



ROMA



JUBILEE OF MERCY
MERCIFUL LIKE THE FATHER

PONTIFICAL COUNCIL FOR THE PROMOTION OF THE NEW EVANGELIZATION



IMPACTS Annual Conference

Tourism mobility in Rome: lessons learnt from Jubilee and ITS role

Gemeente Amsterdam, Amsterdam, June 8th, 2017



Ing. Fabio Nussio
International Co-operation
Mobility Agency of the City of Rome



Question:

What is the motorization rate in Rome? amount of cars & scooters per 1.000 residents

- a. 200
- b. 400
- c. 650
- d. 840



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Managing Tourism mobility in Rome: challenges

Cultural attitude for private vehicles

Motorization rate: 840 veh./1.000 inhabitants, the highest rate in Europe (415 Paris, 398 London)

Road safety: 15.782 incidents, 20.670 injured, 154 fatalities

Modal Share: PT: 29,5%, Car: 48%, Motorbike:15,8%, Walking: 5,7%,Cycling: 1%

Historical & Cultural Heritage with not modifiable roads

Status of mobility to be improved, with some lights (Integrated METREBUS Card) and more lackness (few metro lines, congestion, not excellent surface PT)

Status of double Capital open 7 days per week!

Pressure due to Cultural and Pilgrims Mobility

Special Events: Jubilee of Mercy with + added visitors





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Question:

How many visitors visited Rome for the jubilee year?

- a. 5 million
- b. 10 million
- c. 22 million
- d. 35 million



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“All roads lead to Rome?”

Despite a little general flexion of the past years, the Italian tourism in 2016 is grown and it's expected a positive stability in 2017 as well. Rome isn't an exception.

Rome continues to be one of the world's favourite tourist destinations, especially with foreigners.

12,7M 2013

13,4M 2014

21,2M 2016 Jubilee of Mercy



JUBILEE
YEAR of *Mercy*
DECEMBER 8, 2015 - NOVEMBER 20, 2016

ROMA





“All roads lead to Rome?”

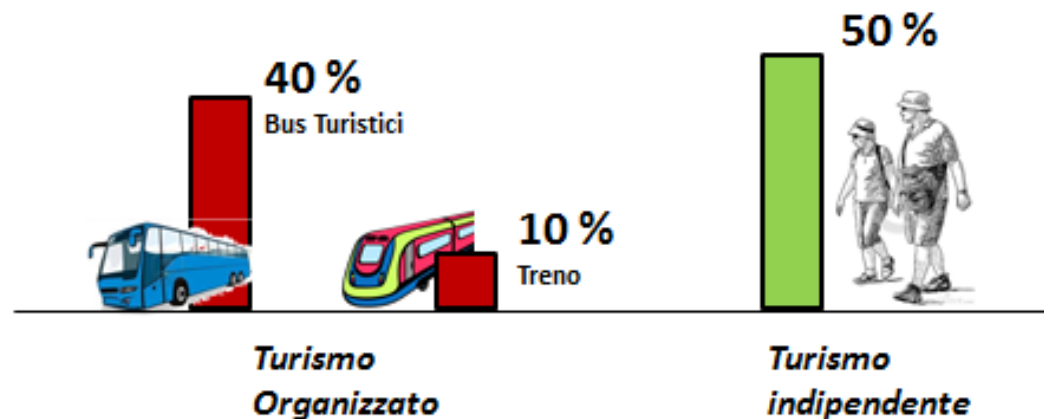
Arduous objective of managing the surplus of arrivals due Jubilee event, minimizing the hardships on ordinary mobility.

21,2 M were the visitors between dec 2015 and nov 2016

40% via tourist coaches

10% via trains

50% private modes





Limited Traffic Zone and Tourist coaches Plan

Launched in the year 2000 the so called “Piano Pullman” along with the “LTZ plan” has seen a drastic change in both tourism coach scenario in Rome as well as congestion level.

Latest stats show 96,000 permits released in 2016
1,300 season tickets
700 coaches daily (up to 1,200)



Piano Pullman Turistici

Il sistema di regole per la circolazione e la sosta dei pullman turistici nel territorio di Roma Capitale prevede:

- ⌚ ZTL1 – Mura Aureliane e area vaticana
- ⌚ ZTL2 – tra GRA e ZTL1
- ⌚ Checkpoint
- ⌚ Corsie Preferenziali
- ⌚ Aree di sosta
- ⌚ iBus - monitoraggio e controllo





Mobility strategy for the Jubilee of Mercy: bus stalls

Priority was given to the increase of peripheral bus stop stalls in correspondence with metro-rail system exchange nodes.

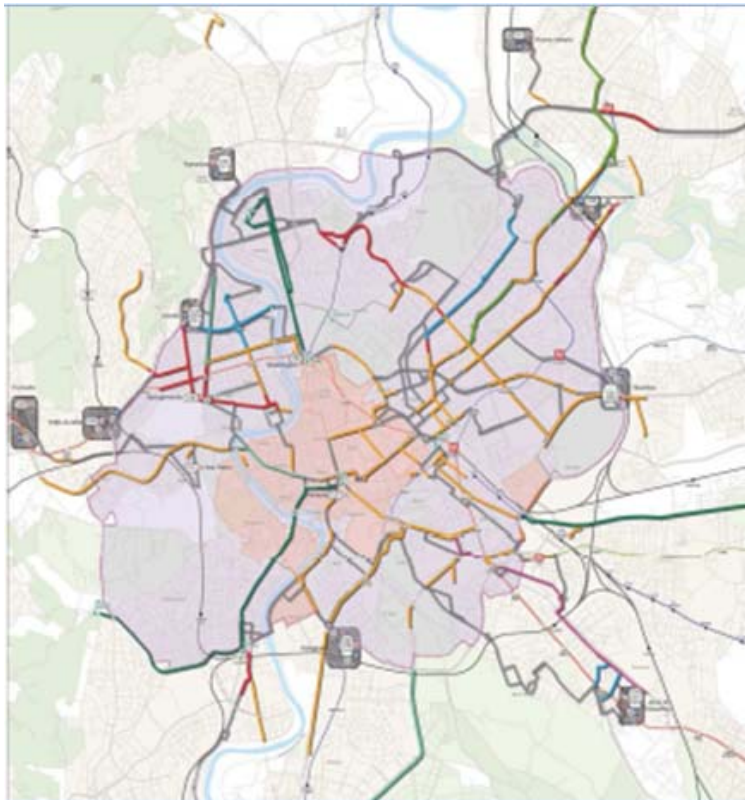
A new suburban hub at the Tiburtina station (up to 150 stalls)





Mobility strategy for the Jubilee of Mercy: integration with Mobility Masterplan

Rail Ring zone: PT reorganization and rewarding scheme

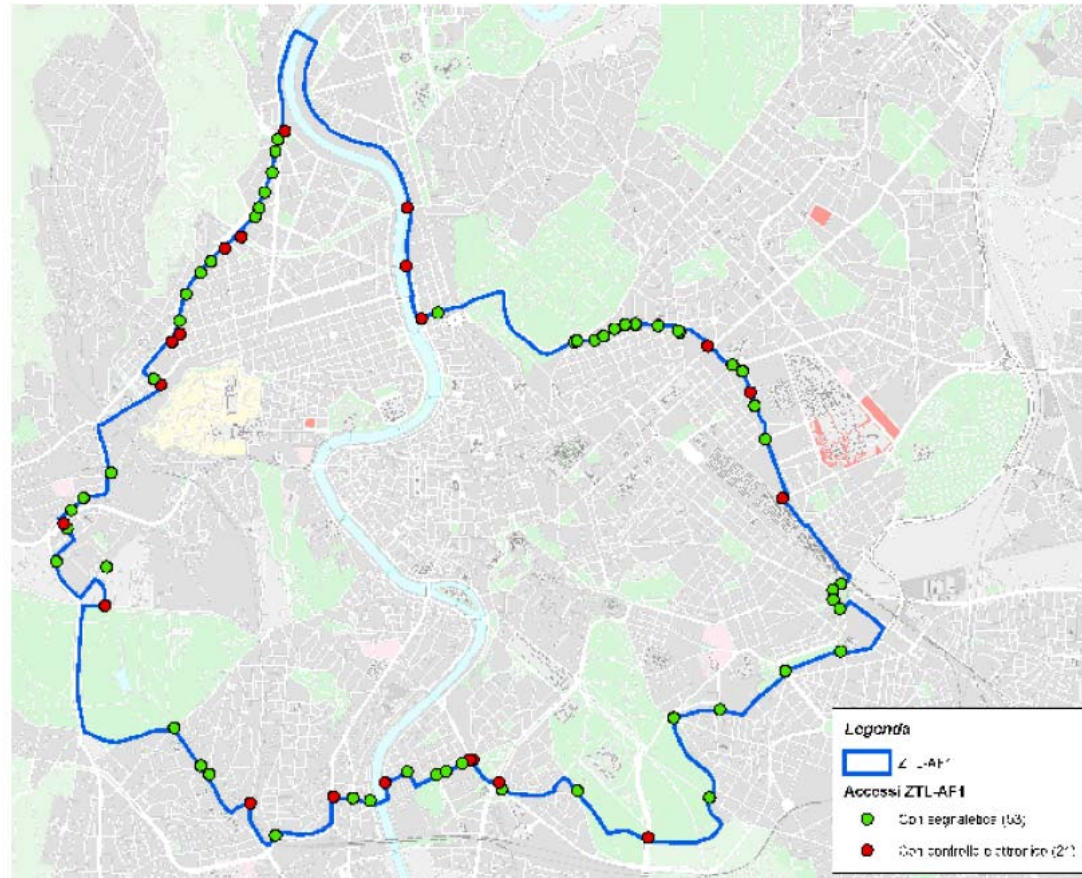


- Rail Ring zone (700,000 inh.): revised rules to limit private traffic according increasing Euro categories.
- **Rationalization of PT:** more integrated with Metro, Tram and Railways nodes. Optimizing stops and lines with multiple steps program (10 steps already done).
- Promotion of **sharing and 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 congestion &/or pollution charging concept.



