

7 ITALY

7.1 Transport strategy and “soft” measures

Everyday in Italy 31 million people go out and travel to reach the place where they work, study etc. In the years between 1995 and 1998 this number increased by about 200 000. During the 1990s the average commuting distance increased as well as the average time necessary to cover the distance between house and the place of study or work. This has been accompanied by a dramatic growth in the use of private cars and a decrease in public transport commuters (from 44% to 36%).

Whereas extra-urban public transport experienced a constant increase in this period, the demand for urban public transport decreased, presumably to the advantage of travel in private vehicles. This means that past transport strategies were not adequate to match future needs. In Italy the predominance of private vehicles (especially in the North region) is higher and a broad transport strategy has always been missing.

Significant externalised costs are generated by noise pollution (just over 16 billion Euro), traffic congestion (just under 16 billion Euro) and by greenhouse gases (9 billion Euro) The analysis by transport mode shows that 95% of external costs are generated by road transport (more than 100 billion Euro) due principally to smog, accidents and congestion; 3% by rail transport and around 2% by air transport.

In Italian cities the use of the public space is prioritised for traffic flow, which is considered as a more important use than every other possible activity. The desegregation of social life from the traditional urban places has the effect of a negative spiral: traffic increases and public space are always less used. Big cities are continually getting more unsustainable and the feeling of insecurity is growing dramatically. To overcome the traditional concept of transport in order to meet new demands and changed travel behaviours is not only a choice but an imperative.

The Italian Government produced the *Piano Generale dei Trasporti* (PGT - General Transport Plan) which is the document aimed at fixing the main objectives of transport policies valid for any administrative level and gives general guidelines for the elaboration of local plans. Priority is given to sustainable means of transport and mobility measures to support clean urban transport policies.

Among the soft policies the introduction of mobility management policy at the National Level, by means of the Decree of Environmental Ministry (27/03/98), which calls regions to develop regional plans for air quality improvement and protection. Furthermore it establishes that firms and public authorities with single units of more than 300 employees and firms with a total of 800 employees should adopt commuting plans of home-workplace routing for their employees, by appointing a mobility manager. The mobility plans have to be submitted to the Municipality by the 31st of December of each year and within the following 60 days the Municipality should sign a joint agreement with the company or the public body presenting the plan for implementation. The same decree establishes an additional structure to support those appointed to manage and coordinate the mobility plan and to assure synergy with municipality structures and transport operators.

Mobility management in Italy is based mainly on ‘soft’ measures (information,

communication, coordination and management) which enable the users to have a high level of freedom in their choice of means of transport. This concept is in contrast to regulation, fiscal measures and infrastructure – known as ‘hard’ measures. At the policy level it is clear that an integrated approach is needed: there cannot be hard measures without soft ones and vice versa.

7.2 Review of Campaign Initiatives

The main goal of recent Italian campaigns was to stimulate the use of public transport by explaining the effects of car traffic. There were also some campaigns for road education and safe driver behaviours mostly carried out by the National Government.

This review will concentrate on campaigns for increasing awareness of the adverse impact of traffic. During the last three years ASSTRA (Italian Transport Association) carried out several wide initiatives at National level and established several partnerships with relevant key actors. The main actors in the campaigns were:

- WWF
- Italian Public Transport Operators associated to ASSTRA
- Legambiente

No funding was available except for co-funding from ASSTRA and associated transport companies. Therefore the results of the campaign were satisfactory but impossible to scientifically assess and measure. The only economic support came from the Italian Ministry of Environment. No funding was available for these campaigns from the private sector and Public Transport Operators carried out campaigns using their own internal resources.

The main actors of the national Italian campaigns are:

- Italian Ministry of Environment
- Italian Association of Public Transport Operators
- Italian Public Transport Operators
- WWF
- Legambiente – a national association for the protection and safeguard of the environment
- Private consultancy and research institutes

7.2.1 *Priority Issues*

Most of the campaigns aimed at promoting the use of public transport in the Italian cities. Special attention was devoted to the major conurbations like Rome, Naples, Turin, and Milan.

