



# SMART

## Ankara Sustainable Urban Mobility Plan

# Setting the (pre-covid) scene

- Population: ~ 360.000
- Daily users: average 500.000, peak 600.000 (mobile analytics)
- 14,9 M overnights/year
- Trips by car: 900.000 trips/day (540.000 internal)
- Bus and tram: 150.000.000 passengers/year
- Urban rail: 19.000.000 passengers/year

# COMMITMENTS (AND RESULTS)



## Sustainable Energy Action Plan

## Sustainable Energy and Climate Plan

SEAP:

2011 target 20%

Result: 34% in 2020

SECAP: (updated)

2023 target 60% in 2030

## Sustainable Urban Mobility Plan

- PT infrastructures supply (tramway and BRT)
- interchange hubs
- ticketing
- sharing mobility services and cycling/walking for first and last mile
- Low Emission Zone & Congestion Charge
- ICT tools
- building a mobility users community



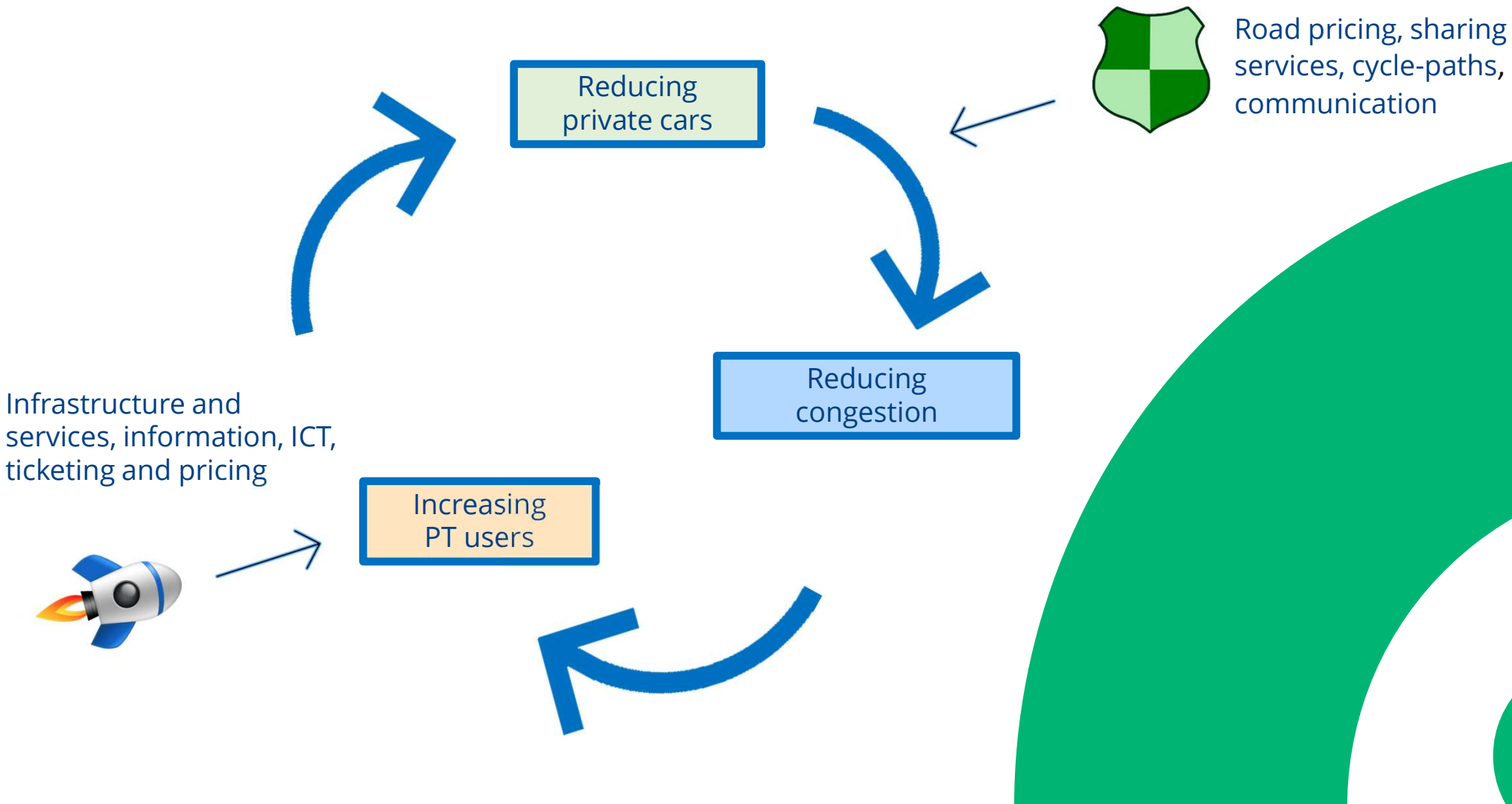
## Smart City Plan

## Climate City Contract

SCP 2015: target - 20% in 2020,  
- 45% in 2030, - 75% in 2050

CCC 2023: - 81% in 2030  
(updated)

