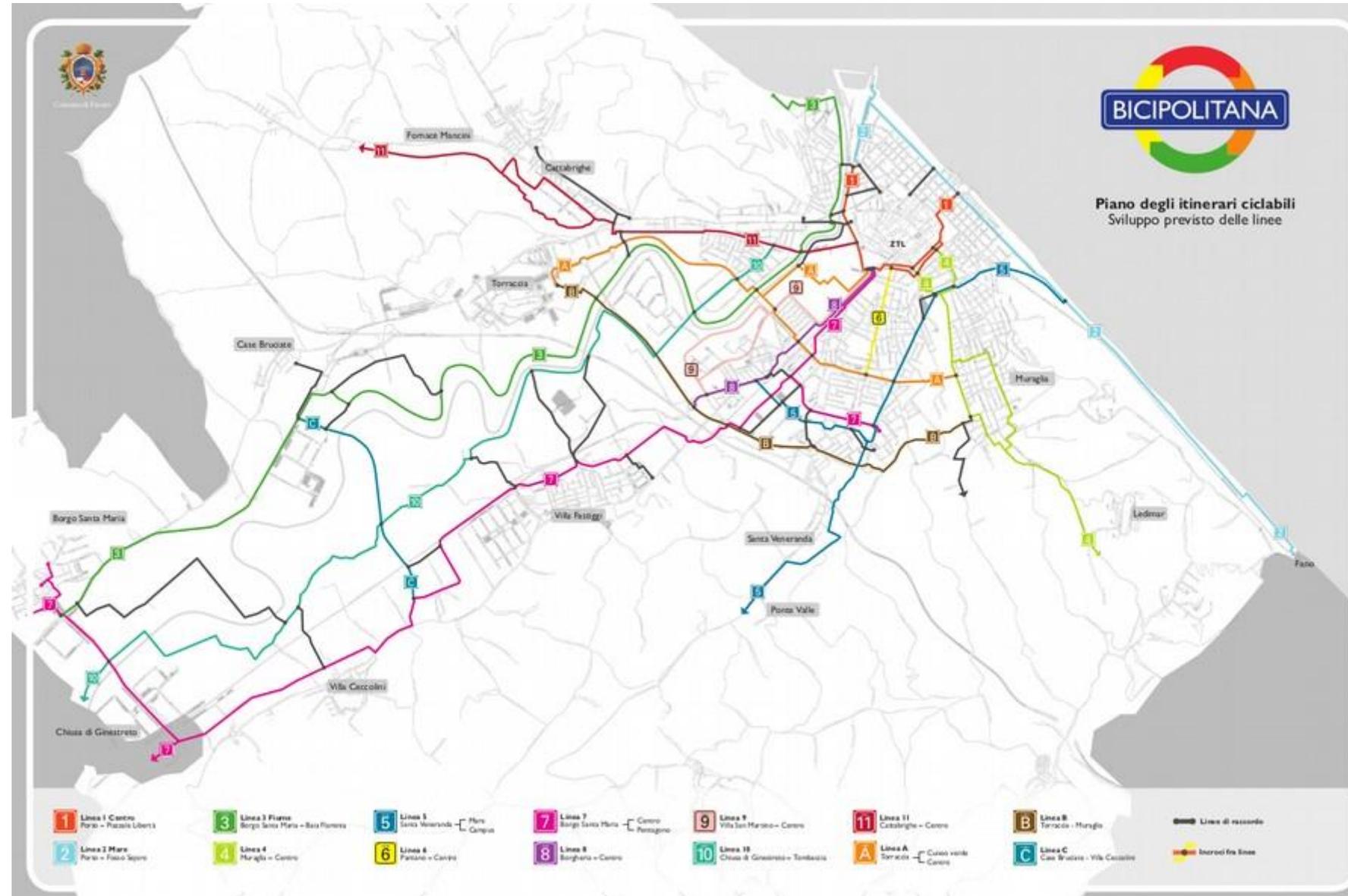


Pesaro BICIPOLITANA



Secondary cycling network

- (black lines) links the nodes of the primary cycling network to the main areas and services of neighborhoods.
- In residential area presence of “Zone 30” (limit 30 km/h) to complete the link between Bicipolitana lines



Pesaro BICIPOLITANA



each line a color



Pesaro BICIPOLITANA



The signals horizontal / vertical (panel)



Pesaro BICIPOLITANA



Attention to safety

- 1) Cycle lane separate to car lane (when possible)
- 2) Distance from parking lane!
- 3) zone 30 km/h (in evolution!)



