

**Innovations
in Sustainable
Urban Mobility
Plans
for low-
carbon urban
transport**

InnovaSUMP
Interreg Europe



European Union
European Regional
Development Fund

**Action Plan for
Iasi Municipality**



June 2019



Iasi bus public transport map



Iasi / Europe map

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June 2019

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

InnovaSUMP Project

The InnovaSUMP project aims at introducing:

a) New innovations, enhancements & advances in preparation, elaboration, consultation, adoption, implementation, evaluation & monitoring of Sustainable Urban Mobility Plans (SUMPs), based on the EU established methodology, for sustainable lowcarbon urban transport & mobility policies & measures promotion, funding, implementation & enhancement.

b) Policies & measures that promote the use of & investments in sustainable mobility solutions, can be included in SUMPs, i.e.: high quality PT systems, alternative/clean fuels, electric vehicles, smart ticketing, urban freight logistics, active modes of cycling & walking, new forms of car ownership & use, access control, congestion charging, fair & efficient pricing, ICT mobile applications, ITS transport telematics infrastructure, FTS/DRT, Intermodality improvements for 'seamless' travel, links with Smart Cities mobility initiatives, etc; including stakeholder engagement, public participation, consultation procedures, social media applications, policy formulation and adoption by city and transport authorities, polycentric SUMP approach for regional and district authorities.

c) Policy & institutional implications for advances in implementing & funding innovative sustainable mobility solutions.

d) Contribution of SUMP process innovations to: urban regeneration, social inclusion, equity considerations, economy, competitiveness, effective PPPs, citizen society empowerment, cohesion, links with the 'Urban Mobility Package 2013', links with SEAP, mid-term review of White paper & Europe2020 targets.

e) Enhancements to SUMP Methodology: Promotion of low-carbon mobility solutions, Travel behaviour research & potential user response analyses, Integrating pricing & financing measures, Planning for visitors at tourism destinations, SUMP-SEAP-SECAP Integration.

InnovaSUMP Project Partnership



InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans, with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions

www.interregeurope.eu/innovasump

FOREWORD



We need a clean Europe, a green Europe, with smart mobility, with a fair and intelligent administrative in permanent contact with the requests of the new European citizen. The quality of life and the quality of our environment need to be the main focus of our development strategies. I have seen already this trend implemented also by some companies in Iași. We are between the first cities in Romania which introduces a facility to promote the construction of "green buildings" and we intend to promote more and more ecological transport in the city.

These measures are completed with an extended plan to modernize the local and regional public transport in Iași area and we have started an ambitious program to renew the entire fleet of buses and introduce also electric buses, renew the tramway lines and wagons, introduce new advanced ticketing /pricing technologies, introducing public transport with Velo-sharing system, providing management measures of increasing flows of visitors during major events of the city, dedicated lanes for buses in some crowded areas of the city.

We try also to initiate a local and national program to promote the renew the private cars. The statistic is alarming, showing that more than 55% of private cars in Iași are Euro 3 or below Euro 3 standards. It seems that Romania has the oldest private cars in Europe and real, urgent measures have to be taken through new legislation and exchange of good practices between European cities.

European cooperation is an important vector to promote change, to exchange of knowledge and expertise, to find the common best solution to improve our life quality and our day-to-day actions.

Mihai CHIRICA
Mayor of Iași, Romania

Acknowledgements

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Authored by:

Elena FARCA, Project coordinator for Iasi Municipality, Romania

Electromicina Agency, Iași

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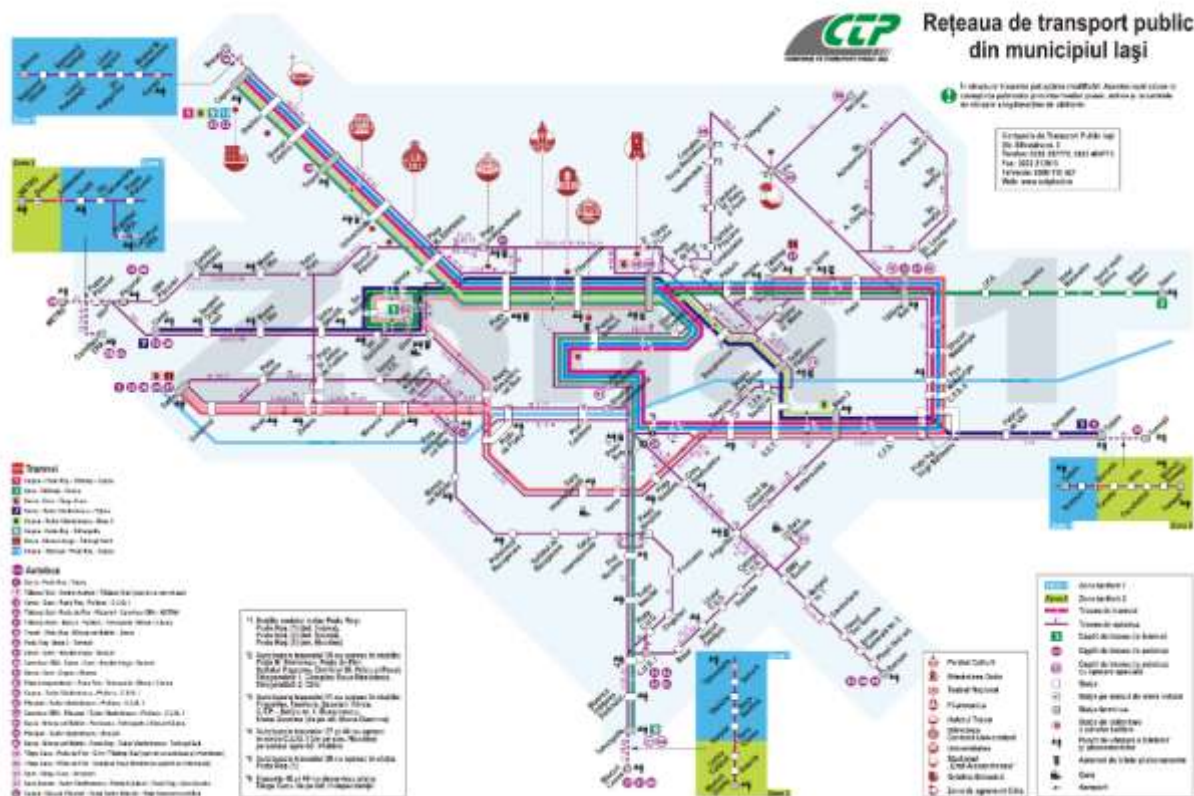
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Executive summary

Current situation - Public transport in the city of Iasi

The particularity of Iasi is that public transport network is quite dense in the city center and the trams network offers high accessibility in crowded areas around the city. A high density of services exists along the East – West axes, North from the city center. The outer areas from the South (where trams infrastructure is currently being rehabilitated), from South-East to South-West is defined by a small number of public transportation services.

In Iasi, there is a single transport company operating, founded by the Local Council in 2016, called The Public Transport Company of Iași (SCTP Iași), with a fleet characterized by: **152 trams**, with differences of over 50 years between the oldest and the newest one; the bigger part of this fleet (58%) has been manufactured between 1990 and 1999; **146 buses**, out of which 100 are newly purchased between 2016-2018 (Euro 6 standard for CO2).



Municipality of Iasi public transport network. Source: <https://www.sctpiasi.ro/harta>

For a long time, the means of payment for public transport system was based on tickets and passes for one or two routes. This system limits the transfer possibility between the routes and therefore does not facilitate an efficient setup of the networks that are now based on increasing the number of lines on the main routes, making it desirable to introduce certain options based on hourly intervals.



Since 2016 the City of Iasi has accomplished an ambitious plan called **A new beginning for public transportation in Iasi** for modernizing public transport - by purchasing Eco buses (Euro 6), modernizing payment system and information facilities – which will be continued in the following years by purchasing electric buses and trams.

The project involved the implementation of a sustainable and efficient public transport in Iasi by adopting the following measures: acquisition of low carbon emissions buses and trams along with a new extension of tram network line and development of SMART public transport.

The public transport in Iasi had serious *deficits* due to a very old fleet (over 20 years old buses and trams), with serious local air *pollution* impacts and low comfort degree. The buying ticket options was limited to kiosks or ticket point of sale placed in only a few stops, which made the purchase process really difficult and unreliable. These aspects turned public transport into an unsustainable and unappealing one for passengers and under this circumstance the public transport company revealed *passenger loss in the past years*. *As the number of cars on road has increased incrementally resulting in higher congested traffic and very high levels of air pollution was putting Iasi on the most polluted cities in the country map, it was imperative to adopt and implement urgent measures regarding the public transport services in Iasi.*

The new Municipal elected officials of Iasi City Hall decided to implement a highly ambitious plan regarding a sustainable transport and modernization of urban transport in the city, under one platform called A new start for the public transport in Iasi, in order to invest in new transport technology and management of urban traffic.

