



# Living Lab opportunities for developing freight distribution in Rome

CITYLAB Symposium in Rome Friday 20th October

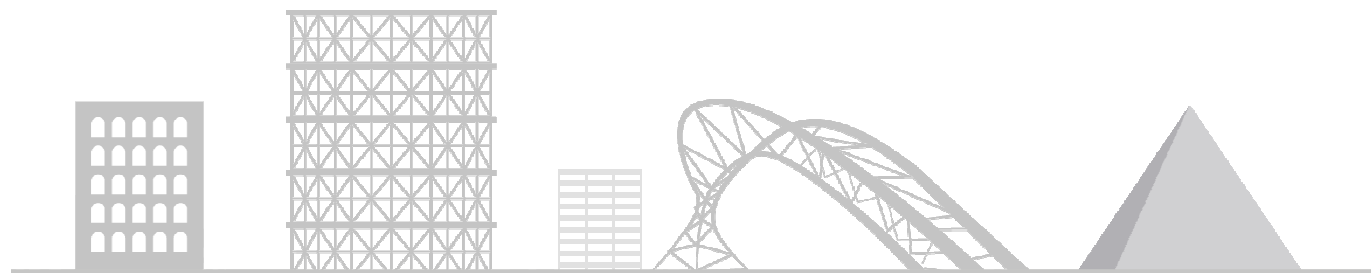


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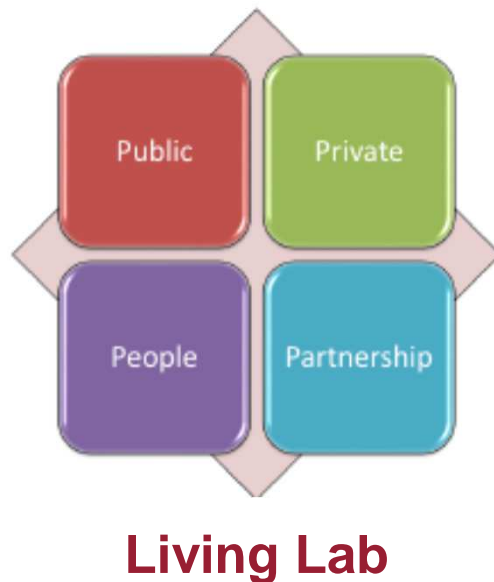
Marco Surace - Roma Servizi per la Mobilità

**mobilità**

ROMA



- **Rome' role**
- **Urban freight distribution: state of art**
- **CITYLAB's innovation and opportunities**



