

Objectives of the measure

- **At measure level:**
 - Increase multi-modal trips
 - Increase car-sharing or ridesharing
 - Increase cycling mode share
 - Increase affordability of sustainable transport modes
- **Contributing to city level objectives of:**
 - The objective of the measure at city level is to take advantage of the Mobility Managers in companies, institutions and schools to promote sustainable mobility habits and the use of PT among their employees, students etc.
 - In addition, the objective of this measure is to propose the incentives to reduce the use of car in support of PT, also following the introduction of the Limited Traffic Zones (Green Area).

Description of the measure

- **Situation before:**

The role of the Mobility Manager (MM), although introduced in 1998 by the legislation, to date needs to be reinforced within companies, organizations and in schools to steer the conscious and sustainable habits amongst the employees when traveling from home to work. To date, more than 200 mobility managers have been appointed, representing a system of approximately 320,000 employees who move around the territory of Roma Capitale on a daily basis

- **General description:**

The objective of this measure is to guide travel behaviour and to build a mobility offer in which local public transport is the preferred transport solution. This is done by stimulating the network of the local mobility managers active in institutions, companies, schools, in promoting sustainable mobility behaviours in their organisations according to the following activities:

- Sharing mobility: with the objective of supporting multi-modality, including PT in the journey.
- Car-pooling: promoting the use of platforms for sharing rides for the single company / school or for companies in a specific area reducing the number of people using the car;
- Cycling: promoting cycling to work/school as part of the journey as a single mode or combined with PT.
- Welfare: promoting the use of the opportunities offered by the welfare legislation for sustainable mobility actions, for example to offer reduced fares for PT subscriptions.

- **Measure outputs:**

This measure will deliver:

- Incentives schemes for companies, schools and institutions to reduce the use of the car
- Increased number of Mobility Managers in schools

- **Supporting activities:**

Communication campaigns towards the stakeholders involved, primarily residents and employees.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other measures in the city of Rome aimed at increasing the use of sustainable modes and reducing private vehicles in the city

- **ROM_01:** VAM LTZ
- **ROM_02:** Green Area LTZ
- **ROM_06:** Introduction of the MaaS in Rome
- **ROM_07:** Use of advanced technology to increase the efficiency and reliability of PT
- **ROM_08:** (Re)Designing the urban space to promote active travel modes, PT and environmental “30 zones”

Target groups and/or geographical impact areas

- **Target groups:**
 - Employees
 - Teachers
 - Students
- **Geographic impact area:** The Metropolitan Area of Rome

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **City of Rome Mobility Department:** supervising and providing the political support
- **City Departments for School, Labour and Training:** to steer the process in schools
- **RSM:** Rome Mobility Managers' network coordinator
- **ATAC PT Operator:** to support the incentives
- **Ministry of Infrastructures:** sponsoring the Mobility Management

U-tools support

The implementation of this measure will be actively supported by two IT tools from the UPPER toolkit:

- **U-GOV** for the acceptance and community engagement
- **U-SUMP** to monitor the effects of the measure

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **IDF_07:** To incentivise the use of Public Transport for commuters
- **OSL_07:** To incentivise the use of PT and shared/active modes of transport
- **TES_10:** To incentivise the use of PT in combination with active modes
- **LIS_04:** To improve PT offer, adapted to school students

Process of implementation of the measure

| Stages | Description | Intermediate milestones |
|-----------------------|---|---|
| Design | Definition of the incentives | - Guidelines for the drafting and implementation of Plans for Home-Work Mobility Plan (Decree N. 179 of 2021) |
| Preparation | Definition of the policy | - Incentives plan and communication plan for the Green Area LTZ |
| Implementation | interaction with the new mobility managers Analysis of the modal share | - Appointment of the new mobility managers |

Sub-measures and preliminary indicators

| Measure | Sub-measure (if applicable) | Impact indicators |
|---------|-----------------------------|---|
| ROM_09 | N/A | - Reduction of car mode use for home-schooling trips due to the promotion of sharing mobility - Sustainable shifts by employees and students |