New LTZ VAM – Jubilee as first step

- VAM Rail Ring LTZ :
electronic control on 21 gates (red dots) for vehicles > 7,5 m. (Coach and freight) working with Jubilee
- LEZ control with signaling and PM on remaining 53 gates (green dots)
- 53 e-gates with ERDF fund 2014-20



E-gates on the whole LTZ Rail Ring: 2018-19



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Rome, Mobility strategy for the Jubilee of Mercy: itineraries

Pedestrian paths within the city center as well as 9 itineraries for pilgrims with dedicated signs were deployed in Rome. Specific interventions were made in order to create new pedestrian paths integrated with existing ones

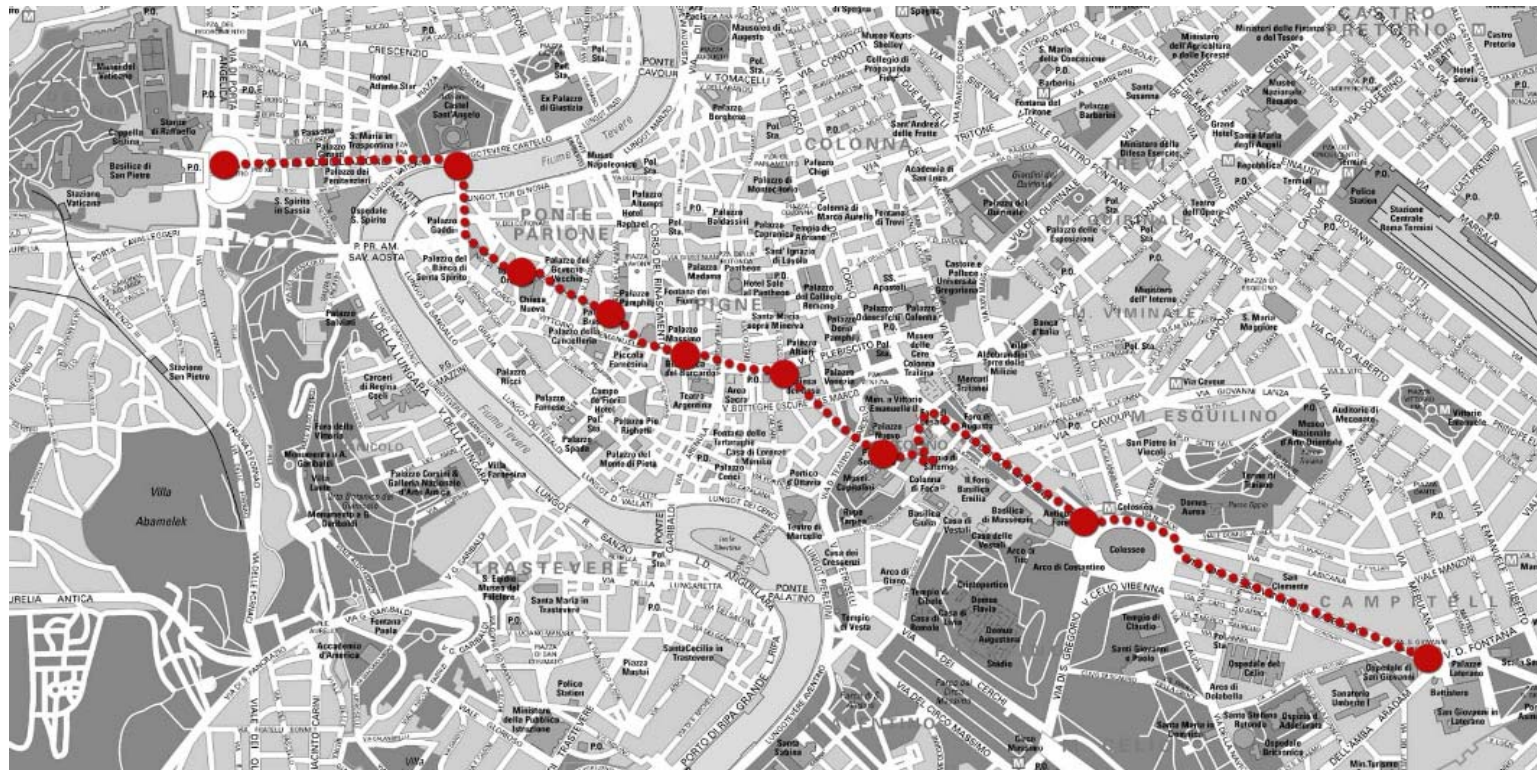




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Rome, Mobility strategy for the Jubilee of Mercy: itineraries

Via Papalis, from S. Giovanni to S. Pietro (historical path)





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Rome, Mobility strategy for the Jubilee of Mercy: maintenance

Special funds were allocated for road maintenance activities to keep transport in town as safe as possible





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From brochures to Interactive map of works status: http://www.comune.roma.it/pcr/it/dipsvil_giubileo.page

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Per tutte le informazioni vai su comune.roma.it o chiama lo 06.06.06

LAVORI DI RIQUALIFICAZIONE STAZIONE TERMINI
in via Marsala, viale Enrico de Nicola e via Giovanni Giolitti

**INIZIO LAVORI 7 SETTEMBRE 2015
FINE LAVORI 7 DICEMBRE 2015**

Una stazione più accogliente, più sicura e più efficiente per romani, turisti e pellegrini.

Per tutte le informazioni vai su comune.roma.it

LAVORI DI RIQUALIFICAZIONE DELL'AREA DELLA STAZIONE TERMINI

Cominceranno lunedì 7 settembre 2015 i lavori di riqualificazione dell'area della stazione Termini. Il programma di lavori coinvolgerà le tre principali vie d'accesso alla stazione: via Giovanni Giolitti, viale Enrico de Nicola e via Marsala. I lavori termineranno lunedì 7 dicembre 2015.

I LAVORI

Efficiamento del marciapiede e dei marciapiedi, pulizia delle caditoie, misure contro la sintonia sismica e spostamento delle prodezze del commercio fisso e ambulante dell'area: così riacquisterà l'area della stazione Termini.

Con i lavori di riqualificazione in via Giovanni Giolitti, viale Enrico de Nicola e via Marsala si vuole rendere tutta la zona della stazione Termini più accogliente, più sicura e più efficiente per romani, turisti e pellegrini.

I lavori prevedono l'installazione di rastrelliere per le biciclette, l'estensione in tutta l'area dei percorsi laps per non vedenti, l'accesso facilitato per i disabili e l'impianto del parcheggio di piazza del Campidoglio con 15 nuovi posti di sosta gratis gratuitamente per i primi 15 minuti (Mistralcic).

MODIFICA LINEE AUTOBUS

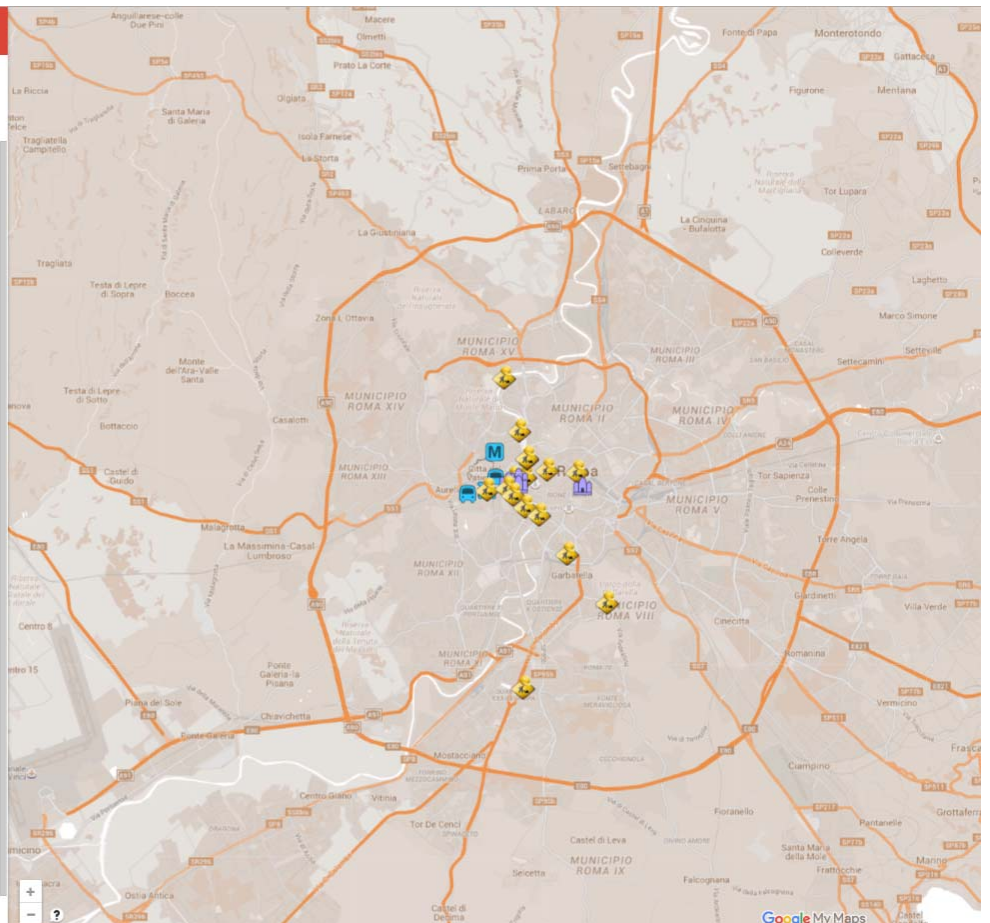
Le vetture in uscita da piazza del Campidoglio diverranno via Volturno e piazza Indipendenza percorrendo la tratta Interdipartimento di viale E. de Nicola, poi il normale itinerario di linea. Le vetture dirette a piazza del Campidoglio da via Volturno e piazza Indipendenza percorrono viale E. de Nicola, via Marsala, viale Enrico de Nicola, piazza del Campidoglio, viale di Villa Fretti. Sono soppressi su viale E. de Nicola le fermate n°7780 e n°7801 in favore delle linee 75, 82 e N2L. Modifica la linea bus 90: la vettura in arrivo dalla stazione Termini percorrerà viale E. de Nicola e poi transiterà su via Volturno. Una delle linee 90 provenienti da Lago della Farnesina si dirigerà su via XX settembre, via E. Emanuele Orlando, piazza della Repubblica, viale della Stazione di Giolitti, viale di Villa Fretti e Piazza del Campidoglio.

PER I BUS TURISTICI

È prevista una nuova disciplina per i bus turistici, in cui fermate in via Giolitti e via Marsala saranno temporaneamente spostate in viale Enrico de Nicola.