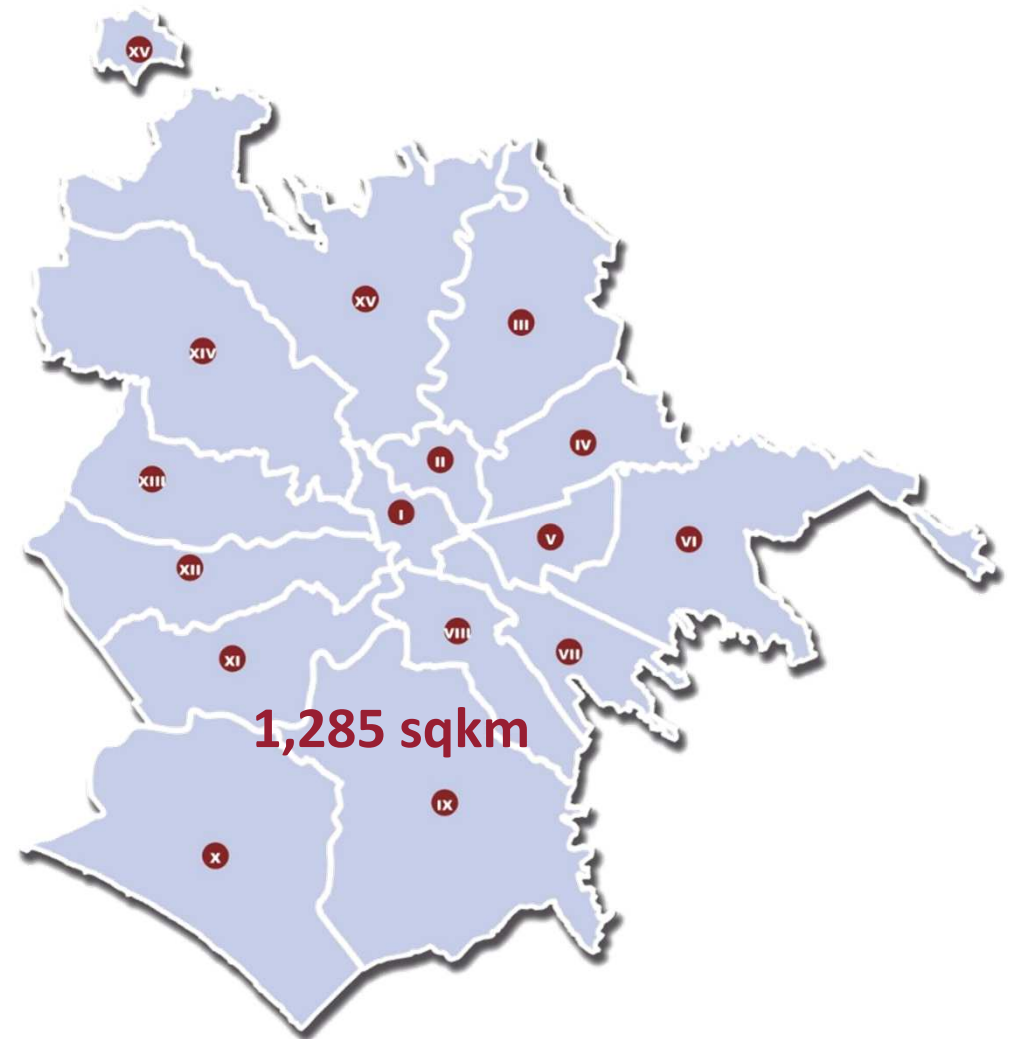


# ROME CITY VIEW

- **Population** 2,900,000
- **Employees** 1,200,000
- **Vehicles** 2,500,000
- **Cars** 1,840,000
- **2 wheels** 500,000
- **GOODS DELIVERY** 160,000
- **Daily Trips** 6,000,000
- **Peak-hour Trips** 670,000

## Findings

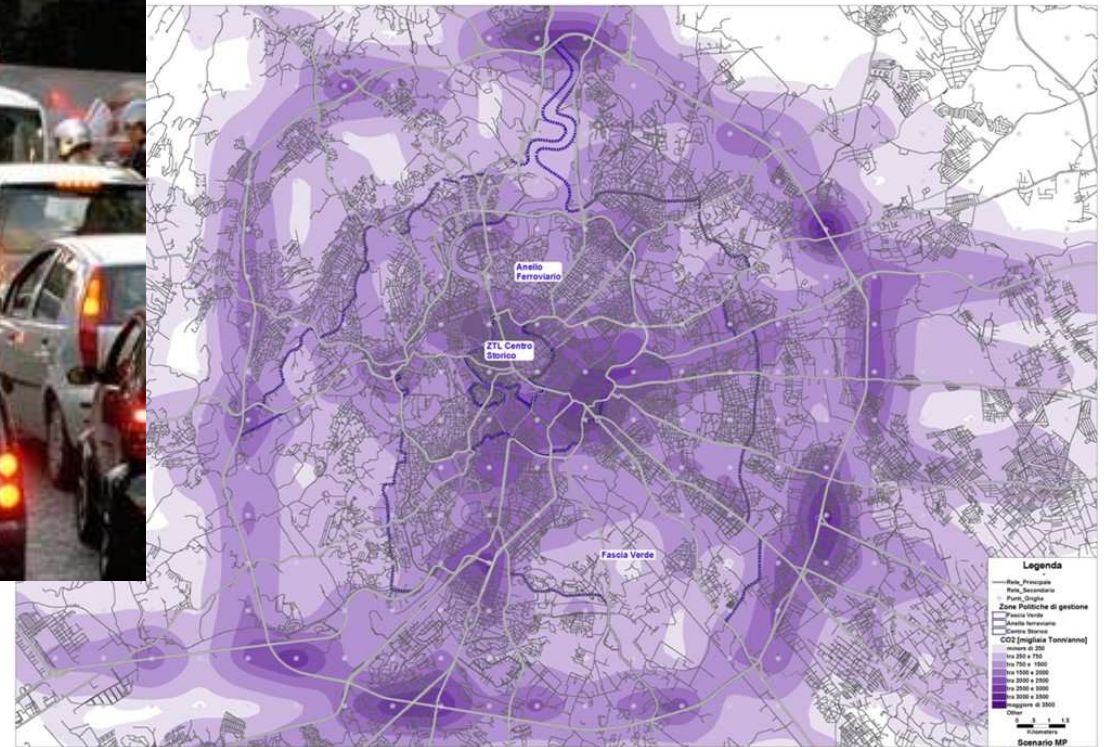
- **Traffic congestion**
- **High air pollution levels**







