

Objectives of the measure

- **At measure level:**
 - Progressively limiting access for vehicles to the “GREEN AREA” (156 skmq) according to their emission category.
 - Monitoring of traffic flows by vehicle type
 - Increasing the commercial speed of PT
- **Contributing to city level objectives of:**
 - Reduce the use of private vehicle
 - Promote modal shift towards more sustainable modes.
 - Vehicular traffic fluidification (including PT)
 - Pollutant emissions reduction
 - Reduce the use of private vehicle

Description of the measure

- **Situation before:**

The Rome SUMP, among the others, expects the integration of electronic gates in Zone 3 “Green Area” where a LEZ will be established. Zone3 is already activated in pollution emergency episodes when it becomes a temporary ULEZ.

- **General description:**

The main objective of this measure is to reduce the air pollution due to the traffic component by limiting private traffic. Rome administration must act to stick to the pollutant concentration limits expected by the European regulation and to contribute to the achievement of climate neutrality. To this end the administration is implementing both push and pull measures. In November 2022 a municipal deliberation was issued defining the “Green Area” LTZ and the roadmap to ban the pre-EURO 5 vehicles circulating within.

The measure combines policies and ITS to implement restrictions according to a Roadmap indicated by the City Administration. The measure includes the implementation of a total of 154 electronic access gates over the “Green Area” perimeter depicted in the following figure

- **Measure outputs:**

This measure will deliver:

- 154 electronic access gates
- Revised “Specifications Document” to define: the roadmap, the new regulations for access (permits for residents and freight delivery), the incentives etc.
- New signalling

- **Supporting activities:**

Communication campaigns towards the stakeholders involved, primarily residents and traders and logistics operators.

- **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 centre and semi-peripheral area

- **ROME_01:** Reducing private vehicles by implementing a “pollution charge” scheme in the core part of Rome Zone 2 (VAM)
- **ROM_04:** To design the new high frequency and high-capacity PT infrastructure
- **ROM_07:** Use of advanced technology to increase the efficiency and reliability of PT
- **ROM_09:** Incentive packages to support multi-modality
- **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:**
 - Citizens
 - Logistic operators
 - Sharing operators
 - Service fleets
 - Public Transport
- **Geographic impact area:** City centre and its surrounding (semi-peripheral area)



Stakeholders

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

- **City of Rome, Mobility Department:** mobility/ environmental policy implementers.
- **RSM:** support to the mobility department and analysis of traffic flows and pollutant emissions once the **measure** is in operation.

- **Logistic operators:** involved in freight distribution in the Green Area.
- **PT Operator ATAC:** operators of PT lines in the Green Area.
- **Lazio Region:** mobility/ environmental policy implementers.

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_03:** Impact evaluation and future design of low emission zones and restricted traffic zones
- **OSL_01:** Evaluate the development of zero-emission zones in the city to determine how to increase modal split in favour of active modes of transport
- **TES_04:** To influence modal shift through congestion sensitive Parking pricing

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Definition of the Area Definition of the technology in quality and quantity	- Issued by local act (Official resolution 2022); <i>prior to the UPPER project but basis of the measure.</i> - Revision of local act
Preparation	Definition of the policy	- Implementation of the electronic gates and remodulation of access permits
Implementation	Analysis of the flows	- Final activation of the "Green Area" LEZ

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
ROM_02	N/A	- Traffic flows (by euro category, vehicle type - cars, motorbikes, buses and freight vehicles)