

Measure ROM_09 “create incentive packages to support multimodality”

Description of the measure and main outcomes expected

The Measure ROM_09 is a “soft” one. The objective of this measure is to guide the citizens’ travel behaviour through a set of incentives and opportunities. It also aims to contributing to mitigate the social impact of the PUSH Measures (ROM_01 and ROM_02), to pass the message that local public transport is the optimal transport solution.

This is done by supporting the:

- Increase of multi-modal trips
- Increase of car-sharing or ride-sharing
- Increase of active modal share

Through:

- Analysis of the range of incentives in relation to the PUSH measures (ROM_01, ROM_02), according to the available public financing schemes and drafting of the proposals.
- Support by the Mobility Managers’ network to increase and to take advantage of the incentives, to promote sustainable mobility habits and the use of PT among their employees, students etc
- Involvement of the stakeholders (institutional and commercial) to provide more mobility options and alternatives to the car.

Preparation of the measure

This measure is strongly connected to the measures ROM_01 and ROME_02, and its objective is twofold. On the one hand to support the citizens’ acceptance of the new restrictions, on the other to incentivise PT and/or multimodality.

In this framework, the **Mobility Managers’** (MM) network is involved to support the uptake of sustainable mobility habits by the employees of the companies and institutions they represent. One of the objectives of the ROM_09 measure is to increase the number of institutions appointing MM. In 2023, the appointed MMs increased from 386 to 429, they were also directly involved to stimulate the participation of the employees in the MaaS trial (ROM_06). RSM developed and disseminated questionnaires on home-to-work journeys to companies via the MMs, in order to determine transport modes and impacts on mobility and the environment

In relation to the implementation of the Green Area (ROM_02), following the first negative reactions following its announcement at the beginning of 2023, the dialogue between the City’s Mobility Department, the office of the councillor for Mobility and RSM resulted in considering various incentives schemes to mitigate the impact, especially for people living inside the Area (according to the regional law the pre-Euro5 Diesel will not be allowed here after November 2025).

The impact of the ROM_02 (and ROM_01) measures would grow according to the following (data 2022 - considering the vehicles of the residents in the Green Area, including also those for goods distribution):

- 1st phase banning pre-Euro 3 diesel and pre-Euro 2 gasoline 178,431 vehicles ;



2 nd phase banning pre-Euro 4 diesel and pre-Euro 2 gasoline	241,589 vehicles
3 rd phase banning pre-Euro 5 diesel and pre-Euro 3 gasoline (due November 2025)	332,579 vehicles

The above calls for the need to investigate solutions in order to mitigate the socio-economic impact and the acceptance of the measure.

A complex multi-facet strategy has been outlined, that takes advantage both of the consolidated technology of the automated access control system and of the consolidated successful experiences with the MM network.

Here follows the list of the elements that set-up the “incentives strategy”

Access Bonus - Consists in the opportunity of issuing a limited number of daily accesses per year to enter the Green Area for the vehicles that would normally be banned. Once the ceiling is exceeded the fine is issued. The number of authorised accesses will be reduced year by year for the first 3 years (60,30,5).

MoVe-In - MoVe-In is a remotely controlled distance-based system. It consists in allocating a kilometre ceiling to drive within the Green Zone during one year. Citizens will need to subscribe to the platform managed by RSM and have a black box installed on the vehicle to allow the monitoring by the MoVe-In system. (Vehicles fuelled by Euro 0, 1, 2 petrol and Euro 0, 1, 2, 3 diesel, which are subject to the blocks provided for Rome's Green Belt, can already opt for MoVe-In).

The **plan for taking advantage of the funds for air quality restoration - granted by National law** - €5 million per year from 2023 to 2034 were recently approved by Lazio Region for Roma Capitale for the years 2023-2024. These incentives are intended to be used, upon registration on RSM Sustainable Mobility Platform, for the following:

If a non-compliant vehicle (emission category not allowed) is dismissed and for the following 12 months it is not replaced, the registered user can take advantage of an economic incentive to opt for “multi-modal mobility services”, according to the following: mix of services/goods, ranging from a LPT Rome seasonal ticket voucher (also monthly), sharing services, short-term rental, taxi voucher, electric vehicle recharging voucher. The goal is to reach about 7.000 subscribers.

Additional incentive for **commercial vehicle purchase**. The freight fleet is largely dominated by diesel vehicles and it is necessary to move towards the objectives set out in the SUMP, i.e. favouring a replacement of the fleet to ZEV, especially in view of the Green Area implementation. Therefore, an incentive measure was proposed in addition to the state incentives for replacing light commercial vehicles from Euro 3/5 to full electric with a value of €1,500.00, with the goal of reaching more than 600 applications.

Involvement of the **Mobility Managers** (MM) to stimulate the use of the incentives to buy the annual PT pass. Based on the successful experience in the past years, the companies that appoint their MM, have been granted special discounts for the employees to buy the LPT seasonal pass. It was therefore proposed to issue a €20.00 incentive per employee (for the companies with MM). The expected goal is to reach 60,000 applications.

The integration of sharing mobility and PT - In 2023, the private micro-mobility and bike-sharing services operators have signed a convention with Roma Capitale to offer free rides for the annual PT subscribers. This initiative, aimed at triggering the virtuous process of integrating last mile mobility service and public transport, has demonstrated to be well accepted and definitely successful.

The incentive system was also tested with different PT users within the MaaS prototype system (measure ROM_06) to feed the first real multi-modal mobility example linking sharing modes with public transport.



National funds until 2024, expects other tests on the integration of sharing mobility services with local public transport. Rome will propose the promotion of the extended use of any Sharing service (car, scooter, bike and scooters) by yearly PT subscribers for zone A, with the assignment of a voucher calibrated according to the service chosen.

Challenges & Mitigations

The need to explore alternative solutions mitigating the impacts on the vehicle fleet by calibrating the limitations consistently with the emission level of the vehicles, made it necessary to introduce soft measures, complementary to the pure limitation of access to the Green Area.

To this end, the ROM_02 measure was postponed to take more time to analyse the mitigation and incentives schemes, and to match its implementation with the with PT improvements following the 2025 Jubilee year (ROM_04, ROM_05, ROM_03 and ROM_06).

Next steps towards implementation

The next step calls for the need to find an efficient way for financing the scheme for the sharing operators, aiming at extending the microsharing-PT combination also to the monthly PT subscribers, aiming at increasing and triggering multi-modality with public transport service, active mobility and more environmentally friendly latest-generation vehicles, thus able to attract non-regular users of public transport to multi-modality.

Through the network of the local mobility managers active in institutions, companies, schools, in promoting sustainable mobility behaviours in their organisations, the incentives schemes will be promoted and disseminated, with focus on the following:

Sharing mobility: supporting multi-modality, including PT in the journey.

Car-pooling: promoting the use of platforms for sharing rides reducing the number of people using the car;

Cycling: promoting cycling to work/school as part of the journey also combined with PT.

Welfare: promoting the opportunities offered by the welfare legislation supporting sustainable mobility actions.

Smart working to reduce systematic rides

Targeted initiatives for the Jubilee year 2025 will be considered