

# BIKE LANES UPGRADE

Misano Adriatico, Italy

By MOBILITAS project

## KEY FEATURES

### Challenges

- Boost and promote the use of the bicycle
- Provide better service to multiply number of users
- Improve bicycle paths

### Main Objectives

- Enhance sustainable mobility in the city
- Improve bike lanes with signage and information
- Soft mobility data gathering
- Improve bicycle paths to make them safer

### Impacts & Results

- New road signs along the seafront indicate the path to the sea, urban areas, nature areas and to schools. Different colours and symbols on wooden poles and visible iron supports;
- Two totem counters with luminous displays, in the two access points of the waterfront cycle path to count the number of users;
- The new data collectors are the first implemented in the province of Rimini and in almost the entire Emilia Romagna Region.
- Two bike sharing stations and two recharging stations for e-vehicles have been installed, in accordance with the measures foreseen by the SUMP of the city.

### Investment/Maintenance Costs

- New signage and bike counters: € 18.280





---

## CONTEXT

Within the framework of the European project MOBILITAS the Municipality of Misano Adriatico has designed a new system to monitor and upgrade the existing cycle-pedestrian-path network. The objective is twofold: on the one hand it is intended to indicate to cyclists the route options in a new, intuitive and effective way. On the other hand, the monitoring system (through bike counters/sensors) is intended to gather data in terms of bike passages, no matter what the typology of the user is: residents, hikers or tourists.

### MOBILITAS PROJECT DESCRIPTION

MOBILITAS provided policymakers and stakeholders with appropriate tools to deal with the effects of intensive tourism.

Areas that receive important visitor flows suffer from excessive pressure on their mobility infrastructures and means of transport. This overload entails negative effects in terms of air pollution, noise, health, road unsafety, and therefore loss of city attractiveness. The temporality of the flows is also an aspect that needs to be considered since most of the visits are concentrated in summer or during specific events.

The main objective of the project was to elaborate scenarios to enable policymakers and other stakeholders taking the right decisions regarding future transport planning.

The general project's outputs are:

- (a) the elaboration of Future Mobility Scenarios in 9 MED tourist regions
- (b) pilot actions using IT tools applied to sustainable tourism mobility and electric and sharing mobility solutions.
- (c) the elaboration of a Sustainable Mobility Handbook.

Tourist cities are in a dichotomy between the benefits of tourist activity and alleviating the associated negative effects. This project provided the needed information and the appropriated tools to understand the effects of different policy choices regarding the environment.



---

## HEAR THE PIONEER CITY'S VOICE

The bike lanes upgrade within the MOBILITAS project consisted on planning and implementing new signposting along the existing bike lane network, indicating -by means of different symbols and colours- the cycle paths to reach the sea/waterfront, the urban/historical centre, the schools, or the bike paths surrounded by nature, at the outskirts of the town.

The new 20 signposts are placed on wooden poles, with iron supports, in order to ensure visibility and help the users in finding their way. The signposting will extend also to the suburbs of Misano: from Misano Monte to Belvedere, from Villaggio Argentina to Santa Monica and Scacciano, covering an area of approximately 20 Km<sup>2</sup>.

The new signposts are combined with the counter totems, equipped with luminous displays, positioned at the two access points of the waterfront bike lane. The bike counters will count the transit of cyclists, thus providing information on the quantifiable real use of the bike lanes.

This is a significant innovation for the city of Misano, willing to pursue a real monitoring activity. Those counters are the first implemented in the province of Rimini and in almost the entire Emilia Romagna Region; actually, at national level there are currently few municipalities with such an equipment.

Moreover, the two locations in which the two counter totems have been positioned (Portoverde and Misano Brazil), are also both equipped with a bike sharing station and a charging station for electric cars and electric bikes. Basically, they represent a true multimodal station for sustainable mobility, perfectly integrated with the choices and strategies of the city's first Urban Sustainable Mobility Plan, approved in November 2019.

### Major issues encountered

The implementation of the network of new bike lanes is very ambitious and is continuously evolving, but sometimes it runs slower than expected. This is due both to problems related to availability of financing, and to sometimes unexpected issues during the execution of the works.



---

## Corrective actions

The Municipality of Misano keeps a proactive attitude in exploring and participating in available calls for tenders to access the necessary funding resources. Moreover, when dealing with other upcoming or future public works to be carried out, the bike lanes are taken into consideration, especially during the planning phase of those works.

## Investment/maintenance costs

The total budget for the new signage and bike counters is € 18.280

## Positive side effects and continuity of the measure

The Sustainable Urban Mobility Plan foresees a further increase of the bike lane network, now stretching along 20 km. Recently, also the so-called "statalina" (10 kms long) between Via Tavoleto and Via Ascoli Piceno in Riccione, the cycle path in Scacciano, and the newly inaugurated Via Simoncelli has been completed.

Misano aspires to become a virtuous example in the panorama of cycling cities, honouring the "yellow flag": an award recently received from FIAB Federazione Italiana Ambiente e Bicicletta, (Italian Association of Bicycle and Environment), which proves the commitment of the city in offering an excellent and safe cycling system, not only to young people who use the bike, but also to all-age residents and tourists.

The scenario of the Plan goes in the direction to increase the share in favour of bicycle use by 35%, and to reduce the Kms travelled by car by 6.2%, with an even more ambitious target along the coastal roads (-14.7%).

With the "Metromare" (Personal rapid transit or PRT), the aim is to increase the share of local public transport by 20%. Metromare is a fast transport system that connects Rimini, the main town in the province, with Riccione, the second largest town only 10 kms away from Misano. It travels in a protected, dedicated lane and is a trolley bus moved by electric traction, a Van Holl vehicle of 18,5 mt. of brand-new technology. The track is similar to the one of a surface metro, with clearly visible stops and camera control.



## Key actors and stakeholder to involve

- \_ Municipality offices of territorial planning, urban mobility and transports
- \_ Local and regional authorities
- \_ Public transport agencies
- \_ Cycling clubs and associations
- \_ Residents
- \_ Tourists

## Monitoring data available

Data from the bike lane's counters:

Month	Bike passages/Year		Difference	notes
	2019	2020		
January	-	3.738		
February	-	5.514		
March	-	2.576		
April	19.520	244	-19.276	
May	16.497	39.827	23.330	
June	58.576	57.454	-1.122	
July	73.771	84.367	10.596	
August	100.463	106.856	6.393	
September	36.625	33.484	-3.141	For 2020, data refers to up 16 Sept.
October	12.284	-		
November	4.700	-		
December	4.439	-		