



# ROME SUSTAINABLE URBAN LOGISTIC PLAN: freight distribution in multimodal hub - MOVE 21 PROJECT

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DIREZIONE TECNICA MOBILITA' E INGEGNERIA  
Marco Surace

**IMPACTS Conference Rome, 11<sup>th</sup> April 2025**

mobilità

ROMA





## CONTEXT AT A GLANCE 1/3



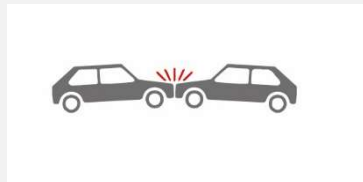
**1,8 mln cars**  
**389.000 motorcycles**  
**141.000 freight vehicles**



**662 cars per 1,000 inhabitants**



**103 hours lost in traffic**

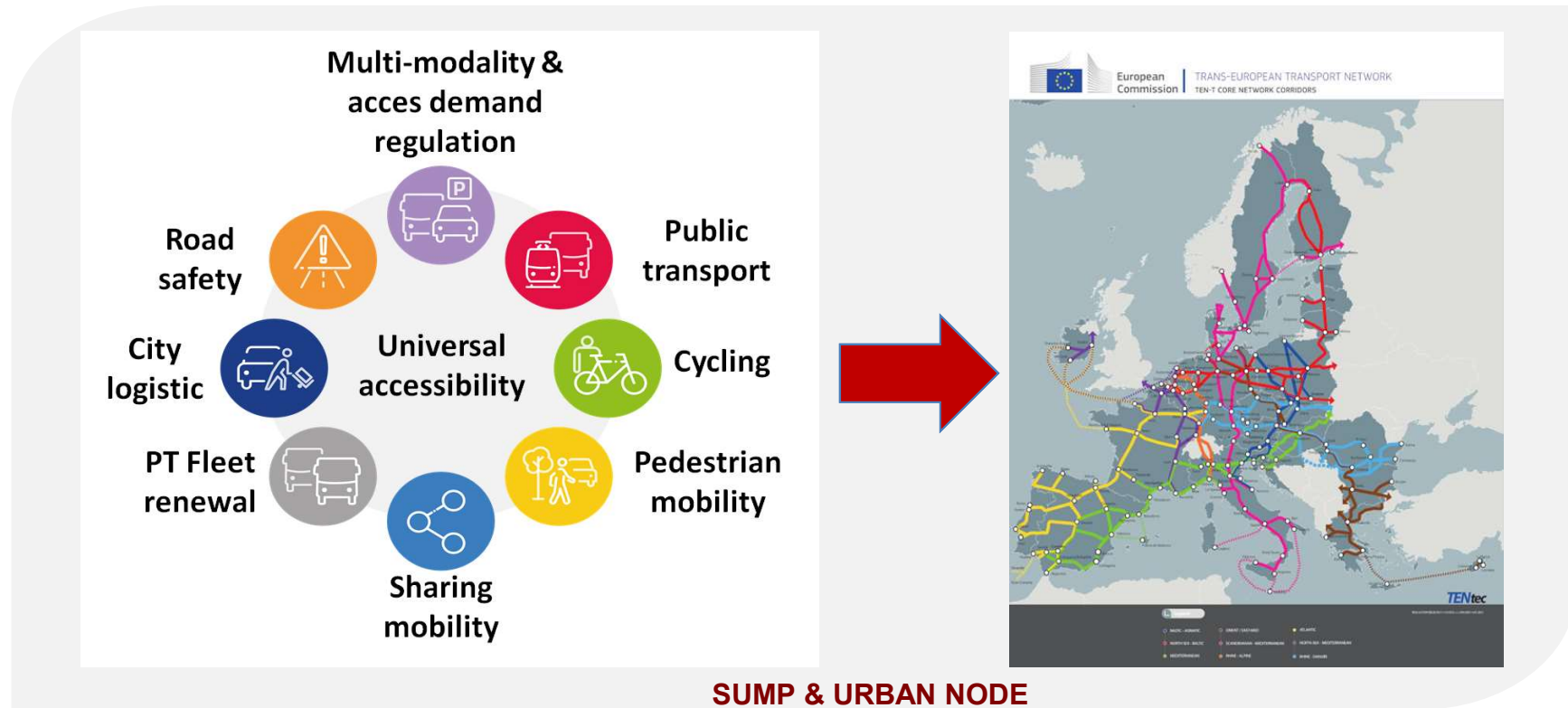


**12,815 accidents**  
**16,021 injuries**  
**154 victims**





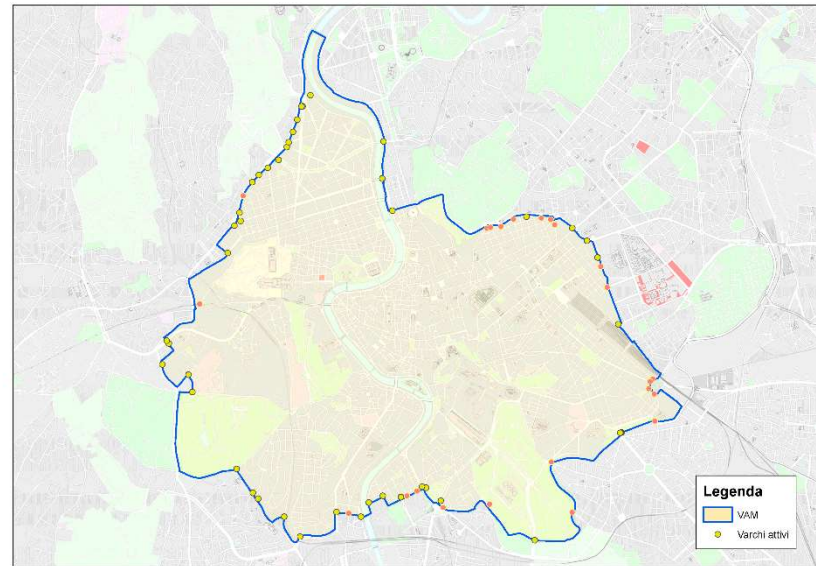
## CONTEXT AT A GLANCE 2/3





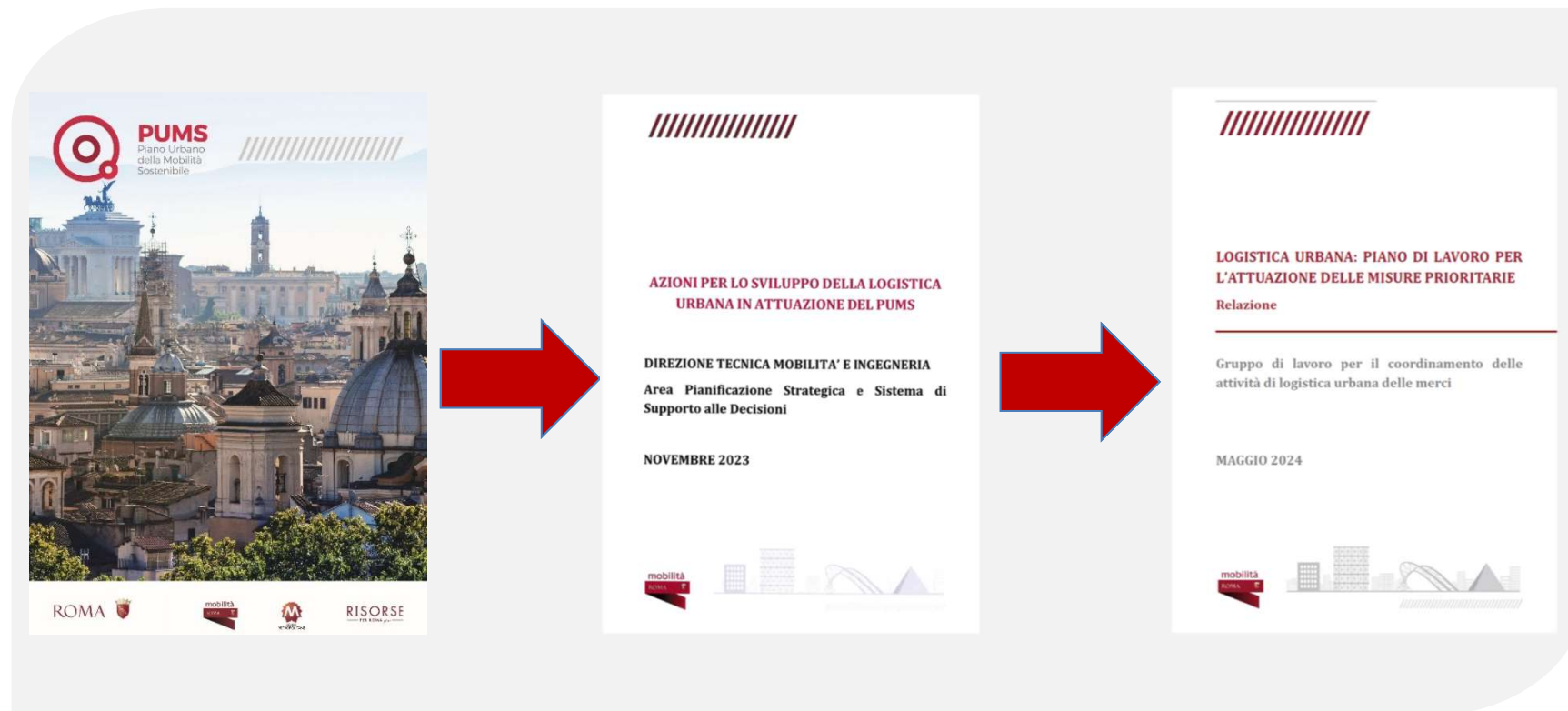
## CONTEXT AT A GLANCE 3/3

- **Mission zero 2030:** climate neutrality by 2030 and zero emissions by 2050; first/last mile solutions including multimodal mobility hubs





