Sustainable mobility governance in small and medium historic towns: THE LIFE+ PERHT PROJECT

LIFE+ PERHT Project
“Parking green services for better environment in historic towns”

LIFE11 ENV/IT/015 – Pilot Project
Priority: 2 – Environmental Policy and Governance
Objective: 5 – Urban Environment
“Contributing to improving the environmental performance of Europe Urban Areas”
Project lifetime: October 2012 – March 2016 (42 months)
Partners:
- MOM Mobilità di Marca - Public Transport Operator in Treviso area
- Treviso Municipality - Local Authority
- MemEx - ITS Engineering Company
- Softeco Sismat - IT provider
- EAHTR - European Association of Historic Towns and Regions

Project context
The traffic congestion and impacts on environmental quality, energy consumption and citizen’s health even more critical in small-medium sized historic towns (SMHTs) which are largely representative of the EU urbanized structure.

Project objective
To implement, demonstrate and validate “green added value" mobility services for people and goods integrated with innovative parking management system. The integration and coordination of different mobility services are based on the key role of the local parking system “I-Park” acting as “hub”

Treviso Mobility Cooperation scheme

Treviso an European small historic town
Treviso is a small historic town located in Veneto Region, Italy, 30 Km from Venice.

PERHT ecosustainable services
Enhancement of individual Park and Ride measures - in favour of Bike mobility with:
- INSTALLATION OF NEW 6 BIKE SHARING STATIONS AND EXTENSION OF 3 OTHER STATIONS (for a total of added 70 available lots)
- INSTALLATION OF 3 BIKE STATIONS
- Integration of Public Transport services offer with: The "COL-TAXI" SERVICE BASED ON FLEXIBLE MOBILITY SCHEME OPERATED BY TAXIS DURING THE NIGHT
- Enforcement of goods distribution and control scheme with: The INTEGRATION OF 170 LOAD/UNLOAD BAYS IN THE I-PARK SYSTEM allowing real-time knowledge of the goods van situation in the old town.
- Incentive to e-mobility by: The INSTALLATION OF 3 RECHARGE POINTS
- Infomobility platform by: “TreviMove” app for all PERHT mobility services, public transport, bus ticket payment, parking information, management of user feedbacks on the services quality.
- Implementation of supporting policies aimed at favouring e-mobility services.

Results
- Provide efficient integration of parking services with public transport and green mobility services;
- foster the modal shift from private car use to sustainable and soft modalities (bike, flexible collective service, EV, etc.);
- reduce the impacts of goods distribution;
- promote the take up of e-mobility for both people and goods;
- improve the quality and the efficacy of infomobility services

Services for green mobility in the city of Treviso on
www.lifeplus-perht.eu
www.memexitaly.it
Giorgio Ambrosino • MemEx, Italy
giorgio.ambrosino@memexitaly.it

Services for green mobility in the city of Treviso on
Services for green mobility in the city of Treviso on
youtube.com/#!/lifeplus-perht