



# SUMPS-UP



## SUMPs-Up Innovation Pilot Pool (IPP)

### SUMP Learning Programme 1

### Final Activity Report (Final)

September 2017 – March 2018

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<b>Name(s) of the other organisations part of the local consortium (if applicable)</b>	
<b>City / Metropolitan area / Region</b>	Tîrgu Mures City
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# 1 General introduction

This document summarises **all activities that you have carried out and were involved with as part of the SUMP Learning Programme 1 (SLP1) in the SUMPs-Up project**. The activities consisted of active participation in a series of training activities (3 webinars, 3 e-courses, including completion of tasks, and 3 workshops), completion of ex-ante assessment and evaluation questionnaires.

Other than the report on activities carried out within the SLP1 programme, the report should also document what **important lessons you have learnt** and how you will continue working in the area of sustainable urban mobility planning in your local or regional context.

We encourage you to annex photos, graphs, data and/ or any other relevant information that can support documenting your SLP1 activities. This will help SUMP Learning Programme coordinators to disseminate what you have learnt to others who share the same interest.

The SUMPs-Up consortium will publish extracts of your report on the project website - <http://sumps-up.eu/> - in the form of news items, and will include the information in the project reports. By attaching any photos to the report, you agree to SUMPs-Up coordinator's right to use them in its project publications and on its website.

Please fill out the Final Activity Report in English language, and send it by email together with annexes by **30/04/2018**. Submission is required within 30 working days from the end of activities (i.e. last workshop) to the Helpdesk at: [helpdesk@sumps-up.eu](mailto:helpdesk@sumps-up.eu)

## 2 City or region description and motivation

Tirgu Mures Municipality is located in the center of Transylvania region, the central-northern part of Romania and it has an area of 66.96 km<sup>2</sup>.

According to the 2011 Population and Housing Census, the stable population of Tirgu Mureș Municipality was 134.290 inhabitants, out of which 63,349 male population and 70,941 female population.

The location of the city in the Center region gives it a favorable position due to:

- the central position, making it easy to connect with the other 7 development regions;
- physical and geographical particularities of the region, respectively, the relief level;
- high and diversified tourist potential in the region;
- high value cultural heritage;
- the competitive economic sector.

Currently, the way of travel is presented as follows:

- public transport: 63%
- walking: 18%
- personal car: 17%
- taxi & bicycle: 2%

Urban traffic has become one of the main challenges for the city. The number of private cars has increased year by year and citizens' mobility is becoming more and more difficult to manage for the city administration. Once the residential neighborhoods have expanded into suburban areas (near the towns), mobility has become even more challenging. The city is also faced with a decrease in the number of journeys by means of public transport in common at the expense of the use of the personal vehicle, some families even have two or three cars, leading to a real problem of parking spaces, traffic congestion and more contributes to environmental pollution.

To meet the need for mobility of people and companies in cities and their surroundings, in order to have a better quality of life, the city has developed the Sustainable Urban Mobility Plan.

The elaboration of SUMP started in October 2016 and it was politically approved by local Council in 27.07.2017. In order to attract the financial resources allocated by the European



**Photo 1 Tirgu Mures City (view from top)**



**Photo 2 Tirgu Mures City**

Union to the municipality, the SUMP had to go through a stage of additional approval from the Regional Development Agency, so that the final approval of the document took place in December 2017.

The Urban Mobility Plan for Tirgu Mures Municipality, was elaborated by external experts along with internal work team and stakeholders. It includes the following components:

- ✓ Diagnosing the existing mobility and transport system, infrastructure, endowments and traffic flows;
- ✓ Assessing the level of urban traffic dysfunction;
- ✓ Functional, socio-economic and urban development of urban areas;
- ✓ Infrastructure, urban zoning, transport networks, territorial relations;
- ✓ Mobility, accessibility and connectivity needs;
- ✓ Modeling of mobility, transport and traffic forecasts;
- ✓ Development of urban and regional transport networks;
- ✓ Planning and design of transport infrastructure; and a Therapy and Management traffic and mobility.