## THE SULP STEP BY STEP










- identifying **spaces in urban areas** to be redeveloped and/or regenerated for logistics operations
- establishing **harmonised rules** for access, transit and parking in the various restricted and non restricted traffic areas that take into account the needs of each sector
- encouraging **energy and management transition** through regulatory (reward) and financial levers

- establishing **the permanent dialogue table with stakeholders** to ensure the monitoring, implementation and recalibration of measures
- encouraging collaboration between different urban logistics operators through **the creation of mini-hubs** with a view to sharing logistics
- fostering **the digitisation** of companies operating in the urban logistics sector by creating a true open, voluntary and functional ecosystem





## SULP: THE MEASURES TO BE IMPLEMENTED

PRIORITY	MEASURES	
	Measure 1	Rationalisation and reinforcement of loading/unloading bays in the LTZ
	Measure 2	Review of LTZ Access Rules
	Measure 3	Incentives for the purchase of low environmental impact vehicles
	Measure 4	Pickup and Drop off Points (PUDO)
	Measure 5	Cycle-Logistic Incentivation (Cargo-Bikes)
	Measure 6	Collaborative Logistics
	Measure 7	Consultation&Dialogue with the Local Authority
	Measure 8	Monitoring of worksites
	Measure 9	Micro Hubs (proximity logistics areas)
	Measure 10	Urban Distribution Centres (UDC)





## SULP: PRIORITY MEASURES

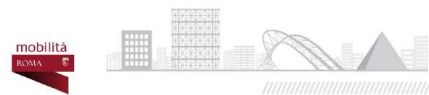


### LOGISTICA URBANA: PIANO DI LAVORO PER L'ATTUAZIONE DELLE MISURE PRIORITARIE

Relazione

Gruppo di lavoro per il coordinamento delle  
attività di logistica urbana delle merci

MAGGIO 2024



- **Measure 1:** Rationalization and reinforcement of loading/unloading bays in LTZ
- **Measure 2:** Review of LTZ access Rules
- **Measure 4:** Pick up and Drop off Points (PUDO)
- **Measure 5:** Cycle-Logistic incentivation (cargo-bikes)
- **Measure 9:** Micro-Hubs (proximity logistic areas)