# How to trigger a virtuous cycle





# The tramway network



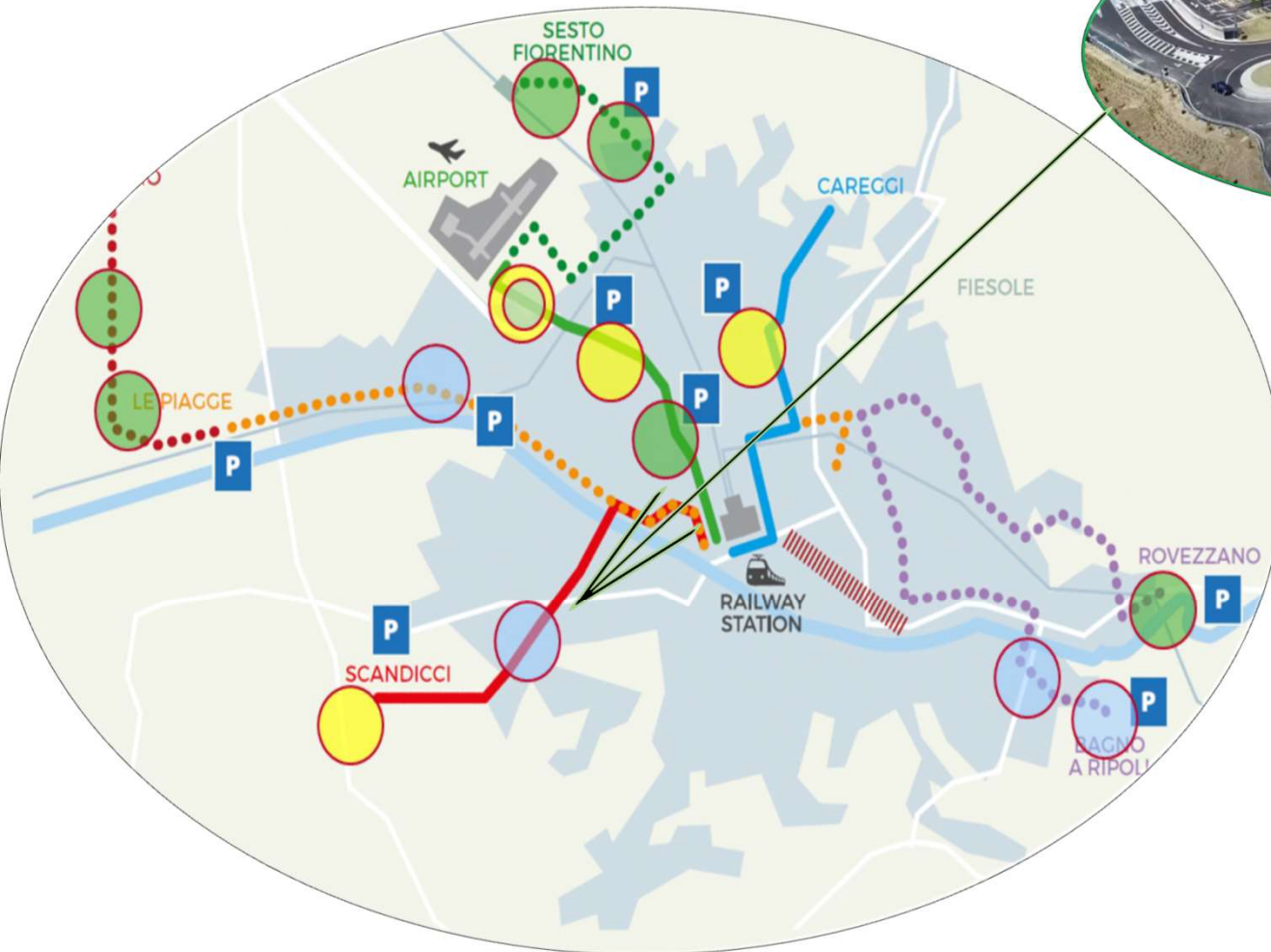
Today: 37,2 m/passengers – 14,300 t/y

Tomorrow: 85 m/passengers -32,700 t/y

Total investment: 1,1B€



# Interchange hubs (car)



Accessible directly  
from the motorway  
and connected to  
the tramway

# Interchange hubs (bike)



Central railway station S.M.Novella



Park & Recharge at new interchange parking at T1  
"Ponte a Greve" (USERCHI Project)