The need to new purchase for buses emerged from questionnaire-survey based community consultations, conducted through neighborhood centers, as well as in public audiences given by Mayor and Deputy-Mayors.

Project objectives

- Increased amenity and usability of public transport by offering high quality services, through the *acquisition of new means of transport and new technology for a more sustainable public transport and improved payment experience in public transport.*

- Real-time geolocation of each public transport vehicle, allowing traffic charts to be adjusted according to the urban mobility dynamics and to better predict the vehicle *arrival* times to points on its route, with the help of transportation app Moovit.
- Alternative mobile payment system and increased accessibility to services especially for the young customers – heavy users of smart tech apps and services, the city of Iasi being a recognized university center with growing student population. The development of such mobile payment application for travel tickets in order to encourage people for using public transport meets the passenger requirements and needs, as a forward-thinking transport solution need to affect the public transport of today
- Increased passenger safety and comfort through video surveillance and real-time information panels

Accurate real-time information, mobile optimized applications, route planners and electronic ticketing are therefore some of the features that help the traveler and encourage people to choose public transportation. Leveraging advanced technology in public transport is a game changer that could make it people's preferred form of travel.

Modernization Project Results: Outputs, Outcomes, Impact

- ✓ High performance buses
The biggest measures regarding the modernization of public transport in Iasi were applied in 2016. At that time, The City Hall of Iasi bought 12 new buses, out of which 8 buses are Euro Bus Diamond and 4 buses are Isuzu, the Citiport model. In 2017, the Municipality bought another 88 new Isuzu buses, fully equipped with modern facilities and increased comfort to passengers. The buses have an Euro 6 engine, the most advanced ecological technology available at European level for Diesel, providing a high-performance air-conditioning system in both summer and cold season. Vehicles have *low-floor* bus entrance and ramp stowed, making it *accessible for people with disabilities*. Automatic *Passenger Counting System* is used to determine and effectively managing the resources. The last batch of buses was put into circulation at the beginning of 2018.
- ✓ New price plan & ticketing system
In July 2018, a new price plan was deployed, designed to encourage people to choose public transportation in Iasi. The most important advantage for passengers is the ability to plan multi-destination trips with the same ticket.
The main change was for the monthly pass, available for all routes in Iasi Metropolitan Area for unlimited *bus* and tram journeys with one single applicable transport *fee of 80 lei/month*. Also, the standard ticket received a *120 minutes transit time after validation* for unlimited *bus* and tram journeys for all routes.
- ✓ Online tickets and monthly passes
In August 2018, an online payment alternative was introduced: 24pay mobile app - a simple e-wallet that allows passengers to make cashless purchases, by scanning a mobile QR code or using mobile NFC technology found inside means of public transport and outdoor, on transit shelters city maps. In order to create a more convenient and seamless travel experience, tickets and monthly passes can be bought anytime, without worrying about having exact change or finding a ticket point of sale. Passengers have to just enroll their credit card, scan the QR code or NFC tag and confirm the payment. The Public Transport Company provided over 40.000 cards for students in Iasi which can be used to purchase low-cost travel tickets through 24pay platform in order to encourage them to choose public transport.
- ✓ Tickets directly from the means of transport, using contactless card

In January 2019, the procedures were started for implementing a new tickets payment system. Throughout a partnership with BCR and Telekom, POS machines were placed in all means of transport. It only requires the contactless card to be drawn near the device in order for the ticket to be printed. The POS prints a receipt where date, time and validity period of the ticket (120 minutes) are stated.

- ✓ Free Wi-Fi during the journey
Starting from February 2019, in all the means of transport (approx. 150), passengers can use wireless internet for free. Connection to the network was made available throughout The Public Transportation Company Iasi, supported by Iași City Hall. In order to benefit from the internet connection during the trip, a single registration of the user on the platform is necessary. Further on, the passenger's device will automatically connect to the network when using the mean of transport. Once this program was implemented, there has been a significant increase in the number of passengers compared to the previous years and a higher interest regarding public transportation. Replacement of 100 old, air polluting buses with the same number of Euro 6 buses has a direct and positive impact in benefits toward the environment and passengers' comfort.
Shortly put: a high number of over 80.000.000 rides per year in Iasi, in modern, rapid and efficient public transport conditions.
- ✓ Staying permanently in touch with the travelers
Feedback from travelers is one of the most important tools in order to improve the quality of the services provided. Therefore, social media accounts were created, such as Facebook, Instagram, YouTube, LinkedIn and Pinterest. These platforms are used for sending to the public useful information as for real time dialogue (chat). Social media platforms are also a useful tool for measuring the satisfaction degree towards the services provided. Periodically, online surveys (<http://sctpiasi.ro/>) are released to adjust and improve measures taken using a data collection strategy.
- ✓ Public awareness campaigns, especially for special events - for example: European Mobility Week.