'Roma per il Giubileo'

- Aree Verde e Stazione Termini
- Interventi n17-20-23
 - via della Mercede
 - piazza della Repubblica - Riqualificazione
 - Viale delle Mura Latine e Viale di Porta A...
- Intervento n21 Via del Banco di S. Spi...
 - via del Banco di S. Spirito
- Intervento n22 Via Zanardelli
 - via Zanardelli
- Intervento n25_Bagni Pubblici
- Intervento n.2- n.26-n.27
 - Creazione percorsi pedonali giubiliari - pe...
 - Creazione percorsi pedonali giubiliari - pe...
 - Creazione percorsi pedonali giubiliari - pe...
 - Creazione percorsi pedonali giubiliari - pe...
 - ... altri 7
- Interventi n30-n31
- Intervento n15_appia_antica
- Intervento n9_14_Tevere Riva destra
 - Lungotevere Maresciallo Diaz
 - Lungotevere delle Armi
 - Lungotevere dei Mellini
 - Lungotevere Pirati
 - ... altri 4
- Interventi Ostiense n.1- n3_8_Teveres...





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... status and works carried out just in time, not everything, but satisfactory !

Home Mappa Guida alla navigazione Ricerca

Area Riservata

Accesso Utente

Il Tuo Profilo

Identificazione al Portale

Servizi Online

Il Campidoglio

Commissario Straordinario e Sub Commissari

Sindaco

Giunta Capitolina

Assemblea Capitolina

Relazioni Internazionali

Storia e Monumenti

Sezioni del portale

Struttura Organizzativa

Dipartimento Sviluppo Economico Attività Produttive e Agricoltura

Dipartimento Attività Culturali e Turismo

Dipartimento Mobilità e Trasporti

Dipartimento Patrimonio, Sviluppo e Valorizzazione

Dipartimento Politiche Abitative

Dipartimento Politiche delle Periferie, Sviluppo Locale, Formazione e Lavoro

Dipartimento Politiche Sociali, Sussidiarietà e Salute

Dipartimento Servizi Educativi e Scolastici, Politiche della Famiglia, dell'Infanzia e Giovani, Promozione dello Sport e Qualità della vita

Dipartimento Sviluppo Infrastrutture e Manutenzione Urbana

Giubileo

Struttura Organizzativa e Pireti Sostitutivi

Accesso Civico

Scheda Intervento Creazione percorsi pedonali giubilari

LEGENDA

N.B. I provvedimenti adottati sono consultabili all'interno della sezione Amministrazione Trasparente link (Delibere e Determina e contrarre per le procedure negoziate senza previa pubblicazione di un bando di gara, la ricerca può essere fatta sia per estremi provvedimento, sia per Struttura)

Documentazione di gara scaricabile (63833 kb)

Visualizza l'intervento sulla Mappa

Torna Homepage Giubileo

Informazioni intervento

- 1) Descrizione intervento
- 2) Lista imprese invitate a gara
- 3) Lista imprese partecipanti
- 4) Impresa aggiudicataria, ribasso e importo di aggiudicazione
- 5) Tempistiche lavori
- 6) Responsabili intervento





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Rome, Mobility strategy for the Jubilee of Mercy: inclusion

Ad hoc transport service to pilgrims with disabilities

Special lines operating 24/7

Real time reservation line

Bus equipped with wheelchair ramp





Question: When is the Angelus held?

- A. Christmas
- B. Easter
- C. Only in a jubilee year
- D. Every sunday



Question: how many people fit in
the st. Peterssquare

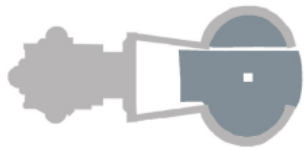
- A. 10.000
- B. 50.000
- C. 100.000
- D. 500.000



Jubilee of Mercy: how many people in Vatican area?

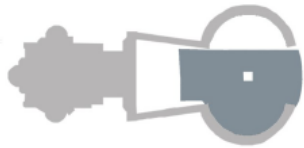
Analysis of the places in the area depending by type of event

1. EVENTO ORDINARIO



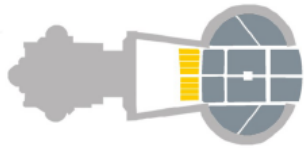
AREA POSTI A SEDERE	0 mq
TOTALE PERSONE SEDUTE	0
AREA POSTI IN PIEDI	22 872 mq
TOTALE PERSONE IN PIEDI	91 488

2. EVENTO ORDINARIO (ANGELUS)



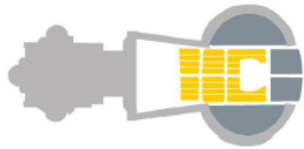
AREA POSTI A SEDERE	0 mq
TOTALE PERSONE SEDUTE	0
AREA POSTI IN PIEDI	22 872 mq
TOTALE PERSONE IN PIEDI	91 488

3. EVENTO ORDINARIO (UDIENZA MERCOLEDI)



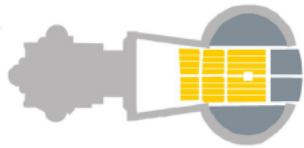
AREA POSTI A SEDERE	2 089 mq
TOTALE PERSONE SEDUTE	4 595
AREA POSTI IN PIEDI	19 291 mq
TOTALE PERSONE IN PIEDI	80 760

4. EVENTO STRAORDINARIO (NATALE)



AREA POSTI A SEDERE	7 400 mq
TOTALE PERSONE SEDUTE	16 276
AREA POSTI IN PIEDI	12 615 mq
TOTALE PERSONE IN PIEDI	50 480

5. EVENTO STRAORDINARIO (PASQUA)



AREA POSTI A SEDERE	8 785 mq
TOTALE PERSONE SEDUTE	19 283
AREA POSTI IN PIEDI	12 615 mq
TOTALE PERSONE IN PIEDI	50 480

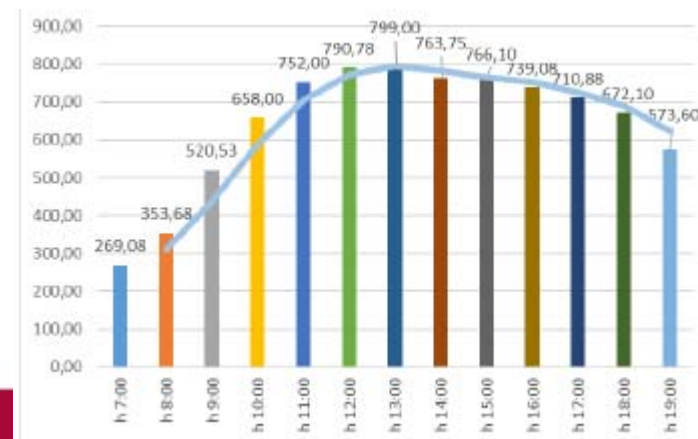
Heating maps from mobile phone analysis



Heatmap luglio, areale San Pietro e via della Conciliazione.

Fonte: <http://roma.cityforecast.timbigdatavalue.tim.it/>

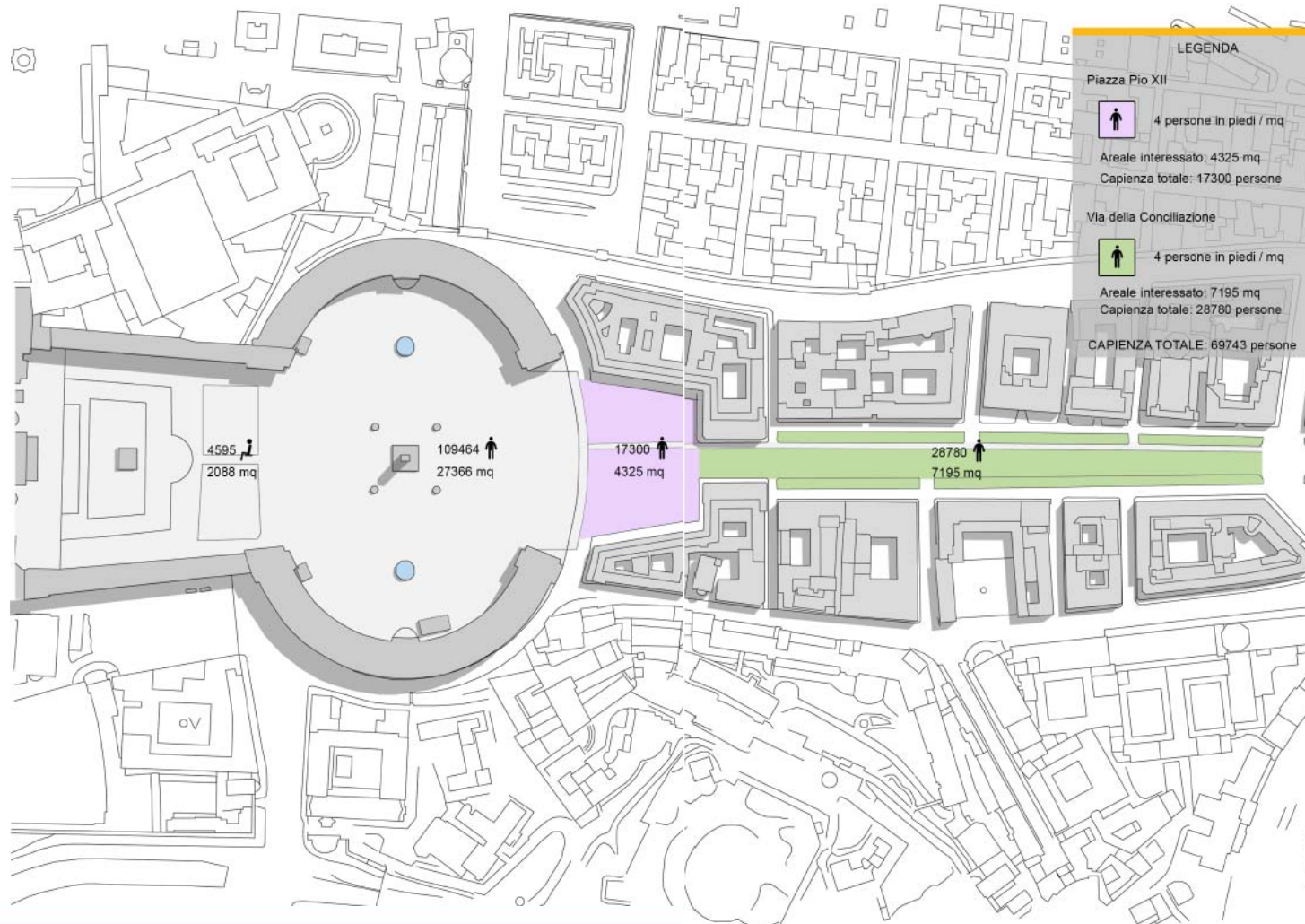
1/50 mobile cell in ordinary day of July





Jubilee of Mercy: how many people in Vatican area?

