



# Tuscany Region and rural mobility

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**First Smarta Workshop**

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## CONTEXT AND FACTS

Tuscany Region (Total population: 3.742.000) has a low demographic index (average 160 inhabitants / sq km in the Region. Concentration Florence metropolitan area about 3.700 inhabitants/ sq km)

- ❑ Public Transport services managed by Tuscany Region (entrusted to transport companies- yearly national/regional budg):
  - transport by bus: 109 mln bus-km (One Scarl -274 mil €)
  - transport by train: 23 mln train-km (Trenitalia/TFT-243 mil € )
  - maritime transport: 230,000 ship-miles (Toremara-13 mil € )
- ❑ Additional financial resources available to local authorities (Provinces and Municipalities) for around 3 million €
- ❑ Multimodal ticket community: combined ticket for train and bus users (Pegaso card)

# RURAL MOBILITY POLICY APPROACH

- Around 60% of regional budget allocated to Public Transport services → to 'weak demand areas' (rural areas) for public interest purposes (integration of Public Transport Services).

Ex: maintaining of:

- Railway services of low-traffic lines to sparsely inhabited mountain areas (es: Casentino, Volterra area)
- Transport/maritime services to / from islands that have not such frequent visits but can just guarantee citizens' right to mobility

# PUBLIC TRANSPORT BY BUS IN RURAL AREAS



National context: Italian laws do not allow integration between services of a different nature → It is possible to choose only a single type of service, losing the flexibility that the system requires.

To overcome this problem, Tuscany Region tried some innovative solutions in road transports realized in 'weak demand areas' over the last 5 years, including:

- On-Demand services . Ex: areas of Florence, Prato, Livorno, Arezzo, Siena
- Free oil vouchers for citizens using carsharing. Ex: industrial area in Empoli countryside (car sharing with vouchers instead of realizing new bus line)

# RURAL MOBILITY POLICY APPROACH

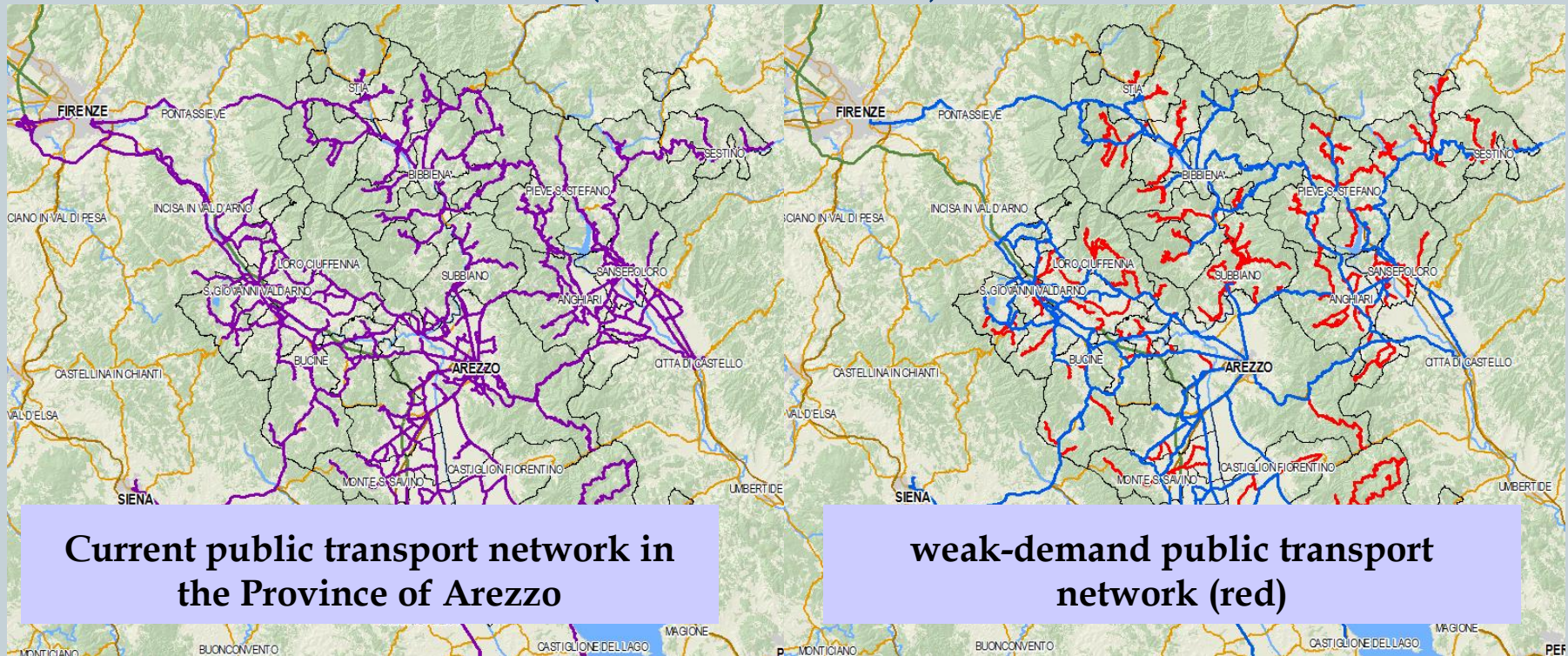
- Integration of public transports with other services:
  - ✓ TOURISM (ex: support to tourist companies , ex: buses linking campsites on the coast to city centers);
  - ✓ EDUCATION (ex: school buses with accompanying services),
  - ✓ SOCIAL SERVICES (ex: free tickets for elderly people ) .

In brief: all Transports classified as 'Local Public Transport':  
1 single bus offers different services instead of 3 different buses  
➡ Lower costs, overcoming different laws
- Integration with non-scheduled transport services like taxies  
Contract with taxi companies instead of creating new bus lines (ex: Livorno).

# Future Local Public Transport road policy

- Progressive separation of the public transport network with high reddy characteristics (managed by the Region - **Purple**) from rural network (managed by Municipalities - **Red**).

Ex: Province of Arezzo (a real rural area)



# RURAL MOBILITY POLICY APPROACH

## Main characteristics of Weak-demand area services (red):

- **Managed by Provinces and Municipalities**
- **Different implementation (small companies)**
- **Integrated solutions satisfying different needs (Touristic, Educational, Social)**
- **Maintaining of the same ticket price with a «Pegaso Community» despite the separation of the networks (es: Metropolitan area of Florence - Mugello)**
- **Keyword for our future weak-demand area services: INTEGRATION (Instead of 'On-demand' ⇒ Better cost/quality ratio)**

# RURAL MOBILITY POLICY APPROACH

## Contacts

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**Thank you for your attention!**