Săptămâna europeană a **Mobilității**

16-22 septembrie 2018

TU CE ALEGI?

Campanie de încurajare a utilizării transportului în comun desfășurată de:



Executive Summary

Introduction

This document is a short version in English of the Actin plan developed (in Romanian Language) by the Municipality of Iași, accordingly with the Sustainable Urban Mobility Plan for Iasi Metropolitan Area and the Good practices identified in the frame of InnovaSump Project *InnovaSUMP - Innovations in Sustainable Urban Mobility Plans for lowcarbon urban transport*, financed by INTERREG Europe Program.

Contribution of InnovaSUMP Project - Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport financed by INTERREG Europe Program to the development of sustainable mobility in Iasi City

Major themes and Good practices identified in the frame of InnovaSUMP Project

InnovaSUMP Project proposed in the Application form the following enhancements & innovations to the SUMP methodology are proposed to be included & further developed / incorporated as part of this project:

- I. Inclusion of travel behavior research & potential user response analyses for new & emerging systems, technologies, policies & measures (**Travel Behavior Change**): - Good Practice *GP1 -Use of Travel Behavior Surveys for the Prague Transport Model* (<https://www.interregeurope.eu/policylearning/good-practices/item/1780/use-of-travel-behaviour-surveys-for-the-prague-transport-model/>)
- II. Integrating pricing & financing measures (inc. urban road pricing/congestion charging and hypothecation of revenues for sustainable mobility / PT investments) (**Pricing and Financing**) – Good Practice *GP2 TransPrice: Trans Modal Integrated Urban Transport Pricing and Financing* https://www.interregeurope.eu/policylearning/good_practices/item/2452/transprice-trans-modal-integrated-urban-transport-pricing-and-financing/
- III. Incorporation of planning for visitors at tourism destinations, for sustainable mobility of tourists, particularly at peak demand resorts, including accessibility to destinations by sustainable transport modes & improved intermodality between access travel to & mobility within destinations, for seamless travel Bes(**Sustainable Tourism Mobility**): <https://www.interregeurope.eu/policylearning/good-practices/item/989/multimodal-tourist-hubs/>
- IV. Integration of SEAP & SUMP processes. Our priority pilons/themes to be included and developed by partners in the frame of good practices exchanges (**SUMP-SECAP Integration**): Good practice *GP4: Harmonizing SUMP and SEAPs - SECAPs Guidelines* <https://www.interregeurope.eu/policylearning/good-practices/item/2447/harmonising-sumps-and-seaps-secaps-guidelines/>

Beside these four themes from the Application Form, some other good practices have been identified, so Iasi choose these Good Practices to get inspired:

GP1. Use of Travel Behavior Surveys for the Prague Transport Model - The paper presents the transport model of the City of Prague used by Technical Administration of Road of the City of Prague (TSK) and travel behavior and traffic surveys that are purchased for the transport model. The surveys are carried out repeatedly in different time cycle. The outputs enter into the transport model made in the software PTV Visum. The model is used for many tasks in the transport planning in the City of Prague and in adjacent areas of the Central Bohemian Region. TSK in cooperation with Prague Institute of Planning and Development performs, inter alia, transport forecasts for almost all infrastructure projects in public and road transport. The results of the travel behavior surveys are also important for describing the current state of demand in passenger transport in Prague and its surroundings. Thanks to the regular repetition of these surveys we can also observe changes in the travel behavior over time. This study of travel behavior of users is important also for Iasi City, which is in a period of modernization of public transport and need clear statistics and data to correctly dimensionate the public transport.

GP2 TransPrice: Trans Modal Integrated Urban Transport Pricing and Financing

The TransPrice philosophy is to establish a trans modal, integrated pricing and financing regime for urban transport. Iasi Municipality is starting implementing the smart ticketing solutions in order to allow the use of all means of transport with the same ticket, in a frame of time, accessible for everyone.