# First and last mile: sharing solutions

## Free floating service

- 1600 bikes
- 2500 e-bikes
- 300 motorbikes, 5 operators
- 1350 e-scooters, 3 operators

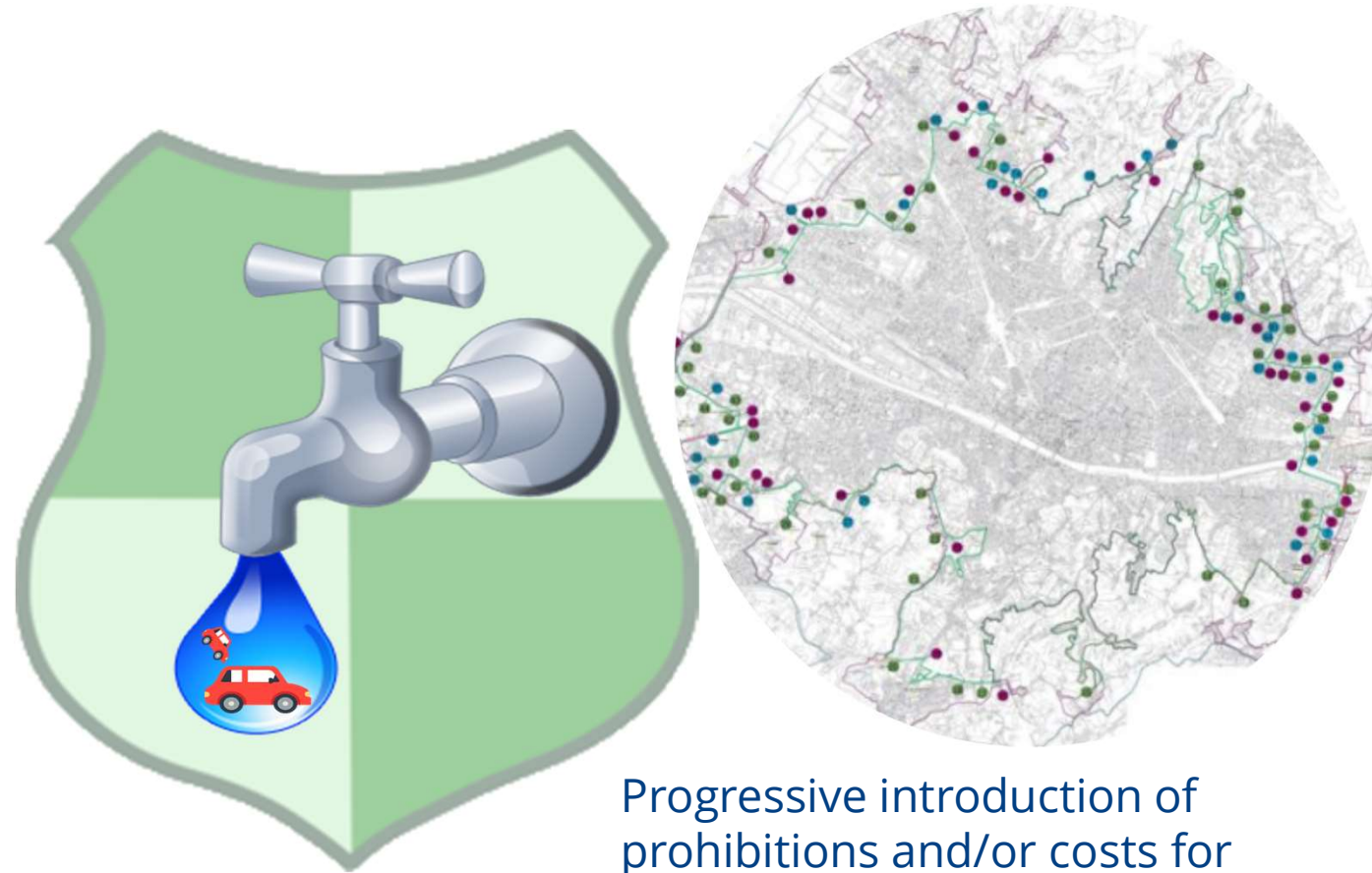


*Since 2021 bike sharing (1,3 M trips/year) is framed as a public service*





# Congestion charge: Green Shield system



Progressive introduction of prohibitions and/or costs for accessing the urban centre, well balanced with a concurrent increase in PT supply

