



Ostana – Smart Rural 21 –

## Park & Ride

SO.No1: OSTANA GREEN COMMUNITY

## **Subject: High flow access management to the municipal area**

### **Foreword:**

This action is needed in order to protect the environment, main asset of the village, but also to attract a more aware kind of tourism.

The main challenge it aims to address is eliminating or reducing significantly private transportation and carbon emission.

Meetings will be needed to involve the community of potential users, enterprises, citizens, tourists: launch of a promotional campaign to promote the use of the new app for sustainable mobility and its related platform, with the aim of presenting to residents and visitors a vision on how a Smart Mobility valley can be turned into reality and incentivize them to use the new tools launched in the framework of the Smart Strategy.

### **Technical Solution:**

- Current:
  - o access to paid parking spaces beyond the main site
  - o organization through volunteers of the garrison of the parking areas
  - o activation of replacement shuttles for the mobility of day tourists
- Future:
  - o dynamic system of booking and planning of accesses, both for parking and the use of shuttles (on cloud-web)
  - o activation of shuttles with efficiency
  - o sustainable economic model

### **Elements of uncertainty to be resolved:**

- monitoring of the number of accesses and their type
- management of parking accesses and use of shuttles
- level of cost and financial sustainability acceptable to users

- incentives for residents and non-residents to use the same mobility services as external users on high-flow days

### **Project development phases**

- 1) Activation of a pilot phase for monitoring flows and types in the presence of the current solution
- 2) Development of an intervention plan for transport, according to the 3 classic steps:
  - a. Infrastructure:
    - i. Web platform for booking, payment and access management
    - ii. Qualification of existing or new parking areas
    - iii. Solutions, IOT oriented, for area monitoring and control
  - b. Regulation: preparation of an access management plan (or relative model of economic sustainability)
  - c. Information: communication and promotion actions for the service

**Owner of the intervention:** municipal administration

### **Funds that can be activated**

To be assessed whether it is possible to activate a CoP or similar financing for the qualification of mobility infrastructures, or even in the PNRR field. For the phase of pilot study and development of services, it is possible to ask for the intervention of companies in kind or in PPP, as well as a contribution from the Chamber of Commerce or other local bodies and foundations.

### **Activation of services for the pilot phase**

- Request to Park Smart - The New Frontier of Urban Mobility, which develop solutions for parking management to set up a monitoring of the current operation with user analysis, to identify a solution to be acquired and managed in PPP
- Activate a request to the I3P incubator for the involvement of a startup that develops monitoring



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