

Title of the experience : Community Mobility Network (Muoversi in Comune)		
Name of city/region : San Casciano Val di Pesa, Province of Florence, Italy		
Promoting entity: Promoted by the Municipality of San Casciano Val di Pesa (Italy) with the Support of the Regional Authority for Participation of the Region of Tuscany.		
Country: Italy		
Starting date: 03/2015	Finishing date : 07/2015	
Name of the contact person: Leonardo Baldini		
Position of the contact person: Responsabile del servizio Cultura e Sport – Municipality of San Casciano Val di Pesa		
Contact telephone: +39 055 8256260	E-mail: L.Baldini@comune.san-casciano-val-di-pesa.fi.it	
Population size: 17 201 (01-01-2015)		
Surface area: 107,83 km ²		
Population Density: 159,52 ab./km ²		
Type of experience	Collaborative service design in smart mobility	X
Regional scope	District	X
Thematic area	Transportation	X

Accessibility, in the sense of the concrete and effective possibility of accessing the workplace, social services, health centers, educational spaces, but also cultural and recreational facilities is a fundamental component in the fight against social exclusion and a discriminating factor in the promotion of social well-being and quality of life. In this context, public and private transports can present high barriers to entry: timetables, routes and costs may preclude their use, especially among the most vulnerable and less autonomous sectors of the population.

The City Council of San Casciano Val di Pesa (Italy) suffering in recent years from repeated cuts at the central and regional level to the financial resources needed to provide adequate public transportation, decided to share with its citizens not only the investment choices in new services but also to actively involve the local community and key stakeholders in the participatory design of an innovative integrated mobility network.

With the support of the Authority for Participation of the Region of Tuscany, the Municipality promoted the participatory process “Community Mobility Network” focusing on the **definition and participatory design of an innovative and integrated public transport network**. More specifically, the process focused on engaging citizens and different local actors of the territory in

order to integrate the existing network of urban transport with shared solutions targeting both the development of new services and the introduction of innovations in the system local mobility.

The process specifically piloted a **new concept of sustainable mobility** through the creation of an innovative **community mobility**, where actions by the community towards a more sustainable and effective mobility integrate the system of solutions set in place by the public sector, contributing to make it more dense and extensive and to match more closely the needs of the local community.

The process was aimed not only at addressing the pressing issue of transport connections, but also at looking at the issue of accessibility in a wider sense as a tool to **combat social exclusion and promote well-being and quality of life**.

The project was developed in three strongly interconnected phases and through a series of activities aimed at understating the context, mapping and engaging the most vulnerable groups and key stakeholders (such as the organizations responsible for social transportation services in the area) and engaging residents in co-design workshops to strengthen existing services, develop new ones and co-create innovative solutions in the field of sustainable mobility.

All activities were designed and implemented with the support of participatory experts and facilitators, to ensure **inclusiveness, equal expression of all points of view and constructive dialogue to define shared recommendations for actions**.

Communication and information were cross-cutting and developed throughout the entire process and included a series of presentation events, a dedicated online section on the Regional platform for open government and participation (<http://opentoscana.it>); a Facebook page; postcards and posters distributed widely throughout the municipality. Much of the communication supports were designed and disseminated through the involvement of citizens and local stakeholders, to ensure inclusion of all the actors involved.

MAIN PROCESS RESULTS

The process “Community Mobility Network” lasted **from March 2015 to July 2016**. In the month of June 2016 a free shuttle service connecting the outskirts with the center and designed through the process was activated and was immediately very well received and widely used; message boards for carpooling were installed throughout the city with the help of local residents acting as referents; activities promoting the practice of private car sharing were launched in several areas.

At the end of the process, the main impacts can be synthesized as:

- **Immediate and effective strengthening of the periphery-center connection** through the implementation of a co-designed **free shuttle** service, available two days a week and widely used by the most vulnerable sectors of the population (elderly, youth groups, disabled).
- **Strengthening of the network of organizations** working on social transport issues, through enhanced communication of existing services (information brochures, town meetings) and through the extension of the network to other organizations and human resources.
- **Testing of a system of sharing of private mobility through carpooling**, through the establishment of message boards to share lifts among individuals in remote areas. All message boards were set up by the Municipality but are managed by local residents.

More generally, the process “Community Mobility Network” allowed to achieve in a short time and effectively **3 key objectives**, which are at the heart of the international debate on the future of mobility:

- **Respond to the needs of local public transport integration**, especially in terms of center-periphery connection, also through the piloting of innovative alternative mobility solutions.
- **Develop innovative forms of public-private- social partnership** tools through active networking and co-design involving local authorities, organizations and citizens.
- **Promote and spread a culture of sustainable mobility** among citizens.

INNOVATION AND REPLICATION POTENTIAL

Although developed in the area of San Casciano Val di Pesa, the process “Community Mobility Network” represents a significant pilot experience for the regional area as a whole and has a high potential for replication in neighbouring municipalities of the Chianti Fiorentino area, and in the country as a whole.

The use of participatory co-design methodologies and tools in the field of sustainable mobility is still poorly practiced in small semi-rural centers such as San Casciano Val di Pesa. The approach is most frequently used in large urban centers where it is believed that the culture of shared mobility and public transport is more easily rooted. Being able to prove through a participatory process of this kind that this kind of work is sustainable even in remote areas and with a relatively low use of financial resources, paves the way for a series of experiments in the field of sustainable mobility in small towns and remote areas that can be a source of great innovation beyond the local level.

Process documentation tools:

Webpage on the online platform Open Toscana:

<http://open.toscana.it/web/community-mobility-network>

Facebook page: <https://www.facebook.com/muoversiincomune>

Page on the municipal website:

<http://www.sancascianovp.net/trasporti-viabilita-e-polizia-municipale/item/2578-servizio-navetta-gratuito>

Photo album on FLICKR: <https://www.flickr.com/gp/sociolab/pTU5Ph>