7.2.2 *Local / Regional Level*

The city of Rome is the largest city of Italy with a population of 2,800,000. Rome has a metropolitan area of 413,131 hectares, including 65 municipalities and is divided into 19 districts with differing conditions of social-economic structure and transport infrastructure.

Over the last 35 years demand for mobility in Rome increased dramatically: three times in terms of car ownership. On the other hand, the increase in public transport use (measured in terms of trip length) increased by only about 90%.

Actually ATAC SpA (as Agency for Mobility of Rome) is strongly involved in promoting sustainable means of transport. Public transport shows its commitment to quality of life by making choices that are respectful of the environment and that secure sustainable transport solutions. The marketing department inside ATAC SpA is always more focused on awareness and attitudinal campaign in collaboration with the Municipality of Rome.

Recently, ATAC SpA has promoted and carried out the following campaigns:

- 2002 – Campaign “Qualità Ambiente” Information campaign on ATAC SpA certification of environmental standards. Main tools were posters placed on the outside of buses and leaflets inside the buses.
- Campaign Summer METREBUS 2002 and CHRISTMAS 2002 for the annual subscribers - carried out by personalised mailing to subscribers
- Campaign against fare evasion - carried out by leaflets and posters
- Campaign BITMANIA – award for the greatest number of ticket bought. Prizes could be chosen from several in a special catalogue.
- Campaign WIN with METREBUS - award to promote monthly subscription. Chance to chose different prizes (TV – DVD- CD reader)
- IMAGE Campaign – aiming at establishing a better relationship between the Company and the customers as well as increasing local reputation of transport operators;
- INSTTUTIONAL Campaign – aiming at supporting a better relationship between employees and users. The main tools were funny games and awards distributed on particular days;
- TRAMSCUOLA Campaign – aiming at promoting the culture of public transport and road education among the students by mean of guided tours;
- Several visits to the Company depot – in order to capture the attention of the students (and relatives) and sensitise the young against all act of vandalism;
- Christmas campaign – provision of temporary special tickets and discount for the renewal of season tickets;
- Anti-vandalism campaign – educational campaign addressing the customers to sensitise them on the negative effects of vandalism;
- BICIMETRO Campaign – launch of the initiative enabling the carriage of the bike on the metro;
- Summer METREBUS - campaign for the promotion of the seasonal ticket by mean of award for new customers

Several initiatives were also undertaken by ATAC SpA in partnership with external sponsors (e.g. Mc. Donald's, Municipality of Rome, Telecom, ERG) in order to promote special events (e.g. Ristobus - a travelling restaurant in old tramway vehicles).

7.2.3 National Level

1998 – Campaign with WWF

The slogan was “He who uses public transport protects his friend”. The logo (a panda) was designed on about 80 buses in 14 Italian cities. On the buses there was written: “Come on, save energy and defend your climate”. The launch of the initiative was held by a famous showgirl during a press conference organised in the centre of Rome. Thanks to the support of some transport operators it has been possible to promote the event in a national newspaper, while 25 other national and local newspapers promoted the event free of charge.

1999 – Campaign with WWF

The slogan was “Pollution kills you. Public transport helps you survive”. About 60 buses in 14 Italian cities were prepared with signboards to transmit the message that public transport is healthy for the citizens. A famous band was the main message giver for the campaign while a DJ and a singer also registered some spots transmitted on some local and national radios. A press conference was also organised.

1999 – Car Free Cities

The slogan was “Leave your car and take your town”. Like in all the other European cities adhering to the initiative, the campaign was widely supported by many key actors and channels. The logo was a bottle containing trapped cars.

1999 – Tour of Italy

ASSTRA and WWF joined the Tour of Italy with a small bus and distributed gadgets, leaflets and t-shirts disseminating the message of a direct link between sport/health and public transport (as a way to reduce air pollution). A sport newspaper supported the initiative during the whole tour.