Policies and measures defined in the Sustainable Urban Mobility Plan cover all modes and forms of transport throughout the urban agglomeration, both publicly and externally private transport, both for passenger and goods transport, motorized transport and non-motorized, displacement and parking.

Our company, Media Marketing, is the developer of the Sustainable Urban Development Strategy of Tirgu Mures Municipality, a strategy that is based on the Sustainable Urban Mobility Plan. Activities of the two strategies were carried out in parallel, so I actively participated in the development of the Sustainable Urban Mobility Plan too. Media Marketing company, is also specialized in the design of road infrastructure as well as in the development of traffic studies, but we have understood, however, that achieving a strategy for sustainable urban mobility is more than that. The lack of expertise in this field is justified by the fact that for the Romanian cities is the first time such strategies are being developed. Although the guidelines for SUMP have been of great help in the development phase, we still think it was not enough. There was a lack of clearer guidance, practical examples of cities facing similar situations, good practices, etc. As we received the recommendation from the municipality as well as the agreement for participation in the SLP 1 program, we decided to participate in the program.

Development of the mobility strategy has proven to be challenging, from the collection of traffic data to the lack of a history and trends for certain data, a split model database as comprehensive as possible.

Even if the mobility plan was already completed at the moment of the SLP initiation, we thought it would be very helpful to participate because we could get feedback on the document already done and learn what we can do better in the future when the SUMP will have to be updated.

The program met our expectations. Online courses and workshops were very useful, we have a much clearer picture of how to develop such a strategy now we have an open door to cities facing similar problems and cities that are examples of good practice.

### 3 Description of activities

Overview of activities (please fill in the table below)

BLOCKS	ACTIVITY	DATE	LOCATION	ATTENDANCE / COMPLETION
DIAGNOSIS	Introductory webinar	20/09/2017	Online	<input checked="" type="checkbox"/>
	E-course lesson 1	25/9-13/10/2017	Online	<input checked="" type="checkbox"/>
	❖ Task 1		Online	<input checked="" type="checkbox"/>
	❖ Task 2		Online	<input checked="" type="checkbox"/>
	Workshop 1	19/10/2017	Thessaloniki (GR)	<input checked="" type="checkbox"/>
VISIONING	Webinar 2	6/11/2017	Online	<input checked="" type="checkbox"/>
	E-course lesson 2	8-30/11/2017	Online	<input checked="" type="checkbox"/>
	❖ Task 3		Online	<input checked="" type="checkbox"/>
	❖ Task 4		Online	<input checked="" type="checkbox"/>
	Workshop 2	4-5/12/2017	Brussels (BE)	<input checked="" type="checkbox"/>
ADAPTING	Webinar 3	30/01/2018	Online	<input checked="" type="checkbox"/>
	E-course lesson 3	5-25/02/2018	Online	<input checked="" type="checkbox"/>
	❖ Task 5		Online	<input checked="" type="checkbox"/>
	Workshop 3	14/03/2018	Tampere (FI)	<input checked="" type="checkbox"/>

#### Overview of tasks completed

❖ **Task 3: Exercise for developing a vision and defining the main objectives for your city/ region**

The vision of Tîrgu Mureş Municipality regarding the development of urban mobility was established within the working groups organized in the stage of elaboration of the Mobility Urban Stability Plan, with the participation of some stakeholders as well as NGOs of interest.

For Task no. 3, we reviewed the main problems of the city and the objectives set. In the exercise



*we realized that the objectives were not formulated through the perspective of each area: efficiency, viable streets, the environment, equity and social inclusion, security, economic growth, finance, and exercise gave us a better perspective!*

#### **❖ Task 4: Targets and indicators**

*For this task, we extracted the SUMP and presented the main established and politically approved indicators for our city. From the e-course and workshops we had a different approach for establishing targets and indicators which will be a good point of view when in reviewing SUMP.*

#### **❖ Task 5: Preparing draft SUMP and identifying the next steps in your city/ region**

*As we already had an SUMP we used that as basis for complete task 5. For this task we described the SUMP section, current status for each planned timeframe. Also described the challenges related to each step of SUMP, and the concrete activities implemented concerning.*