GP3. Multimodal Tourist Hubs in Ravenna, Italia

Tourist buses used to reach the limit of Ravenna LTZ (Low Traffic Zone) through many gateways, often using unsuitable roads and generating traffic jams and danger both for tourists and citizens. At the same time, some areas close to the city center have been devoted to welcome visitors, giving them facilities like wi-fi, wc, and information in a safe and comfortable place. These areas have been called “Multimodal Tourist Hub” (MTH) because not only they are connected to the city center thanks to accessible for all. A similar model has been experienced temporarily by Iasi Municipality during the visit of His Sanctity The Pope Francisc to Iasi on June 2019 to handle to enormous number of incomers to the event.

GP4: Harmonizing SUMP and SEAPs - SECAPs Guidelines This GP is not tackled on this Action Plan for Iasi but will be used after Action 4 implementation, when a special strategic document combining SUMP and SEAP will be designed, adapted to new public transport profile, based on electric mode

GP5. Council for promoting bicycle use in Nicosia, Cyprus. The adopted new legislation at local and national level to encourage cycling provides rules for the bicycle use and cycle lane. Some of the most important rules for the safety of the cyclists are that they must use the left side of the roads, also important communication campaigns for bicycle use, especially during the European Mobility Week. This GP model is interesting for Iasi together with other GP (GP6-Ecotrails in Portugal) and models of bicycle use as public transport in Exter and Thessaloniki, so a special action is included in the Action Plan

GP6 Ecotrails in Portugal: the case of Ecotrail of Dão (Ecopista do Dão) The old railway line of Dão, which established the connection between the Municipalities of Santa Comba Dão, Tondela and Viseu, was deactivated several decades ago, suffering a progressive degradation. The Ecotrail of Dão (Ecopista do Dão) resulted from the transformation of this old railway through a cooperation project between the three Municipalities and REFER (entity responsible for the infrastructure). Thus, the old railway

platform was adapted, giving rise to the largest Ecotrail (Ecopista) of the country, with 49 Km, covering the three municipalities and integrated in the National Network of Ecotrails After decades of abandonment, the Ecotrail (Ecopista) is now destined for public use, with several purposes: mobility, leisure, sports, recreational activities, cultural and environmental protection, promoting sustainable tourism.

GP7 Exeter Engaged Smart Transport aiming to reduce car use through targeted information provision, i.e. weather and traffic. The surveys also asked stated preference questions to identify how much receiving information would affect their choice of travel mode information would affect their choice of travel mode to their place of work/study. These responses were then used as the basis of a statistical model to quantify how much different factors influence day-to-day transport mode choice within each group. This GP together with GP1 will be adapted by Iasi Municipality and included in Action Plan (Action 3)

Also, even if not included by the project partners in the list of Good Practices, during study visits, project meetings and Staff exchanges other models of good practices have been identified by Iasi Municipality and included in its Action Plan, such as electric public transport (buses, tramways, bicycles), e- ticketing system.

The InnovaSUMP project's aim is to facilitate the take-up of innovative Sustainable Urban Mobility Plans (SUMP's), focusing on regions and cities of low SUMP involvement to date, by providing expertise and sharing the good practices, stimulating exchanges and innovations, thus generating a strong commitment to sustainable urban mobility with low-carbon transport of all partners European cities.

InnovaSUMP's overall goal is to stimulate Inclusion of innovations on travel behavior, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions, in the methodology of Sustainable Urban Mobility Plans. Additionally, through the program, partners have the opportunity to exchange knowledge and skills of their local authorities and stakeholders, propose innovations, improvements and developments at all stages of SUMP's and promote the implementation of sustainable mobility solutions based on low carbon and innovative transport strategies and policies

Iasi SUMP status, general description and requirements

Iasi SUMP is a strategic document issued on 2016 for the period 2017 – 2030 based on other strategic documents in the field, on the General Urban Plan for Iasi City, on public consultations and specialized analysis and programming issued during 2 years, after public consultations, experts and stakeholders brainstorming, consultancy contribution. The SUMP has been made with financial and technical support from the Romanian Ministry of Regional Development and European Bank for Reconstruction and Development. At that moment 8 SUMP have been undertaken for the 7 growth poles of Romania and for Bucarest, the capital.

All the measures included in Iasi SUMP address all the means of transport and all types of mobility, including pedestrians, public and private transport, freight, traffic flows, including all previous strategies for urban mobility.