2000 – Campaign with WWF

The slogan was “Facing pollution we all are in the same condition. Let's use public transport, since one passenger more makes the difference”. The message was placed on 50 buses in 15 Italian cities. Moreover, in order to further stimulate the citizens, a survey (via SMS / Internet / dedicated free telephone number) was carried out having the following question: “When (and why) did you last leave your car at home and get public transport?”. A press conference and spot on the radio were also organised.

2000 – Car Free Cities

ASSTRA supported the Ministry of Environment during this campaign by promoting the initiative by press, radio and TV channels.

2000 – Tour of Italy

For the second time ASSTRA and WWF joined the Tour of Italy with a small bus and distributed gadgets, leaflets and t-shirts disseminating the message of a direct link between sport/health and public transport.

Campaign with Ministry of Environment

For the launch of the Italian “Ecological Sundays” campaign ASSTRA supported the Ministry of Environment by mean of press conference, spot on TV and radio. This is in collaboration with many local public transport companies.

Campaign with LEGAMBIENTE

Every year (at the beginning of spring) LEGAMBIENTE promotes a campaign against pollution and ASSTRA supports the initiative.

2001: Campaign with WWF and the monthly national automobile magazine “Quattro Ruote”

ASSTRA together with WWF and the most important national magazine of cars called “Quattro Ruote” have founded a prize called “Respiriamo la Città” (“Let the City breathe”). This is awarded every year to an association, organisation, or individual carrying out initiatives or projects aimed at improving mobility in the city. The prize consists of a silver plate and a 5 page section in the magazine, which has a circulation of 700 000 copies per month.

On 7th June last year the prize was awarded to the Municipality of Siena represented by the mayor and the public transport company “Train” for the integration of public transport in the city. Another prize was awarded to the mobility manager of the most important hospital in Rome a mobility management project involving the employees car-pooling in order to reduce the use of private cars for commuting.

2002 – Ecologic Sunday, in collaboration with LEGAMBIENTE and Municipality of Rome A dedicated information bus was positioned in the city centre to provide information on public transport facilities.

2002 – Car Free Day (22nd September)

7.2.4 Participation in EU projects

The following EU projects should be mentioned:

CAPITALS - Project for Integrated Telematics Applications on a Large Scale (IV Framework Programmed)

In CAPITALS, four EU cities co-operated in the search for telematics-based solutions to their common traffic management and control problems. Project work focused on enhanced transport authority information systems, better information for travellers, advanced traffic control strategies, long-term traffic forecasting and access control strategies in the interests of

effective transport management. The project was expected to deliver better working information on traffic matters for citizens and management authorities alike.

CAPITALS’ - Partnership in Launching Further Useful Information Services (IV Framework Programme)

CAPITALS PLUS addresses the demonstration and validation of transport telematics information systems and services based on system developments achieved in the TR1007 CAPITALS.

Five European capitals - Brussels (Co-ordinator), Paris including the city and the region Ile de France, Madrid, Rome and Berlin - are extending their information platforms towards integrated mobility service platforms, interfacing these with servers containing multimodal data, such as public transport timetables and information sources from parking and weather information systems.

ISCOM - Information System for Combined Mobility Management in Urban and regional areas (V Framework Programme)

The ISCOM project, co-funded by the European Commission in the 5th Framework Programme, was developed within the key action “Systems and services for the citizens”.

The overall objective of the ISCOM project consists in the development and demonstration of Public Transport services (multi-modal information, information on accessibility, congestion management, information on trans-national transport services between France and Germany etc.) and other services on a digital network and within mobility centres.

PROGRESS - Pricing Road Use for Greater Responsibility, Efficiency and Sustainability in Cities (V Framework Programme)

The PROGRESS project is co-funded by the European Commission in the 5th Framework Programme.