*It was a good exercise for reviewing challenged faced, during the development of the SUMP.*

*With the accomplishment of these tasks we were able to assess our own SUMP. Even if the SUMP was based on the Eltis guidelines, on completing these tasks, we have much better understood the stages of developing the mobility plan.*

## **City-to-city peer review**

I participated in all three workshops and I think all were useful. I enjoyed direct interaction with the other participants in the program, because we had the opportunity to establish relationships with people who are facing similar issues, we have changed ideas that will certainly help us in the implementation stage and also in the future when we will develop or update Mobility Plans. From each site visit we collect information and examples of good practice as follows:

### ***Presentation & Site visit \_Thessaloniki:***

The visit to the subway station was very useful. Although in Tirgu Mures there are no metro lines, we have a similar problem: the historical area of the city center, which often hampers infrastructure investments. In Thessaloniki, we had the opportunity to see how this issue was handled. We also saw some areas of the city that were beautifully rehabilitated and could be an example for our city. I understand that sometimes the problems we face in our city are not so complicated as opposed to the problems that other cities face, for example cities near the sea, port cities, etc. Even if the traffic is well organized we have seen many congestion and the lack of parking spaces, problems that our city is facing. I appreciated the implementation of the I-bike system, although we did not have enough time to test it, as well as the bicycle track that is located across the sea.



*Photo 3 Site visit Thessaloniki (Grecia)*

### ***Presentation & Site visit\_ Brussels:***

I have looked with interest at the presentation of the SUMP elaboration of the city of Brussels, the examples of involvement of the large public were useful. The working visit was quite short, but enough to get an idea of the organization of traffic in the area and the radical changes that have been implemented. I have kept the idea of radical decisions on the dismantling of parking spaces, an example that should be applied in Tirgu Mures in some parts of the city.



*Photo 4 Site visit Brussels (Belgium)*

### ***Presentation & Site visit\_ Tampere:***

The Tampere presentation was useful for the "Preparing well" stage when developing the SUMP. We have kept a very useful idea that could also be implemented in our city, the tool for identifying target groups - registration of the license plate. As we saw in the on-site visit, the city of Tampere is very well organized in terms of transport. Practicing cycling and asphalt pouring at -12 degrees, confirmed that everything is possible if there is involvement. These are examples that we need especially for situations that require changing habits and mentalities.





Photo 5 Site visit Tampere (Finland)

## SUMP tools and services

From the SUMP Tool inventory we tied out the „**aimsun.next**” tool and „**CIVITAS DYN@MO**”.  
**„AIMSUN.NEXT”**

*This tool was used for the traffic modeling.*

*Two simulation models were used: one with the current geometry of intersections (only the significant network) and the other with the modification of the infrastructure (organization of the traffic in certain intersections by introducing the roundabout, turning left bans, changing the significant street network by introducing new bars that circulate). For each model, a simulation with current traffic data (resulting from censuses and polls) and once again with forecast traffic data, taking into account the traffic evolution coefficients for the 2016 horizon, was performed.*

*We found the tool very useful and user friendly. It allows you to carry out traffic operations assessments of any scale and complexity. Very easy to visualize graphical outputs and for the comparison of different scenarios.*

*Very good tool for elaborating SUMP.*

**„ CIVITAS DYN@MO”**

The spreadsheet is very well structured and organized. We couldn't use it as it is because of the lack of data, but as it presented it can be useful.

## Other activities

In February 2018, we organized a conference that aimed primarily at disseminating information acquired through online courses and workshops. 63 persons, including mayors of several localities, representatives of institutions such as: Mureş Prefect Institution, Environmental Protection Agency, County Council, etc., consultants, infrastructure designers, university professors and other interested persons.

The meeting was interactive, the public was interested in learning more about the development of sustainable urban mobility plans and especially examples of good practices in other European cities that could be implemented in Romanian cities as well. We consider it an important step in implementing the current strategies and in achieving the future.

Within the company, we also had working groups on steps to develop SUMP within the framework of SLP 1.

Information from e-courses and workshops was centralized and presented to specialized departments within the municipality.

