



Policy Brief – Timisoara

1. General introduction focused on a topic of your choice (Maas Status in Europe, MaaS impact, MaaS and SUMPS, etc.)

Sustainable Urban Mobility Plan for the Growth Pole Timisoara was approved by the Local Council of Timisoara by Decision no. 186 of 10.05.2016. The area of the sustainable urban mobility plan covers the Municipality of Timisoara and 15 communes from its neighbourhood and refers to the period 2016-2030.

The policy context refers to reducing the negative external effects generated by the urban transport activity, by promoting strategies to reduce greenhouse gas emissions in the urban environment. The SUMP promotes low carbon dioxide strategies for all types of territories, in particular for urban areas, including the promotion of sustainable multimodal urban mobility and the relevant mitigation measures, has emerged as priority following the identification of the needs urban areas are facing where the public space is overwhelmed by vehicles.

In essence, our SUMP has five strategic objectives:

- I. Accessibility & connectivity of the public transport options;
- II. Safety & security for the passengers of the public transport and community;
- III. Environmental protection of reduction of CO₂ emissions;
- IV. Increased economic efficiency in that which concerns the transportation costs for passengers;
- V. Increased quality of the urban environment in the benefit of the citizens, economy and society in general.



We plan to renew our SUMP based on the knowledge gained during the meetings in the PriMaaS project. In addition, we want to introduce, as a new chapter, the e-mobility component in our Sustainable Urban Mobility Plan that focused on systematically preparing the basis for establishing e-mobility as one of the most important transport means, combined with e-solutions that bring innovations to the transport system and attract intelligent public transport systems with low emissions for citizens and tourists.

2. Development of MaaS in Timisoara

The concept of Mobility as a Service has appeared relatively recent in Timisoara, its main objective is to change the way people travel and pay for mobility services, to promote the integration of traditional modes of public transport with personal and innovative ones by creating mobility services focused on citizen's needs.

The Municipality of Timisoara is the sole shareholder and decision factor for the activities of the Public Transport Company Timisoara. The company carries out the local public transport operations from Timisoara and the metropolitan area, for all modes of public transport: trams, trolleybuses, buses, bicycles (bike-sharing), scooters and vaporetto and it also manages the school transport network, operating with minibuses. As a public transport operator in Timisoara, the Public Transport Company offers the possibility of intermodal exchange between means of transport, the bike and e-scooter mode being interconnected with all the others. Bike-sharing stations being strategically located in the vicinity or even within the road transport (trams, trolleybuses, buses) and water transport stations.

Besides this, Timisoara is more and more active in an open to idea of lowering emissions by replacing the old diesel bus fleet with new electric busses, renewing the tram fleet, rehabilitating tram lines, creating a bike highway and expanding the existing and bike lane network in the city, thus increasing the attractiveness of using the public transport and bikes instead of the private car.



The Public Transport Company Timisoara has a ticketing system based on contactless cards. Apart from the credit cards, these do not have a magnetic band and the connection with the terminals from the vehicles and the ones from the commercial centers it is done without contact, through proximity. Due to the incorporated microprocessor the cards allows the launch of an improved paying offer: at the existing elements, there are added pre-pay traveling accounts and the payment according to the distance. Furthermore, some personal data stocked allows a more correct identification of the people that benefit from facilities of the public transportation, as well as the recovery of the account in case of loss or destruction of the card. In addition, public transport users in Timisoara can also purchase travel tickets through the 24-pay application or directly in the means of transport using the bankcard.

3. Highlights of the event

Timisoara City Hall, CIVINET Romania, ITS Romania and eGovlab Stockholm University joined forces in the organization of a two-day event on MaaS Solutions in prioritizing clean transport, on 2nd and 3rd of June 2021. The event was included in the #EUGREENWEEK calendar as a partner event.

The two-day online conference tackled the ways in which MaaS can accelerate the shift towards net-zero greenhouse gas emission cities. Novel approaches towards carbon neutral cities require innovative actions toward low carbon transport.

The conference took place as a virtual event, due to the current travel restriction imposed by the containment of Covid-19 spread. There was a high-level participation, during which the main topics of the event were completely discussed and disseminated, together with the participants of the event.

The first day of the conference, June 2nd, brought together various projects and experiences: from Turku City Hall (Finland), Stella Aaltonen that talked about indicators



that show us how ready a city is to implement MaaS solutions, in a research conducted within the CIVITAS ECCENTRIC project.

From the Interreg project, PriMaaS - Prioritizing low carbon mobility services for improving accessibility of citizens, we discussed some case studies involving the project partners, Timisoara City Hall with a presentation of Ruben Latcau, the Vice-Mayor responsible for urban mobility and transport and Jan Hellaker, Drive Sweden & Steven Sarasini, Kompis. The presentations were followed by a free discussion on urban mobility solutions, moderated by Anna Crăciun, from Humanizing Autonomy, London, an artificial intelligence expert for human-centered mobility solutions, with valuable experience at Transport for Greater Manchester.

The next day, June 3rd, was entirely dedicated to the results of the PriMaaS project, focusing on the impact of COVID on public transport - experiences in Timisoara and Stockholm and the role of the SUMP and other policy instruments in supporting the implementation of MaaS. The SUMP concept was created because of the need for more sustainable and integrative planning processes as a way of dealing with the complexity of urban mobility.

MaaS is a quiet new topic for Romanian cities and it is of great interest in the current context of making our cities more livable, lowering the impact on climate and improving local air quality with a direct benefit to public health.