Rome’s strategy for #visionzero and the newly launched @Pums Roma

5th European Conference on Sustainable Urban Mobility Plans, 14/15 May 2018 Nicosia - Cipro

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Session C1. Active modes: SUMPS, Safety and Sustainability
The role of the Mobility Agency (RSM)

The Agency (2010) manages, through a service legal agreement, the bus service contracts performed by ATAC (the PT Operator in charge of metro, tram networks and 80% of surface public transport)

- Planning, Regulating and Controlling Mobility
- Permits and user contacts
- Development of Mobility and Road Safety Projects
- ITS tools, Infomobility & Mobility Centre
- Management of Sustainable Mobility Policies

More info here https://romamobilita.it
Rome, a view on the city,

<table>
<thead>
<tr>
<th>Municipal Area</th>
<th>1.285 skm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Area</td>
<td>4.400.000</td>
</tr>
<tr>
<td>City Residents</td>
<td>2.900.000</td>
</tr>
<tr>
<td><strong>Road Network</strong></td>
<td>8.000 km</td>
</tr>
<tr>
<td>Main road network</td>
<td>800 km</td>
</tr>
<tr>
<td><strong>Vehicles</strong></td>
<td>2.300.000</td>
</tr>
<tr>
<td>Cars</td>
<td>1.640.000</td>
</tr>
<tr>
<td>2 wheels</td>
<td>500.000</td>
</tr>
<tr>
<td>Goods delivery</td>
<td>160.000</td>
</tr>
<tr>
<td><strong>Daily Trips</strong></td>
<td>6.000.000</td>
</tr>
<tr>
<td>Peak-hour Trips</td>
<td>670.000</td>
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Rome, a view on the city, Cultural attitude for private vehicles

**Motorization rate**
840 veh./1,000 inhabitants (640 cars) the highest rate in Europe (415 Paris, 398 London)

**Modal Share**
PT: 29,5%
Car: 48%
Motorbike: 15,8%
Walking: 5,7%
Cycling: 1%
Rome, Accident Figures

Within urban and suburban area, Rome has registered in 2016:
- 13,241 accidents (+1%)
- 140 fatalities (-19%)
- 17,306 injured (+1%)

Despite an encouraging -19% in 2016 Rome still suffers 1 fatality every 2.5 days and 47 injured every day.

Accident rate in Rome goes from 6.0 to 4.9 fatalities /100,000 inhabitants.

National rate goes from 5.6 to 5.4 fatalities /100,000 inhabitants.

Encouraging yet still far from other EU capitals (Berlin 1.5, London 1.6, Paris 1.7).

Social costs is about 1.3 billions euro.
Rome, Long period analysis

Accident Flows by year (2002-2016) despite an overall drastic reduction there is still a lot to do.
Vulnerable users more affected

- Pedestrians represent 27% of fatalities a +16% btw 2013 and 2016
- Users of 2-wheeled motor vehicles despite a decacrease in 2016 they still represent 1/3 of fatalities and injured both as drivers and passengers
- Cyclists a + 14% btw 2013 and 2016, of bycicles involved in fatal accidents
- Youngsters btw 15 and 24 yrs , represent 14% of fatalities
Vulnerable users more affected (Italy is one of the most aged country worldwide)

- **The Elderly** over 64 yrs, represent 31% of the fatalities occurred and in particular represent 63% of pedestrian fatalities.
- **Night time accidents** btw 22,30 and 06,30 represent 1/4 of the fatalities in 2016, (1/3 in 2015).
- The majority of which are associated with «high speed» factor.
- **Crashes at intersections** represent 36% of the total.