Analysis of the places in the area: extraordinary event

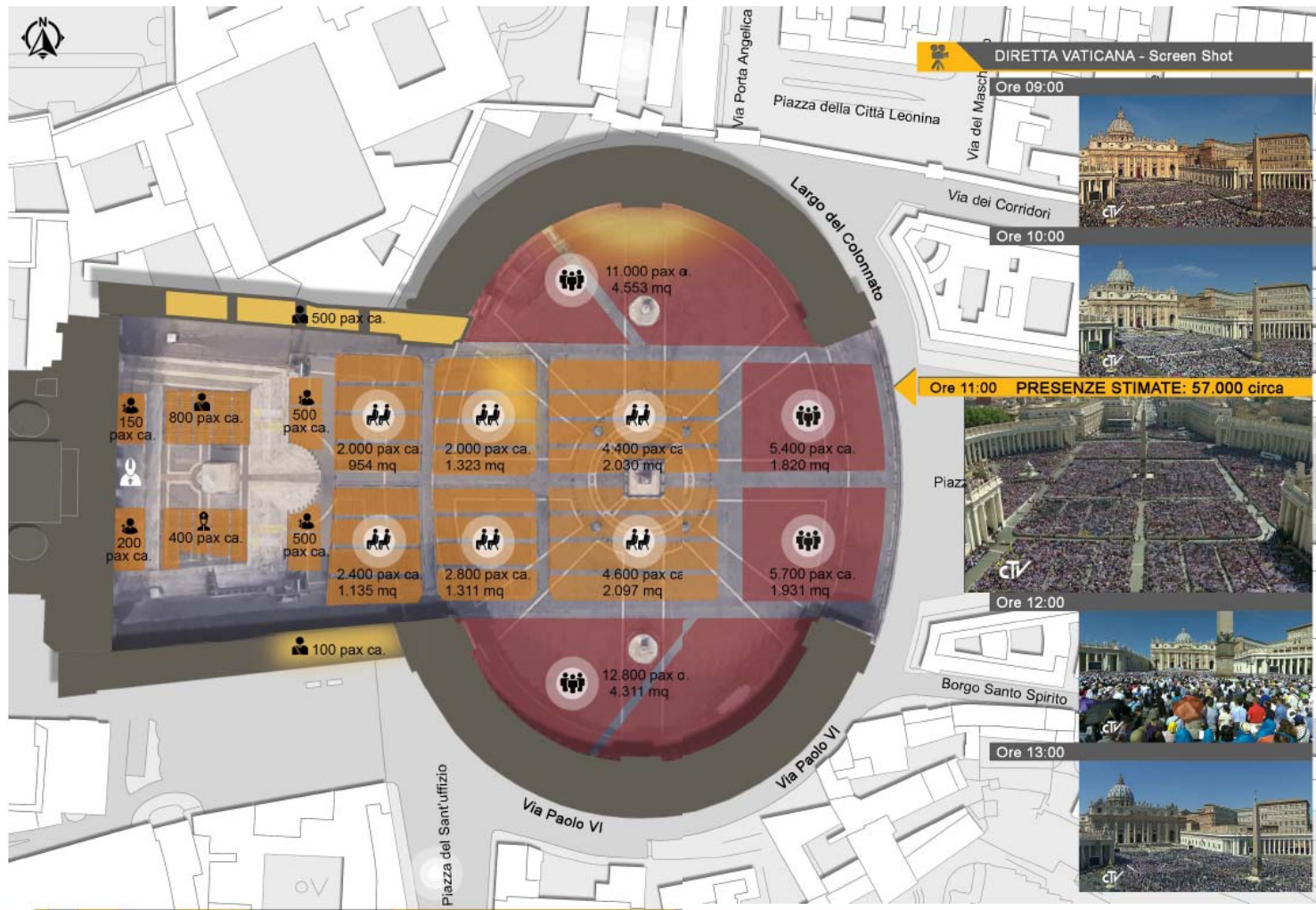




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Jubilee of Mercy: how many people in Vatican area?

Places, heating map and screenshot together for the best analysis



ROMA PER IL GIUBILEO

ROMA CAPITALE

mobilità ROMA



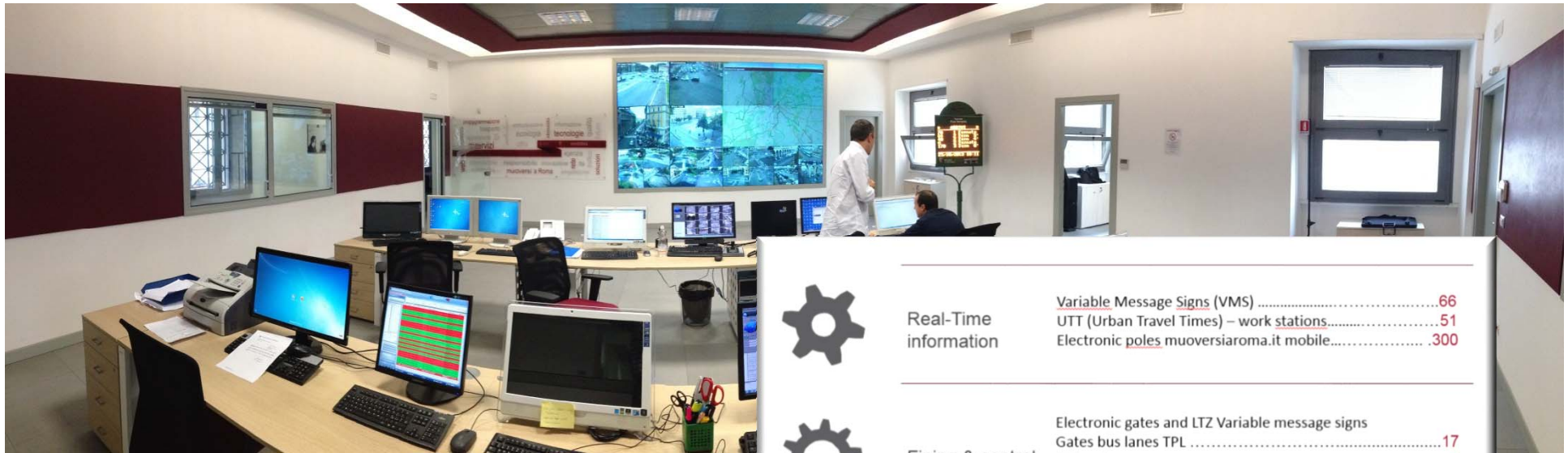
mobilità ROMA





The Mobility Centre: heart of Jubilee

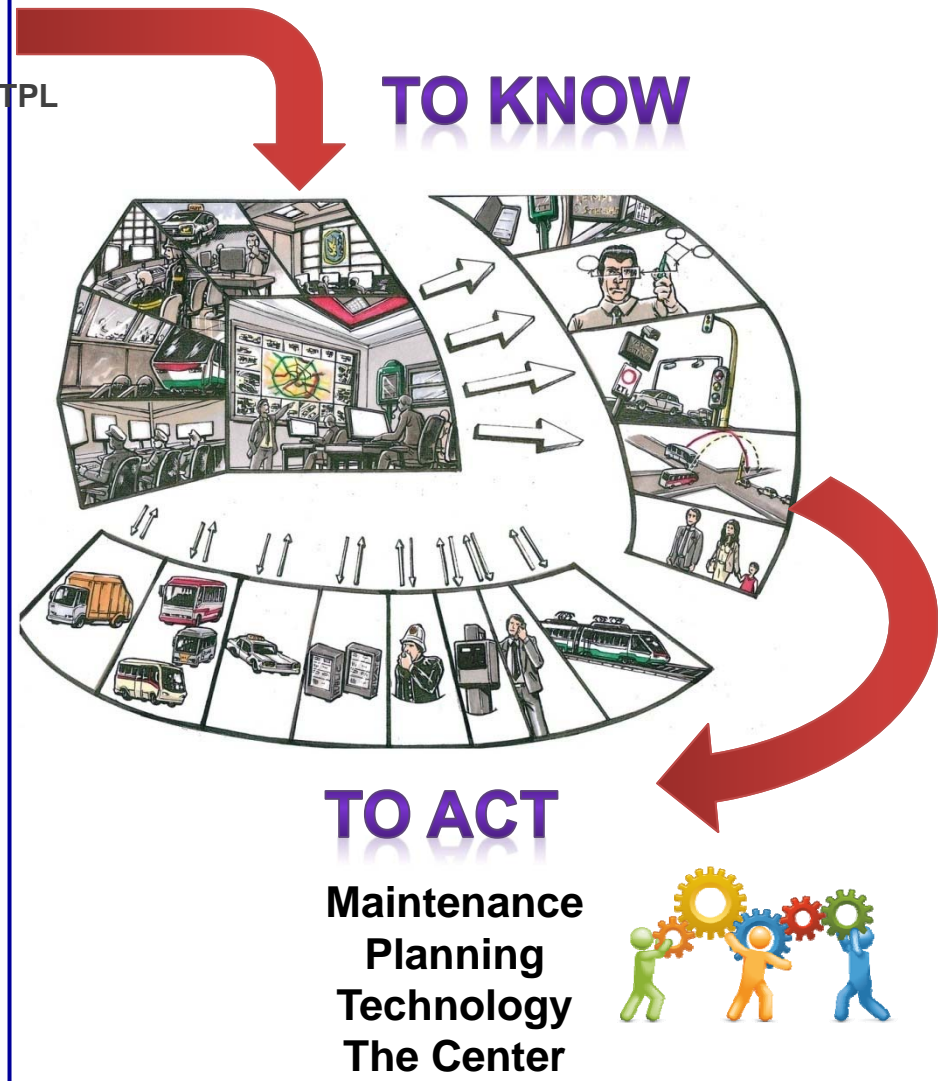
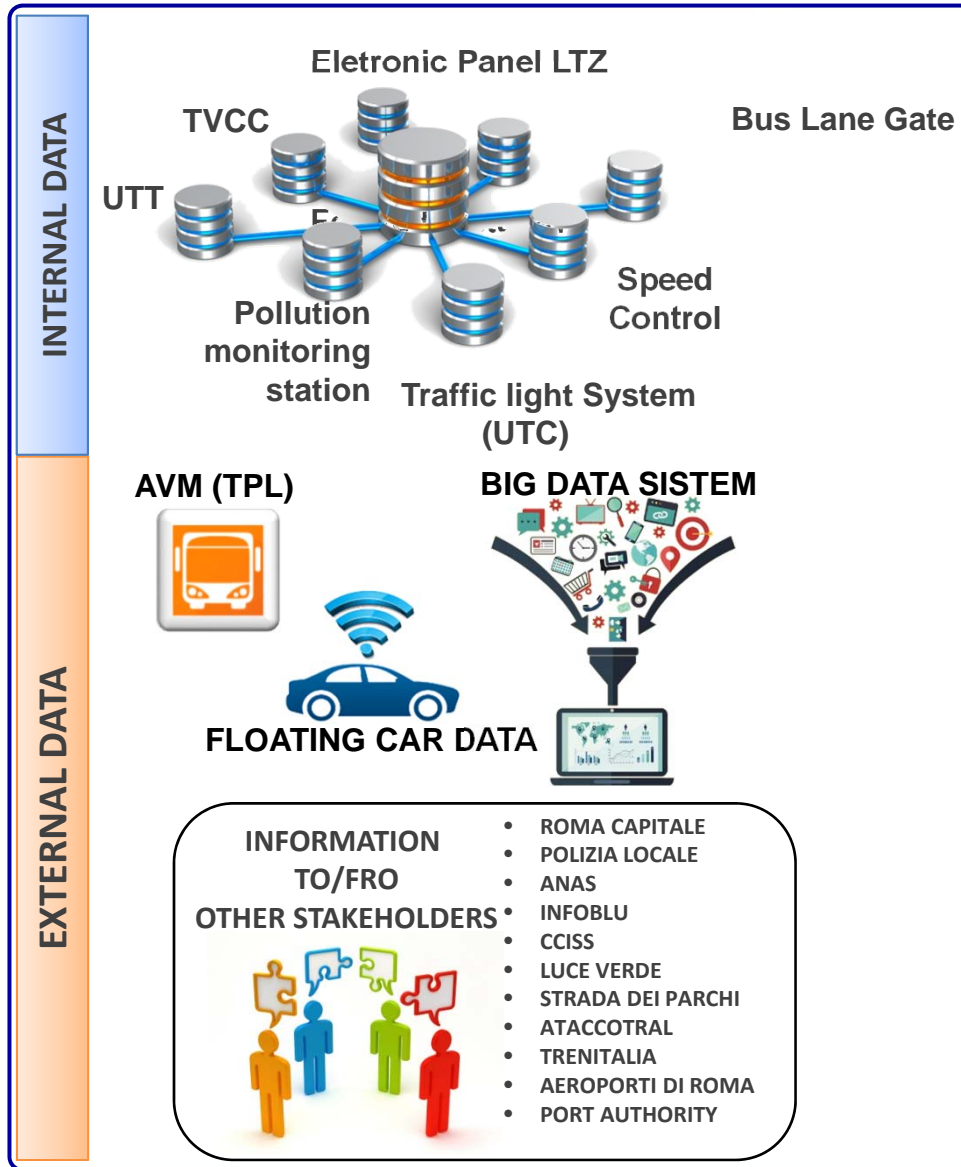
P.Le Degli Archivi, Roma