Considering the city's intention to buy electric or hybrid buses, we held talks with the participants from SLP1 to get pros and cons and any information that would help achieve the acquisition.

## 4 Lessons learnt from the SLP1 programme

### ❖ The most important lessons we took away from the SLP 1:

- The importance of involvement of all stakeholders in the implementation and especially of the citizens. Although in the elaboration of the Urban Urban Mobility Plan of Tirgu Mures municipality a part of the stakeholders and the citizens of the city were involved, during the course, we discovered many different approaches that would be useful, but which could be implemented on future;
- We have learned that indifferently to the size or development of a city, the problems we face are often the same and we can find solutions to our problems in the experiences of others;
- We have a better understanding of key planning steps to initiate a SUMP process (the first 5 steps of the SUMP cycle)
- Some good examples for data collection;
- Clearer view of establishing indicators, drafting vision and strategic objectives when elaborating SUMP;
- The plan needs to be design so that it reflects the needs capacities and the specific planning context of the city
- Many challenges can be met with careful planning and sufficient allocation of resources
- Take in account the SUMP Tool Inventory! There are allot of useful tools for urban mobility
- Engage relevant stakeholders with appropriate methods
- To be flexible and open-minded for new solutions that emerge, especially for long-term measures.

### ❖ From the discussions with the participants in the project we collected many ideas that could be implemented in our city such as:

#### Malmo - Sweden:

- hiring retirees to collect traffic data in some areas of the city
- the use of phone applications for population surveys and data collection

#### Brussels:

- in Brussels all intersections and public transport stations are provided with special pavements for people with disabilities. Investment is minimal but with very high social effects;

#### Funchal - Portugal

- measures to increase the level of safety in schools.

- radical measures regarding the dismantling of parking facilities and their conversion into pedestrian areas
- accessibility of streets for disabled people by giving up sidewalks on pedestrian streets

#### Bielefeld – Germany

- process of involving citizens and stakeholders very well organized

#### ❖ Using SLP1 experiences in future SUMP related activities?

- surely, I personally will be able to use the experience gained in the program for future activities. However, this information may also be used by other people who did not participate directly in the courses but who have access to the tools offered and to whom I shared the experience.

#### ❖ Which formats were helpful, which not (e-courses, webinars, workshops; within the workshops: city examples, interactive sessions, informal exchange during coffee breaks)?

<i>e-courses</i>	<i>very helpful</i> <i>(a single remark in here: the program/platform for the e-courses was not user friendly. For visualizing e-course it was necessary to zoom in the browser at least 150% to be able to read it)</i>
<i>webinars</i>	<i>helpful</i>
<i>Workshops:</i>	<i>very helpful</i>
<i>city examples</i>	<i>very helpful</i>
<i>interactive sessions</i>	<i>helpful</i>
<i>informal exchange during coffee breaks</i>	<i>very helpful</i> <i>(I found many good ideas during coffee breaks in interaction with classmates)</i>

*I didn't find any of those formats to be not helpful!*

## 5 Outlook: next steps after the SLP1

Currently the Mobility Plan of Tirgu Mures Municipality is in the implementation phase. In order to select and prioritize the PMUD projects, the "Urban Authority" was created, by the Decision of the Municipal Council of Tirgu Mures no. 101 of 16.03.2017. It is constituted as a Level II Intermediate Body in the management of the Community funds, in accordance with the delegation agreement for the strategic selection of the project fiches proposed for financing under the Priority Axis 4 Support for the Sustainable Urban Development of the Regional Operational Program 2014-2020.

Thus, between 21.12.2017 - 19.01.2018, the City has submitted several project fiches, within the selection call launched by the Urban Authority. Following the evaluation, the Authority selected the following projects to be implemented from non-reimbursable financial sources (European Regional Development Fund):

1. Modernization of public passenger transport of Tirgu Mures Municipality
2. Acquisition of ecological buses serving public passenger transport of Tirgu Mures Municipality
3. Traffic management system
4. Making bicycle tracks along the Poclos Canal.

It is estimated that public tenders for selected projects will be completed by the end of 2019 and that the works will be completed, and projects completed by 2023.