Pesaro BICIPOLITANA



The integration with bikesharing

MOBIKE <https://mobike.com>

- Free – flux system
- Started March 2018
- Managed by app
- Cost: 0,50 € / 30 minutes (or monthly – annual tickets)
- Statistic in 8 months:
 - 13.000 users
 - 50.000 rents
 - 50 Tons CO2 emission avoided



Pesaro BICIPOLITANA



The Visual Identity



Pesaro BICIPOLITANA



The Community

Each year several events realized with local associations



Pesaro BICIPOLITANA



The Community

Inside a bike fiendly coffee shop along a main line of Bicipolitana



Map realized for children

Le linee della BICIPOLITANA

BICIPOLITANA

La Bicipolitana è una ragnatela di percorsi che ti permette di raggiungere molti luoghi della tua città.

Questi sono i tre itinerari più belli!

Scuole elementari

1. P. F. Franchi
2. P. F. S. Maria
3. S. Paolo
4. S. Maria
5. S. Maria
6. S. Maria
7. S. Maria
8. S. Maria
9. S. Maria
10. S. Maria
11. S. Maria
12. S. Maria
13. S. Maria
14. S. Maria
15. S. Maria
16. S. Maria
17. S. Maria
18. S. Maria
19. S. Maria
20. S. Maria
21. S. Maria
22. S. Maria

Scuole medie

1. S. Maria
2. S. Maria
3. S. Maria
4. S. Maria
5. S. Maria
6. S. Maria
7. S. Maria
8. S. Maria
9. S. Maria
10. S. Maria

Luoghi di Interesse

1. Chiesa Grande di Pesaro
2. Piazza Colonna
3. Piazza del Popolo
4. Palazzo Ducale
5. Teatro Nuovo
6. Biblioteca San Giovanni
7. Chiesa di S. Giovanni
8. Chiesa di S. Giovanni
9. Chiesa di S. Giovanni
10. Chiesa di S. Giovanni
11. Chiesa di S. Giovanni
12. Chiesa di S. Giovanni
13. Chiesa di S. Giovanni
14. Chiesa di S. Giovanni
15. Chiesa di S. Giovanni
16. Chiesa di S. Giovanni
17. Chiesa di S. Giovanni
18. Chiesa di S. Giovanni
19. Chiesa di S. Giovanni
20. Chiesa di S. Giovanni

A TUTTA DRITTA!!

Si può giocare in due o più, singoli o gruppi.

MATERIALI NECESSARI:

- 1. dadi
- 2. sigilli per vincenti
- 3. fogli
- 4. spiccioli scelti in un momento da ragionare partendo dalla scelta.

ogni giocatore tira il dado e trova su il dadi il numero di scegliere il percorso tra le scelte e il numero di spiccioli per il numero di volte indicato dal dado.

Chi arriva prima vince.

CATTAROSSE | **BORGIO SANTA MARIA** | **VILLA CICCOLINI** | **VILLA FATTORI** | **SANTA VENERANDA**

Pesaro BICIPOLITANA



The evolution

- In 2005 Pesaro City developed the “Plan of the cycle paths” (by a vision of a planner, Thomas Flenghi, now the municipal Mobility Manager) aiming to improve the bicycle circulation and to solve conflict between cars and bikes.
- In 2010 (and 2012) the “Plan of the cycle paths” has been updated to complete the already existing cycle paths in relation to the town-planning changes occurred during the last few years in the city.
- In 2018 Pesaro aproved the PUMS, that confirms Bicipoltana as a stategic asset for suistanable mobility

CYCLE TRACKS TREND:

2018: 89 km
2016 85 km
2015: 78 km
2014: 77 km
2013: 72 km
2012: 67 km
2011: 65 km
2010 : 55 km
2005: 20 km

Pesaro BICIPOLITANA



Some final info!

- Cycle network (cost 200 – 400.000 €/km) is financed by own municipality's budget, through private charges related to new urban and construction work, and during street maintenance works optimizing public spaces.
- Mobility Manager coordinates several departments based on plan integrated with local planning
- Pesaro is one of the most Bike Friendly City in Italy, with the highest modal share satisfied by bike (about 28%, Report on the Economy of the Bicycle in Italy by Legambiente, May 2017).
- Cycle paths implies the revision of road spaces (car lanes and parking lots), developing conflicts between residents, traders, etc. The solution is integrate the realization of cycle lanes with specific communication and promotion activities (co-planning)



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Thank you!



<http://www.comune.pesaro.pu.it/viabilitaemobilita/citta-della-bicicletta/bicipolitana/>



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