

*Measure title:* **Information and Awareness raising**

*City:* **Suceava**

*Project:* **SMILE**

*Measure number:* **11.7**

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## **A Introduction**

Current planning policy for Suceava puts special emphasis on concentrating development and regeneration activities in order to encourage the use of sustainable forms of transport.

Changes in people's mentality and behaviour regarding traffic and public transport need to accompany the future investments and efforts made by Suceava Municipality in the SMILE Project. For this reason one of the most important activity is related to promotional campaigns, dissemination and information regarding facilities, opportunities and recommended solutions. However, making information more available is not the right answer for a successful implementation of new local transport and travel plans. The actions need to be continued with seminars, workshops and special events which can drive citizens close to the benefits and detailed aspects of alternative transport plans. In the past 4 years a Project Team from the Municipality has implemented several activities with the aim of promoting travel by sustainable means in City of Suceava. There were marketing campaigns in universities, schools, high schools and workplaces. Promotional activities (e.g. on-street activities, shows, exhibitions, alternative vehicles promotions, local festivals) were organised in the city centre in the middle of the LEZ.

Suceava Municipality worked in partnership with Health and Education Authorities, local environmental organizations and the Environmental Protection Agency on promotional campaigns that involve citizens in actions including alternative traffic and clean vehicles, "low emission zone", encouragement of walking, cycling and utilisation of public transport instead of own cars. The level of public transport and traffic information available at this moment in Suceava city is still at a lower level than required.

Measure 11.7 brings another dimension to the knowledge and understanding within the target groups, complementing measures 8.8 and 8.9. Of course, measure 11.7 could not happen without the results produced by the other measures, but it is also necessary in its own right to introduce training, knowledge transfer, awareness raising and to consult the citizens to be acquainted with their expectations, needs and to get active support for the implementation of the measures.

Measure 8.8 came with provisions to improve quality of the PT services and with hard measures to prioritise (as much as the local circumstances permitted) the bus fleet running. Measure 8.9 made significant improvements to the PT information network, making it easier for the existing passengers and potential new passengers to become aware of the public transport service levels. Measure 11.7 provides a more detailed approach to consultation with the citizens and approaches people at their work places, pupils and teachers in their schools, introduces the concept and of travel planning and offers feasible models of personal travel plans.

## **A1 Objectives**

The measure objectives are:

- **Objective 1:** The reduction of PT emissions to reduce the environmental impact of public transport
- **Objective 2:** Improvement of the quality of local public transport which may in turn increase the attraction of public transport for people from the adjacent residential areas
- **Objective 3:** Reduce congestion in city centre
- **Objective 4:** Improve quality of life in the city

## **A2 Description**

The main objective, as mentioned before, is to make PT a viable alternative to daily journeys especially in the city centre as traffic congestion is one of the major problems facing local authorities at this moment in time. Following the conclusion of the new Public Transport Plan there will be new information measures, for example:

- The implementation of a Suceava Mobility Centre which was to provide information regarding PT for Suceava citizens
- Timetables for buses and minibuses, printed and distributed to Suceava's citizens
- Installation of panels in the bus station with timetable information and information on new routes and services provided by the new PT company
- Timetable information was also to be available on the City Hall web-site
- A strong TV and newspaper campaign was to be designed to promote local transport and the new facilities offered by the local transport company
- VMS (variable messages signs) were to be implemented in the city in order to provide information of public transport
- Suceava municipality together with University of Suceava City was to create a program able to provide real time information related to public transport. This information was to be available on the internet and in the local mass media.

Together with investments in new alternative vehicles, Suceava Municipality together with the new PT Company was to implement extra measures in order to increase the number of passengers by within 4 – 8 % by 2009.

The success of the new PT system, which stands to be measured over the 4 years of the project, depends upon the quantity and the quality of the information available at large scale for the citizens. The new information system has to include details about the alternative solution for PT and to “prepare” the extension of this solution at large scale in private and public sector.

## **B Measure implementation**

### **B1 Innovative aspects**

#### **Innovative Aspects:**

- New conceptual approach

The innovative aspects of the measure are:

- **New Conceptual Approach, regionally** – These information measures will involve citizens directly by getting them to engage in actions including alternative traffic and clean vehicles, “low emission zone”, encouragement of walking, cycling and utilisation of clean local transport in a way not previously attempted.

### **B2 Situation before CIVITAS**

Several activities with the aim of travel sustainability, awareness and environmentally friendly ways of travelling took place in the City of Suceava. There have been marketing campaigns in the university, schools, high schools and work places, a VMS was installed in the middle of the LEZ from the city centre, and promotional activities (on-street activities, shows, exhibitions, alternative vehicles promotions, and local festivals) were organised in the city centre in the middle of the LEZ.

Suceava Municipality worked in partnership with Health and Education Authorities, local environmental organisations and the EPA in promotion campaigns that involve citizens in actions including alternative traffic and clean vehicles, "low emission zone", encouragement of walking, cycling and utilisation of public transport instead of own cars.

However, these campaigns have been focused on providing information rather than developing direct engagement.

### **B3 Actual implementation of the measure**

The measure was implemented in the following stages:

**Stage 1: Organising the implementation team and assigning the tasks** (*Date: February 2005 – March 2005*) to be accomplished by each member, at each level – decision makers and executive staff; issuing the communication strategy for local media, citizens, and public transport (PT) passengers as a category apart.

The measure implementation team included people from both decisional and executive levels. The organisation chart established hierarchies and tasks for each member apart, correlated with their authorities and implication in the internal activity of the City Hall.

Mr. Ion Lungu, the mayor from 2004-2008 and re-elected for 2008-2012, communicated with the local media, all stakeholders, citizens and private businesses and had the authority to co-approve the expenses made for the project and also to take decisions with regard to the actions during the project lifetime. He was also in charge of coordinating and participating at political meetings and meetings with representatives from PT companies and local authorities, within workshops with citizens, representatives from PT companies and other local public institutions.

Mrs. Angela Zarojanu (vice-mayor from 2004-2008 and her replacement Mr. Viorel Seredenciuc for the mandate 2008-2012) had important tasks with regard to the procurement of the Feasibility Study for measure designing and for selection of new alternative vehicles and fuels.

Mr. Dan Dura, the head of the European Integration and Development Strategies Office, as site manager, had two main duties. The first was the procurement of the Feasibility Study to identify good solutions to deliver information on a large area, in real time. The second was the supervision of all activities, both in terms of organisation and implementation. These comprised market analysis of existing PT information, promotional campaigns regarding the timetables for buses and minibuses, VMS implementation and organising local campaigns for information, education and guidance.

Mrs. Elisabeta Vaideanu, the Executive Manager of the City Hall responsible for the planning of the expenditure and with the co-approval of payments, had tasks related to coordinating promotional campaigns regarding the timetables for buses and minibuses; Coordinating the implementation of web application, along with being part in the management of the promotion campaigns in the city; and the dissemination activities for the measure implementation success.

Mrs. Geta Prisaca, councilor within the European Integration and Development Strategies Office, was assigned tasks regarding the organisation of tenders, the assessment of the received offers and she was actively involved in the design and management of interactive promotion campaigns for new PT system, in the dissemination and marketing campaigns in the city and at the national level, and also offered consultancy for the citizens who demanded information regarding PT information from the Mobility Centre.

Ms. Magda Sniatowschi (2005) and later Ms. Narciza Nenec (from 2006-2009) were responsible for the DET activities, being nominated the LDMs in Suceava site, having tasks in designing and organising the marketing and promotional activities (mainly with regard to the new service offered by the LTC buses and private minibuses) at local and national level. She was involved in issuing dissemination materials issuance and publishing online news, in offering consultancy for citizens demanding information from the Mobility Centre and organising meetings with employees from public and private sector.

Ms. Narciza Nenec became the LEM from 2006 on and was responsible for all activities implied by the evaluation processes and the reporting templates, in cooperation with a subcontractor company and representatives from EPA for evaluation.

## **Stage 2: Procurement of the Feasibility Study to design the SMILE measures implementation**

**2.1 Organising the tendering procedure for designating the contractor** (*Date: April 2005 – July 2005*) The organisation of the tendering procedure began with market research designed to identify consultancy companies with expertise in this field and the implementation team got involved in consultations about topics related to the situation of road traffic, the state of pollution and quality of life in Suceava. The Feasibility Study proposes measures for improvement of public transport, designs promotion campaigns for measures related to decreasing the traffic levels and pollutants emissions caused by those levels.

The procurement procedure was organised according to the legal provisions and the contract was concluded.

### **2.2 Receipt of the Feasibility Study** (*Date: March 2006*)

The contract resulted into a Feasibility Study deliverable.

This deliverable ascertained activities for marketing of alternative fuel, for selection of new alternative vehicles and for improvement of public transport and general traffic. This informed further decisions with regard to road traffic regulations, to closure of some roads, to transforming roads into one-way routes and giving a higher importance to buses. The necessity of disseminating the information has been underlined and the tools designed.

Based on these findings, the SMILE measures have been designed.

**Stage 3: Preparing materials for the promotion campaigns** (Date: March 2005 – June 2005, April – June – August – October – November 2006, January – April - July 2007, February 2008 - March 2008)

Promotional campaigns organised used the materials designed and provided by CIVITAS GUARD, at every moment when they were necessary for a successful campaign.

Also locally, specific dissemination products have been developed: like leaflets, folders, brochures in English, panels to be displayed within buses and sheltered bus stops, “Eco-routes” traffic post signs, stickers designed for marking the LPG fuelled buses, yearly calendars with the top page decorated with the City Hall picture and the CIVITAS banner, using real-time information spots on electronic boards, City Hall website and at national level via e-mail.

The following pictures are samples of dissemination materials: folder June 2006, folder July 2007, leaflet March 2008, folder July 2008. Two posters are on display in the new buses and a map in each bus stop that was equipped with shelters.

Figure 1: Folder 1, issued in June 2006

**IVECO-IRISBUS autobuze moderne pentru un transport civilizat**

Proiectul de modernizare a transportului public local include achiziționarea în două etape a 30 de autobuze Euro3, marca IVECO.

Primele 15 autobuze au fost puse în circulație la începutul lunii aprilie, urmând ca următoarele 15 autobuze să devină operaționale până la sfârșitul anului 2006.

**Avantaje pentru călători:**

- capacitate de transport sporită (107 persoane, 29 de locuri pe scaune);
- facilități de avertizare sonoră a călătorilor la oprirea în fiecare stație;
- sistem de afișaj electronic pentru informarea călătorilor;
- poluare redusă și nivel de zgomot scăzut;
- confort și siguranță la standarde europene.

Pentru reducerea emisiilor poluante, în etapa următoare, autobuzele vor fi echipate cu sisteme care să permită folosirea combustibililor ecologici (GPL).

**Avantaje:**

- transport economic (prețul GPL este aproximativ 50% din prețul motorinei);
- emisii poluante reduse și nivel de zgomot scăzut (GPL-ul este un combustibil ecologic cu ardere completă);
- îmbunătățirea funcționării și a perioadei de viață mai lungă a motorului.

**Obiectivele proiectului:**

- ameliorarea calității mediului urban prin reducerea concentrației de noxe în aer și diminuarea nivelului de zgomot cauzate de traficul urban;
- promovarea vehiculelor și combustibililor ecologici.

**Durata:** februarie 2005 – februarie 2009

**Bugetul:** 539.014 Euro din care 194.880 Euro reprezintă asistență financiară nerambursabilă.

**Parteneri:** Norwich (Marea Britanie), Malmo (Suedia), Potenza (Italia), Tallin (Estonia).

**Activități:**

- introducerea în circulație a 30 de autobuze noi, Euro3, alimentate cu GPL;
- promovarea combustibililor alternativi (GPL și biogaz);
- reducerea nivelului emisiilor datorate transportului public și traficului rutier;
- stimularea transportului în comun prin acordarea unor priorități în trafic și îmbunătățirea condițiilor de desfășurare;
- ridicarea gradului de conștientizare și informare publică referitor la impactul transportului public și traficului rutier asupra mediului.

[www.civitas-initiative.org](http://www.civitas-initiative.org)  
[www.primariasuceava.ro](http://www.primariasuceava.ro)

Acest material promoțional a fost realizat cu asistență financiară din partea Uniunii Europene (Proiect CIVITAS II - SMILE - "Alternative ecologice pentru o dezvoltare durabilă a orașelor Europene") și nu reprezintă neapărat opinia oficială a Comunității Europene.

**PRIMĂRIA MUNICIPIULUI SUCEAVA**

**Transport public modern, ecologic, civilizat pentru un oraș european**

**CIVITAS**  
Diverse and better transport in cities  
**S M I L E**



**PRIMĂRIA MUNICIPIULUI SUCEAVA – Proiect CIVITAS II – SMILE**

**"Alternative ecologice pentru o dezvoltare durabilă a orașelor Europeli"**

**Finanțat de UNIUNEA EUROPEANĂ**



**Conceptul de dezvoltare durabilă**

- Dezvoltarea durabilă oferă un cadru prin care comunitățile pot folosi în mod eficient resursele, crea infrastructuri eficiente, proteja și îmbunătăți calitatea mediului și a vieții, crea noi activități comerciale care să le consolideze economia.