Now, some of the projects under the Sustainable Urban Mobility Plan are in the elaboration phase (feasibility studies, technical project, opportunity study etc.) in order to access the non-reimbursable funds allocated by the European Union under the specific objective: "Reducing carbon emissions in county-based municipalities through investment-based on sustainable urban mobility plans".

It is estimated that until 2019 the financing contracts will be signed, and the implementation of the projects will be completed by 2023.

At the same time, there are a number of measures proposed by PMUD that will be made from local funds.

The reference year for the vision and the measures proposed by PMUD is 2030, during this time the SUMP will require revision and adaptation to the reality on the ground. The experience gained during this course will be useful to us in the review and adaptation process. Examples of good practice in other European cities will guide us in improving mobility plan and measures. Also, information gained in Learning block no. 3 "Adapting", will be very helpful in revision process such as:

- Creating school travel plans
- And company travel plans – a package of concrete and quantifiable measures that focus on the needs and behavior of daily commuters and transport providers

For monitoring and evaluation stage we'll take into account to use the tool **"Monitoring and evaluations plan template"** as a free-standing document. Explanations from this tool are very useful and the template is very well structured. As well using **KonSULT** tool for impact



assessment of the measures.

## 6 Other

No any other remarks.

## 7 Publishable summary of activities and outcomes

Urban traffic has become one of the main challenges for Tirgu Mures Municipality as well for other cities nowadays. The number of private cars has increased year by year and citizens' mobility is becoming more and more difficult to manage for the city administration. Developing the Sustainable Urban Mobility Plan for the city to meet the need for mobility of people and companies in city and the surroundings, has proven to be very challenging. The lack of knowledge and experience in developing such a plan, involvement of the right stakeholders, different planning approaches in departments, lack of data were just some of the challenges confronted.

Participation in the SUMP Learning Program<sup>1</sup> has helped us to understand much better both the importance of achieving a Sustainable Urban Mobility Strategy and its process of elaboration in the three phases: diagnostic, visioning and adapting. The project's tasks have given us an opportunity to make an own assessment of the already developed and politically approved city mobility plan.

In the workshops that took place in Thessaloniki, Brussels and Tampere, we had the opportunity to connect with people from other European cities with whom we exchanged ideas and experiences, creating a database that we can call from now on. The working visits in the three cities as well as the interaction with the participants gave us the opportunity to contribute with practical ideas that we can accomplish in the implementation stage of the mobility plan. During the workshops we had the opportunity to abide the same topic from different perspectives. We have learned that indifferently to the size or development of a city, the problems we face are often the same and we can find solutions to our problems in the experiences of others.

By the time the program was released, the SUMP of the city was already into approval stage, also the fact that sources of non-refundable funding have been identified for the implementation of some measures proposed by the SUMP has unfortunately not allowed us to make further changes, given the deadlines set for accruing these funds, even so, the program met our expectations. Online courses and workshops were very useful, by giving us a much clearer picture of how to develop such a plan. Access to the inventory list will help us in the process of reviewing the SUMP as well as in the evaluation and monitoring phase and the examples taken from the European cities can be introduced in the development of the projects within the mobility plan.

The participation in the program has increased our development horizon and is a very good start in the accumulation of experiences on the development of truly integrated urban mobility plans that are oriented towards citizens and the future.

## 8 Participant information

<b>Official organisation name</b>	MEDIA MARKETING SRL
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<b>Acronym</b>	
<b>Legal representative</b>	Marius Cristian Cătană, General Manager
<b>Address</b>	Iuliu Maniu Street, no. 3, zip code 540019, Tîrgu Mureş City, Romania,

Person(s) who participated in the SUMP Learning Programme 1			
First name, last name	E-Mail address	Telephone no.	Should be included in the SLP1 mailing list?*
Anca Măracine	scorus.anca@gmail.com	+40752281066	<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

## Annex 1 - Material

As I mentioned, in February 2018, we organized a conference to disseminate information acquired through online courses and SLP1 workshops.

We attach few conference pictures, power point presentation and the list of participants.