# FINDINGS



CO2 emission map (tons/y) from mobility





# FREIGHT DISTRIBUTION, A LOOK BACK

Freight distribution is supported by rules system and incentives

- access rules (freight LTZ set up)
- weight and dimension restriction to enter in LTZ
- time windows
- permissions fee
- ecological vehicles incentives





# PROBLEMS AND WEAKNESSES

Nevertheless .....

- traffic congestion
- logistic bays not always respected, lack of regulation and control
- weak controls (only LTZ e-gates)
- difficult cooperation among Municipality, transport operators and shop owners
- market unavailability of more ecological vehicles
- limited use of electric vehicles due to their autonomy/recharging time/load factor

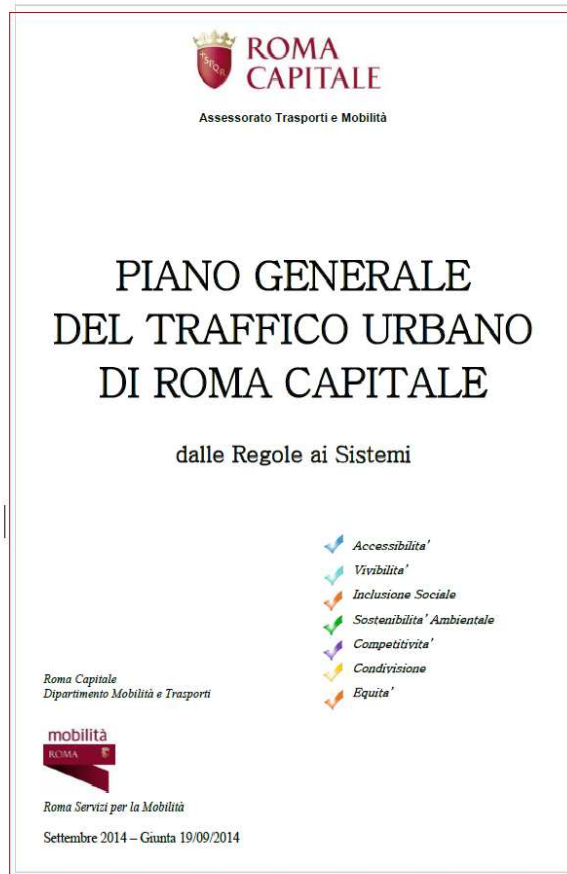




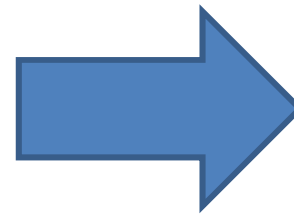


# FREIGHT DISTRIBUTION, A LOOK TO THE FUTURE

## Towards a sustainable freight distribution



**Mobility Master Plan**



**SUMP**





# ROME' OBJECTIVES

- **Guarantee maximum accessibility, livability, social inclusion, competitiveness, environmental sustainability and equity**
- **A multimodal mobility with low emissions and open to technological innovations**
- **Reduce negative freight vehicles impact**
- **Guarantee the accessibility in the historical centre**