By 2050 one out of five people will be over 60 posing one of the greatest challenges to societies, WHO said.
Rome, Road Safety Centre

Il “Centro di Competenza sulla Sicurezza Stradale” aka Road Safety Centre is a dedicated technical structure launched in 2013 and aimed at:

• gathering and managing of road accidents data
• analyzing and monitoring of measures to be implemented
• planning and promoting project activities and road safety measures
Rome, Road Safety Centre

The Centre gathers and processes accidents data, previously detected and released by the Urban Police (approx 30.000 record/yr), via a dedicated Info System. According to data collected, safety interventions are then planned.
Rome, The Road Safety Centre

Of all the available data we still miss a distinction between those injured (classified white code/red code) due to the lack of data exchange between Urban Police and Hospitals. Another missing/not reliable data is the one between the abuse of alcohol and drugs and road accidents due to the scarcity of drivers tested after the accident. (5% official 15% presumable)
Rome, the «Road Safety Program/VisionZero»

Based on the “Vision Zero” approach and the subsequent document “Toward Zero. Ambitious Road safety Targets and the Safe System Approach” by OECD and ITF back in 2008, the Road Safety Centre has developed a new document named “Programma Straordinario per la Sicurezza Stradale”

Launched in 2016 by the new Administration, the document re-thinks road safety policies as a whole, horizontally targeting all the key sectors involved such as:

- Infrastructures
- Vehicles
- Road users behaviour
- Public&private transport
- Freight distribution
- Zone 30
- Pedestrian and Cycling measures
- culture
Defining the scope of the «Road Safety Program»

The main goals of the program as declared by Linda Meleo, Councillor for City in Motion, are:

• Reducing the level of road accidents within the Municipal area
• Rational balance sought of the current modal share
• Better quality of the urban environment

“In line with the policies of the most virtuous countries, Rome will follow the ‘Vision Zero’ approach to counter the serious accidents in the first place through a overhaul of road safety policies”
«Road Safety Program» 4 pillars

In order to reach the goals planned four are the categories/fields of intervention identified:

- **GOVERNANCE**
  - road safety management

- **ENFORCEMENT**
  - strengthening control and accident prevention

- **ROAD SAFETY CULTURE**
  - road safety rules awareness

- **INFRASTRUCTURE**
  - traffic implementation and measures
Consulta Cittadina Sicurezza Stradale, Mobilità Dolce e Sostenibilità

To actualize and implement the Road Safety Program

Allowing for the **very first time** the exchange of different opinions, around a permanent table, between all the institutional partners (public and private) working in the fields of **road safety, soft mobility, urban trasformation** and **sustainability**

The Consulta has also a technical board to identify priority actions, optimize the use of available resources and take fully advantage of the different experiences from the partners involved

As we speak **180** are the partners/experts within the Consulta
Consulta Cittadina Sicurezza Stradale, Mobilità Dolce e Sostenibilità

Each year, by October 31, through a structured, cyclical and continuous course, the work of the Consulta is aimed at drafting the "Observations and Proposals" document and identifying the "Priority Actions" to be submitted to the Administration, which may take this into account when implementing the Road Safety Program.

So far 101 (122M€) were the proposals presented last October 31 (17 of those were redirected to the newly launched PUMS) a clear sign of the commitment of the work of the Consulta which has seen, for the first time in Italy, sitting at the same table 180 experts.
@PumsRoma the people have spoken

The launch of the SUMP in Rome marks one of the most participatory and dynamically inclusive interventions to date in a European City.
@PumsRoma The Consultation phase

At the end of the four months *Consultation Phase*

4,106 proposals have been submitted

2,666 were published

Over 1,600 citizens have registered to participate in the SUMP

50,000 visits to the portal

Over 20,000 votes were expressed

Trust building has played a key role in the development and planning approach which has raised the hope of the administration in the strive toward a sustainable future of our city.
@PumsRoma the portal www.pumsroma.it

Through innovating inclusion through social media platforms alongside traditional communications methods, the portal both disseminated information while empowering participants to communicate ideas and concepts.

pumsroma.it è on line! Disegniamo assieme la @Roma del futuro, il #PUMS è partecipazione #DecideRoma @virginieraggi @LindaMeleo

#RomainMovimento Avete tempo fino a domani per votare le oltre 2.500 proposte caricate sul portale pumsroma.it Disegniamo la @Roma di domani costruendo insieme il Piano Urbano della Mobilità Sostenibile @PumsRoma
Enabling an holistic approach identified eight key targets for the SUMP to be implemented; Public Transport, Private Transport, Urban Logistics, Cycle Networks, Green Zones, Road Safety, Disabled Access, Innovation Data Technologies.

