



InnovaSUMP
Interreg Europe



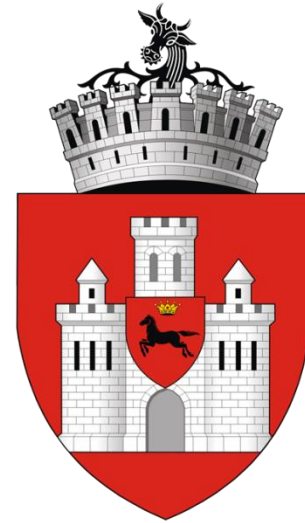
European Union
European Regional
Development Fund

IASI MUNICIPALITY Romania

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April 7, 2021 | Final Conference

CITY OF IASI



PROJECT PARTNER no. 8



IASI GOOD PRACTICE

Development and Rehabilitation of Tram Line with funding from EU Structural Funds in Iasi City

GP selected by PLP for the GP database

- Budget : 87 million lei (around 20 million Euro) from which 70 million lei (around 75%) have been European funds through ROP (ERDF)
- After the implementation of this project the capacity of public transport doubled and even tripled in a very short time.
- during the current period of programming (2014-2020) 2 similar projects have been submitted for ERDF funds and are in implementation.



IASI ACTION PLAN



ACTION 1
ALTERNATIVE MOBILITY
SYSTEM USING
BICYCLE STATIONS:
IASI VELO-CITY



ACTION 2
TRANSPORT MANAGEMENT
AND E-TICKETING SYSTEM
IN IASI METROPOLITAN AREA



ACTION 3
TRAVEL BEHAVIOR
AND TRAFFIC SURVEY
DATA COLLECTION IN IASI



ACTION 4
MANAGING MOBILITY
IN TIMES OF INCREASED
TOURISTS FLOW

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

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**Action Plan for
Iasi Municipality**



June 2019

IASI ACTION PLAN



-Technical project accomplished and submitted to MA for approval for financing with European Funds (FEDR-ROP)

- on May 21, 2020, the Mayor signed of the contract of financing with FEDR funds – ROP Axis 4 (around 3 mil Euro), for 2 years of implementation. The project includes 50 docking stations for 800 smart bicycles, around 40 electric bikes and 80 bikes for elderly and disabled people. The objective is to increase with 3.8% the use of cycling and walking and reduce CO2 with at least 1,4%.

Action influenced by:

- Study visits in Thessaloniki (Greece), Exeter (UK) (shared bikes use)
- the GP5 from Nicosia - infos about legislation and communication campaign for bikes use.
- the GP3 from Ravenna -bikes can be an alternative to travel inside the city also for tourist and must be provided in these specific areas.
- the cost for bike renting will be integrated in the ticketing system, such as presented in GP2 of the project

IASI ACTION PLAN

ACTION 2

TRANSPORT MANAGEMENT AND E-TICKETING SYSTEM IN IAȘI METROPOLITAN AREA

- Project under implementation
- the contract to implement the project has been signed by the Mayor on June 10, 2020 with Romanian Management Authority, for 2,6 mil Euro, European funds
- All the buses and trams in Iasi are equipped with e-ticketing devices for virtual or paper tickets, new apps have been developed, unique ticket for 1,5 hour have been implemented, the system will be extended to the Metropolitan area

Action influenced by:

- *GP2 TransPrice: Trans Modal Integrated Urban Transport Pricing and Financing* present solutions for trans-modal ticketing and integrate financing for urban transport. 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.
- *GP7 Exeter Engaged Smart Transport*

IASI ACTION PLAN



- survey on 800 people concerning Iasi mobility accomplished. Results used by the University to propose improvement solutions and new projects with private companies.
- survey on Public Transport on 500 people initiated by the Municipality and completed in June 2020. Results shared with stakeholders and Public Transport Company used to improve public transport use in Iasi
- This year participatory budgeting is implemented by Iasi Municipality based on these experiences

Action influenced by:

- GP1 Use of Travel Behavior Surveys for the Prague Transport Model
- GP7 Exeter Engaged Smart Transport,
Iasi Municipality identified the importance to implement data collection during direct surveys (based on questionnaires) or due to the smart systems of monitoring on the new buses or the e-ticketing system

IASI ACTION PLAN



the City of Iasi is not confronted with high tourist flows during the entire 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 the **good-practice from Ravenna** was contextualized and applied to the local circumstances in 2019 during the Pope Francis visit to Iasi and during the largest orthodox pilgrimage in Iasi every October



Due to Covid situation in 2020 and 2021 all large events have been cancelled

Dissemination activities

European Mobility Week 2020

Participation to various on-line events

on Interreg Europe Platform- July 7, 2020

**20
09** O ZI FĂRĂ MAȘINI



► OFERĂ O ZI LIBERĂ MAȘINII TALE ȘI FOLOSEȘTE TRANSPORTUL ÎN COMUN!

Flyer-ul asigură transport gratuit pentru o persoană, duminică, 20.09.2020




IASI CITY – ROMANIA



Making public transport safe and attractive in the COVID pandemic



- dedicated bus for medical staff
- dedicated bus/trams for vulnerable people between specific hours morning/evening
- bus/trams disinfection each 90' (at the end of the line, general disinfection during night)
- limited no of passengers on labeled places
- Specific spots marked on tram/bus stations
- access in PT only with masks and temperature control; hand disinfectants provided inside PT
- Smart apps with real-time infos about PT and COVID-10 measures
- E-ticketing inside PT (QR, apps, sms, contactless payments)
- awareness campaigns on social media, web, large panels in the city

✓Elena FARCA- Iasi Municipality



Presentation about Iasi projects including InnovaSUMP, on 4 September 2020 to “Low carbon transport and cities”



INSTITUTE FRANCIS
UNIVERSITY OF CLUJ-NAPOCA

Mobilitatea urbană durabilă. Webinarile franco-române.

#1 Mobilitatea urbană: actori și mize. Poate fi mobilitatea durabilă?

Webinar

30 octombrie 2020 (11.00 - 13.00)
via Zoom



RESULTS



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European Union
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- **Policy (Iasi Metropolitan SUMP) influenced** through the development of 2 new projects financed by RROP (around 5.6 mil Euro) including innovative solutions identified to project partners and 2 completely new approaches for Iasi concerning behavior change and management of tourist flows during peak times. Successful projects will be extended from the city to Metropolitan area
- A wide range of **Stakeholders** involved – Public Transport Company, NGOs, the Association Friends of Tram, Cycling Associations, Student Associations, the University of Arts, Technical University, Metropolitan Area Association, Iasi Airport, County Council,
- **Increased building capacity** for more than 20 people (team and stakeholders)
- **Good practice** included on the program database

CONCLUSIONS

InnovaSUMP was a major opportunity for Iasi City to learn about good practices models and innovations in mobility projects all over Europe. New ideas /projects have been implemented, existing projects have been improved, good practices have been shared, interesting lessons learned.

**Thank you, INTERREG EUROPE,
thank you LP and all project partners!
Hope to work together again!**

**See you to Iasi final project meeting
online, on 8 June 2021**



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Thank you!

IASI Municipality

international.iasi@gmail.com

Follow us on:



Online Final event, April 7, 2021