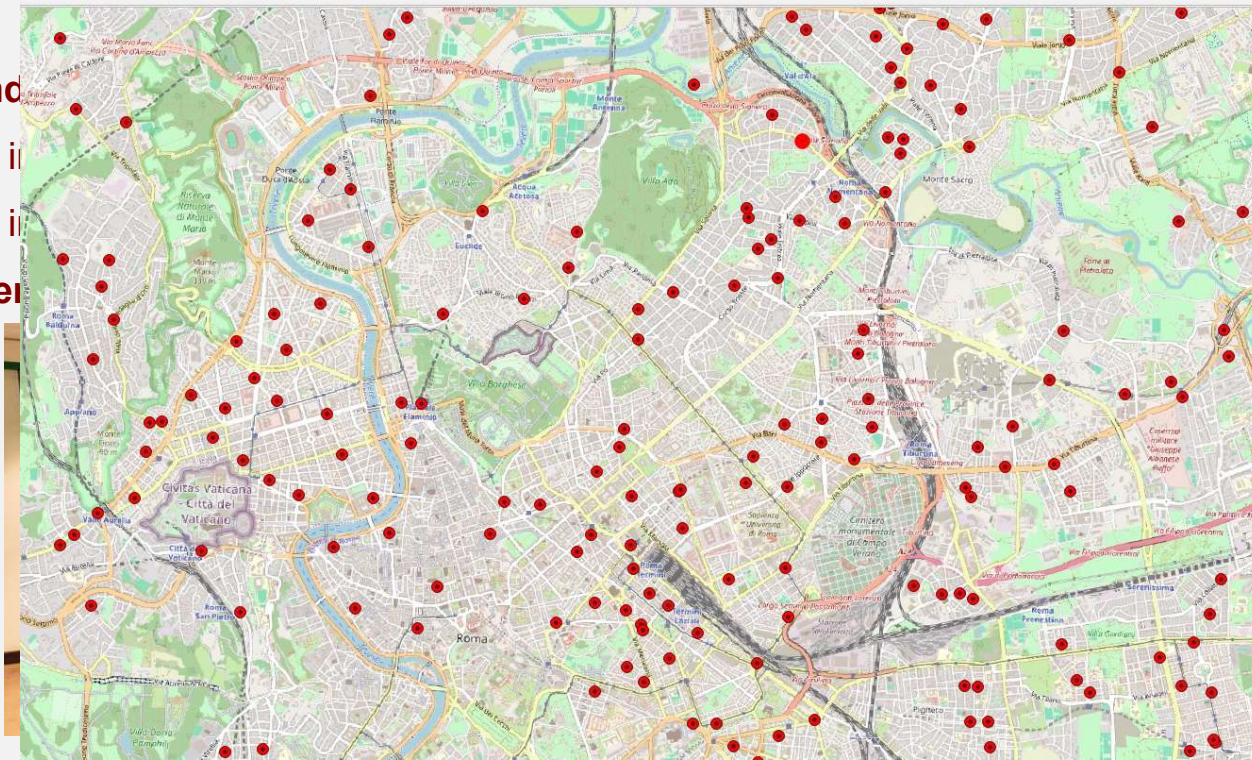




## MOBILITY HUBS: WHERE DO WE STAND NOW?

Pick up and

- located in
- located in
- georefer

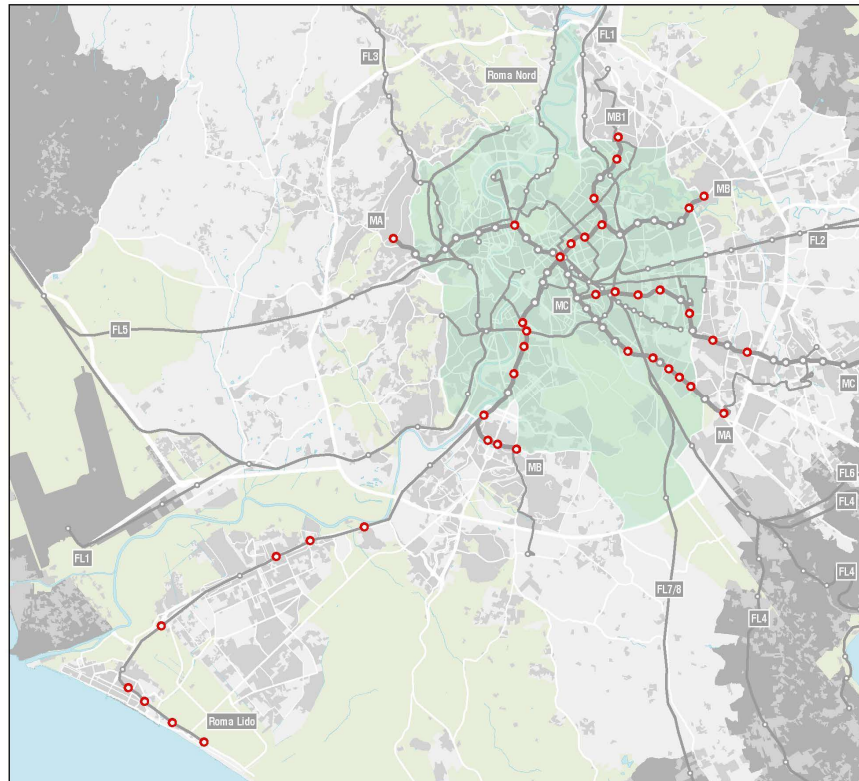




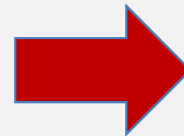
## MOBILITY HUBS: WHERE DO WE STAND NOW?

