

Objectives of the measure

- **At measure level:**
 - Concluding the implementation of the electronic access gates
 - Ban the more pollutant private vehicles
 - Reduce vehicular pressure on the Historic Centre
- **Contributing to city level objectives of:**
 - Providing digital tools to support the access restrictions policies to the most polluting vehicles in the LTZ called "VAM" area (23 sqkm)
 - Environmental protection
 - Rebalancing modal share towards LPT and soft mobility
 - Recapturing urban spaces from cars

Description of the measure

- **Situation before:**

The so-called VAM Area, implemented in 2017, is presently subject to time-based access restrictions for all vehicles with total length over 7,5 metre and for vehicles with emission standards lower than Euro3. It is active from 05.00 am to 12:00 pm and controlled by 21 e-gates.

A daily or temporary permit for tourist coaches (or special freight delivery) subject to charge can be issued.

As part of the SUMP provisions, the enhancement of traffic restrictions to pollutant vehicles is fundamental to support the city climate neutrality and to rebalance the modal share.

- **General description:**

The measure has two main activities.

During the project lifetime the implementation of the electronic access gates along the perimeter will be completed with 53 missing for a total of 74 points of access.

A "pollution charge" policy will be introduced to limit access in the VAM zone for vehicles according to their emission category. This policy will favour the modal shift toward public transport if it improves in the meantime its attractiveness. The pilot will define the policy, the comparison with similar measures across Europe, steps for the introduction, participated discussions, communication packages, day by day evaluation and continuous adaptation.

- **Measure outputs:**

This measure will deliver:

- 53 electronic new access points
- New regulations for access (pollution charge)

- **Supporting activities:**

Communication activities.

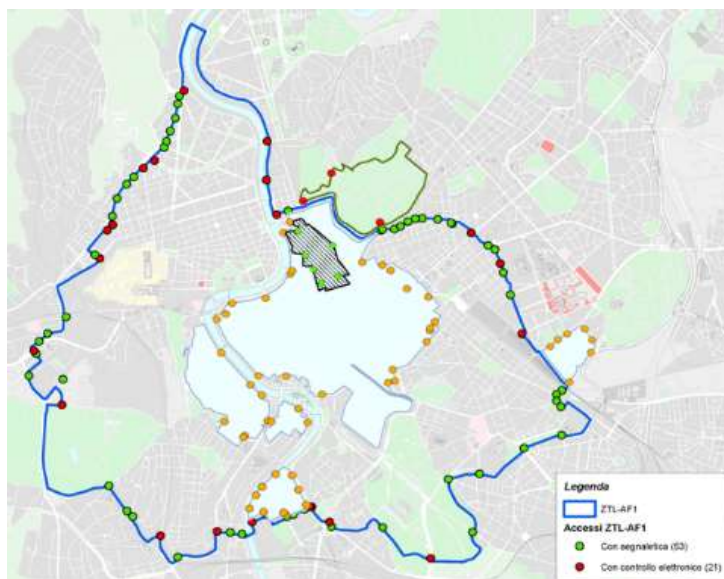
- **Interaction with other city measures: UPPER and non-UPPER measures**

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.

- **ROME_02:** Implementation of a LEZ in Rome Zone 3
- **ROM_06:** Innovative features into the MDMS system according to the mobility patterns and needs of users' groups
- **ROM_07:** Use of advanced technology to increase the efficiency and reliability of PT
- **ROM_04:** To design the new high frequency and high-capacity PT infrastructure.
- **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:**
 - Logistic operators
 - Tourist operators (coaches/buses)
 - Citizens
 - Sharing mobility operators
 - PT operator ATAC
- **Geographic impact area:** City centre and its surrounding



Stakeholders

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

- **City of Rome, Mobility Department:** policy implementers.
- **RSM:** supports the Department in the implementation of the measure.
- **Utilities:** directly involved once the measure is implemented.
- **Logistic operators:** directly involved once the measure is implemented.
- **PT Operator ATAC:** directly involved once the measure is implemented (rescheduling bus service).

- **Lazio Region:** policy implementers

U-tools support

The implementation of this measure can be 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 a local act (2018)
Preparation	Definition of the policy	- Local Act to be issued. - Implementation of the electronic access poles
Implementation	Final activation of the "VAM" LEZ	- Analysis of the flows

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
ROM_01	N/A	- Traffic flows before/after for VAM and vehicle counting - Emissions before/after for VAM - Vehicle counting