@PumsRoma the portal www.pumsroma.it
The leading priorities were proposals for **Public Transport**, highest at 881, **Cycle Networks** at 551 and **Private Transport** third place with 331 proposals.

**Urban logistics** and particularly **Road Safety** were also high areas of citizen concern.

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<thead>
<tr>
<th>Proposte dei cittadini</th>
<th>VisionZero</th>
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<tbody>
<tr>
<td>Trasporto pubblico</td>
<td>881</td>
</tr>
<tr>
<td>Traffico privato</td>
<td>391</td>
</tr>
<tr>
<td>Logistica urbana</td>
<td>341</td>
</tr>
<tr>
<td>Sistema della ciclabilità</td>
<td>551</td>
</tr>
<tr>
<td>Isole ambientali</td>
<td>125</td>
</tr>
<tr>
<td>Sicurezza stradale</td>
<td>255</td>
</tr>
<tr>
<td>Accessibilità per tutti</td>
<td>93</td>
</tr>
<tr>
<td>Tecnologie telematiche</td>
<td>31</td>
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</table>
@PumsRoma a turning point for urban mobility

Sustainable mobility has become the responsible norm as a strategic planning instrument for local authorities for the wellbeing and improvement of citizens daily lives.

The recent implementation of the SUMP amongst the heritage and archaeology of the “Eternal City” represents a significant turning point within such a significant historic landscape.
Rome has joined the **Safer City Streets** in 2017
the global traffic safety network for liveable cities managed by ITF

April 2017 – 1st meeting in Paris
December 2017 – 2nd meeting in Brussels
April 2018 – 3rd meeting in Rome
November 2018 – 4th meeting in London

### Where does your city stand?

- **80%** Share of vulnerable road users among people killed in urban traffic crashes
- **1** person killed every minute
- **3%** of GDP is lost to road traffic deaths and injuries
3rd meeting was held in Rome last April

Myself and Mr Stordy from TFL were elected as co-chairs of the network on behalf of Rome and London.

International road safety initiatives were a major focal point of this meeting. The meeting attracted over 55 participants. A total of 18 cities were represented.
#Rome4Life

The World Day of Remembrance for Road Traffic Victims

CONSULTA CITTADINA SICUREZZA STRADALE, MOBILITÀ DOLCE E SOSTENIBILITÀ
GIORNATA MONDIALE IN RICORDO DELLE VITTIME DELLA STRADA

19 novembre 2017

#Rome4Life

Aranciera di San Sisto - Via di Valle delle Camene 11

Domenica 19 novembre, l’ONU e la Federazione Europea delle Vittime della strada (FEVR) celebrano la “Giornata Mondiale in ricordo delle Vittime della Strada”.

Si vuole portare all’attenzione di tutti il dramma dei milioni di persone che ogni anno, in tutto il mondo, perdono la vita o rimangono gravemente ferite in incidenti stradali, e quello delle loro famiglie e amici.

A Roma, ogni giorno, si contano 1 morto ogni 2 giorni e 47 feriti al giorno per incidenti stradali: pedoni, ciclisti e motociclisti, anziani e giovani sono le categorie più colpite.

All’interno dell’iniziativa internazionale, domenica 19 novembre, la “Consulta Cittadina Sicurezza Stradale, Mobilità Dolce e Sostenibilità” promuove l’evento #Rome4Life, aperto a tutti i cittadini.
#Rome4Life spring edition

To promote road safety culture and make low abiding future generation

DE.SI.RE. – Decoro, Sicurezza, Resilienza nella periferia romana

INTERVENTI PER L'INCREMENTO DELLA SICUREZZA DELLE COMPONENTI DEBOLI DEL TRAFFICO E PER LA PROMOZIONE DELLA MOBILITÀ DOLCE NELLA SCUOLA PRIMARIA

SAVE THE DATE

#ROME4LIFE di primavera

12 MAGGIO 2018 | H. 10.00-18.00

Roma | Aranciera di San Sisto
Via di Valle delle Camene, 11 (zona Terme di Caracalla)
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