### Bike-boxes

- 660 bike parking
- planned extensions





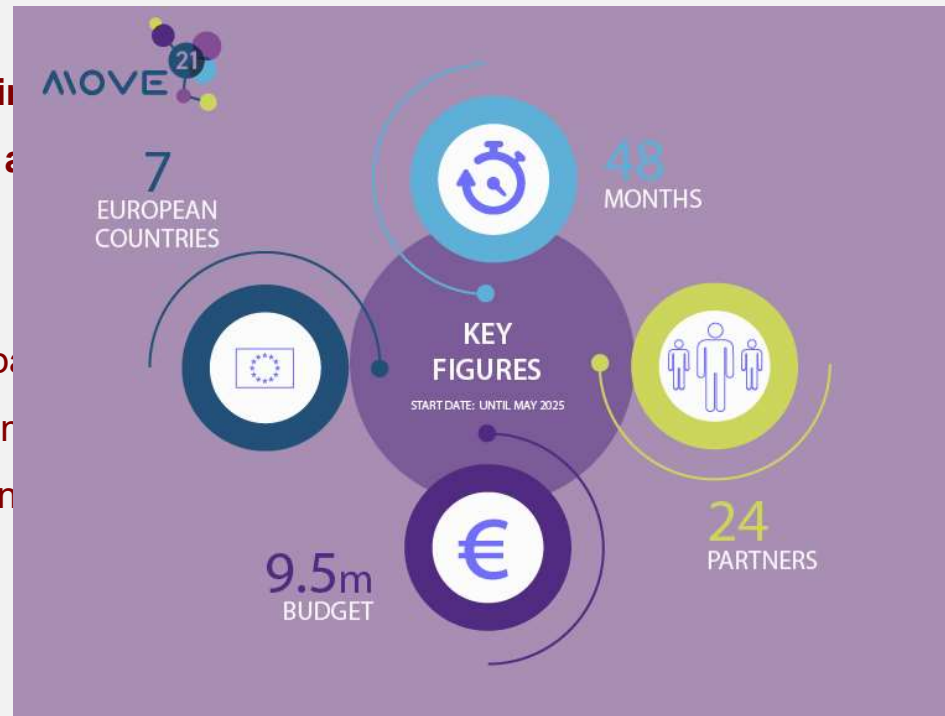




**MOVE21 – Multi**  
**Contributing to a**

**Goal**

Transforming urban  
smart and clean mobility  
systems are connected



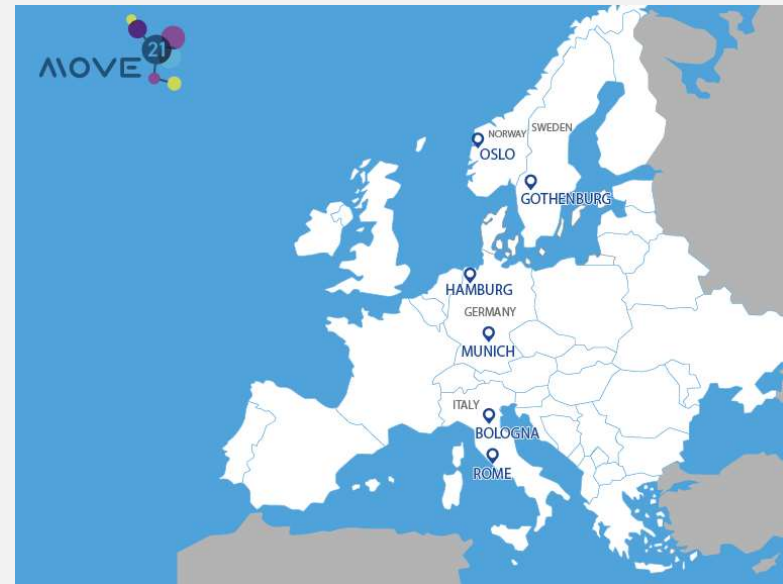
**ngers Transport**

**ban nodes for**  
**which all urban**  
**er**





## MOVE 21 The consortium





## S. PAOLO MULTIMODAL HUB



**Gothenburg replication**







## S. PAOLO MULTIMODAL HUB



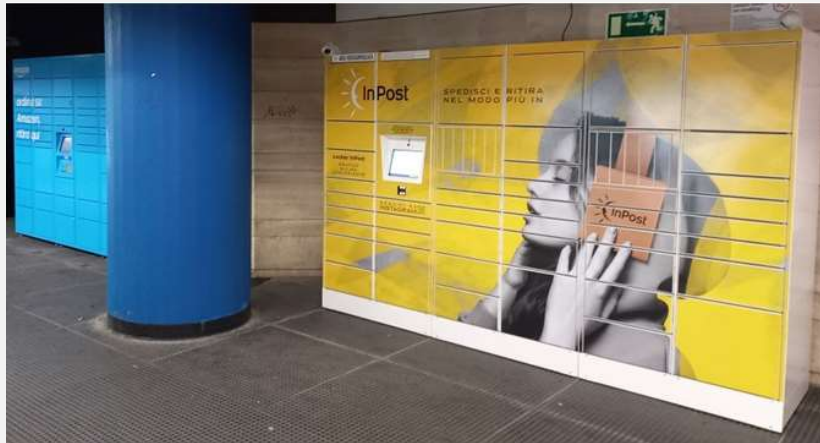
**Bike boxes, parcel locker and cargo bikes are fully operational**





### Requirements bike box






### Requirements parcel locker

- **2 parcel lockers** within the infrastructure managed by ATAC – (PTO)
- **pick-up points** allow customers to take orders purchased online or make returns directly at metro station
- the customer receives a **Qr code or pin** to pick up purchases








## S. PAOLO MULTIMODAL HUB



# PROJECT ROADMAP



<u>START-UP PHASES</u>	<u>EXPANSION</u>	<u>TECHNOLOGY</u>
<b>OPEN DAY</b> HEADQUARTERS VIA FILIPPI 57 WEEK EUROPEAN MOBILITY	<b>OPENING</b> NEW HEADQUARTERS IN VIA DEL GESÙ 91,	<b>DEVELOPMENT</b> <b>DB360 APP</b> RESERVATION SMART RENTAL