Beside mobility, this SUMP horizontal

- Facilitate the access to all people to work places and services
- Improving safety and security
- Pollution reduction, gas emission and energy consumption reduction
- Increasing of cost efficiency for transport of people and freight

- Increasing of attractiveness and quality of urban environment

In opposition to the traditional way of planning transports in Romania, Iasi SUMP enhance the citizens and all stakeholders participation, various sector' policies coordination (transport, land use, environment, economic development, social field, health, safety etc) , at various level of decision-making and between various neighboring authorities on Iasi Metropolitan Area. This SUMP was a process of "planning for people with people".

Iasi SUMP targeted to provide a frame to the following strategic objectives:

- accessibility – for all citizens, to all destinations, to all the essential point/services
- safety;
- environment – low pollution, low noise, reduction of CO2 and energy consumption;
- economic efficiency
- quality of life.

Iasi SUMP is targeting the following sectors, without being restrictive to it:

- Public Transport
- Alternative Transport (measures to increase cycling and walking infrastructure, facilities and communication)
- multi-modal transport/hubs,
- urban safety
- city traffic (congestion, parking issues) and transit
- Urban Logistics,
- Mobility management
- smart transport approach

Iasi Sustainable Urban Mobility Plan (SUMP) concept has been promoted as a strategic integrative planning instrument for local authorities, not only for the city but for its entire Metropolitan area (16 small communities around Iasi City). The Plan is used to foster the balanced development and integration of all transport modes while encouraging a shift towards more sustainable modes of transport (car-sharing, cycling, electric transport, walking etc).

Iasi SUMP need to be permanently updated and re-adapted at the new evolutions of technologies and user demands in order to achieve key mobility goals, such as better air quality, improved accessibility and mobility, higher road safety, decreased traffic noise, and higher energy efficiency, and to increase the connectivity of the transport system and the overall quality of urban life. This is why exchange of good practices and experiences between various cities in Europe with different levels of implementation of SUMP is a major key for learning, innovating and adapting process. Many European cities are thus lacking strong technical support and quality control for SUMP from the national level, this is why European expertise is so vital. Also, various city characteristics, such as demographic and geographic aspects, financial capacities, expertise and political structures, are important context conditions for developing and implementing local SUMP.

Vision and Goals

Iasi SUMP's goal is improving and developing the accessibility in urban areas, providing high-quality and sustainable mobility and transport, increasing the standards of quality of life and environment.

The strategic vision and the mission of Iasi SUMP for public transport refer to improving the attractiveness of current services, providing solutions more cost efficient, providing more accessibility to all transport systems for various categories of travelers, increasing the number of users of public transport, improving tramway infrastructure (which network covers quite well

the city), improving bus/tram shelters (with smart solutions for users information's), increasing users safety and comfort, CO2 reduction in public transport

Action Titles / Headings

Proposed Actions to be according to Program specifications:

- **ACTION 1:** Alternative mobility system using bicycle stations: Iasi Velo-City (New projects)
- **ACTION 2:** Transport management and E-ticketing system in Iasi Metropolitan Area (New projects)
- **ACTION 3:** Travel behaviour and traffic survey data collection in Iasi (Improved Governance)
- **ACTION 4:** Managing mobility in times of increased tourists flow (Improved Governance)

Monitoring process

Monitoring plan will cover the of 7th – 9th period of project implementation. It will contain practical data collection with specialized personnel and based on digital statistics collected by various stakeholders (CTP, Traffic management system, Velo-city system) and its scientific approach/ analysis (users flows, passengers flows, traffic management, travel behavior, small-scale surveys). This monitoring process will contribute to improve Action plan measures implementation and provide a useful tool to decision-makers and stakeholders.

Conclusions and Recommendations

The main objective of these actions proposed in the Action Plan of InnovaSUMP is to update and improve the current status of Iasi SUMP. Through the proposed actions, some new projects will be introduced in our SUMP, bringing innovation and shared experience. The four actions will promote new sustainable low-carbon mobility modalities, travel behaviour analysis and change and enhanced solutions of traffic congestion management which will have a positive impact on the quality of life and environment.