# ROME' ACTIONS

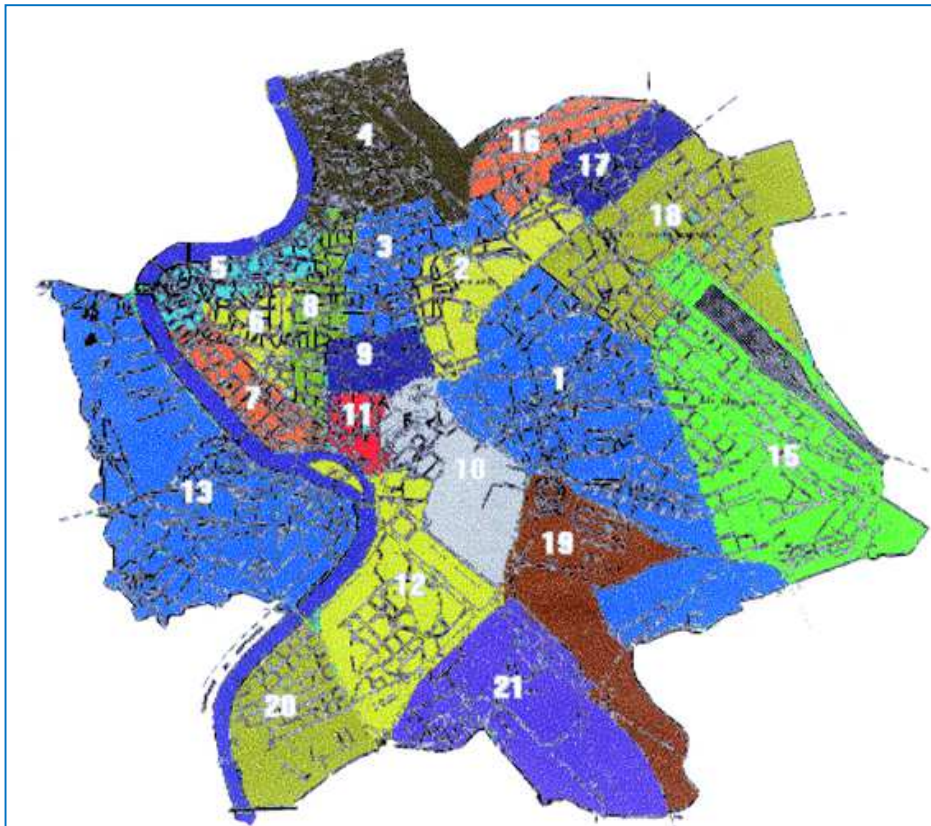
## FREIGHT PLAN

- enlargement of the freight LTZ (rail ring limit)
- planned new booking service to optimize parking areas
- timetable and pricing policy evaluation, based on vehicle models and commodities
- van-sharing policy promotion
- increasing the vehicles load capacity and reducing unloaded trips, through new transit points
- revise/update the loaded and unloaded freight plan in the city centre





