The determinants of the high modal shares in the cycling cities of Northern Italy

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Alberto M Zanni, Independent researcher and consultant, Brighton and Hove, UK
Objectives of the presentation

- Present the current situation in terms of cycling modal share and infrastructure in cycling friendly cities in Northern Italy
- Present a bit more details about three cities: Reggio Emilia, Bolzano/Bozen and Pesaro
- Discuss possible hypotheses on the main determinants/obstacles of cycling modal share
- Discuss next steps in the research
% cycl./total trips m/100 inh cycleways

Source: Legambiente
A very hot August morning
Reggio Emilia cycle ways map
Pesaro’s Bicipolitana

http://www.pesaromobilita.it/index.php?id=13184
Bolzano/Bozen cycle ways
Hypothesised Modal share determinants/obstacles

- Cycling infrastructure
- Pedestrianised areas
- 30 Km/h zones
- Two-way streets
- Role of marketing and communication
- Cycling tradition – intergenerational social networks
- Car culture
- Lack of infrastructure (shared ones?)
- Lack of parking facilities at transport interchanges
Next steps in the research

- Further look at historical data to understand trends
- Survey instruments to better understand attitudes:
  - Types of infrastructure
  - Sharing path with pedestrians
  - Dichotomy car/bicycle
  - Public transport
- Any lessons for somewhere else?
Thank you very much for your attention!

Contact details:
Alberto M Zanni
Email: amz@albertomzanni.com
Web: https://albertomzanni.wordpress.com
Twitter: @albertomzanni1