<b>RESERVATION</b> USER FRIENDLY <b>3 CARGO BIKE RENTAL</b> FREE FOR PRIVATE INDIVIDUALS AND BUSINESSES	<b>MORE 3</b> <b>CARGO BIKE RENTAL</b> FREE FOR PRIVATE AND ACTIVITIES COMMERCIAL OF THE AREA	<b>BACK-END</b> PLATFORM THAT PROVIDES USEFUL DATA ON SERVICE USE.







## S. PAOLO MULTIMODAL HUB

### Lessons learned

- increase the multimodal supply (bike lane, bike parking) topics already recommended by **SUMP**
- enhancing **the place identity** (St. Paul's Cathedral)

### Next steps

- **replication** of the cargo bike service in the historical centre and other city neighborhoods
- cycle-logistic **promotion**

SUMP and its sector-plans (SULP, Biciplan, etc.) as planning support





## Urban renewal of Trastevere station area

- In 2013 the square was inaugurated in its current configuration: the project has transformed the area into a hub for pedestrians and cyclists, guaranteeing safe access to Trastevere station, also thanks to new lighting, and allowing the removal of architectural barriers
- new facilities
  - square dedicated to public road transport
  - construction of platforms
  - reorganisation taxi station
  - wide pedestrian walkway
  - 'kiss & ride' area
  - bike boxes
  - electric charging points





## Urban renewal of Trastevere station area







## Urban renewal of Trastevere station area





Thank you  
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