# ROME' ACTIONS



new freight bays identification  
in 20 neighbourhoods  
in the city centre



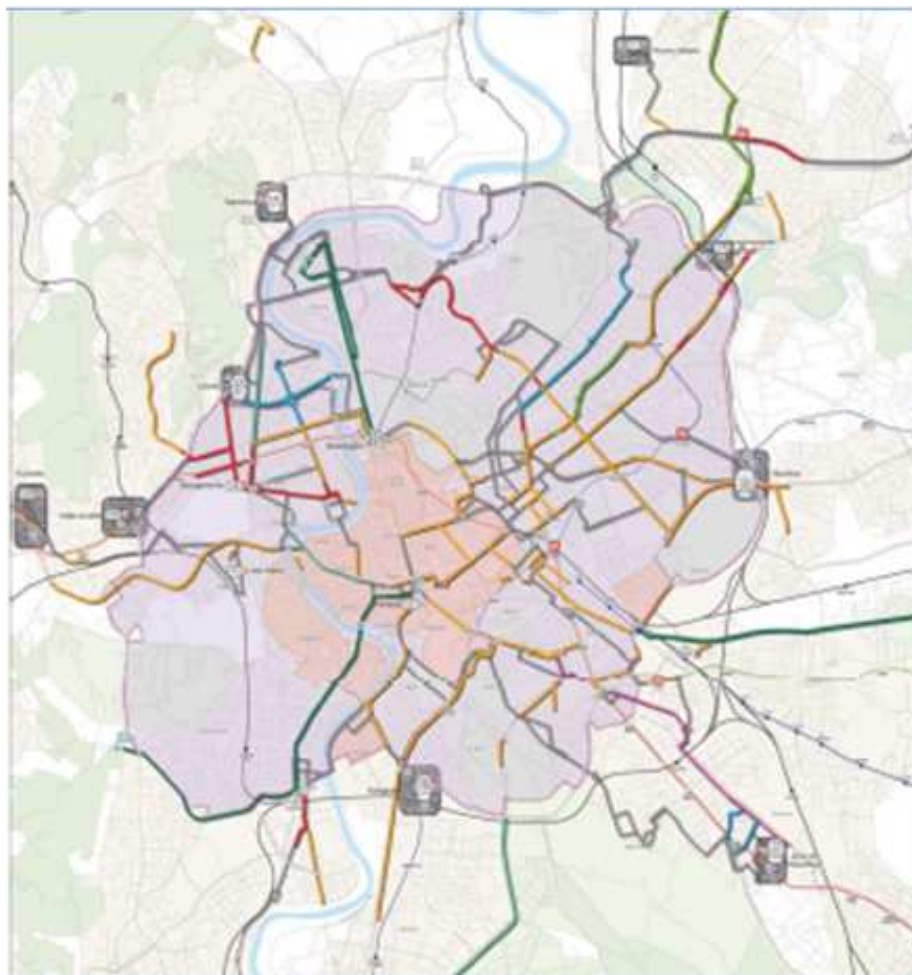
logistic operation areas identification  
for new Urban Freight Terminals (UFTs)  
in the north city side







# ROME' ACTIONS



- **rail ring zone (500,000 inh.):** revised rules to limit private traffic according increasing Euro categories
- **rationalization of PT:** more integrated with Metro, Tram and Railways nodes. Optimizing stops and lines
- promotion of sharing and electric mobility in a multi-modal approach
- new LEZ concept: installation of e-gates to control rules respect
- by 2018 **rewarding scheme** for non-pollutant drivers with pollution charging concept







# WORK IN PROGRESS....

**drawing up Urban Freight Plan and SUMP supported by**

- **technical table composed by all stakeholders (Rome Municipality, shop owners, logistic operators, associations) to share urban freight distribution issues and implement Freight Plan**

- **experience resulting from European Project on going SUITS,**



**novelog**



**CityLab**

**just completed**



**smartset**

Efficient Urban Freight Transport

- **of course the feedback coming from other municipalities and metropolitan areas**





## Rome “Living Lab”

The City goals to achieve sustainable freight distribution and the participative processes, represent the CITYLAB key factors

- the City aims at increasing the amount of recycling performed and minimizing the amount of CO2 emissions due to the related transportation activities ..
- .. with the stakeholders involvement





# City - Living Lab

## What innovation?

- The city's intention is using CITYLAB as a “test-case” to showcase all the benefits derivable from the adoption of LIVING LAB where stakeholders (eg companies, public bodies, universities) collaborate, create, validate and test innovative technologies, services, products and systems
- CITYLAB offers to Rome with own specific characteristics the chance to acquire experience, knowledge with respect to the implementation management and assessment of the LIVING LAB methodology







## What opportunities?

- **CITYLAB implementation will allow to tackle and evaluate jointly increase recycling and reduce transport negative externalities by improving and optimizing waste collection and reverse logistics**
- **The implementation is extremely useful since it provides a real case experience that can be used as an example for future extensions both geographically and with respect to the materials recycled**
- **These topics will provide a further contribution to finalize the working in progress programming tools (PGTU/SUMP)**







**Thank you for the attention**



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