The main goal of the project is to assess and demonstrate the effectiveness and acceptance of integrated urban transport pricing schemes to achieve transport goals and raise revenue. This objective supports the Commission policy, which gives a very high importance to urban transport pricing as a tool to support sustainable local transport system. In the city of Rome the project will affect the historical centre (Limited Traffic Area).

PRISMATICA - Pro-active Integrated Systems for security Management by Technological, Institutional and Communication Assistance (V Framework Programme)

PRISMATICA is part of the efforts to make public transport systems more attractive to passengers (perceived security), safer both for passengers and staff (actual personal security) and operationally more cost-effective. The project brings together six urban transport operators and a wide international user group.

MIRACLES – Multi initiative for rationalised accessibility and clean liveable environment (V Framework Programme)

The MIRACLES project was developed under an initiative known as **CIVITAS** (City Vitality Sustainability) - Radical Strategies for Clean Urban Transportation, launched by the European Commission. The project will cover the following components: quality of service, sustainable transportation, environmental impact, promoting public transportation. The purpose of this initiative is to assess the benefits derived from the introduction of radical integrated sustainable urban transportation, using innovative technologies and methodologies, on congestion, fuel consumption, air and noise pollution. ATAC's role in the project is an important one, in that it has the responsibility of co-ordinating all the technical components. Its most important tasks include: improving the quality and quantity of electric transportation services (purchase of new buses, extending the existing network), improving information on public transportation, organising an information campaign, providing assistance to increase and improve "green streets", testing new devices to monitor air quality, establishing a centre for experimenting flexible services, in addition to monitoring demand for public transportation as a result of the introduction of the afore-mentioned measures.

T E L E P A Y – Telepayment System for Multimodal transport services by cellular phone. (V Framework Programme)

The project aims at designing a user-friendly payment system for different transportation services and facilities. The focus of the project is to develop innovative solutions which integrate existing GSM/sms, GSM/wap technologies and offer a better and more accessible service to all users in Europe.

The project intends to test an innovative ticketing system which would allow payment for transportation services (e.g. motorway tolls, public transportation tickets, parking fees, etc.) by cellular phone. ATAC will test the sale of one-way tickets using existing mobile phone technology (SMS/wap) for the TELEPAY project.

7.3 Barriers, opportunities and critical success factor

The decision-making and policy implementation process concerning the transport sector is structured at four different administrative levels: Central Government, the Regions, the Provinces and - at the most local level - the municipalities. Many institutional changes have been tackled in Italy since the beginning of the 1990s and are actually still ongoing.

As concerns the financial point of view, the overall weight of the public bodies in the transport sector has been decreasing in the last decade and may decrease further in the near future as a consequence of the reforms under way. The public share of total expenditure in the whole sector declined from 14.5% in 1990 to about 10% in 1997 due to cost cuts and to privatisation of some public utilities.

The new PGT (Ministero dei Trasporti, 2000) has then introduced a longer-term planning instrument named *Piano Urbano della Mobilità* (PUM, **Urban Mobility Plan**). The PUM has to be elaborated by municipalities (or groups of interconnected municipalities, or Provinces, according to the specific local situation) with more than 100 000 inhabitants. It has to cover a period of ten years and can propose more structural solutions to the problems defined, with changes in the infrastructure supply. What is more, this plan – once approved – is financially

supported by the central government. Thus it gives – at least in theory - to each urban area the possibility to propose and fund an integrated and coherent set of interventions. At the same time, it gives to the central government the possibility to evaluate and steer local plans according to the general guidelines designed in the most recent PGT.

As already explained the main barrier for an effective execution of awareness campaign is the lack of an adequate financing framework. In many cases the campaigns have enough support to start but no resources to assess the impact (especially on long – term period) and monitor all processes. Marketing in public transport is now a well known concept in Italy but tools and methodologies have to be developed and / or refined.