ACTION PLAN – MAIN CONTENT

INTERREG EUROPE ACTION PLAN TEMPLATE

Part I – General information

Project: INNOVASUMP

Partner organisation: IASI MUNICIPALITY

Other partner organisations involved (if relevant):

Country: ROMANIA

NUTS2 region: NORD – EAST REGION

Contact person: Elena FARCA, Project coordinator for Iasi Municipality
email address: international.iasi@gmail.com
phone number: +40 720 550 432

Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs program
 - European Territorial Cooperation program
 - Other regional development policy instrument

Name of the policy instrument addressed: ***Sustainable Urban Mobility Plan for Iasi Metropolitan Area***

Iasi SUMP is a strategic document issued on 2017 for the period 2017 – 2030 based on other strategic documents in the field, on the General Urban Plan for Iasi City, on public consultations and specialised analysis and programming during 2 years. This SUMP target to provide a frame to the following strategic objectives:

- accessibility – for all citizens, to all destinations, to all the essential point/services
- safety;
- environment – low pollution, low noise, reduction of CO2 and energy consumption;
- economic efficiency
- quality of life.

Iasi SUMP is targeting the following sectors, without being restrictive to it:

- Public Transport
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- multi-modal transport / hubs,
- urban safety
- city traffic (congestion, parking issues) and transit
- Urban Logistics,
- Mobility management
- smart transport approach

The strategic vision and the mission of Iasi SUMP for public transport refer to improving the attractiveness of current services, providing solutions more cost efficient, providing more accessibility to all transport systems for various categories of travelers, increasing the number of users of public transport, improving tramway infrastructure (which network covers quite well the city), improving bus/tram shelters (with smart solutions for users information's), increasing users safety and comfort, CO2 reduction in public transport

Part III – Details of the actions envisaged

ACTION 1



Background

During project meetings of InnovaSUMP Project in Thessaloniki (Greece), Exeter (UK) we can see the use of shared bikes, as an alternative more unexpansive, ecological and healthy than to use of own car or public transport. Also, on the GP5 from Nicosia Iasi learned about legislation and communication campaign for bikes use. Form GP3 from Ravenna we learned that bikes can be an alternative to travel inside the city also for tourist and must be provided in these specific areas. The cost will be integrated to the public system ticketing, such as presented in GP2 (with the same ticket a person can use multi-modal public transport, switching from bus or tram to bikes, if needed, with the same ticket)

Action description

This action is included in our strategy for Smart City/Smart Mobility This solution of "bike sharing" is faster than walking, cheaper than taxi, more accessible than buses or personal car and can be combined with these other options. This solution will provide simple access of users to jobs, services or interesting areas, reducing traffic congestion and pollution. The implementation will provide around 1000 bikes for local users and tourist (80 bikes be adapted to disabled or elderly people and 37 electric bikes), linked to public transport stations/network, dedicated station and service, safety and communication systems – their monitoring will provide also data for traffic optimization and better mobility management

Timeframe: 24 months (2019-2021).

Funding: total budget is 4.077.857 Euro, from which 3.996.300 Euro FEDR (98%) funds. The project was submitted for FEDR funds, in the frame of ROP Axis 4, Objectif 4.1 – Reducing CO2 emissions in large Municipalities through investments based on local SUMP

ACTION 2



Background

GP2 TransPrice: Trans Modal Integrated Urban Transport Pricing and Financing present solutions for trans-modal ticketing and integrate financing for urban transport. As mentioned before in this document, Iasi Municipality started to implement new e-ticketing solutions and smart payment systems very accessible for all categories of travelers also able to provide data about their travel behavior (*Travel behavior –GP1*) in order to improve public transport for user needs.

Action description

The project includes installing e-ticketing systems on 301 buses and trams for travelers use but also capable to collect data about the number of users, time of the day, preferences for some lines during the month/year, etc. that will be used to improve the public transport in Iasi.

As results, the action is meant to:

- Increase traveler's safety
- Increase attractivity and accessibility of public transport
- Increasing mobility for users
- CO2 reduction as a consequence of PT use instead of own car

Players involved: Iași Municipality, Public Transport Company Iași, Metropolitan Area Association

Target: Iași and Metropolitan area inhabitants, incomers or transit people, tourists

Timeframe: 24 months (2019 - 2021).

Funding: total budget is 1. 600.000 Euro, from which 1.568.000 Euro FEDR (98%) funds. The project was submitted for FEDR funds, in the frame of ROP Axis 4, Objectif 4.1 – Reducing CO2 emissions in large Municipalities through investments based on local SUMP

ACTION 3



Background

Studying GP1 *Use of Travel Behavior Surveys for the Prague Transport Model* and GP7 Exeter Engaged Smart Transport, Iași Municipality identified the importance to implement data collection during direct surveys to populations (based on questionnaires) or due to the smart systems of monitoring from the new buses or the e-ticketing system (presented on Action 2) as support to leadership decision.