The Center puts together a series of subsystems, each dedicated to the performance of specific functions of monitoring and / or regulation of traffic flows.

	Real-Time information	Variable Message Signs (VMS)66
		UTT (Urban Travel Times) – work stations.....51
		Electronic poles muoversiaroma.it mobile.....300
	Fining & control Systems	Electronic gates and LTZ Variable message signs
		Gates bus lanes TPL17
		Fotored1
		Vistared10
		Safety Tutor2
	Monitoring Regulation Control	Video surveillance cameras75
		Measurement 130 stations
		Traffic lights1,387
		Centralized traffic lights529





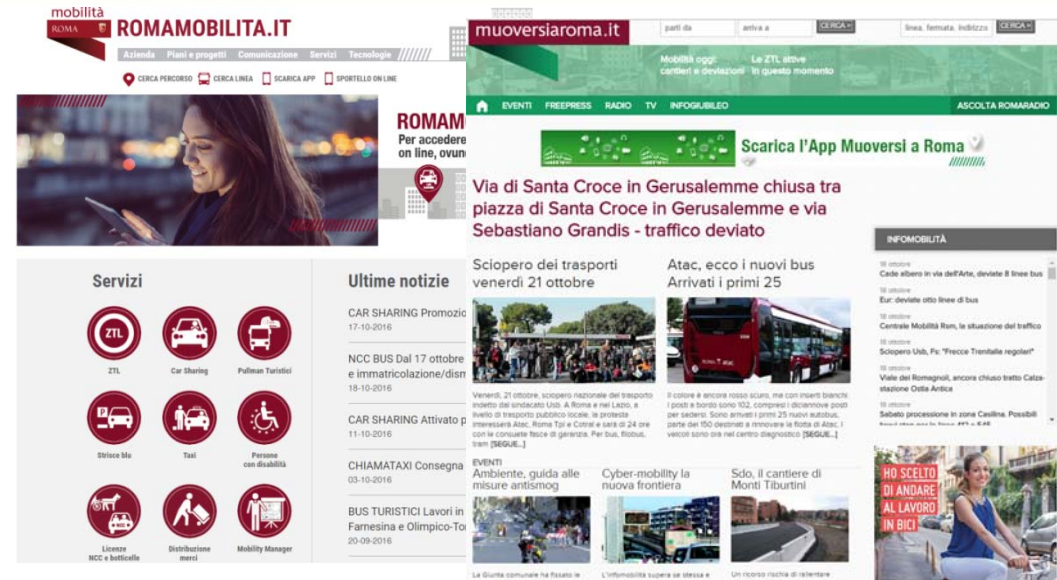
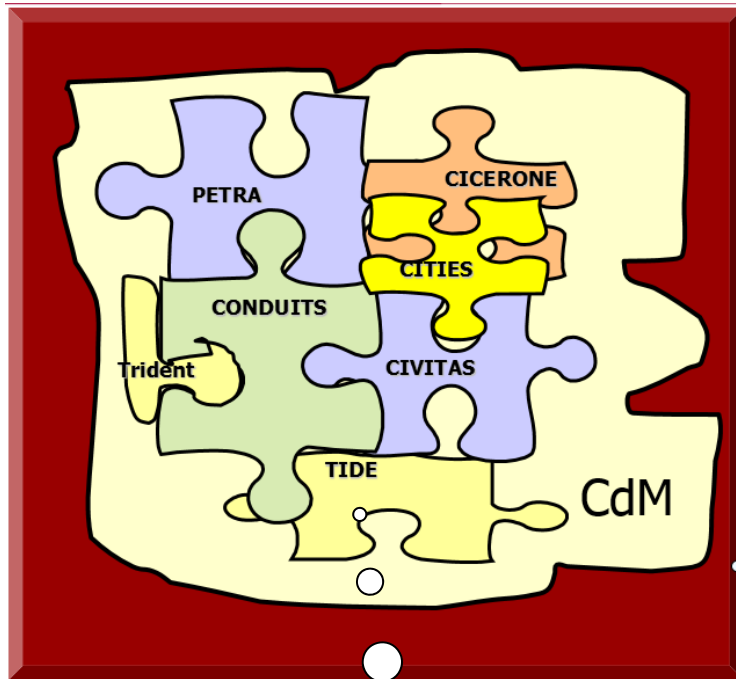


Rome, Mobility strategy for the Jubilee of Mercy: Information integration

The mobility centre room played a vital role in the managing of the transport activities. It was essential the role's definition within the different bodies involved.

The Jubilee room took responsibility for the event as a whole, RSM along with other partners focused solely on mobility issues.

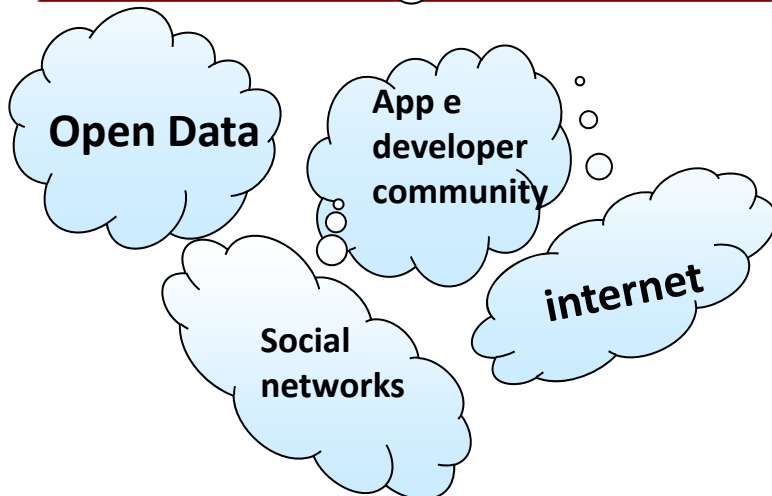




<http://www.agenziamobilita.roma.it/it/servizi>

[/open-data/](#)

- Web section of Romamobilita.it dedicated to webmaster e developers
- Free acces to all services, source codes and data are open and updated real-time for contribution to service developments
- New multimodal mobility assistant and development of IoT systems
- Integration of information between modes, operators and from social networks





Rome, results of Jubilee of Mercy and Lesson Learned

- Jubilee of Mercy was the first great event after the abolition of special regulation on major events in Italy.
- **21,3 millions people from 156 countries:** Italy (68%), America (USA, Argentina e Canada), Spain, Germany, Australia e Poland;
- **110 days of events** (11/11/2015 - 12/10/2016) (11/11/2015 - 12/10/2016)
- **44 administrations** expenditure of 180 (126 million).
- **Positive management** meet the needs of (the disabled). Tourist infomobility centre.
- **No security problems** technologies with t

What didn't work ?

- Unfavorable economic crisis
- Growth of short vacation tourism (1 day)
- Compensation effect with cultural tourism
- Diffused Jubilee (950 million participants in the world)
- Terrorism (Isis) - 62% declined in Rome in first months
- **Mobility: efforts are necessary.**



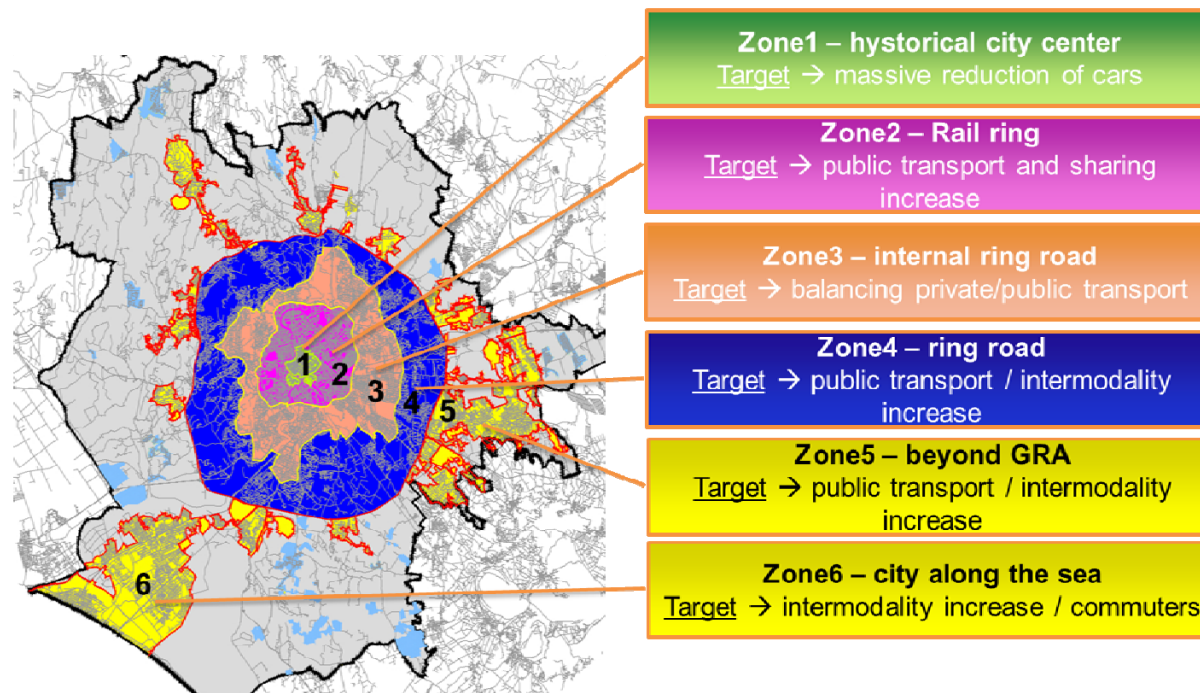


After Jubilee: improving mobility

1) from Urban Mobility Masterplan to SUMP

The Urban Mobility Masterplan is a short-term approved measure.

Each zone is homogenous from the point of view of transport and urban texture, they are anyway quite different one from another → different objectives and actions to pursue:





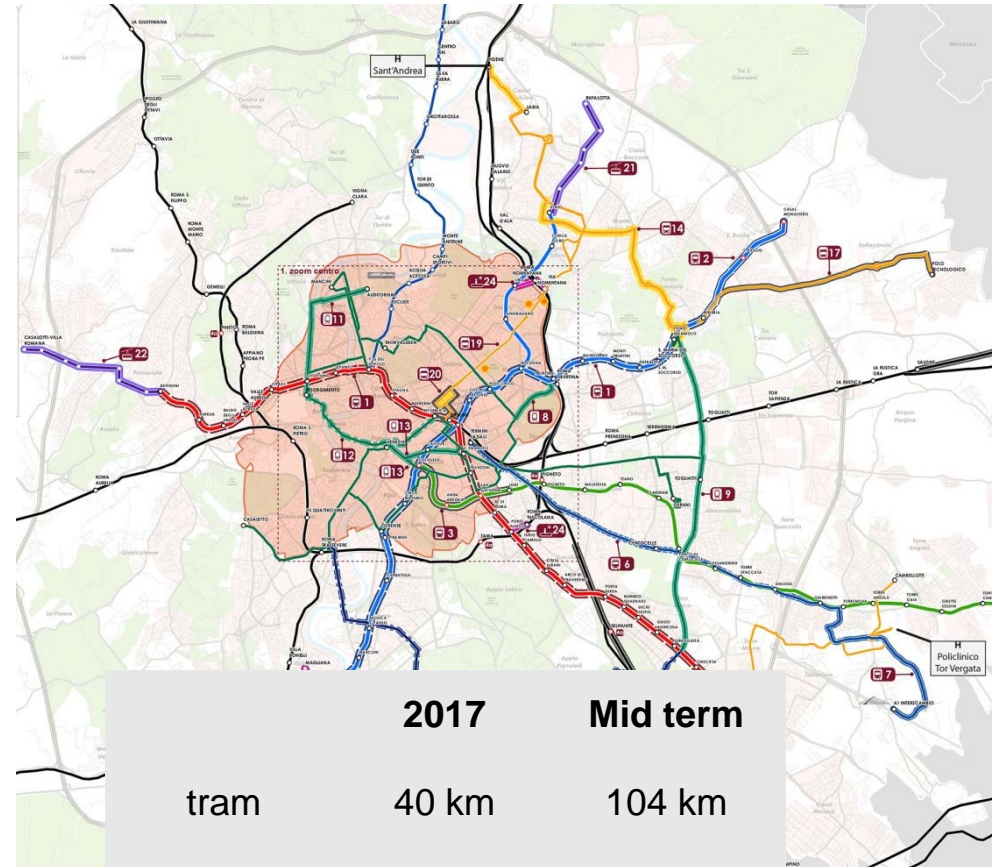
Mid term scenario - SUMP

The Italian Ministry is publishing the National Guidelines for the SUMP development.

In the meantime, the *Rome SUMP concept document* has been recently approved: a **new mobility model for the next 10 years**.

SUMP is expected to be a sustainable plan for metro extension, railways interconnection, new tramway lines, reserved bus lanes increase, new parking fee plan, more 30km/h areas and cycling paths

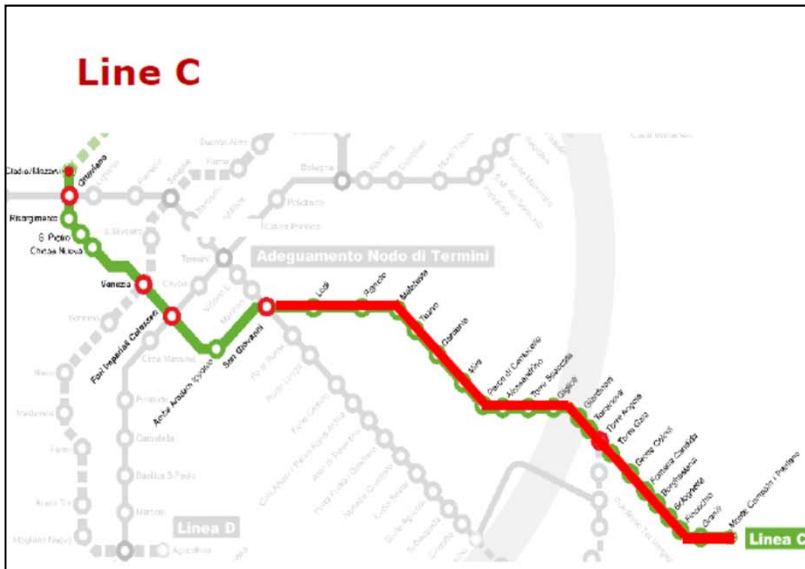
Mid Term scenario – PT network





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Mass Rapid Transport System Expansion: Line C – from south to centre



Line C

— Work in progress from Montecompatri-Pantano terminal to S. Giovanni Station

Montecompatri-Pantano/S. Giovanni (T7-T6A-T5-T4): 1° phase – works in progress

Length: **km 18,5** (10,8 Km underground)

Stations: **22** (11 underground)

Start: **feb-2007**

Scheduled end:

- Montecompatri-Pantano/Centocelle: **2013**

- Montecompatri-Pantano/Lodi: **2014**

- Montecompatri-Pantano/S. Giovanni: **2015**

Investment: **1.818 million euro**

Interconnection with LINE A (S. Giovanni station):

Autumn 2017

Scheduled end: **2020**

Investment: **792 million euro**

Venezia/Ottaviano (T2)

Length: **km 3,5**

Stations: **3**

Contract:
Contractor:

General Contractor
Metro C S.p.A.
(Astaldi Spa - Vianini Lavori Spa -
Consorzio Cooperative Costruzioni -
Ansaldo Trasporti Sistemi Ferroviari Spa
- CMB)





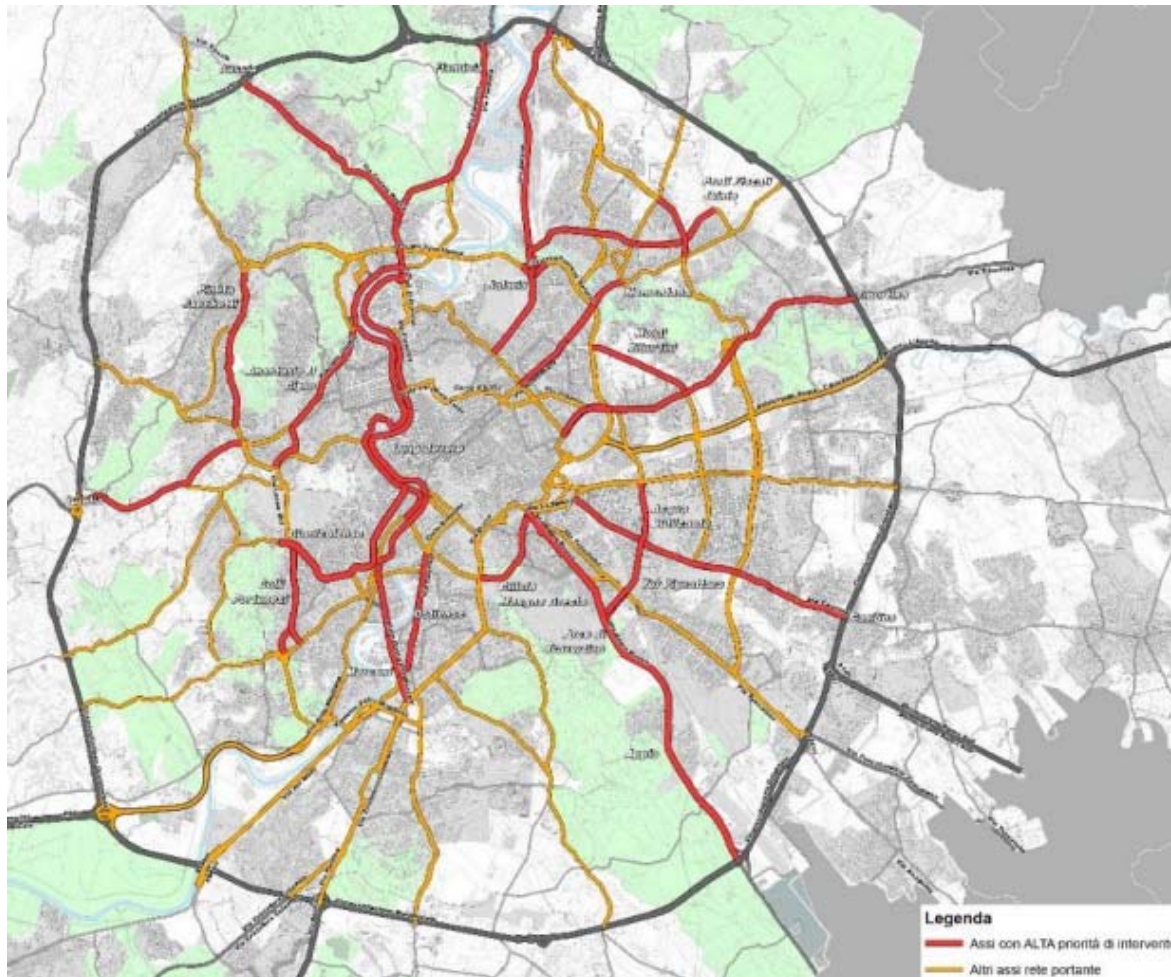
Integration among financing funds

- **Ministry of the Environment:** project CICERONE, VISICS, PICOR & for IoT
- **Ministry of Transport:** Integrated projects MP2 & MP3
- **PON Metropolitan Areas:** Infomobility development and ITS infrastructures
- **POR FESR Regione Lazio:** e-gates for Rail Ring, TP priority systems, ecc
- **H2020 projects PETRA e MYCORRIDOR** R&S on Open Data, crowdsourcing & MaaS





2) Improve ITS developments & information integration



Over 8,000 km of road network

Main network:
approximately 1,279 Km

Core Road network is about 400 km of roads.

It should give maximum fluidity, the highest levels of service, capacity and road safety.

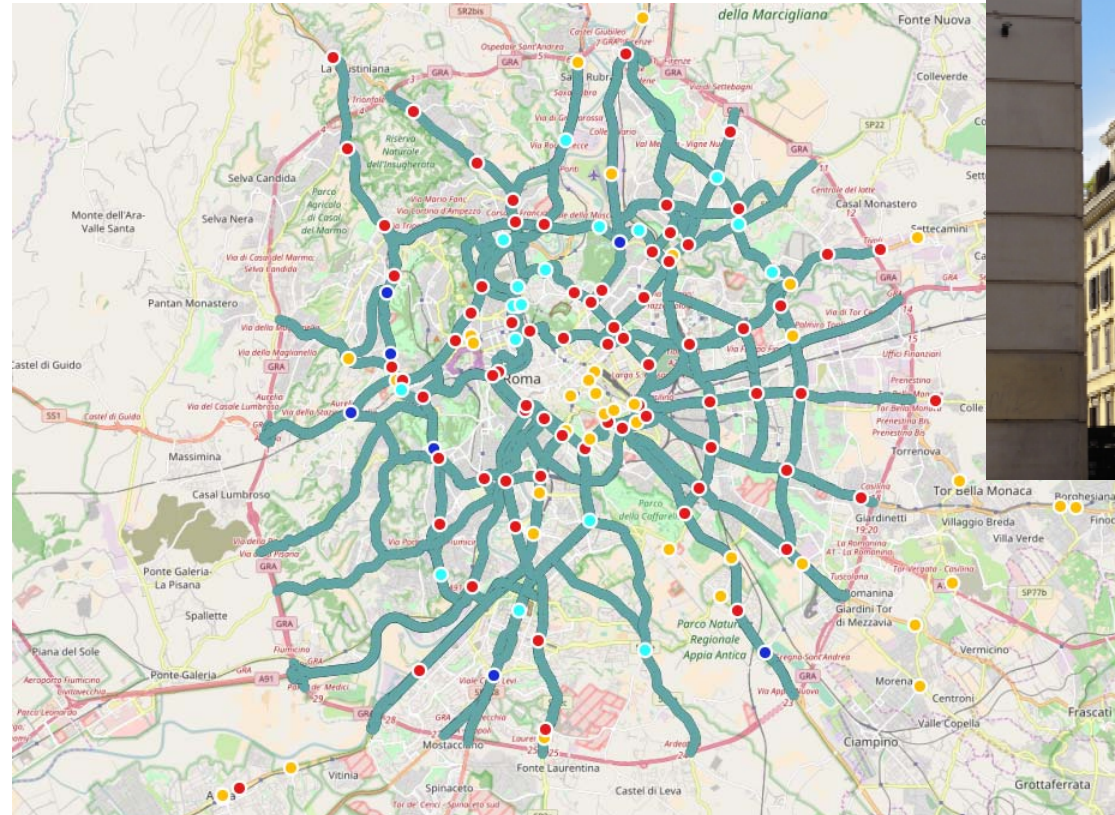
Core network => Priority network according to EU regulation



2) Improve ITS developments & information integration

New UTT system – monitoring main routes

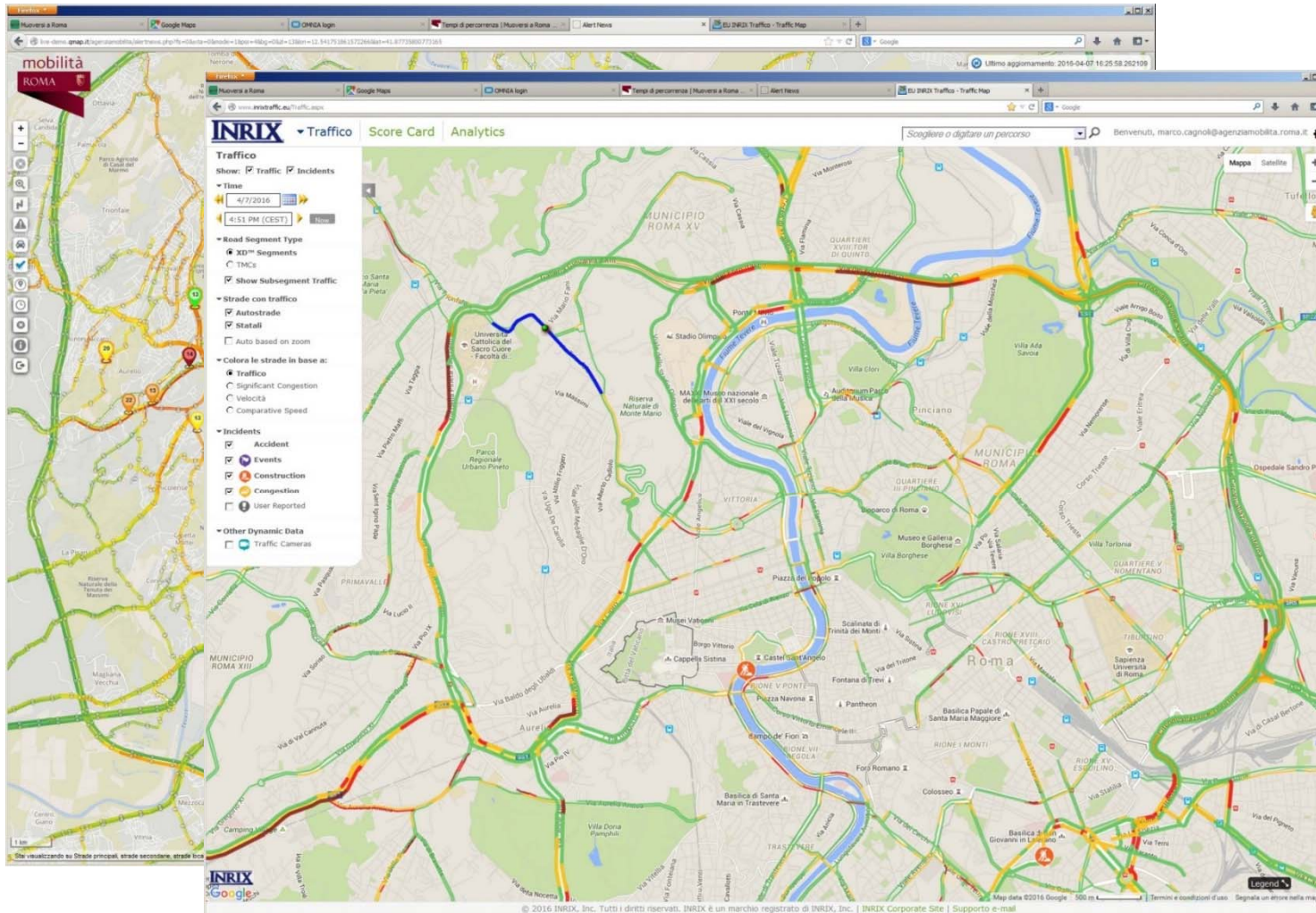
- Bluetooth®/Wi-Fi® sensors on road: real-time information on **travel times** and **O/D dynamic matrix**
- 30 main routes, each one constituted by 3-4 bidirectional paths.
- O/D Matrix: 90 Origin/Destination relations.





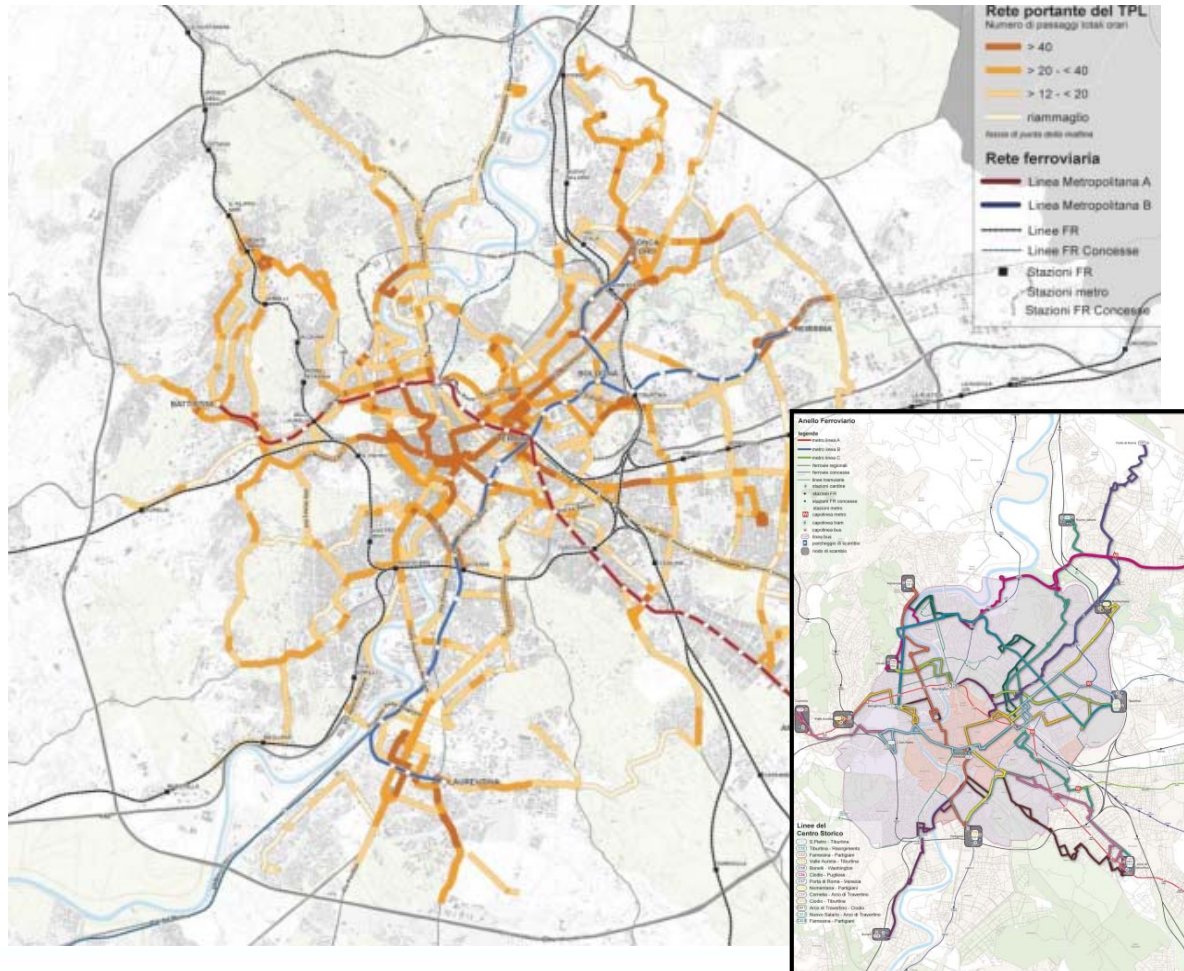
New ways to collect **big data** and available information

Cooperation on Big Data Systems: INFOBLU, INRIX, ecc.





Improve the efficiency of PT core network

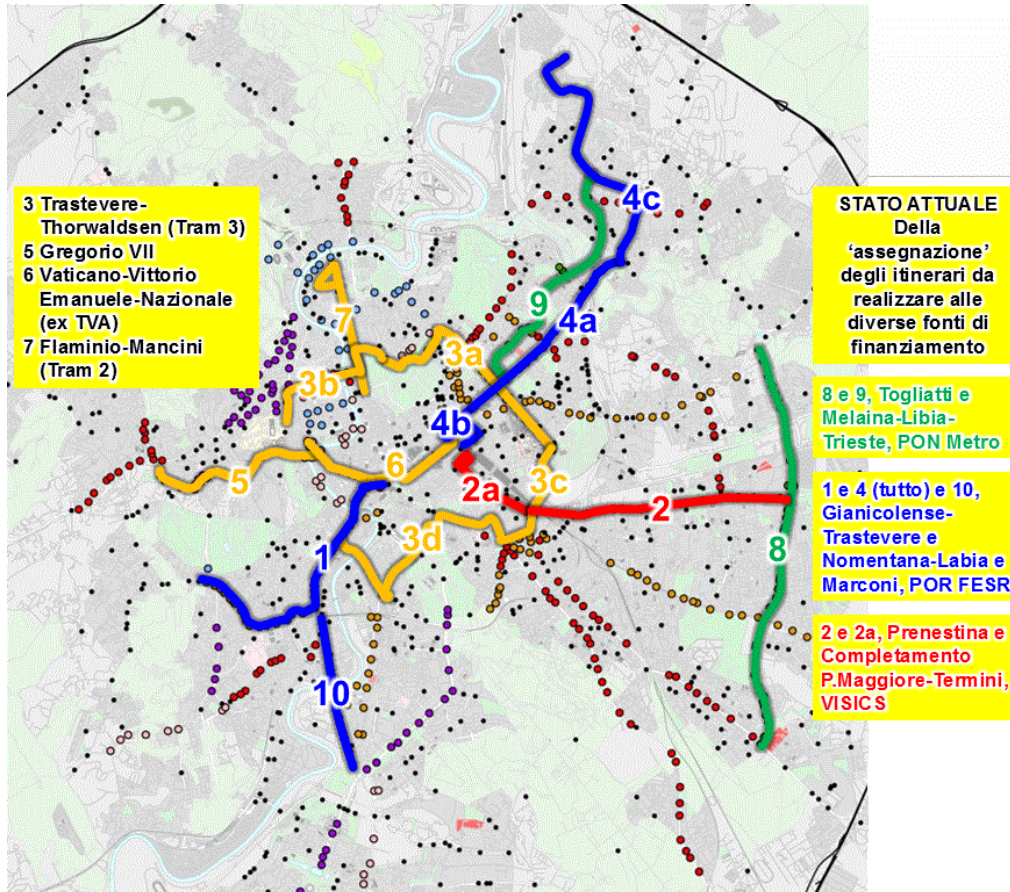


About 386 Km,
released on tangential
and radial routes.

Increase capacity and
frequencies,
improving the traffic
light regulation and
parking disciplines.

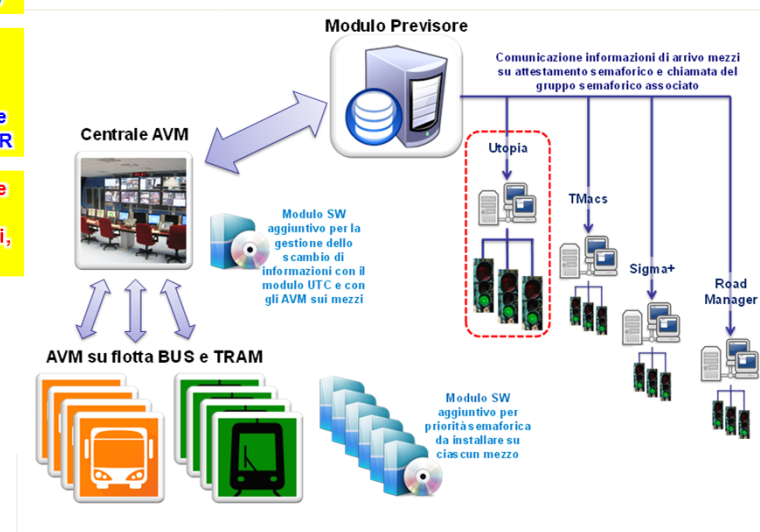


Improve the efficiency of PT core network



REDUCTION ABOUT 10% OF MACHINE STAFF SHIFTS ON ALL LINES

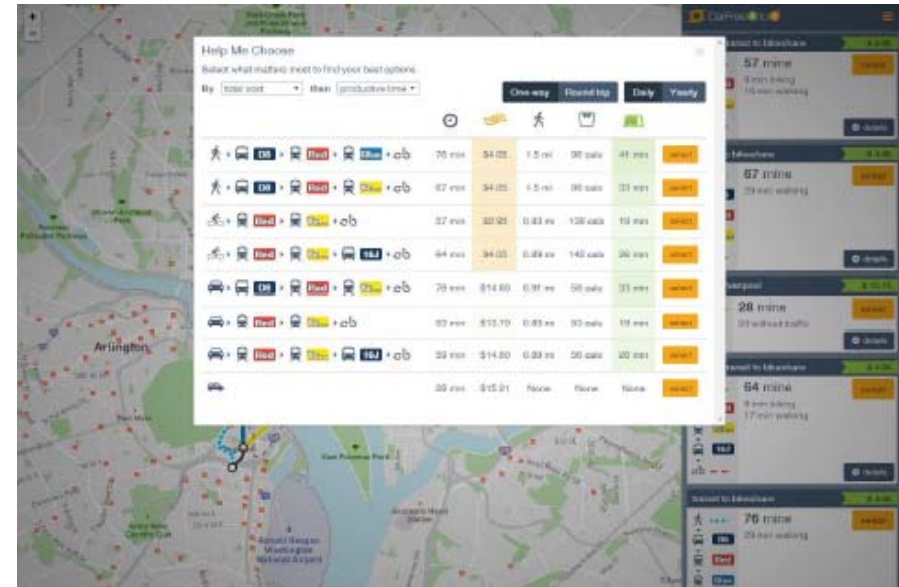
-10% STANDARD COST
TRAMWAYS YEARLY PRODUCTION COST
 - € 5.200.000



3) Support to tourism mobility by dedicated network



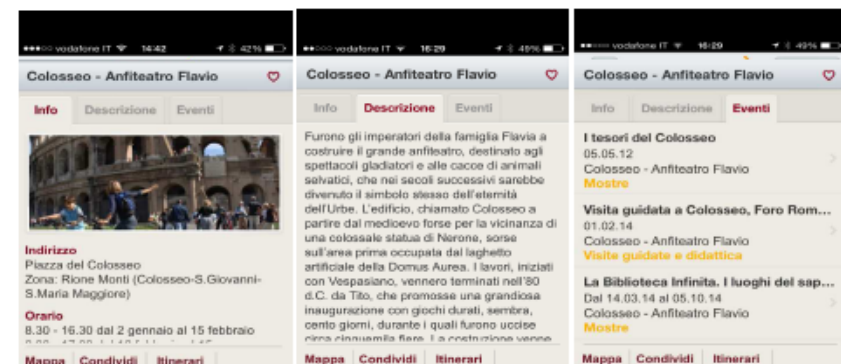
Location of sensors in Colosseo zone



App with multimodal choice, updated by user position



Guiding through pedestrian paths and POI



Cultural and events information inside the app



Managing Tourism mobility in Rome: Creative questions

- 1. How might we balance the right mix between tourism and everyday mobility?**
- 2. How might we monitor the pedestrian flow of tourism in real time?**





Extending actions in suburbs:

1) Peripheral national funds:

Rome participated to a national bid and it is now receiving funds for two regeneration projects in suburbs, expanding sustainable mobility policies in the outskirts.

2) Urban Innovative Actions

(UIA) is an European Commission Program (ERDF funds), to provide to urban areas the funding for testing new solution to tackle the urban challenges

Innovation in **city participation**, with **on-line choice among themes** and **public selection of interested partners**.

The main urban challenge is increase the public transport quality standards, reducing the traffic cars, improving the quality life of the residents and promoting urban renewal

The pilot project, proposed by Rome Municipality, aims to integrate innovative transport services for passengers and goods in a complex program of **development of the most important business district of the city**.





ROMA

Rome UIA Proposal : the selected area EUR district, Multimodal Hub & Urban Lab





ROMA



Thanks for your attention!



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