



# PARCO REGIONALE DI MIGLIARINO, SAN ROSSORE E MASSACIUCCOLI

## EDPA 50<sup>TH</sup> ANNIVERSARY

### Session 4: Innovative management

## The sustainable mobility: the experience in Maremma Park

Friday 22 may 2015

dott. sa Lucia Venturi

***Public administrations are the first responsables of the promotion and the organisation of Sustainable Mobility; actions are oriented to limit the presence of private vehicles in public spaces to favourite the alternative mobility.***

## **ACTUATION SYSTEMS ABOUT SUSTAINABLE MOBILITY:**

- A) walk mobility**
- B) *bike* mobility**
- C) *Local Public Transport development***
  - *bus*
  - *tram*
  - *rail system/subway connection*
- D) *Private vehicles sharing***
  - *car sharing*
  - *car pooling*

***One of the objective of European Diploma for Protected areas is the importance of the conservation and protection of biological diversity and natural ecosystems linked to the sustainable use of natural resources.***

***The paragraph n. 1 of Maremma Park Statute says: "...the Maremma Park realises the defense and protection of naturalist qualities, the landscape qualities and environmental qualities, in increasing the better conditions of local communities and in realising a balance between economical activities and the ecosystem, for a sustainable development."***

# HOW TO VISIT THE PARK

*- WALK ITINERARIES, NIGHT TOURS, DIDACTIC, MOUNTAIN BIKE, CHARIOT, HORSE RIDING, MULE BACK AND CANOE EXCURSIONS*

*- POSSIBILITY OF SEASIDE TOURISM TO MARINA DI ALBERESE BEACH*



# VIEW OF MAREMMA PARK



# SEASIDE TOURISM AND SUSTAINABLE MOBILITY

*THE PROBLEM ABOUT THE  
MANAGEMENT OF THE  
MECHANICAL MOBILITY  
SYSTEM INSIDE THE  
MAREMMA PARK TO REACH  
THE BEACH IN MARINA DI  
ALERESE*

*PRESENCE OF A 150 LOTS  
PARKING IN MARINA DI  
ALBERESE*



# MARINA DI ALBERESE



STOP

autobus  
in manovra



Benevenuti / Welcome  
ID ORTICCOLO  
DELLA NATURA  
PUNTO DI RISTORNO  
TOILETS



# MARINA DI ALBERESE BEACH



# MARINA DI ALBERESE BEACH



# ACTIONS ABOUT THE INCREASING OF THE SUSTAINABLE MOBILITY IN THE MAREMMA PARK: MARINA DI ALBERESE PARKING

MANAGEMENT SYSTEM OF PARKING BY THE AUTOMATIC IDENTIFICATION OF VEHICLES NUMBER PLATES

GUARANTEE OF BETTER FLEXIBILITY FOR VISITORS

POSSIBILITY OF HOUR COST DISTINCTION BASED ON VISITORS CATEGORY

COMMITMENT OF AUTOMATIC PARKING SYSTEM TO GROSSETO PARCHEGGI S.r.l. (COMPANY WITH THE PARTICIPATION OF GROSSETO MUNICIPALITY, TODAY CALLED SISTEMA S.r.l.)



# MARINA DI ALBERESE PARKING



# ACTIONS ABOUT THE INCREASING OF THE SUSTAINABLE MOBILITY IN THE MAREMMA PARK: CAR SHARING BY ELECTRIC CARS

POSSIBILITY TO RENT ELECTRIC CARS AT THE VISIT CENTRE TO GO TO THE MARINA DI ALBERESE BEACH

PROJECT EXPERIMENTED DURING THE SUMMER 2014, WHICH WILL BE REPAETED DURING THIS SUMMER

DEDICATED LOTS OF PARKING, IMMEDIATE ACCESS AT THE GATE AND PARKING COST ARE INCLUDED



# ACTIONS ABOUT THE INCREASING OF THE SUSTAINABLE MOBILITY IN THE MAREMMA PARK: THE CYCLE PATH

CYCLE PATH THAT CONNECTS THE VILLAGE OF ALBERESE AND MARINA DI ALBERESE

POSSIBILITY TO RENT THE BIKE AT THE VISITOR CENTRE, IN THE VILLAGE OF ALBERESE AND AT THE SERVICES CENTRE

LINEAR DEVELOP OF ABOUT 9 KILOMETERS



# ACTIONS ABOUT THE INCREASING OF THE SUSTAINABLE MOBILITY IN THE MAREMMA PARK: INCREASE OF PUBLIC TRANSPORT USE

USE OF LOW ENVIRONMENTAL IMPACT SHUTTLE BUSES

CONTINUOUS CONNECTION BETWEEN THE SMALL VILLAGES OF ALBERESE AND RISPECIA AND THE SEA

DURING THE SUMMER THANKS TO FUNDS BY THE MAREMMA PARK: TICKET COST IS 1,50 EURO FOR ALL THE DAY

FROM THIS YEAR AGREEMENT WITH TIEMME (THE LOCAL PUBLIC TRANSPORT AGENCY) TO INCREASE THE PUBLIC LINE NUMBER 17 DURING ALL THE SPRING WEEKENDS AND SPRING HOLY DAYS

SHUTTLE BUS ON CALL SERVICE: DURING THE WINTER WORKING DAYS THE SHUTTLE BUS TO THE ITINERARIES DEPARTURE POINT MAKES THE SERVICE ONLY ON BOOKING



BredaMenarinibus



4218

DR 990LE

exo bus

## MARINA DI ALBERESE PARKING COST

- **Hour cost:** € 2.00/h
- **Residents hour cost :** € 0.50/h
- **Agritourism guests hour cost:** € 1.00/h
  
- **Shuttle bus cost:** € 1.50/h

The nominal fee of shuttle bus for all the day, is to promote the use of public transport, at the expense of car.

To buy the tickets: authorized ticket shops, App Tiemme Mobile or sms.

# **ACTIONS ABOUT THE INCREASING OF THE SUSTAINABLE MOBILITY IN THE MAREMMA PARK**

**Analysing the data of last years it's possible to affirm that the different undertaken projects to increase the sustainable mobility inside the protected area, have worked, because the car use to go to the beach is always high, but the number of visitors that use the bicycle or the shuttle bus is considerably increased.**

THANKS FOR ATTENTION

