

## Objectives of the measure

- **At measure level:**
  - Increasing the use of MDMS services by designing for user needs
  - Increasing the “sustainable trips”
- **Contributing to city level objectives of:**
  - To support the increased attractiveness of sustainable transport modes.

## Description of the measure

- **Situation before:**

The opportunity to activate the MaaS in Italy was given by the RFF funding, the Ministry of Innovation and Digital transition and the Ministry of Transport and Infrastructures launched the project at national level.

"Mobility as a Service for Italy" aim is to the development of new mobility services, based on the adoption of Mobility as a Service (MaaS) paradigms in metropolitan cities to digitise local transport and provide users with an integrated mobility experience, from journey planning to payments across multiple modes of transport.

The objective of the MaaS4Italy Project is to contribute to develop and test a national MaaS ecosystem to drive transport policies towards sustainable and inclusive modes, by offering a set of mobility solutions integrating collective transport with other related services (e.g. in the case of Roma , electric mobility, sharing, parking, accessible routes to places of interest cultural and religious interest). The objective is to reduce the use of private vehicles, thereby favouring the development of more sustainable mobility.

- **General description:**

Roma Capitale will implement the first core of the MaaS System on a new infrastructure technology governed by the municipality with the technological support of the MMC (Mobility Management Centre) of the Mobility Agency (RSM). The project expects the integration of the main services with the MaaS platform, integration of all the sharing and information services on LPT in the Data Lake of the new RSM MMC, making them available through standard APIs and interfaces with simple Urban Mobility App, making it suitable for multimodal travels of city users (citizens and tourists) with the development of a user-friendly interface.

The progressive integration of the system needs to be accompanied by a set of rules and policies to be drafted, analysed and adopted by the City Administration to avoid unregulated environment that could decrease the impact.

Validations and interconnections also with the national platform will therefore have to include each new service in a federated form so to multiply the traditional contribution of PT services with new flexible transport services.

Any transaction must be guaranteed anytime, anywhere in the city to allow users, also tourists in Rome, to choose and purchase the mobility services of interest upon arrival and during their stay in the city.

- **Measure outputs:**

This measure will deliver:

- Involvement of 10.000 users for the first phase experimentation
- Identification of the MaaS operators
- Definition and creation of the MaaS integration platform

- **Supporting activities:**

- New guidelines for the sharing micro-mobility services in Rome to be integrated in a MaaS platform
- Users' recruitment, GDPR issues, definition of the incentives, communication campaign

- **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 integration of the services and increasing the quality of the mobility services provided:

- **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”
- **ROM\_09:** To create incentive packages to support multimodality

## Target groups and/or geographical impact areas

- **Target groups:**
  - Citizens
  - Tourist
  - Mobility operators (PT, taxi, sharing, etc)
- **Geographic impact area:** The metropolitan area of Rome

## Stakeholders

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

- **Roma Capitale:** Policy maker
- **RSM:** local system integrator
- **Ministry of transport:** managing the funding for the implementation of the service
- **TTS Italia:** guaranteeing the link with the national platform and the Ministry of Trasport
- **The sharing operators** (cars, scooters, kick scooters and bike)
- **The PT operators:** parking managers
- **Railway operator** (Trenitalia)
- **Utilities** (recharging of electric vehicles)
- **Payment and fair collection services provider**

## U-tools support

The implementation of this measure can be supported by one IT tool from the UPPER toolkit:

- **U-GOV** to support the engagement and communication with users.

## Link to other UPPER measures

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

- **VAL\_05:** New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion
- **IDF\_04:** Added-value services in multimodal nodes to integrate active modes with PT
- **OSL\_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions.

- **MAN\_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships.
- **LIS\_07:** To create a new Multimodal Digital Mobility Services (MDMS)
- **BUD\_02:** To create new mobility packages of Multimodal Digital Mobility Services (MDMS)
- **LEU\_03+04:** To increase visibility and ease of use of public transport by offering improved information on public transport, parking and shared mobility options.
- **HAN\_01:** Digital infrastructure

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Design</b>	Definition of the governance model and of the project phases	<ul style="list-style-type: none"> <li>- Guidelines for the integration of the sharing services</li> <li>- Identification of the MaaS operators</li> </ul>
<b>Preparation</b>	Recruitment of the user group for the first large experimentation	<ul style="list-style-type: none"> <li>- Communication and incentives definition</li> <li>- Start the test with users (July 2023)</li> </ul>
<b>Implementation</b>	Integration of the services (mobility, reservations and payment) and of the operators on a single platform.	<ul style="list-style-type: none"> <li>- MaaS Integration platform</li> <li>- Integration of sharing mobility services</li> <li>- Integration of local PT</li> <li>- Integration of taxi and parking</li> <li>- Integration of railways</li> </ul>

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
<b>ROM_06</b>	N/A	<ul style="list-style-type: none"> <li>- Number of multi-modal trips made with the system</li> <li>- User satisfaction index</li> </ul>