The need for a pro-active collaboration of all the key actors should also be mentioned. This means that transport operators (or the transport association) can't be the only one involved in awareness campaigns on sustainable transport. On the contrary citizen should perceive that - not only a transport operator can be interesting in generating new users - but also that the Ministries of Environment, Health, Education etc. are working together to improve the quality of life of the citizen.

7.4 Ongoing Initiatives and Priority Areas (present situation)

The institutional campaigns for promoting public transport are set up and planned in accordance with the relations with environmental organizations and national Institutions.

Currently the planned advertising campaign is related to the METREBUS Card.

In order to make travel easier within the Latium Region, the **ATAC** and **COTRAL** public transport companies, together with **FS S.p.A.**, set up the METREBUS integrated fare system. This allows holders of integrated tickets and passes to travel on any public transport managed by the three companies for the stated period of validity. This system is subdivided into “**Metrebus Roma**”, enabling the public to use public transport throughout the city of Rome, and “**Metrebus Lazio**”, for travel on the regional level.

7.4.1 “aBUSiamone” Campaign

This was an educational campaign for the promotion of public transport and sustainable means of transport promoted by WWF Italia and ATAC S.p.A.

The goal of the campaign was:

- Inform and make the citizen aware of the environmental impact of the different means of transport
- Promote the use of public transport and eco-vehicles.

Information leaflets were the main tools of the campaign. They were targeted at secondary school students.

In total, 40 000 leaflets were delivered to the students of 66 schools in the City of Rome, in May and June 2001.

The leaflet describes the problems connected with the environmental impact of transport. The language used in the leaflet is easy to understand and attractive for children. This has been designed and produced after a survey to understand the factors of most interest to students.

7.4.2 *Educational campaign (mainly by posters)*

Targeted at the Citizens of Rome, 500 colour posters were placed on buses between 20 May to 10 June 2002. Both slogans and branding were designed to stimulate the use of public transport. Headline, text and images were designed to reach the widest number of possible target groups.

7.4.3 *Campaign “Antivandalismo” (Antivandalism Campaign)*



Following several acts of vandalism caused by football supporters in the City of Rome, ATAC SpA launched an attitudinal campaign of against vandalism of buses. On the 22nd of December 2000 for a “dangerous” match between the two Roman teams, a destroyed bus was positioned at the entrance of the Olympic Stadium. The slogan was “TEPPISMO BATTE SPORT 2 - 0. Una sconfitta per tutti”, meaning “vandalism wins over sport 2 – 0. A defeat for all”.

7.5 **Suggestions and future plans**

National and local campaigns produced satisfactory results, but it is difficult to assess and measure the impacts owing to the lack of funding. From press reviews a very positive feedback emerges in terms of citizens’ opinions but there were no measurements to link radical behavioural changes in mobility patterns following the campaigns.

In its role as Agency for Mobility of the city of Rome, ATAC SpA is involved in different marketing activities. More specifically the main fields of investigation and priority areas:

- collaboration with municipalities for the promotion of energy saving activities (Related to CIVITAS initiative follow up);
- synergy with schools to activate periodic educational campaigns

ATAC SpA continues to be involved in several initiatives such as:

- **Security:** Organised by the 1st district of the Municipality of Rome, ATAC SpA will take part in the “Safe Children” project
- **Environment:** Organised by Confservizi, on 10 May, ATAC SpA will participate in the event “Local Public Services Day”
- **Archaeology:** In cooperation with DLF and the Gruppo Archeologico, ATAC SpA is organizing guided visits to the archaeological sites that are present on the premises of its premises (Anagnina, Tor Sapienza, Trastevere and Prenestina)
- **History:** ATAC SpA is preparing a CD with the most significant photographs of its past which will be widely circulated so that the citizens of Rome can share in its history

Within the framework of these initiatives ATAC SpA has been devoting its time to raising people’s awareness and to the discussion of issues related to local public transport and to its being instrumental in raising the people’s quality of life.