

# Rosario (Argentina)

## ECOLOGISTICS PROJECT CITY PROFILE

### ABOUT THE CITY

Rosario, a port city with a metropolitan population of nearly one million inhabitants, is the third largest city in Argentina. Rosario is the heart of the country's major industrial corridor with an important railroad terminal and shipping center. The city is leading on sustainable urban transport and promoting a better life for citizens through public transport investments and prioritizing non-motorized transport. Its economy is based on services and industry, and contributes to 10 percent of the country's GDP.



### City transport

#### PASSENGER

The city's entire urban mobility is regulated, planned and evaluated by the Ente de la Movilidad de Rosario (EMR) which also implements active mobility policies. The EMR highlights the need to develop collective behavior change. Through activities involving citizen participation and consensus, it allows the implementation of technically sound policies that are legitimized by the community.



MODAL SHARE (2008)

|                   |     |
|-------------------|-----|
| Public transport  | 33% |
| Private transport | 30% |
| Walk              | 21% |
| Others            | 11% |
| Cycle             | 5%  |

The city has developed its 2010 Integrated Mobility Plan (PIM) through a participatory process including citizens, institutions, and local and international experts to prioritize pedestrians and cyclists. Through the implementation of the mobility plan, the city has achieved the following results:

- A network of 130 km of cycling lanes, and a bike-sharing system consisting of a fleet of 480 bicycles and 52 docking stations.
- Additional parking facilities for 3,600 bicycles across the city.
- 15 km of dedicated bus lanes benefiting 200,000 passengers daily.
- 28 km of streets closed to car on Sunday mornings.
- Dynamic real-time travel/mobility/traffic information and application, helping the user with mobility planning.
- Multimodal contactless card "Tarjeta sin Contacto."

#### Land area

178.69 km<sup>2</sup> (Municipality of Rosario, n.d.)

#### Population

948,312 inhabitants (Municipality of Rosario, n.d.)

#### Population density

5,726 inhabitants/km<sup>2</sup>

#### Population growth rate

+4.3%

#### Name of the Mayor

Mónica Fein

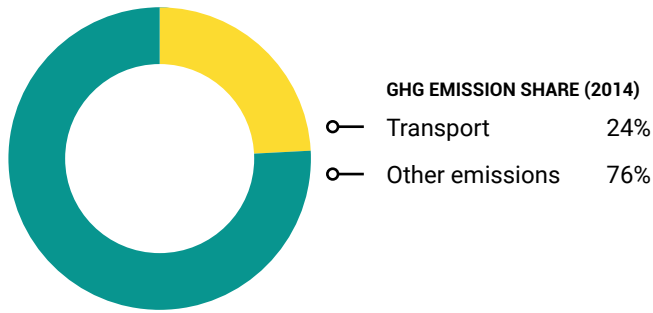
#### Main website (municipality)

[www.rosario.gov.ar](http://www.rosario.gov.ar)

### FREIGHT

Rosario has a long standing tradition of planning that makes the city a pioneer in diverse and strategic policies. The city's sustainable mobility vision is outlined in the Mobility Pact (2010) with three main strategies: promoting mass public transport, promoting non-motorized transport, and discouraging the use of individual motorized transport. Rosario's freight-related transport system includes an international airport, train lines, river ports and roads. The city's economic growth has put strong mobility demand that has directly impacted the overall transportation system, creating challenges for both passenger and freight transport, and also impacting urban life. The significant use of private motorized transport and old heavy-duty vehicles for freight transport has contributed to the city's traffic congestion and pollution. One of the most important actions that impact freight transport in the city is the recently inaugurated third lane on Circunvalar Avenue. This has reduced travel time and congestion for heavy, light cargo and private vehicles.

## GHG EMISSIONS PROFILE



Rosario produced 4,288,763 tons of CO<sub>2</sub>e in 2014, of which the transport sector contributed 24 percent. A major share of the sector's emissions comes from heavy goods vehicles. Emissions from freight transport are expected to increase due to concentrated economic activities in the city.

## TRANSPORT DECARBONIZATION STRATEGIES

Given the concentrated and growing economic activities occurring within the city, and given the presence of a major railroad terminal and shipping center, the freight sector in Rosario requires comprehensive management strategies. The city is also looking into e-mobility infrastructure and has created charging infrastructure in the downtown.

The Integrated Mobility Plan (PIM) 2010 was the result of a participatory process that included citizens, institutions and local and international experts to prioritize pedestrians and cyclists. The PIM consists of a series of projects and actions that aim to achieve a mobility model that optimizes fast, comfortable and safe mobility, and which improves the quality of life. The PIM also promotes social inclusion and encourages sustainable modes of transport. Some objectives of the plan include:

- Developing a quality and inclusive integrated transport system that incorporates rail transport, tramway, dedicated transport corridors and electric mobility options
- Prioritizing cycling through increasing ridership, investing in maintenance and the expansion and renewal of infrastructure
- Highlighting pedestrians as the protagonists of mobility in the city and expanding the urban infrastructure for pedestrians
- Promoting balanced use of individual motorized transport.
- Organizing loading and unloading urban freight operations
- Promoting the use of clean and renewable energies
- Strengthening the connection between urban planning and mobility planning
- Promoting the development of mobility-related technologies
- Improving awareness and road safety through awareness education
- Strengthening the institutional mechanisms of mobility governance