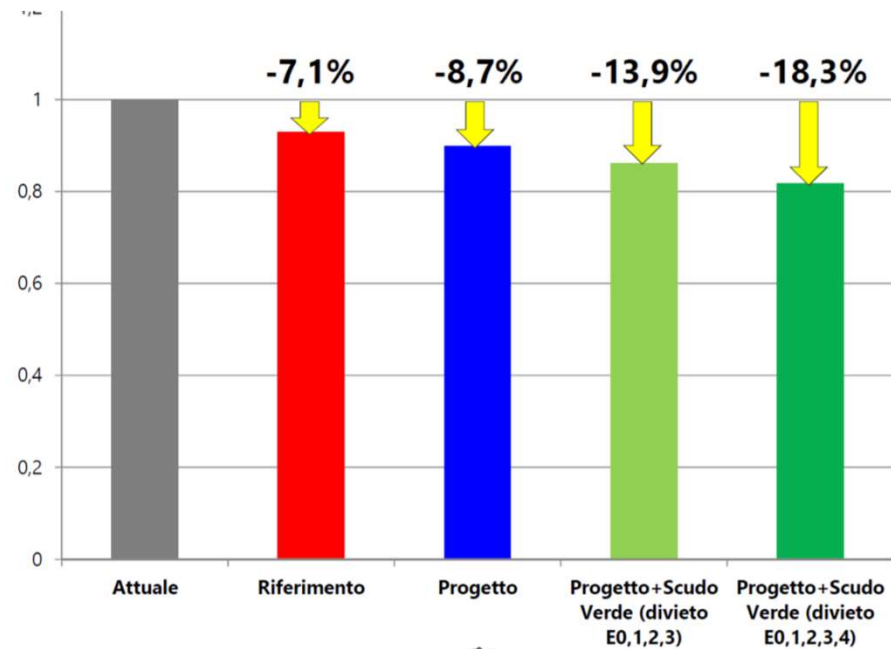
# Green Shield system policy



- Access forbidden to most polluting vehicles
- Access forbidden for heavy-duty vehicles, with O/D outside the new LEZ
- Congestion charge for touristic buses
- Congestion charge for other vehicle categories (phase 2)

# Impact simulation

Distance covered, peak hour, Florence area  
[vehicles/km]



# Impact simulation

Transport modelling has been used to simulated different scenarios according to different policies options: Green shield

Euro 0, 1, 2, 3, 4:

- - 235.000 trips by car
- +130.000 trips by train
- + 100.000 trips by tram
- +25.000 trips by bus

The Municipality decided to invest the income from road pricing to strenghten public transport (starting from integrated ticketing)





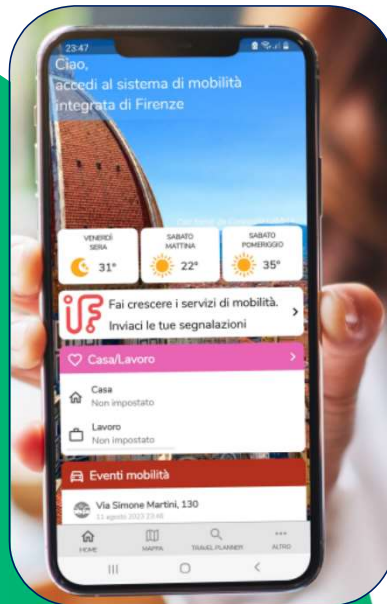
# Real time transport management: SCCR Smart City Control Room



- Cooperative space
- Municipality and utilities work together for planning and real time traffic management
- B2G data sharing space



# Keeping users informed: IF infomobility Florence towards MaaS



- Location-based services (mobile App)
- real-time public transport data
- real-time availability of shared vehicles
- unexpected events on the network causing congestion or dangerous situations for drivers (closures, accidents, hazardous material, traffic jam)
- LEZ accessibility
- charging points availability
- restrictions due to road works (real-time and planned)

# Mobility as a Service

Starting from 2024 Florence will take part in the trial of the national project "**MaaS4Italy**" for the development of the paradigm «Mobility as a Service» in the urban area of Florence.

Maas is a global mobility concept that foresees the integration of multiple public and private transport services accessible thanks to a single digital channel, this is to say using Apps that match different functions and guarantee alternative journeys for city users.



# Thank you!