Action description

The surveys (questionnaires) will be implemented on the first part of 2020 in the Municipal Centers for Citizens – spread all over the city – with support from the local universities, NGOs and associations linked to public transport activities. The result will be completed by the data flows issued from e-ticketing systems and buses monitoring systems and will be the basis for more effective measures for public transport adequation to user’s needs, readapt ion of routes or schedules, for the communication campaign. A report of these result will be distributed to the Municipal management to be included in the data for further strategic documents or decisions regarding mobility issued.

Players involved: Iași Municipality, Public Transport Company Iași, local universities, NGOs and associations linked to public transport activities

Timeframe: 18 months (2019 - 2021).

Funding: from the Municipal budget, PTC budget also with volunteers from NGOs and local universities

ACTION 4



Background

In GP3. Multimodal Tourist Hubs from Ravenna, Italy, a series of measures have been implemented in order to manage congestion in times when tourists are coming in a significant high number (summer is peak tourist season), by identifying some key points of access in the city, where multimodal points were setup (coaches parking facilities for pick up and drop off the tourists by means of public transport or alternative means of transport, such as bicycles) in areas close to the city Center dedicated to welcoming the guests, offering facilities such as Wi-Fi, toilettes and info-points, all in one safe place. These areas were named "Multimodal Tourist Hubs" (MTH) and are easily connected to the city Center.

Action description

This practice model was used during the visit in Iași of His Sanctity Pope Francis in June 2019 when, for organizational and security concerns, all traffic has been heavily restricted in and around Central area, as special routes were organized using public transportation for visitors or tourists. Given the success of this pilot-usage, this system will be used again during Iasi Days for managing the high number of tourists who come to Iași from all over the country and as well from neighboring countries, for the largest Orthodox Pilgrimage in the region, during which the streets of city center will be totally closed and traffic will be detoured.

It's important to mention that the City of Iasi is not confronting with high tourist flows during the whole year (or for longer periods of time, like several months in a year), but for very short, punctual periods of time and for certain special occasions; this is why adopting the good-practices from Ravenna is necessary to be contextualized and applied to the local circumstances. This involves identifying and organizing some temporary "hub" areas, which would ensure all the necessary facilities for tourists or people transiting the city, personal and vehicles security, as well as easy access to areas of interest, in central and surrounding areas.

Players involved: for critical periods involving a very high inflow of people in Iasi, it is essentially to constitute a partnership between Iași City Hall, The Local Public Transportation

Company and private entities that possess such spaces equipped with parking lots and other required facilities near the entrance in the city.

Funding: Budgeting this type of action is made from the local budget of the Municipality and is covered from the incomes that come out of organizing such events (renting commercial spaces, event access tickets etc.), which corresponds to the GP2 *TransPrice* principles of financing measures for mobility management with funds that are attained from activities that benefit from such measures for high adaptability to transportation needs and to avoid gridlocks.

Considering the fact that the City of Iasi has become particularly appealing during the past years for tourists and as well for people who want to settle here and open a new business, as the city finds itself in an intensive development process and having an exponential population growth, this type of measures (permanent hubs) will become more and more a requirement for improving accessibility and inclusive mobility.

Conclusions

Through the proposed actions, some new projects will be introduced in our SUMP, bringing innovation and shared experience. The four actions will promote new sustainable low-carbon mobility modalities, travel behaviour analysis and change and enhanced solutions of traffic congestion management which will have a positive impact on the quality of life and environment.

Date: 25.06.2019

Signature:



Mihai Chiriac

Stamp of the organization (if available):

Iasi SUMP's goal is improving and developing the accessibility in urban areas, providing high-quality, innovative and sustainable mobility and transport, increasing the standards of quality of life and environment.



- ✓ ***Iasi Velo-City - Alternative mobility system using bicycle stations***
- ✓ ***Transport management and E-ticketing system***
- ✓ ***Travel behaviour and traffic survey data collection***
- ✓ ***Managing mobility in times of increased tourists flow***

Public Transport - Alternative Transport - multi-modal transport / hubs - traffic - congestion - parking - mobility management safety - innovation - quality - smart approach - low carbon solutions

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facilitates the take-up of Sustainable Urban Mobility Plans, with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions