

Measure ROM_09 “create incentive packages to support multimodality”

Activities towards demonstration (*How?*)

Completion of the preparation activities

Develop a comprehensive questionnaire to understand the characteristics of employee journeys

Include questions about current commuting habits, preferences, and potential barriers to using alternative transportation modes

Design the questionnaire to gather data that will inform decision-making on incentive packages and mobility solutions

Submission of the Plan is a prerequisite for obtaining the incentives.

Preliminary works

Collaborate with Mobility Managers to create a template for the 'Home-Work Journey Plan'

Include the questionnaire as a key component of the plan

Develop guidelines for Mobility Managers on how to analyse questionnaire data and propose appropriate actions, with the aid of U-GOV

Establish a submission process for Mobility Managers to apply for incentives based on their completed plans

Deployment and integration

Support multimodality by integrating shared mobility with public transport:

Implement the convention signed with private micro-mobility and bike-sharing services to offer free rides for annual PT subscribers

Deploy the voucher system for PT subscribers to use various sharing services (car, scooter, bike, and scooters)

Support carpooling:

Develop and implement incentives for carpooling within the overall incentive package

Targeted initiatives for the Jubilee year 2025:

Enhance remote working options for Municipality of Rome employees

Collaborate with the Metropolitan City of Rome and trade unions to promote remote working in the private sector

Adjust incentive packages to address increased mobility demands during the Jubilee celebrations

Demonstration activities

Launch the incentive packages for different target groups

Including:

Non-compliant vehicle owners opting for multimodal mobility services

Commercial vehicle owners replacing diesel vehicles with electric ones