**Și impactul transportului rutier asupra orașului**

Un consumator important de resurse energetice îl constituie **transportul rutier**, iar emisiile rezultate în urma combustiei sunt un factor din ce în ce mai mult de luat în seamă, deoarece **poluarea aerului** realizată de autovehicule prezintă două particularități:

- eliminarea foarte aproape de sol, care determină concentrații ridicate la înălțimi foarte mici;
- emisiile se dispersază pe suprafețe extinse, concentrațiile fiind diferite în funcție de intensitatea traficului și posibilitățile de ventilație locală.

Emisiile datorate traficului rutier care constituie un pericol major asupra sănătății mediului și calității vieții, sunt:

- Dioxidul de sulf și azot
- Plumbul
- Hydrocarburile policiclice aromatice
- Compuși organici volatili
- Metanul, ș.a.

Transportul rutier este un factor care contribuie într-o mare măsură și la **poluarea fonică**. În urma măsurătorilor efectuate în zone cu trafic rutier intens, nivelul **zgomotului** depășește limita maximă admisă, fapt ce determină un disconfort major pentru locuitorii acestor zone.

**LINIA 1:** Gara Ițcani, Străduința, Autoservice Ițcani, Gara, Fabrica de Sticlă, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Mărășești, Belvedere, G. Enescu, Mobila, Obcini, Metro, Autoservice, Școala Generală nr. 9, Obcini, G. Enescu, Nordie, Mărășești, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Fabrica de Sticlă, Gara, Autoservice Ițcani, Străduința, Gara Ițcani.

**LINIA 2:** Gara Burdujeni, Căntina Gh.Doja, Moldova, Orizont, IRIC, Combinat, Bazar, Sala Sporturilor, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Spital, Obcini, G. Enescu, Nordie, Mărășești, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Sala Sporturilor, Bazar, Combinat, Pasaj CFR Burdujeni, Gara Burdujeni.

**LINIA 3:** Gara Burdujeni, Căntina Gh.Doja, Moldova, Orizont, IRIC, Combinat, Bazar, Sala Sporturilor, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Spital, Obcini, Fabrica de Bere, Rulmentul, Fabrica de Bere, Pod Șcheia, Mobila, G. Enescu, Confecția, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Sala Sporturilor, Bazar, Combinat, Pasaj CFR Burdujeni, Gara Burdujeni.

**LINIA 4:** Cinema Burdujeni, Depozit, Torins, Piața Sporturilor, Orizont, IRIC, Combinat, Bazar, Sala Sporturilor, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Mărășești, Belvedere, G. Enescu, Mobila, Obcini, Metro, Autoservice, Școala Generală nr. 9, Obcini, G. Enescu, Confecția, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Sala Sporturilor, Bazar, Combinat, Pasaj CFR Burdujeni, Orizont, Piața Burdujeni, Torino, Depozit, Cinema Burdujeni.

**LINIA 5:** Gara Ițcani, Străduința, Autoservice Ițcani, Gara, Fabrica de Sticlă, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Spital, Metro, Autoservice, Școala Generală nr. 9, Obcini, G. Enescu, Nordie, Mărășești, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Fabrica de Sticlă, Gara, Autoservice Ițcani, Străduința, Gara Ițcani.

**LINIA 10:** Gara Ițcani, Străduința, Autoservice Ițcani, Gara, Fabrica de Sticlă, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Mărășești, Belvedere, G. Enescu, Mobila, Fabrica de Bere, Rulmentul, Fabrica de Bere, Pod Șcheia, Mobila, G. Enescu, Confecția, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Fabrica de Sticlă, Gara, Autoservice Ițcani, Străduința, Gara Ițcani.

**LINIA 21:** Burdujeni Sat, Școala Burdujeni, Cinema Burdujeni, Orizont, IRIC, Combinat, Bazar, Sala Sporturilor, Grupul Școlar nr. 2, Centru, Bancă, Policlinică, Mărășești, Belvedere, G. Enescu, Mobila, Fabrica de Bere, Rulmentul, Fabrica de Bere, Pod Șcheia, Mobila, G. Enescu, Confecția, Policlinică, Tipografie, Centru, Grupul Școlar nr. 2, Sala Sporturilor, Bazar, Combinat, Pasaj CFR Burdujeni, Orizont, Cinema Burdujeni, Burdujeni Sat.

**LINIA 28:** Cinema Burdujeni, Depozit, Torins, Piața Burdujeni, Orizont, IRIC, Combinat, Bazar, Sala Sporturilor, Fabrica de Sticlă, Gara, Autoservice Ițcani, Străduința, Gara Ițcani, Străduința, Autoservice Ițcani, Gara, Fabrica de Sticlă, Sala Sporturilor, Bazar, Combinat, Pasaj CFR Burdujeni, Orizont, Piața Burdujeni, Torino, Depozit, Cinema Burdujeni.

**Orar de funcționare (ore de plecare din prima stație):**

Linia 1: 4<sup>h</sup> - 22<sup>h</sup> (plecare din 15 în 15 min.)

Linia 2: 4<sup>h</sup> - 20<sup>h</sup> (plecare din 12 în 12 min.)  
20<sup>h</sup> - 22<sup>h</sup> (plecare din 15 în 15 min.)

Linia 3: 5<sup>h</sup> - 5<sup>h</sup>, 6<sup>h</sup>, 7<sup>h</sup>, 13<sup>h</sup>, 14<sup>h</sup>, 15<sup>h</sup>, 17<sup>h</sup>, 21<sup>h</sup>

Linia 4: 4<sup>h</sup> - 6<sup>h</sup> (plecare din 10 în 10 min.)  
6<sup>h</sup> - 9<sup>h</sup> (plecare din 6 în 6 min.)  
9<sup>h</sup> - 21<sup>h</sup> (plecare din 8 în 8 min.)  
21<sup>h</sup> - 22<sup>h</sup> (plecare din 10 în 10 min.)

Linia 5: 4<sup>h</sup> - 21<sup>h</sup>

Linia 10: 5<sup>h</sup>, 6<sup>h</sup>, 13<sup>h</sup>, 14<sup>h</sup>, 21<sup>h</sup>

Linia 21: 5<sup>h</sup>, 6<sup>h</sup>, 13<sup>h</sup>, 14<sup>h</sup>, 21<sup>h</sup>

Linia 28: 5<sup>h</sup>, 6<sup>h</sup>, 12<sup>h</sup>, 13<sup>h</sup>, 14<sup>h</sup>

Figure 2: Folder 2, issued in July 2007

**IVECO-IRISBUS**

**AUTOBUZE MODERNE  
PENTRU UN TRANSPORT CIVILIZAT**

**PRIMĂRIA MUNICIPIULUI SUCEAVA**

**Proiect CIVITAS II - SMILE**

**"Alternative ecologice pentru o dezvoltare durabilă a orașelor Europeli"**

**Finanțat de UNIUNEA EUROPEANĂ**

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Primele 15 autobuze au fost puse în circulație la începutul lunii aprilie 2006, următoarele 15 autobuze devenind operaționale în prima parte a anului 2007.

**Avantaje pentru călători:**

- capacitate de transport sporită (107 persoane, din care 29 de locuri pe scaune);
- facilități de avertizare sonoră a călătorilor la oprirea în fiecare stație;
- sistem de afișaj electronic pentru informarea călătorilor;
- poluare redusă și nivel de zgomot scăzut;
- confort și siguranță la standarde europene

Pentru reducerea emisiilor poluante, în etapu următoare, autobuzele vor fi echipate cu sisteme care să permită folosirea combustibililor alternativi (GPL).

**Avantaje:**

- transport economic (prețul GPL este aproximativ 50% din prețul motorinei);
- emisiile poluante reduse și nivel de zgomot scăzut (GPL-ul este un combustibil ecologic cu ardere completă);
- îmbunătățirea funcționării și o perioadă de viață mai lungă a motorului

**Obiectivele proiectului:**

- ameliorarea calității mediului urban prin reducerea concentrației de noxe în aer și diminuarea nivelului de zgomot cauzate de traficul urban;
- promovarea vehiculelor și combustibililor ecologici

**Durata:** februarie 2005 - februarie 2009

**Bugetul:** 539.014 Euro din care 194.880 Euro reprezintă asistență financiară nerambursabilă

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- reducerea nivelului emisiilor datorate transportului public și traficului rutier
- stimularea transportului în comun prin acordarea unor priorități în trafic și îmbunătățirea condițiilor de funcționare
- ridicarea gradului de conștientizare și informare publică referitor la impactul transportului public și traficului rutier asupra mediului

[www.civitas-initiative.org](http://www.civitas-initiative.org)  
[www.primariasv.ro](http://www.primariasv.ro)

Acest material promotional a fost realizat cu asistență financiară din partea Uniunii Europene (Proiect CIVITAS II - "SMILE") - Alternativă ecologică pentru o dezvoltare durabilă a orașelor Europeli și nu reprezintă neapărat opinia oficială a Comunității Europene



**Transport public modern, ecologic, civilizat pentru un oraș european**






PRIMĂRIA MUNICIPIULUI SUCEAVA - Proiect CIVITAS II SMILE  
 "Alternative ecologice pentru o dezvoltare durabilă a orașelor Europei"  
 Finanțat de UNIUNEA EUROPEANĂ



Cum să ne informăm despre transportul public?

Ce mijloace avem la îndemână?

- *Avem* conținând traseele transportului public local, orarul de funcționare, stațiile de autobuze, afișate în interiorul autobuzelor, precum și în stațiile de așteptare;
- *poștă* distribuie prin campaniile de marketing și informare;
- *noia pagină de web a Primăriei* cu informații referitoare și la TPL;
- *presa locală*;
- *panourile electronice de transmitere a informațiilor* - interfața grafică pentru transmiterea mai multor tipuri de informații în timp real.



Să înțelegem conceptele noi:

- *car pooling* - utilizarea unei singure mașini pentru deplasarea unui grup de persoane către locul de muncă
- *car sharing* - închirierea unei mașini aparținând unui partener privat de autovehicule pe o perioadă de timp, ca mijloc economic și eficient de deținere a unei mașini
- *park and walk și park and ride* - lăstrea autovehiculelor proprietate personală în parcuri amenajate și utilizarea integrată a modalităților alternative de deplasare pentru zone congestionate.



ACȚIUNI desfășurate de Primăria municipiului Suceava:

- Achiziționarea a 15 autobuze noi, marca IRISBUS-IVECO, echipate cu motoare EURO 3, moderne, ce oferă siguranță și confort în trafic;
- Extinderea flotei prezente cu alte 15 autobuze, același tip, cu aceleași caracteristici tehnice și de performanță, dintre care un autobuz este transformat să funcționeze pe combustibilul GPL, pentru demonstrarea fezabilității acestui tip de combustibil;
- Stabilirea a 8 rute principale operate de mijloacele de transport local ale SC TPL SA;
- Declanșarea acestor 8 rute, Eco-rute, tranzitate de un transport public operat doar de autovehiculele "curate" și eficiente din punct de vedere energetic ale SC TPL SA;
- Planificarea transportului public local și elaborarea unei hărți pe care se pot consulta traseele, orarul de funcționare și stațiile, pentru valoarea și maximizarea potențialului noii flote de autobuze;
- Alocarea unor trasee separate transportului public privat, semnalezarea stațiilor de așteptare;
- Promovarea combustibililor alternativi GPL prin activități de informare și diseminare, dar și prin oferirea de exemple de bună practică venite din partea Primăriei: montarea instalației pentru combustibilul tip GPL pe autobuzul firmei TPL SA, dar și din sectorul privat al transportului public local: taxi și microbuz;
- Promovarea zonei cu emisii joase prin organizarea celor mai importante evenimente locale;
- Strângerea unei străzi pentru crearea unei rute alternative pe strada Vasile Bumbac care face posibilă circulația pe un traseu alternativ;
- Transformarea unor străzi ce traversează zone rezidențiale aglomerate în străzi cu sens unic, pentru reducerea poluării, a emisiilor cu efect de seră și a zgomotului;
- Modernizarea mai multor intersecții prin montarea unor noi semafoare, itai performante, pentru care se prevede implementarea sistemului de funcționare în "undă verde";
- Montarea a 3 camere video pentru monitorizarea traficului, a condițiilor meteo și de vizibilitate, ce vor fi multiplicare în cadrul unui proiect realizat în parteneriat cu Poliția Rutieră din Municipiul Suceava;
- Montarea în zona centrală a 3 senzori de trafic, pe câte un sens a 3 bule diferite de drum din intersecție, pentru determinarea volumului traficului în diferite intervale orare și de timp.

Figure 3: Flyer, issued in March 2008

**TRAFICUL URBAN PE AGENDA COMISIEI EUROPENE**

Carta Verde Europeană a Transportului Urban  
 Deviză: *Apă a unui cadru și mobilități urbane*

Obiectiv:

- orașe mai puțin aglomerate - prin utilizarea unor alternative la transportul privat, astfel ca bicicleta, transport public cu vehicule ecologice, reglementarea mobilităților de locație a muncii în oraș;
- orașe mai puțin poluate - prin reînnoțirea circulației auto în unele zone de oraș, creșterea de spații verzi, achiziționarea de vehicule nepoluante, îmbunătățirea infrastructurii de transport public urban;
- transport urban inteligent - prin monitorizarea cu ajutorul sistemelor de control și creșterea prin satelit;
- orașe accesibile - prin adaptarea mijloacilor de transport public, astfel să o vizită nouă asupra întregii teritorii;
- transport urban mai sigur - prin adaptarea unor politici pentru un comportament mai sigur, îmbunătățirea infrastructurii rutiere, pregătirea șoferilor pentru un stil de conducere ecologic, mijloace de transport sigure și sigure.

**TRAFICUL URBAN PE AGENDA MUNICIPALITĂȚII**

Proiectul CIVITAS II - SMILE

- modernizarea mijloacelor de transport în comun, prin reînnoțirea flotei de autobuze;
- promovarea combustibililor alternativi mai puțin poluanți și eficienți din punct de vedere energetic, prin organizarea unor campanii, dar și prin montarea unei instalații prototyp de conversie a unui motor de autobuz de la funcționarea pe combustibilul diesel la funcționarea pe combustibilul GPL;
- realizarea accesului autovehiculelor în zonele intersecțiilor, prin transformarea zonelor care le înconjoară în străzi cu sens unic;
- deschiderea străzii Vasile Bumbac pentru asigurarea accesului cu autovehiculul într-o zonă centrală, cu alternativă la persoana principală care tranzitează strada;
- alocarea unor becați siguronante, alături de intersecții importante din zonele aglomerate ale orașului;
- reconstrucția infrastructurii pietonale, cu termene de existență infrastructurii stradale;
- montarea unor senzori de trafic și a unor camere video-de monitorizare a traficului rutier;
- monitorizarea informațiilor legate de nivelul de poluare oferite de panourile electronice montate în zone aglomerate ale orașului;
- echiparea unor intersecții cu sisteme de semnalizare și nu echiparea altor intersecții cu semnalizare sau, mai performante, ce pot fi integrate în funcționarea la sistem undă verde;
- modernizarea paginii de Internet a Primăriei și actualizarea periodică a informațiilor prezentate;
- dezvoltarea și modernizarea spațiilor verzi, prin realizarea celor vechi și inițierea de locuri și amenajări plantate noi;
- organizarea unor evenimente de interes local și național în zona declarată cu emisii joase.

**ALTERNATIVE ECOLOGICE PENTRU O DEZVOLTARE DURABILĂ A ORAȘELOR EUROPEI**

Preocupări de armonizare a prevederilor normelor europene cu realitățile la nivel local, în folosul și în slujba cetățenilor, cu finanțare de la Uniunea Europeană

www.civitas.eu  
 www.civitas-initiative.org  
 www.primariasv.ro

Acțiunile proiectului s-au desfășurat cu ajutorul Asociației de Parteneriat Europeană CIVITAS II - SMILE. Alternativa ecologică pentru o dezvoltare durabilă a orașelor Europei este un proiect al Asociației CIVITAS

Figure 4: Folder 3, issued in July 2008



**Activități majore implementate de partenerii municipalității Suceava în proiectul SMILE**

**Malmö** - introducerea autovehiculelor curate în flota municipală pentru utilizarea lor de către angajații municipalității în sistem de "car pooling"  
 - aranjarea unor facilități noi de distribuție biogaz pentru autovehicule și transformarea unor vehicule grele din funcționare pe combustibil diesel în funcționare pe biogaz  
 - achiziționarea unor vehicule curate cu funcționare pe sticlă și biogaz  
 - realizarea zecilor cu emisii joase  
 - măsuri de îmbunătățire a securității și siguranței în trafic pentru transportul public  
 - integrarea transportului recitîn cu bicicletele în transportul public și măsuri de apărare a siguranței bicicletelor, precum și facilități online de planificare a transportului urban  
 - extinderea conceptului de Eco-driving  
 - integrarea unor facilități de "car sharing" pentru companii private  
 - managementul traficului rutier prin monitorizarea prin satelit (GPS, GPSRS)  
**Norwich** - introducerea unor zone noi cu emisii joase prin controlul accesului unor autovehicule pe intervale stricte  
 - introducerea unor facilități destinate pasagerilor transportului public local: dispozitive automate de vânzare a biletelor de călătorie și alte măsuri de stimulare a transportului public  
 - dezvoltarea conceptului de "car pooling" în sectorul public și privat și a noului tip de "car sharing"  
**Potenza** - implementarea unor soluții pentru îmbunătățirea dezvoltării conceptului de "car pooling"  
 - achiziționarea unor vehicule ecologice (funcționare pe biogaz sau gaz natural) pentru înlocuirea parțială a flotei locale de autovehicule  
**Tallinn** - implementarea unui sistem de planificare a transportului public și achiziția autovehiculelor cu sisteme moderne de informare în timp real  
 - dezvoltarea conceptului de Travel Planning deosebit mediiul educațional și de afaceri.

**Proiectul SMILE în Suceava**

**Obiectivele proiectului:**  
 ➤ ameliorarea calității mediului urban prin reducerea concentrației de noxe în aer și diminuarea nivelului de zgomot cauzate de traficul urban;  
 ➤ promovarea vehiculelor și combustibililor ecologici.

**Durata:** februarie 2005 - februarie 2009

**Bugetul:** 539.014 Euro din care 194.880 Euro reprezintă asistență financiară nerambursabilă

**Parteneri:** Malmö (Suedia), Norwich (Marea Britanie), Potenza (Italia), Tallinn (Estonia)

**Activități:**  
 • introducerea în circulație a 30 de autovehicule noi, Euro3, alimentate parțial cu GPL  
 • promovarea combustibililor alternativi (GPL și biogaz)  
 • reducerea nivelului emisiilor datorate transportului public și traficului rutier  
 • stimularea transportului în comun prin acordarea unor priorități în trafic și îmbunătățirea condițiilor de funcționare  
 • ridicarea gradului de conștientizare și informare publică referitor la impactul transportului public și traficului rutier asupra mediului.

[www.civitas.eu](http://www.civitas.eu)  
[www.civitas-romania.org](http://www.civitas-romania.org)  
[www.primariasuceava.ro](http://www.primariasuceava.ro)

Acest proiect este finanțat de Uniunea Europeană prin intermediul fondurilor structurale din cadrul Programului de Dezvoltare Regională al României 2007-2013, în cadrul proiectului CIVITAS II - SMILE, dezvoltat în cadrul proiectului de cooperare transnațională CIVITAS II - SMILE și în colaborare cu partenerii proiectului din Comunitățile Europene.

**PRIMĂRIA MUNICIPIULUI SUCEAVA**  
**Proiect CIVITAS II - SMILE**

**"Alternative ecologice pentru o dezvoltare durabilă a orașelor Europoi"**  
 Finanțat de UNIUNEA EUROPEANĂ

**"Alternative ecologice pentru o dezvoltare durabilă a orașelor Europoi"**



În ce direcție duce? În direcția bună!



**Ce trebuie să știm? Concepte și modalități la îndemână de reducere a impactului traficului rutier**

**Efectele traficului rutier urban în spațiul în care trăim**

- în medie 3/4 din deplasări se fac cu autoturismele, fenomen ce poate fi asociat cu dependența de mașină;
- insuficiența infrastructurii rutiere produce congestii în trafic și aglomerații în zonele rezidențiale;
- flexibilitatea ofertei de vehicule produce expansiune urbană necontrolată, în defavoarea spațiilor verzi, exercitând presiuni asupra mediului înconjurător;
- este responsabil de cele mai multe din accidentele grave și mortale;
- consecințele asupra sănătății sunt subevaluate, deoarece costul deplasării este suportat de toți membrii comunității, acesta fiind o sursă de zgomot, poluare a aerului și schimbare climatică, cauzând risipi de combustibil, scăderea siguranței participanților la trafic și favorizând comportamentul agresiv.

**Cum ne afectează agenții poluanți sănătatea?**

**CO** - monoxidul de carbon, gaz otrăvitor, la concentrații mici provoacă boli de inimă, iar la concentrații foarte mari poate fi fatal. Efectele lui sunt: amețeli, dureri de cap, oboseală, tulburări de vedere, capacitate de muncă și învățare reduce. Este produs în urma arderii incomplete a carbonului din combustibili, deci apare la concentrații mari de-a lungul șoselelor și mai ales în intersecțiile foarte aglomerate sau unde apar blocaje în trafic.

**CO<sub>2</sub>** - dioxidul de carbon, principalul gaz care produce efectul de seră (80%) și încălzirea globală, cu toate consecințele pe care le experimentăm.

**NO<sub>x</sub>** - oxizi de azot, gaze ce contribuie la formarea ploilor acide și la apariția bolilor respiratorii. Este toxic și în același timp poate contribui la formarea pulberilor în suspensie.

**Pulberi în suspensie** - cauzează boli respiratorii, reduc capacitatea de apărare a organismului (afectează sistemul imunitar) - depuneri de fumuri rezultate în urma arderilor.

**Planificarea mobilității - utilizarea integrată a mijloacelor de transport existente:**

- **mersul pe jos** - ecologic, sănătos, recomandat pe distanțe scurte sau medii și într-un climat de primăvară, vară și toamnă;
- **mersul pe bicicletă** - ecologic, sănătos, recomandat pe distanțe scurte sau medii și într-un climat de primăvară, vară și toamnă;
- **mersul cu mijloacele de transport în comun** - recomandat pe distanțe lungi sau medii și într-un climat de toamnă, primăvară, vară și toamnă; contribuie la reducerea congestiilor în trafic, prin reînnoirea la mijloacele auto proprii și, totodată, la reducerea gradului de poluare a atmosferei;
- **mersul cu automobile personale** - contribuie la congestiunea traficului rutier, la creșterea gradului de poluare fonică și cu elemente chimice nocive organismului, aduce un spor de mobilitate călătorului.

**Utilizarea combustibililor alternativi pentru alimentarea autovehiculelor - recunoscuți pentru eficiență energetică, poluare redusă și ca alternativă ecologică de obținere a energiei curate**

- ✓ **Surse de energie convenționale**
  - ◆ **GPL** - este un combustibil, produs secundar al industriei petroliere, putând fi extras din gaze naturale umede, precum și din rafinarea petrolului crud.  
**Avantaje:** *Jețiu* - costul per km reprezintă 50-60% din costul unui km parcurs cu benzină;  
*Ecologic* - este nepoluant pentru mediu, studiile au relevat că în ceea ce privește emisiile de CO<sub>2</sub>, vehiculele de GPL sunt cu 20% mai puțin poluante decât cele pe benzină;  
*Sigur* - nu prezintă nici un pericol asupra siguranței participanților la trafic.
- ✓ **Surse regenerabile de energie neconvenționale - energia verde, biocombustibili - ce folosesc ca materie primă BIOMASA (substanța organică a taturilor plantelor și animalelor precum și a deșeurilor și reziduurilor produse prin procesele metabolice ale organismelor vii) și reprezintă prima formă de energie utilizată de om, odată cu descoperirea focului.**
  - ◆ **Biogaz** - este un combustibil ecologic gazos, obținut prin descompunerea materiei organice (produse și reziduuri, precum și deșeurii animale și vegetale, deșeurii menajere casnice și stradale) în absența oxigenului. Biogazul este utilizat cu succes și în scop de combustibil pentru autovehicule.
  - ◆ **Biodiesel** (motorină vegetală) - este un combustibil ecologic lichid, asemănător cu diesel-ul pe bază de petrol, ce se obține din uleiuri vegetale (rașină, soia, floarea soarelui și altele plante oleaginose) și grăsimi animale (inclusiv uleiuri și grăsimi reciclate) și poate fi folosit, în formă pură sau în amestec, motorina clasică.  
**Avantaje:** *Biodieselul* - reduce nivelul riscului de poluare a mediului;  
*Ecologic* - nepoluant și netoxic - emisiile de CO<sub>2</sub> sunt reduse cu 90%; se reduce emisiile de noxe de CO și de pulberi în suspensie;  
*Sigur* și ușor de amestecat cu motorina clasică.
  - ◆ **Bioetanoli** - este un combustibil ecologic, produs din sfeclă de zahăr (și trestie de zahăr în țările cultivateazătoare), cereale sau porumb, este folosit ca o alternativă la benzină, în amestecuri de proporții diferite cu aceasta sau în stare pură.  
**Avantaje:** *Nepoluant* - se reduce emisiile de CO<sub>2</sub> cu aproximativ 35-40% și de CO cu circa 25%.

**PRIMĂRIA MUNICIPIULUI SUCEAVA - Proiect CIVITAS II SMILE**  
**"Alternative ecologice pentru o dezvoltare durabilă a orașelor Europoi"**  
 Finanțat de UNIUNEA EUROPEANĂ



Figure 5: Project Brochure Suceava, English version (covers presented here)



Figure 6: Sticker designed for marking the LPG buses

Figure 7: Traffic sign post to landmark the Eco-routes



At international level, we prepared articles to be published on the project website, benefiting from the reputation of the entire CIVITAS program. Also, the SMILE project in Suceava brochure in English has been elaborated, published and distributed internationally at the event Final Conference held in Toulouse – France, in January 2009.

It is important to add here the information released in the local media, within the written press and online media.

The dissemination materials have been conceived to have attractive features, to contain updated, relevant information about the project, to convey a clear message about what are the important objectives to reach by implementing the SMILE measures, the compliance with the European regulation and standards. They also aim to raise awareness of the serious consequences that the increased demand for the motorised transport and vehicles powered with fossil fuels can produce.

Besides these, PT plans were realised and panels have put on within the sheltered bus stops and inside the buses, to bring the information about the PT operation closer to the PT passengers.

*Figure 8: PT plans on display onboard the buses*



In collaboration with the City Hall partners within the scope of local development projects, the dissemination activity enlarged its reached areas and increased impact.

It is important to add here the information prepared to be released in the local media, within the written press and online media.

In this respect, we add several newspaper extracts (*Figure 9*)

SintACT® EON Programming SA - Ordinul 913/2005, M.Of. 532 din 23-iun-2005



editia online de marti, 01 iulie 2005  
Iasi, Bacău, Botoșani, Neamț, Vaslui, Suceava

32 vizitatori pe site



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## Suceava și Ploiești sînt singurele orașe din România care au obținut finanțare în cadrul programului Smile

Consiliul Local participă la realizarea proiectului "Smile - Alternative ecologice pentru dezvoltarea durabilă a orașelor Europei", cofinanțat de Uniunea Europeană, în cadrul Programului Cadru 6 - Civitas II, Energie-Transport-Mediu, cu 344.134 euro. Primăria a elaborat, împreună cu parteneri din Anglia, Italia, Suedia și Estonia, un proiect în vederea implementării unor măsuri pentru reducerea poluării cauzate de traficul rutier și pentru modernizarea transportului de călători. Propunerea a fost acceptată de o comisie de evaluare, finanțarea proiectului fiind aprobată în decembrie 2002 de Comisia Europeană. Proiectul se referă la achiziționare de autobuze Euro 3 și instalații tip gaz petrolifer lichid, amenajarea unui centru de tip "Traffic-Info", modernizarea și fluidizarea traficului, îmbunătățirea transportului de călători, facilități pentru pietoni și bicicliști, precum și la promovarea autovehiculelor și combustibililor ecologici. Partenerii Consiliului Local sînt firme de transport în comun, firme de consultanță, autorități locale și instituții de cercetare din Norwich (Marea Britanie), Malmö (Suedia), Potenza (Italia) și Tallin (Estonia). Suceava și Ploiești sînt singurele orașe din România care au obținut finanțare în cadrul acestui program, măsurile de implementat fiind similare. Durata proiectului este de 4 ani. (L.D.)

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  - Chelsea l-a transferat pe
  - Gravida de 11 ani face
  - Vasile Dancu a postat pe despre CEX PSD
  - Cât costa o nunta în sp
  - A murit după ce a baut 30 de minute
  - Roman, arestat pentru
  - Piedone decapiteaza Al
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- S-au răsturnat cu mașina în albia râului Moldova
- La plajă, în parc!
- Deputatul Relu Fenechiu va coordona liberalii din Bucovina
- Balastieră amendată
- Dezastru de la o luminare
- Rădăuțenii ar putea rămâne fără apă caldă
- Fălțicenenii se pregătesc pentru... Ziua Americii
- Fostul Consiliu Județean a încurcat Suceava... gunoierul
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Pag. 1 din 2

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## administratie: Suceava inclusa in programul Smile-Civitas 2, alaturi de alte orase europene

Posted on Thursday, June 23 @ 16:50:15 EEST by news-bucovina

Municipiul Suceava va primi fonduri nerambursabile in valoare de 198 000 euro de la Uniunea Europeana, prin programul „Smile-Civitas 2”, privind aplicarea de solutii nepoluante pentru un transport performant in Europa.



Primarul Ion Lungu, a declarat ca banii vor fi folositi in principal pentru achizitionarea de autobuze echipate cu motoare ecologice, dar si pentru introducerea unui sistem de monitorizare a poluarii aerului, modernizarea si informatizarea sistemului de informatii referitor la transportul in comun si organizarea de campanii de promovare a solutiilor nepoluante pentru traficul rutier. El a afirmat ca in acest program, municipalitatea are drept parteneri timp de 3 ani, incepind cu februarie 2005, localitatile Norwich din Marea Britanie, Potenza din Italia, Malmo din Suedia si Tallin din Estonia. Lungu a mai spus ca intre 27 si 30 iunie va participa impreuna cu seful Serviciului Integrare din cadrul Primariei, Dan Dura, la Conferinta Europeana „Alternative ecologice pentru traficul rutier si transportul in comun”, care va avea loc la Liverpool, in Anglia. Pe 1 iulie, cei doi vor fi la Norwich, unde vor discuta cu primarul acestui oras despre colaborarea in domeniul transportului in comun si despre posibilitatea atragerii de investitii britanice in Suceava. In programul „Smile-Civitas 2” mai este inclus un singur oras din Romania, respectiv Ploiesti.

### Linkuri inrudite

- Mai mult despre administratie
- Stire de news-bucovina

**Cea mai citita aparitie despre administratie:**  
Lungu a solicitat PNA informatii privind persoanele din Primarie anchetate

### Aprecierea articolului

Scor mediu: 0  
Voturi: 0

Votati pentru acest articol:

- ★★★★★
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Votul meu!

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Reincarcare

# Obiectiv

## Liderul Presei Sucevene

13 Ianuarie 2007

Home Suceava Intern Financiar Sport Extern Mond

IASI Bacau Braila Roman Vaslui Vrancea

SUCEAVA

### GPL pentru autobuzele din Suceava

• investiția derulată prin proiectul SMILE ar putea fi amortizată în aproximativ un an • costurile vor fi suportate în proporție de până la 50% din fonduri europene nerambursabile, restul banilor urmând a fi asigurați de la bugetul local

Primăria municipiului Suceava intenționează să introducă instalații de gaz petrolier lichefiat pe autobuzele care asigură transportul în comun. De altfel, primarul Ion Lungu a afirmat în mai multe rânduri că intenționează să eficientizeze societatea de transport TPL SA, în așa fel încât aceasta să nu nște să intre în faliment cum s-a întâmplat cu fosta societate TPS SA. În acest sens, Ion Lungu intenționează să continue programele de modernizare prin care să se reducă atât costurile serviciilor de transport în comun, dar și nivelul de poluare al autobuzelor.

Administratorul unic al SC TPL SA Suceava, Dărie Romaniuc, a confirmat că la nivelul Primăriei și al firmei pe care o conduce au existat discuții cu privire la un astfel de proiect. "Pentru început, intenționăm să experimentăm introducerea instalațiilor GPL pentru un singur autobuz. În principiu, sunt de acord cu acest lucru pentru că în acest fel vom reduce cheltuielile la carburanți cu până la 50%. Implementarea acestui proiect nu depinde, însă, numai de noi, ci și de Serviciul de Integrare Europeană și Strategii de Dezvoltare din cadrul Primăriei Suceava", ne-a declarat Dărie Romaniuc.

În prezent, societatea TPL asigură transportul de călători în comun cu un număr de 29 de autobuze noi, întrucât al treizecilea nu a fost reparat, precum și cu opt autobuze vechi și zece maxi-taximetre. Toate noile mijloace de transport în comun funcționează pe motorină. Referindu-se la montarea de instalații GPL, Dan Dura, șeful Serviciului de Integrare Europeană și Strategii de Dezvoltare, ne-a declarat că noile autobuze vor continua să poată funcționa și pe motorină. Potrivit lui Dan Dura, investiția este programată, cel puțin deocamdată, a se face pentru primele 15 autobuze Irisbus. Ea se va derula prin proiectul SMILE, inițiat de Primăria Suceava și prin intermediul căruia s-au mai realizat hărți privind transportul în comun, "Experimental, vom pune instalație pe GPL până în cursul lunii iulie doar la un singur autobuz. Apoi, acest autobuz va trebui testat o perioadă de timp, urmând ca raportul privind confortul pentru călători, reducerea costurilor și a emisiilor de poluanți să fie trimis la Comisia Europeană. În funcție de rezultatul evaluării, se vor monta instalații pe GPL și la celelalte 14 autobuze Irisbus", ne-a declarat Dan Dura. El a explicat că Primăria va organiza o licitație, cel mai probabil în luna martie, pentru achiziția instalației pe GPL despre care a spus că poate costa între 30.000 și 40.000 de euro - în funcție de caracteristicile autobuzului. Pentru prima instalație pe GPL, fondurile vor fi suportate integral de Comisia Europeană. Celelalte 14 instalații pe GPL vor fi achiziționate în urmă unei licitații care va avea loc la sfârșitul acestui an sau la începutul anului viitor. În cazul acestora, cheltuielile de achiziție vor fi suportate în proporție de cel puțin 50% din fonduri europene nerambursabile. Diferența de bani va trebui achitată de la bugetul local al Primăriei Suceava. Potrivit lui Dan Dura, consumul de gaz petrolier lichefiat la un autobuz nou ar putea fi cu 10% mai mare decât consumul de motorină, însă prețul primului tip de combustibil este cu aproximativ 50% mai scăzut. Arătând datele unui studiu de fezabilitate, șeful Serviciului de Integrare Europeană și Strategii de Dezvoltare a susținut că investiția făcută în instalații pe GPL s-ar putea amortiza într-un an. Punerea în aplicare a unei investiții de acest gen la Suceava ar însemna o premieră pentru societățile de transport în comun din regiunea Moldovei. Până în prezent, autobuze pe GPL funcționează doar în municipiile Ploiești și Oradea. (Dan PRICOPE)



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- ▶ farmacii
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Figure 10: Extract from URTP informing bulletin, containing information about the speakers and presentations given at PILOT project final conference

4 *Buletin Informativ URTP 2006 Octombrie și Noiembrie 2006*





### SEMINAR Planificarea unui Transport Urban Durabil Soluții și Oportunități

Uniunea Română de Transport Public a răspuns invitației primite din partea POLIS, asociația orașelor și regiunilor europene, de a organiza în parteneriat un seminar vizând transportul regional și local din statele în curs de aderare la Uniunea Europeană. Evenimentul a avut loc în data de 23 noiembrie 2006, sala de Conferințe I. L. Caragiale a Hotelului Ramada Majestic din București.

Evenimentul a reunit 28 directori generali și reprezentanți ai operatorilor de transport public din țară, membri URTP, alături de reprezentanți a 5 primăriilor și 4 ministere, precum și alți parteneri ai asociației noastre.



Seminarul a fost prezidat de următoarele persoane: domnul Constantin Donea, președintele executiv al URTP, domnul Ștefan Pîrpiu, președintele Comisiei de Transport din cadrul Primăriei București, domnul Youri Besbes, președintele delegat al POLIS și nu în ultimul rând domnul Sylvain Haon, directorul executiv al POLIS.



Lucrările seminarului au fost deschise de cuvântul de bun venit al domnului Constantin Donea, adresat atât vorbitorilor cât și participanților la acest eveniment, urmat de intervenția domnului Ștefan Pîrpiu și apoi de domnul Youri Besbes.

Acest seminar a oferit autorităților locale și operatorilor de transport un prilej unic de a primi cele mai recente informații despre oportunitățile europene de finanțare a proiectelor de transport urban precum și despre planificarea unui transport urban durabil. Scopul întâlnirii a fost acela de a prezenta diverse oportunități, actuale și de viitor, pentru finanțarea unor proiecte în transportul urban, oferite de programele Comisiei Europene, precum și de a revizui stadiul actual al procesului de planificare a unui transport urban durabil în Europa.

În acest sens, evenimentul a fost structurat pe trei sesiuni distincte:

**Sesiunea 1 - cercetarea în Uniunea Europeană pentru sectorul de transport urban**

Participanții au avut prilejul de a se informa cu privire la cercetarea din sectorul de transport urban, la nivel European, deosebită atenție fiind acordată oportunităților din viitor oferite de programul de cercetare - dezvoltare FP7, recent lansat la Bruxelles, precum și programul CIVITAS Plus, ambele deschise și pentru orașele din România.

**Doamna Iulia Mihal, director al Direcției de Integrare și Cooperare Internațională din cadrul Agenției Naționale pentru Cercetare Științifică din structura Ministerului Educației și Cercetării, a abordat aspectele de contuititate dar și diferențele dintre noul program FP7 și programul anterior FP6 ce susțin financiar proiecte de cercetare și dezvoltare. Domnia sa a evidențiat principalele elemente noi ale FP7, etapele de pregătire în lansarea de proiecte, programele specifice, cele 10 priorități tematice, între care și transportul de suprafață. A fost de asemenea împărtășită experiența celor 20 de ani de colaborare în proiecte de cercetare - dezvoltare, precum și pașii de urmat pentru implicarea în noi proiecte:**

- informarea
- căutarea de parteneri
- a fi proactiv
- respectarea regulilor impuse de finanțatori.

**Doamna Maria Alafayade, delegata Comisiei Europene, Directoratul General pentru Transport și Energie (DG TREN), a prezentat mai în detaliu prioritățile noului program FP7 (2007-2013) precum și ale programului CIVITAS Plus. Domnia sa a precizat încă de la început faptul că structura și conținutul politicii de cercetare a UE se bazează pe Agenda de la Lisabona: problemele legate de aspectele economice, sociale și de mediu, investițiile care să susțină o economie bazată pe cunoaștere. FP7 se află în strânsă legătură cu alte programe ale UE pentru aceeași perioadă (2007 - 2013):**

- fondurile structurale
- programul competitivitate și inovație
- programul pentru educație

istoricul programului CIVITAS 1, II, iar acum Plus (1) demonstrează evoluția în timp a dimensiunii consorțiilor, a preocupărilor și diversificării abordărilor, menținând în același timp o aceeași structură: cea a orașelor interesate de progres.

Sesiunea a continuat cu prezentările a trei orașe din România care au derulat diverse proiecte în cadrul programelor anterioare CIVITAS I și II, astfel:

**Dr. Florin Dragomir, Șef Departament Proiecte Internaționale din cadrul RAT București, a descris beneficiile implicării orașului București în astfel de proiecte.**



**Doamna Milena Perpelea, Responsabil Proiecte Europene din cadrul Departamentului Integrare Europeană și Relații Externe al Primăriei din Ploiești, a împărtășit din experiența acestei autorități dobândită prin implicarea în astfel de proiecte.**



**Doamna Narciza Nenec, Consilier la Primăria din Suceava, a prezentat inițiative și acțiuni ale acestei autorități pentru lansarea unui Plan de Transport Urban Durabil în Municipiul Suceava.**



**Sesiunea 2 Fondurile Structurale pentru transportul public urban**

Ca o continuitate a informațiilor primite anterior acestui seminar, din diverse surse oficiale, inclusiv cursurile organizate de URTP la Iași și Arad, au fost detaliate unele aspecte prezentate de:

**Dr. Ștefan Oacheșu, expert al Ministerului Integrării Europene, care a prezentat succint Strategia Națională de Dezvoltare a României, apoi Programul Operațional Regional, în care se regăsesc unele aspecte ce vizează și serviciul de transport public local de călători. Domnia sa a evidențiat obiectivul strategic al acestui program, obiectivele specifice și axele prioritare în care îmbunătățirea**



Figure 11: Top page of the year 2007 calendar, CIVITAS banner



Figure 12: Notification sent to public institutions for disseminating information about SMILE project

**PRIMĂRIA MUNICIPIULUI  
SUCEAVA**

str. B-dul 1 Mai, nr. 3A, cod poștal 720224  
tel - 0230-212698  
fax - 0230-520593  
www.primariasv.ro

Nr. 37458 / 29.10. 2008

Către  
Stimată Doamnă / Stimate Domnule,

Adoptarea unor măsuri pentru reducerea impactului negativ provocat asupra mediului de transport în comun și traficul rutier, precum și identificarea unor surse de finanțare externă pentru promovarea unui transport modern, economic și mai puțin poluant constituie o prioritate pentru Primăria Municipiului Suceava.

Astfel în perioada Februarie 2005 – Februarie 2009, Primăria Municipiului Suceava a implementat proiectul **SMILE**, "**Alternative ecologice pentru dezvoltarea durabilă a orașelor Europiei**" cofinanțat de Uniunea Europeană prin acțiunile externe ale DG-TREN (Direcторatul General Energie și Transporturi), în cadrul Programului Căruș 6 – inițiativa CIVITAS II.

**Obiectivele principale** ale proiectului sunt ameliorarea calității mediului urban prin reducerea concentrației de noxe în aer și diminuarea nivelului de zgomot cauzate de traficul urban, precum și promovarea vehiculelor și combustibililor ecologici.

Partenerii Municipiului Suceava în acest proiect sunt firme de transport, în comun, firme de consultanță, autorități locale, instituții de cercetare din: Norwich (Marea Britanie), Malmö (Suedia), Potenza (Italia) și Tallinn (Estonia).

**Activitățile ce au fost desfășurate în cadrul proiectului se referă la:**

- introducerea în circulație a 30 de autobuze noi, cu normă de poluare Euro 3, alimentate parțial cu GPL
- promovarea combustibililor alternativi (GPL și biogaz)
- reducerea nivelului emisiilor datorate transportului public și traficului rutier
- stimularea transportului în comun prin acordarea unor priorități în trafic și îmbunătățirea condițiilor de funcționare
- ridicarea gradului de conștientizare și informare publică referitor la impactul transportului public și traficului rutier asupra mediului.

**Bugetul** acestui proiect este de **539.014 Euro**, din care **194.880 Euro** sunt fonduri nerambursabile oferite de Uniunea Europeană, iar **344.134 Euro** reprezintă contribuția proprie a Municipiului Suceava.

În cadrul acestui proiect se vor desfășura acțiuni de informare publică și, întrucât apreciem aportul instituției dumneavoastră deosebit de benefic, vă rugăm să primiți materialele de diseminare și informații pe care vi le transmitem și care au fost realizate pe parcursul implementării proiectului și să ne sprijiniți în distribuirea lor, astfel încât să poată deveni un mijloc de informare eficient pentru un număr cât mai mare de cetățeni.

În cazul în care doriți informații suplimentare, vă invităm să vă adresați dlui Dan Dura – coordonator proiect, la tel: 0230-212698 int 117 sau e-mail: [dandura@primariasv.ro](mailto:dandura@primariasv.ro).

Cu stimă,  
**PRIMAR**  
Ion Lungu



In collaboration with the City Hall partners within the scope of local development projects, the dissemination activity enlarged its reached areas and increased impact.

**Stage 4: Developing of a new City Hall webpage – with better structured information and friendlier interface** (Date: May 2007 – December 2007)

In collaboration with the IT specialists from the University of Suceava, the City Hall website acquired a new, friendly face, improved and easy accessibility and now offers better structured and more extensive information about the activities developed within the City Hall. On this interface, a very handy link leads the user toward a list with European funded projects with descriptions attached, a .jpg format of the hand-outs issued, among which one of the most important projects included is project SMILE.

Information about SMILE project can be found at the following links:

[http://www.primariasv.ro/index.php?option=com\\_content&task=view&id=247&Itemid=93](http://www.primariasv.ro/index.php?option=com_content&task=view&id=247&Itemid=93)

[http://www.primariasv.ro/doc/prj/CIVITAS-SMILE/harta\\_trasee\\_TPL.jpg](http://www.primariasv.ro/doc/prj/CIVITAS-SMILE/harta_trasee_TPL.jpg)

The website provides information about PT fleet, timetables, bus stops and the news related to PT that have a significant impact on citizens and passengers.

**Stage 5: Organising promotion campaigns** (Date: July 2005 – December 2008) – local events / seminars / workshops / conferences

*Figure 13: City Hall façades decorated with CIVITAS banner*



Within the occasions of celebrating the “Mobility Week”, “A day without car”, auto-show rooms, Suceava’s Days, the main topics targeted were these. Alternative fuels and alternative transport; clean PT as a viable solution; other “environmentally friendly” modes of transport; low emission zones and car access restrictions; encouragement of walking/cycling and lobby for getting support with the view of creating modernised facilities.

Seminars and workshops were mainly organised in high-schools, university, in meetings with real estate owners’ organisations and at work-sites. In such occasions, among invitees were representatives from public administration, Health Authority, Environmental Protection Guard and Environmental Protection Agency and they delivered information and knowledge related to the imperative necessity to take actions to preserve and improve the environment and the quality of life within the city and the audience was invited to intervene and ask questions. The high-schools’ pupils were attracted to conversations referred to clean living environment, cycling and walking, PT means of transport, low emission zones and healthy way of living. At the work-sites, the project team interfaced with the employed sector and discussed topics like: alternative modes of transport; PT fleet and improved operation; alternative fuels and vehicles;

part of the audience became subjects of the interviewed sample of citizens, which stood as base for the impact evaluation activity.

*Figure 14: Workshops and conferences within Education centres*



The local dissemination team carried out its activity under the scope of seminars/conferences organised at national and international level, conveying the current project message towards important national and international key players within the transport field. Some examples of these are: CIVITAS TELLUS conference, Bucharest January 2006; New Member States forum, organised under the heading “ASTUTE links with CIVITAS”, Budapest May 2006; “Public Transport in the EU candidate countries” – PILOT project final conference in Bucharest, November 2006; “ENERO” - Center for Promotion of Efficient and Clean Energy in Romania - seminar on alternative / bio fuels, Bucharest July 2007, the 8<sup>th</sup> BESTUFS II workshop “Environmental Zones in European Cities: impacts and opportunities for urban freight”.

PILOT – final conference bulletin produced and published by URTP – see copy attached.

*Figure 15: CIVITAS TELLUS final conference*

These conferences offered opportunities for all sides involved to be part of an active communication and knowledge transfer of results of specific research dissemination coming from specialised entities, examples of good practice presentations (among which Suceava offered its example to the invitees), gaining experience from people with expertise and different sort of implication within environmental protection activities.

The process of adjusting citizens' mentality and increasing acceptance for European environment policies reached a good level, along with the most expected event in Romania for the past years: the accession to the EU structure, when our country became one of the newest members.

In this favourable context we developed actions to raise awareness about the recent progress and the outcomes of the SMILE project.

**Stage 6: Dissemination activities – seminars/workshops, conferences, local events, specially designed events, local media** (Date: July 2005 – end of 2008)

The seminars/workshops and conferences organised within secondary and high schools became a monthly based wire to transmit information about the need to protect the environment, the project measures and results, to maintain an interactive conversation between the pupils and the dissemination team. Involving this young generation in the consultation process and delivering knowledge is very important as they are the future of the country and they will be responsible for continuing what we started today. Being made aware of the measures profile and impacts, they can become, in time, involved in the decision making process.

It is worthwhile to emphasise here the example of 9<sup>th</sup> of May 2007, when the project dissemination team organised within two schools (a secondary-school and a high-school) an open competition, stressing themes like: European values, mobility issues, security of walking and travelling, pollution factors and quality of life, all making reference to the CIVITAS SMILE implementation stage. The winners were awarded prizes consisting of promotional materials received from CIVITAS GUARD - ball pens, memory sticks, post-cards and CIVITAS SMILE stickers.

Also, teachers have been another target group tackled personally in these education centres, they attended the workshops and watched the presentations, with an expectation that they will maintain and continue the project work within their classes.

An element of novelty was provided by the camp-meeting organised by the project dissemination team with the participation of National Organisation of Romania's Scouts, Suceava group. The topics discussed covered a wide range of common interest areas, and were focused mainly on environmental issues, pollution caused by road traffic, the need to promote alternative modes of transport (cycling, walking, and public transport) and to think, in this

respect, on long term solutions to ensure a sustainable urban development. The conclusions drawn after these discussions highlighted these young people’s degree of awareness and responsibility, with regard to their strong capacity to influence the future approaches to modes of responding to the mobility needs, which are getting increased day by day, along with the economic and social local development. Meetings were also organised at work places and in public institutions (mainly at the Prefecture and City Council) where employees are engaged in similar actions and they were receptive and collaborated in obtaining the results aimed at.

*Figure 16: Camp meeting organised with scouts – organisation Suceava*



The local on-street events like “A day without car”, auto-show rooms, Suceava’s Days, festivals of crafts and medieval arts organised with a large public participation, New Year and Christmas feasts, demanded the implementation of the special parking regulations and vehicle access restrictions throughout their duration.

*Figure 17: Festivals and “A day without car” events*





Eco-routes traffic sign posts were mounted alongside the routes crossed by the clean vehicles providing PT. The concept name lies in the middle of the board, surrounded by information regarding the actors and the context in which the implementation was made possible. The fact that such traffic signs are present alongside the main routes of Suceava city gives the chance for a large majority of citizens to come across this information and to become aware of the SMILE project.

Bearing in mind that LTC new buses running around the city would not be equally relevant for all citizens, especially for private car drivers who use more rarely (or never) the PT means comparing to the regular passengers, the dissemination team designed and produced a wide sticker with information about the project and its financiers, which was attached at the back of the 15 LPG converted buses, part of the SMILE project. With this initiative, we intended to mark the LPG fuelled buses, to be recognised out of the complete new bus fleet and, in the same time, to specify the project name in which this measure is integrated. This dissemination product is very efficient as it is visible for all citizens, especially for participants at the road traffic in the Suceava city.

All these activities were backed up by the printed material designed for project dissemination use, both locally and at the project level: leaflets, folders, postcards, stickers, magnets, ball pens, calendars, information bulletins and memory flash disks.

Local media and the new City Hall website were online tools that proved very useful to communicate to a large category of citizens the information related to the current project.

At national level, the CIVITAS SMILE newsletters were passed via e-mail towards other relevant public institutions, towards Romanian Association of Municipalities and their enlisted municipalities and local leaders.

With the experience and knowledge gained within SMILE project, the site manager and local dissemination manager from Suceava SMILE team joined the platform for consultations on mobility management at European level - project LINK setting up the “European Forum on Intermodal Passenger Travel”, begun in 2007 and stretched onwards for the next 4 years. The main tasks are to participate as experts in the Working Groups involving consultation process (sending feed-back and inputs), receiving and compiling the regular information on the process and results of the Forum. The national conferences held concerning this project, where CIVITAS initiative and CIVITAS SMILE voice was present as an example of good practice and a forerunner, revealed the interest of important political factors from the central administration and of the Romanian transport research institutes.

Also, under the heading of CIVITAS, the SM entered the partnership of National Task Force led by the Romanian Association of Municipalities. The Permanent Working Group on New Member States (PWG on NMS) formed in Romania with the participation of Suceava Municipality, Ploiesti Municipality and RATP – Ploiesti (the company that is in charge with public transport in Ploiesti) took responsibility for giving life to an important body that deals with problems in urban transport.

As an active member of NTF networking, Suceava project team offered consultancy and technical advices to Iasi municipality, activity that was finalised with Iasi being accepted as

partner city in CIVITAS PLUS. From this point on, the already established contact with relation to project progress was tightened and the knowledge and experience gained by Suceava team was transferred to Iasi project team with the view of minimising the effect of all barriers, but mainly technical barriers.

At the European level, the PWG on NMS convened for 2 events per year in different cities, presented activities, results and found common grounds to discuss about particularities within their local environment.

**Stage 7: Elaboration of Travel Plans** (Date: October 2005 – August 2007)

Personalised travel plans are for the first time promoted and laid down in the SM. A few models tackle the needs of different civil servants from local public institutions and one, as an example for education centres, is designed to respond to the needs of the pupils studying in one high-school located in the city: “Colegiul Economic Dimitrie Cantemir”. Cases were studied and consultations with these categories of citizens formed a base for the travel plans issued and were afterwards disseminated for use.

The Travel plans were distributed in the institutions to be tested and positive feedback was collected.

This information is also available on Internet, on the City Hall webpage.

**Stage 8: Implementation in partnership with a specialised IT company of one VMS in the City Centre main junction** (Date: August 2006 – September 2006)

Integration of other 2 VMS equipments already mounted in main areas of the city, into the current project, extending the network of real-time information panels. These two VMSs are installed in two demo places, one at the end of the Low Emission Zone (near by important financial institutions) and the other one at the roundabout near the eastern entrance to the city.

*Figure 18: VMS delivering information about SMILE project*



They are good support for dissemination in focal points of the pollutant levels. VMSs are also a very reliable support for real time information (including information about the project), because of the obviousness of their location and visibility; no one can pass them by without being aware of their existence and use. Therefore, they have a significant impact on increasing public acceptance and awareness of the need to protect the environment and improve quality of life.

**Stage 9: Creation of the Mobility Centre** (Date: June 2007 - July 2008) – This system is meant to make public transport more attractive by informing people about public transport and local sustainable mobility opportunities. It is designed to become a stationary device, Touch Screen equipment where citizens can extract fully updated information about PT services and other related topics. The content of information is selected to respond to many citizens needs and the location is chosen to be easy to visualise, to be often visited by all kind of citizens, the City Hall premises.

Figure 19: Mobility Centre within the City Hall premises



**Stage 10: Specific training activities – to maximise the use of project outputs** (Date: October 2005 – September 2006; November 2006 – December 2006; January 2007 – September 2007; December 2007).

- 1- Were focused on preparing the new bus drivers with respect to good exploitation, patronage of the new buses, the concept of Eco-driving and Eco-routes
- 2- Another focus was to familiarise employees of public institutions (especially City Hall) and some Education Centres with the Travel Plans for changing mobility modal split and personal patterns in traveling, a preliminary step for creating the foundation for co-modality
- 3- Workshops organised in schools for training about road security and traffic code with reference to pedestrians
- 4- Participation in training events organized by project partners: Norwich, Malmo
- 5- Participation in seminars tackling themes of interest for project purpose: URTP (Romanian Union of Public Transporters), ENERO (Center for Promotion of Efficient and Clean Energy in Romania).

### Stage 11: Evaluation activities

The *process evaluation* was the task of all measure leaders and reports were drawn periodically, according to the GUARD data base and templates received. Having support from measure leaders and the information withdrawn from the monthly Time Sheets, the evaluation manager drew out and filled out the Access data base forms, provided by Guard. The data base is a tool to help follow the steps taken in measures implementation.

(Date: February 2006; September 2006; November 2007 – December 2007; 2008)

The *impact evaluation* began with establishing the Baseline position (data was taken out from the CATCH project final reporting issued late 2005<sup>1</sup>), with estimating the Business-as-usual

<sup>1</sup> Between September 2002 and September 2005 Suceava Municipality was a partner with local authorities and local transport companies from United Kingdom and Italy in an European Union project called “CATCH – Clean Accessible Transport for Community Health”.

The project’s main objective was to continue the implementation of the measures that determine reduction of traffic and public transport pollution and the implemented measures were:

- 10 minibuses and 4 Municipality cars retrofitted with particulate filters
- 2 LPG cars purchased in order to promote environmentally friendly vehicles
- Cycling and Walking measures and an integrated circulation and parking plan for city centre taking into account the LEZ established during AlterEco Project
- Heavy traffic was diverted away from the city centre

scenario (using the forecasting from historical data and projecting a possible future); having this initial data, the evaluation team organised surveys and collected ex-post information, relevant to the technical analysis.

The first step was to establish the population to be sampled and the sample size. The sample size interviewed was calculated to get a +/- 5% confidence interval at 95% level of confidence. The pilot questionnaire and the staff appointed to administer the surveys received proper training, in collaboration with the local University and the professor of statistics. The questionnaires were deployed over 3 months on a yearly basis as a face-to-face interview method which produced a good response rate, complete coverage and best quality data. See questionnaire samples attached in the annexes.

*(Date: November 2005 – January 2006;*

*July 2006 – September 2006;*

*July 2007 – September 2007;*

*May 2008 – June 2008)*

With the CIVITAS SMILE project, to ensure a good accessibility in our compact city, the City Hall was to introduce clean vehicles in the public transport bus fleet, to design the new Eco-routes and car access restrictions to improve the quality of life in residential areas, with focus on the historical city centre. The first steps in implementing the new approach on clean fuels and vehicles, environmentally friendly ways of travelling, low emission zones, mobility plans, promotion campaigns focused on raising public awareness with regard to the main topics tackled, were made within CATCH. This project proposed and implemented several measures, designed to introduce improvements in the Suceava public transport, by means of providing more comfortable, accessible and efficient services, using cost efficient and environmentally friendly solutions.

## **B4 Deviations from the original plan**

N/A

## **B5 Inter-relationships with other measures**

The measure is related to other measures as follows:

- **Measure 8.8.** – Bus priority measures and other bus improvements

The information and awareness raising is aimed at supporting the use of the upgraded public transport system and also integrates with the information specific to public transport in measure 8.9.

- **Measure 8.9** – Improving Public Transport Information

Measure 11.7 will build upon the basic information around the improved public transport system (measure 8.9) to further exploit the opportunity provided by the fleet renewal in Suceava.

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- Information about environmental impacts of transport were made available to the public to increase awareness



## C Evaluation – methodology and results

### C1 Measurement methodology

#### C1.1 Impacts and Indicators

Figure 20: Table of Indicators.

NO.	INDICATOR	DESCRIPTION	DATA /UNITS
13	Awareness level	Degree to which the awareness of the policies/measures has changed	Index, qualitative, collected, survey
14	Acceptance level	Attitude survey of current acceptance with the measure	Index, qualitative, collected, survey
15	Perception of PT accessibility	Attitude survey of perception of physical accessibility of PT network (distance to nearest PT stops)	Index, qualitative, collected, survey
17	Perception of PT security	Perception of security when using PT options	Index, qualitative, collected, survey
19	Quality of PT service	Perception of quality of PT services	Index, qualitative, collected, survey
28	Average vehicle occupancy	Average no. of passengers per vehicle per day	Quantitative, collected, survey - counts

Detailed description of the indicator methodologies:

- **Indicator 13 – Awareness level** – This indicator assesses the awareness of the inhabitants and visitors of a city of new integrated measures and it is carried out by means of surveys that took the form of face-to-face interviews and in-person questionnaires. In order to assess the knowledge and the impact of the information campaigns, the data collected is processed and the results are quantified for further conclusions.

The frequency of questionnaire deployment was once a year and the results take the form of an index of the value awareness of every surveyed person, that showed us what percentage of people have been reached and to what extent they have actually gained knowledge about the new measures. This can tell us whether or not and to what degree an information campaign has been successful.

These responses were then converted to get an indexed rating for each set of questions as follows: importance: very useful +2, useful +1, neutral 0, not very useful -1, not useful at all -2 and then converting these percentages into a weighted value, where 0 = neutral and the degree >0 or <0 indicates the degree of attribute quality and importance.

The target group referred to citizens and PT passengers; each target group was represented in the survey. The sample size interviewed was 380 persons, calculated to get a +/- 5% confidence interval at 95% level of confidence.

- **Indicator 14 – Acceptance level** – On the favourable reception / approval of the measure intends to assess satisfaction with the existence and the use of the measures. The method of data collection used was surveys, using face-to-face interviews and in-person questionnaires. The frequency of questionnaire deployment was once a year and the result took form of an index of the value satisfaction of every surveyed person and set emphasis on the measures and their results, both in terms of existence and use.

Acceptance is classified according to four answer options: i) satisfied with both existence and use, ii) satisfied with existence and unsatisfied with use, iii) unsatisfied with existence and satisfied with use, iv) dissatisfied with both existence and use. A classification as such allows intercepting the twofold dimension of satisfaction with one indicator.

One method of assessing acceptance is to establish the frequency of use of the various modes. This was then converted to get an indexed rating for the degree of usage of each means of transport by allocating a score to each option: very often (+2), often (+1), rarely (-1),

accidental (-2) and never (-3) and then converting these percentages into a weighted value, where 0 = neutral and the degree above or below zero indicates the average acceptance as judged by actual usage.

The target group referred to citizens classified by age, profession and PT passengers; each target group was represented in the survey. The sample size interviewed was 380 persons, calculated to get a +/- 5% confidence interval at 95% level of confidence.

Indicators 13 and 14 are analysed in conjunction, because those who are aware of a measure may not be satisfied with its use or existence.

- **Indicator 15 – Perception of PT accessibility** – this is an indicator that measures the user perception of the physical accessibility (spatial access – distance to the closest PT stop and convenience to get there – through walkways, access ways) of PT network.

Spatial accessibility is classified according to 5 answer options: i) very good (very accessible), ii) good (moderately accessible), iii) acceptable (neutral), iv) partly dissatisfied (scarcely accessible) and v) dissatisfied (inaccessible).

The source of information is data collected from surveys. The target group: PT users. The sample size interviewed was 380 persons, calculated to get a +/- 5% confidence interval at 95% level of confidence.

The frequency of data collection was once a year, in the analysis we'll consider the response received at the outset of the project and at the end of the project.

The questionnaire devised for PT passengers included a question asking respondents to rate various aspects of the public transport service for physical accessibility. These responses were then converted to get an indexed rating for each set of questions as follows: very accessible +2, moderately accessible +1, neutral 0, scarcely accessible -1, inaccessible -2 and then converting these percentages into a weighted value, where 0 = neutral and the degree >0 or <0 indicates the degree of attribute.

- **Indicator 17 - Perception of PT security** - This is an indicator that measures the user perception of the security in PT vehicles and at and around the PT stops, measured on a scale based on 5 answer options: two negative, two positive and one neutral (very good-absolutely secure, good-partly secure, partly dissatisfied-partly insecure, dissatisfied-absolutely insecure and acceptable-neither secure nor insecure).

The questionnaire devised for PT passengers included a question asking respondents to rate various aspects of the public transport service for the perceived security in PT vehicles as at and around PT stops. The source of information is data collected from surveys. The target group: PT users. The sample size interviewed was 380 persons, calculated to get a +/- 5% confidence interval at 95% level of confidence.

The frequency of data collection was once a year, in the analysis we'll consider the response received at the outset of the project and at the end of the project.

These responses were then converted to get an indexed rating for each set of questions as follows: absolutely secure +2, partly secure +1, neither secure nor insecure 0, partly insecure -1, absolutely insecure -2 and then converting these percentages into a weighted value, where 0 = neutral and the degree above or below zero indicates the degree of attribute.

- **Indicator 19 – Quality of PT service** – this is an indicator that provides direct information to the formulation of PT policies aimed at attracting more users and at avoiding shifts from public transport to other means of transport. It is translated as the user perception of the overall quality of public transport policies (comfort, travel time, reliability and security), all measured on a scale based on 5 answer options: two negative, two positive and one neutral.

The source of information is data from local public transport company and surveys. The target group: PT users. The sample size interviewed was formed of 380 persons, calculated to get a +/- 5% confidence interval at 95% level of confidence.

Two sets of questions were asked with survey questions asking respondents to rate various aspects of the public transport service for quality and importance. These responses were then converted to get an indexed rating for each set of questions as follows:

Quality: very good +2, good +1, acceptable 0, partly dissatisfied -1, dissatisfied -2.

Importance: very important +2, partly important +1, neutral 0, not important -1, not very important -2 and then converting these percentages into a weighted value, where 0 = neutral and the degree greater than or less than zero indicates the degree of attribute quality and importance.

- **Indicator 28 - Average vehicle occupancy** – Occupancy rates have a direct impact on traffic intensity and on congestion and air quality. Policies and measures to increase the average occupancy rates of all types of vehicles and of private cars in particular are very much related to information campaigns. The occupancy rates of PT service contribute to its economic performances.

Measurements – counts have been taken all week days spread over four quarters until the end of the project; the first year 2005 represented the baseline situation, and the trend registered from 2006 to 2008 will provide information about what happened during the project years when the new PT features have been introduced and when the worrying phenomenon of increased car ownership caused by the better local economic conditions resulting from accession to the EU. The values will be presented as average yearly values and compared.

For obtaining a good accuracy of measurements, the desired precision is 95% level of confidence and 5% admitted error. The counts have been deployed throughout the city, in the main junctions and residential areas: Burdujeni – intersection, city centre – intersection, Obcini intersection, George Enescu – residential area. The counts are targeted to PT vehicles, private cars, minibuses and commercial vehicles.

## **C1.2 Establishing a baseline**

### *Society category indicators*

#### **Indicator 13 - Awareness level**

To establish a baseline for citizens' acceptance level for measures related to finding the best pattern for urban transport in the city of Suceava, the "CATCH – Clean Accessible Transport for Community Health" project results were considered and furthermore exploited. These sub-indicators referred to the citizens' knowledge about the project measures and objectives, accessibility of information, the quality (accuracy) of information, the quantity of information and the channels used to deliver the information. The evaluation results emphasised a high level of knowledge 75% for the LEZ extension (for various reasons, including the direct and instant impact on all citizens), 67% for alternative fuels and vehicles and 58% of the interviewed sample recognised the measure taken to rehabilitate the trolleybuses with the view of reducing the pollution caused by PT. The last measure mentioned was less acknowledged due to the delay in implementation and, assumingly also due to the fact that the trolleybus fleet didn't really serve the passengers' needs in a superior manner but produced a slight decrease in the pollutant emissions, which was perceived as less important.

The increased demand for mobility and the growth of privately owned vehicles number in the city imposed a need for efforts to be made to find alternative solutions to serve the need for journeying within the city.

With regard to the quantity and format of the information delivered, 40% of those interviewed declared that they received a useful amount of information, 45% considered that information was insufficient and improperly delivered to reach the citizens at large scale and 15% said that they didn't get any form of information material. The results brought out in relief the effectiveness of some informing channels: 33% public events – face-to-face contact, 27% - printed materials, surveys/questionnaires – 26% and public meetings – 14%.

The accuracy of information was considered to be good by 45% of the respondents although 30% expressed a negative opinion about that.

These results and conclusions were very useful in building the promotion campaign strategy and the dissemination activities and tasks.

### **Indicator 14 - Acceptance level**

To establish a baseline for acceptance level, the CATCH project results were used, regarding the public perception, acceptance and attitudes toward the measures implemented, and in general toward demo measures that tackled issues about environmentally friendly measures related to increase the attractiveness of public transport. The mentioned project was focused on demonstrating at a small scale the impact upon the environment of LPG fuelled vehicles, the feasibility and effect of the introduction of emission reduction systems on municipal vehicles and vehicles performing PT, the citizens' perception of LEZ and the perspective of transforming the city centre into a pedestrian area, hosting quality walking facilities. The first steps in doing structural changes in the PT fleet occurred during this project with rehabilitation of trolleybuses. This project became a forerunner for all the forthcoming measures related to urban road traffic and innovative solutions devised to respond to the new mobility demand in the context of the rapid economic development.

The introduction of CATCH measures was regarded with satisfaction by the majority of respondents, out of which 70% agreed with alternative/LPG fuel promotion, 61% of them agreed with LEZ in the city centre introduction; the others' opinions were mainly situated on the 3 intermediary levels of agreement. The disagreement of 25% of the interviewed sample came from the private car users and non-PT means users. 61% of the respondents were negative with regard to the installation of FPT systems on PT vehicles. That was a good start for the City Hall to begin treating the problems caused by the PT fleet more radically, undergoing a serious modernisation of the vehicles and facilities offered to PT users.

With regard to the PT passengers group, they had a positive attitude (48%), a neutral attitude (27%) and a negative attitude (25%) for the partial introduction of a LEZ in the city centre. Another important measure for this category was the promotion of alternative vehicles and LPG fuel, their answers were positive for 60% of the interviewed persons, whilst 20% proved moderation and 20% a negative attitude. As regard the cleaner vehicles included in the PT fleet, 64% of them showed increased interest, proving that they became the most affected category by the road traffic pollution and increased private car usage.

In extension, this study considered the category of private LPG car owners, to determine the feasibility of LPG fuel converting systems, and 90% of the responders were satisfied with the equipment, as regards the lifetime and number of kilometres run, also the costs of fuel consumption.

The sample groups (subject of questionnaires) addressed were chosen from all age categories, users (100) and non-users (50) of public transport. Among these categories, a demarcation line was traced between politicians' category, stakeholders that are directly influenced by such measures, operators that put into practice the results of demo measures.

Socially, this project had an important impact on citizens' mentalities, behaviour and understanding, preparing them to accept new bolder actions and laying the foundation for

implementing more outstanding measures and innovative solutions for urban public transport. Practically, these results and conclusions were very useful in building the promotion campaign strategy considering the perception and the degree of interest shown by each category apart.

To analyse the extent to which the quality of public service influenced the mobility pattern, at the beginning (mid 2005 along with data collection for CATCH reporting) of the project initiative of renewing the PT fleet, face-to-face interviews and questionnaires in-person were deployed. The results are summarised as percentages in the table below.

### *Transport category indicators*

**Indicator 15 - Perception of PT accessibility** - Perception of the physical accessibility and

**Indicator 17 - Perception of PT security** - Perception of the security in PT vehicles and at and around the PT stops were both considered, for the questionnaire purposes, as parameters describing the quality of the PT fleet performance. In this manner, we re-united under the same heading, several indicators that are relevant for PT passengers, enabling them to compare and make a correct classification when drawing the overall picture of the entire bus fleet operation.

In the analysis below, concurrent with the Indicator 19 – Quality of PT service, these two indicators are included and qualitatively assessed.

### **Indicator 19 - Quality of PT service**

To assess the qualitative data necessary for evaluating the trend of public perception upon the quality of PT service, in terms of: comfort during the trip, personal security in traffic, total trip duration, convenient routes and stops, flexibility for transport toward different locations, facilities for disabled people and affordable fare prices.

The sample size numbered 380 persons. The main data was collected using one questionnaire that contained questions related to PT performance personalised for PT.

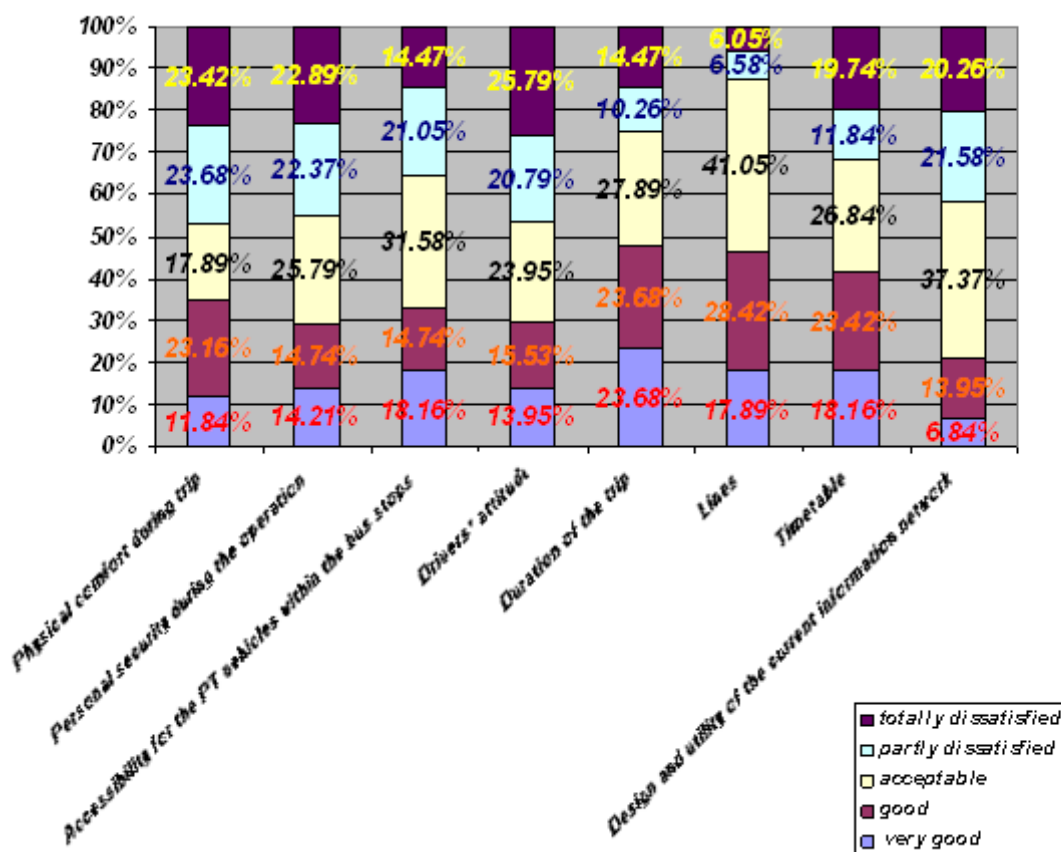
In order to assess the PT quality indicators relevant for Suceava city, in 2005, just after the new LTC was set up, we conceived a questionnaire designed for collecting data about passengers' opinions regarding indicators describing the PT vehicles and operation, to figure out a picture of what should have been done with the new created company to better serve the PT passengers' needs.

The following question was asked and responses included in figure 21.

*Figure 21: Answers received for the questionnaire "How do you appreciate the PT vehicles performance; please rank your opinion on 5 options?"*

<b>2005</b>	very good	good	acceptable	partly dissatisfied	totally dissatisfied	Index
Physical comfort during trip	11.8%	23.2%	17.9%	23.7%	23.4%	-0.2368
Personal security during the operation	14.2%	14.7%	25.8%	22.4%	22.9%	-0.2499
Accessibility for the PT vehicles within the bus stops	18.2%	14.7%	31.6%	21.1%	14.5%	+0.0107
Drivers' attitude	14.0%	15.5%	24.0%	20.8%	25.8%	-0.2894
Duration of the trip	23.7%	23.7%	27.9%	10.3%	14.5%	+0.3184
Lines	17.9%	28.4%	41.1%	6.6%	6.05%	+0.4552
Timetable	18.2%	23.4%	26.8%	11.8%	19.7%	+0.0842
Design and utility of the current information network	6.8%	14.0%	37.4%	21.6%	20.3%	-0.3447

Figure 22: Passengers' opinions about PT vehicles quality indicators before SMILE measure



In general public perception for many indicators was below average and many of the answers pointed at the neutral position (acceptable quality), that is not a positive perception but rather a sort of “not expecting too much from it”, being regarded mainly as a social service rather than a positive option for travelling within the city.

In order to assess the general public perception about the PT mobility option, the following question was included: “Mark 5 of the reasons/factors from those in the list below for which would determine you not to take the bus and to resort to private car travel and the level (from 1 to 5) in which your decision is influenced” and the results were:

Figure 23: “Mark 5 of the reasons/factors from those in the list below which would determine you not to take the bus and to resort to private car travel and the level (from 1 to 5) in which your decision is influenced”.

2005	not very important	not important	neutral	important	very important	Index
Physical comfort during trip	29.0%	19.6%	28.6%	14.9%	8.0%	-0.4675
Short duration of the trip	5.1%	7.7%	23.8%	33.6%	29.8%	+0.7532
Cost of the trip	10.0%	15.7%	23.3%	19.5%	31.4%	+0.4667
Personal security during the operation	2.4%	3.8%	10.1%	38.3%	45.5%	+1.2057
Flexibility for travelling in multiple directions (coverage degree)	20.4%	12.7%	7.8%	15.5%	43.7%	+0.4929
Insufficient vehicles provided by LTC	7.3%	17.4%	5.8%	32.9%	36.7%	+0.7438

2005	not very important	not important	neutral	important	very important	Index
Insufficient area coverage of PT vehicles networks	15.5%	11.8%	22.7%	23.0%	27.0%	+0.3419
Poor LTC service (improper informing network, low frequency of running, timetables, no. of buses and dispersion for each bus line, lack of safety when trying to reach buses)	16.6%	18.7%	6.2%	17.8%	40.7%	+0.4729
Accessibility for the PT vehicles within the bus stops	23.7%	36.1%	12.4%	11.3%	16.5%	-0.3918

In this table we can easily draw up the PT passenger’s profile in 2005, less demanding and unaware of what modern public transport should offer, and who didn’t show much interest for aspects like: the “physical comfort during trip”, “accessibility of the PT vehicles within the bus stops”, even in certain extent for “insufficient area coverage of PT vehicles networks” (that can be explained by the fact that Suceava is quite a compact city and the few major roads are crossing many neighbouring residential areas). The changes in mentality and demands were obviously expected to occur in time and, therefore, this was a task to be earlier taken up by the project team and raise citizens’ awareness for what a modern PT fleet should mean.

In terms of mobility needs, the interviewed people clearly pictured their expectations, if we analyse the results obtained for the following factors: insufficient vehicles provided by LTC (only 15 responses rated as “not very important” factor when deciding to travel by private car and 154 responses considered as an “important” and “very important” factor to avoid PT in favour of private cars), insufficient area coverage of PT vehicles networks, poor LTC service, costs of the trip and personal security during the trip. Their responses indicate a negative perception upon the quality of general PT service: bus lines, number of buses, frequency of reaching bus stops, price, timetables, security during trip, and poor information network. Also, it appears that short duration of the trip is very important for citizens and to a great extent they would choose a faster way of transportation, resorting to private cars.

**Indicator 28 - Average vehicle occupancy**

*Figure 24: The counts performed in 2005 reported the following results*

<b>2005</b>  Passengers / type of vehicle	Cars	3
	PT buses	9
	PT minibuses	14
	Commercial vans	1.5

**C1.3 Building the business-as-usual scenario**

This measure implementation gave the chance to create a network for information delivery and dissemination of results and enabled the project team to make use of all the links available for reaching people of all ages, social statuses, lifestyles, in their non-working time and during their weekly activities. In such way the dissemination tasks part of all project measures were fulfilled with maximum efficiency.

It is obvious that this measure provides extra channels (means and materials for informing the citizens) and creates occasions to penetrate the civil society into its core, by being in touch

with employees at their working places, with pupils in their schools, with real estate owners in official meetings.

If CIVITAS SMILE in Suceava would have lacked this back-up supporting measure in its initial planning, we certainly would have registered inferior results and variation for all the indicators calculated and represented in graphs at the measure 11.7 and common to other measures. Also, the new concept of travel plans has been introduced in the citizens' mentality for the first time and the first travel plans have been drawn out and implemented. This concept and the travel plans documents are available also on the Internet, at the City Hall webpage. If it were not redesigned, the City Hall webpage with its old features would have had not provided the tools and the friendly interface for users and administrators. It would also have struggled to make possible the display and the access of the information with relation to SMILE project, to LTC public transport, other projects, studies and investments to be made in the Suceava city. This bulk of information makes the website more attractive and more used for withdrawing information purposes. The Internet website has links to get free access to CCTVs installed within measure 8.8 to visualise online and monitor the road traffic in three locations, which maximise the use of this investment in cameras that could have had nearly zero visitors if they were the sole reason to visit the provider webpage. Of course, Internet reaches users at national and international levels without extra costs for them.

The Mobility Centre installed at the City Hall premises is a new mode of getting information about PT when being at the City Hall. If this wasn't available for the people's use, citizens would have had one information source less and allegedly inferior values for "perception on PT quality of service". This facility is not only important for local citizens but also for visitors who are then invited to get acquainted with the local public transport operation and other information in real time related to measures for environmental protection that are a priority on the Suceava City Hall agenda for this year and the next years.

The awareness and acceptance levels could have not reached these qualitative values as depicted in the analysis performed for all measures, if the workshops, seminars, conferences, local events and specially organised events had not maximised the results obtained throughout the project implementation.

Last but not least, the measure aimed mainly at delivering information, getting feedback in the consultation process (workshops, seminars, conferences) from all the citizens and that raised awareness and public support, which would have been impossible to receive if such measures would not have been mentally and willingly accepted for their implementation stages at the city level.

## **C2 Measure results**

The results are presented under sub headings corresponding to the areas used for indicators – economy, energy, environment, society and transport.

### **C2.1 Economy**

N/A

### **C2.2 Energy**

N/A

### **C2.3 Environment**

N/A



## C2.4 Transport

### Indicator 15 – Perception of PT accessibility, Indicator 17 - Perception of PT security and Indicator 19 - Quality of PT service

The indicators covering perception of PT accessibility and perception of PT security have been analysed as part of the complete picture of indicator 19 - PT quality of service. These indicators give an image about the impact of information campaigns upon local PT, as it was described in the 5.6, 8.8, 8.9 joint report.

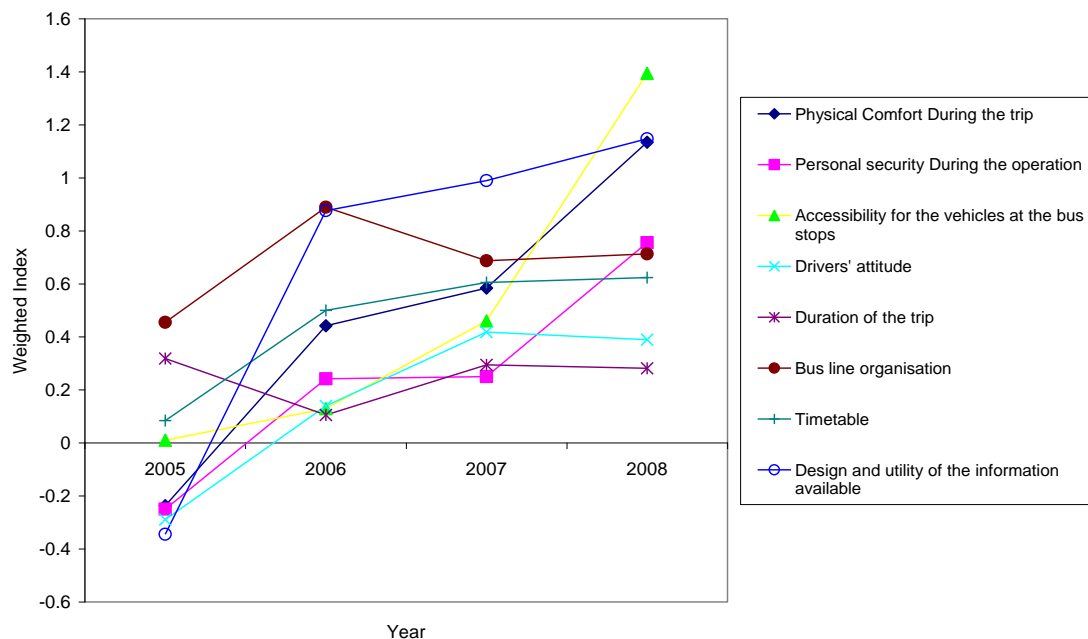
The last indicator is translated as being the overall quality of public transport policies (comfort, travel time, reliability, security), all measured on a scale based on five answer options: two negative, two positive and one neutral. To assess the qualitative data necessary for evaluating the trend of public perception upon the quality of PT service, in terms of: comfort during the trip, personal security in traffic, total trip duration, convenient routes and stops, flexibility for transport toward different locations, facilities for disabled people and affordable fare prices.

To appreciate the public perception for few of the bus fleet performance indicators, as they have been identified by the project team as being relevant, within the questionnaire designed for PT buses, a follow up survey was conducted. The sample size numbered 380 persons. The main data was collected using one questionnaire that contained questions related to PT performance personalised for PT passengers and from a second questionnaire drawn out for general public with questions related to the project measures as full entity.

Firstly, the following question was asked and responses analysed: *“How do you appreciate the PT vehicles performance; please rank your opinion on 5 options?”*

The trend line in terms of the weighted index for each attribute is shown in the following table and graph. Further data that lies behind the creation of the index values is available as an appendix.

Figure 25: Normalised answers for question *“How do you appreciate the PT vehicles performance; please rank your opinion on 5 options?”*

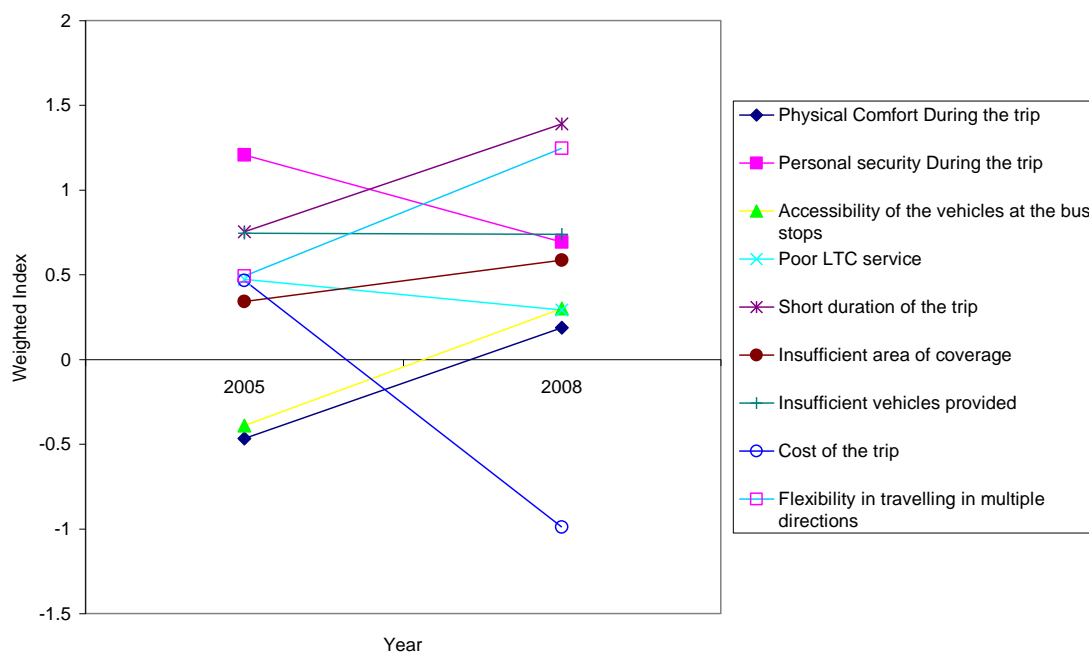


Responses for all attributes except duration of the trip have improved significantly over the 3 year demonstration period.

- Physical comfort during trip: registered a positive evolution, which would be expected given that the bus fleet was continuously renewed as equipments and service provided was improved.
- Personal security during operation improved as a result of driver training sessions held in 2006 (for drivers of the first set of new buses) and in 2007 (for drivers of the second set of new buses) and the good quality of the new buses themselves.
- In this chart we can emphasise the good perception of the accessibility for the PT vehicles at the bus stops, which increased in the first phase because the number of private minibuses was minimised and in the next phase as the drivers showed more discipline in traffic due to the measures taken with the collaboration of the Traffic Police.
- For drivers attitude indicator, the trend was again positive, although the increase was less strong than for other attributes
- Attitudes towards duration of trip have remained fairly stable over the demonstration period, which probably reflects an increase in car use and local congestion balancing out the improvements brought about by the reduction in minibus traffic.
- For the Lines indicator good progress was registered in 2006 when the public transport plan had been re-designed, although the average perception has since partially dropped back, mainly due to the increased demand for a large variety of mobility destinations which cannot be completely served by the bus fleet bearing in mind the compactness of the city and space restrictions.
- Perceptions towards the bus timetable improved significantly in 2006 following release of the new bus timetable. Since then perception has improved further, although the rate of improvement has slowed.
- Finally, the design and utility of the current information network shows a very significant growth comparing to 2005 when the PT informing network was barely existent.

We chose to make the next analysis to prove that in some extent the PT passengers' profile changed in terms of mentality and perception and also due to the process of attracting new passengers, the level of understanding also altered.

Figure 26: The question used was “Mark 5 of the reasons/factors from those in the list below which would determine you not to take the bus and to resort to private car travel and the level (from 1 to 5) in which your decision is influenced”, repeating that asked in 2005



The graph above does indeed show some interesting differences with the situation in 2005. In general the expectations of the public have increased, with more categories being scored with high importance. In particular, there are strong increases in expectations around short duration of the trip and flexibility in accessing multiple destinations. The first of these has not shown a significant change in the previous analysis, and the second of these factors is one of the fundamental attributes where car use offers an advantage over public transport. It is also interesting to note the dramatic decrease in importance given to the cost of the journey compared with 2005, presumably related to the changing economic circumstances in the region.

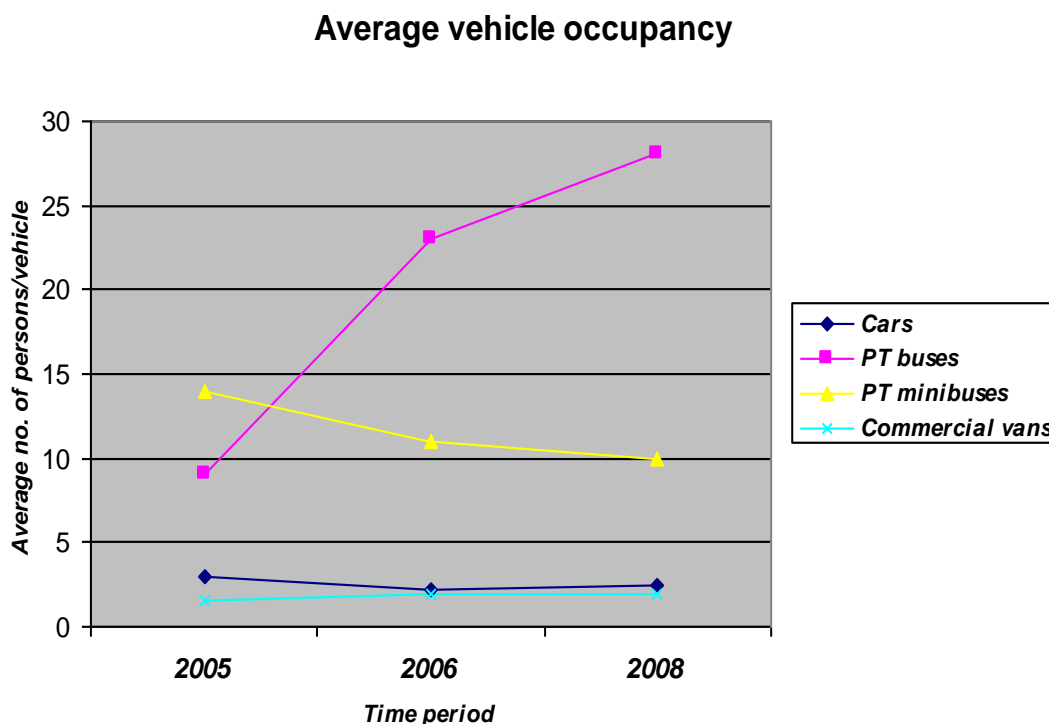
It is encouraging that poor performance of the public transport network shows a slight decrease in importance in terms of a significant factor in people not using the bus and also that personal security is less of a barrier. Overall this set of data provides some important pointers about where the challenges for Suceava’s public transport system will lie in the future.

**Indicator 28 – Average vehicle occupancy**

Figure 27: In the table below the vehicle occupancy count results are presented

Average vehicle occupancy	2005	2006	2008
Cars	3.0	2.2	2.4
PT buses	9.0	23	28
PT minibuses	14	11	10
Commercial vans	1.5	2.0	2.0

Figure 28: Graph showing the variation of indicator Average vehicle occupancy



According to the above data (which is averaged over the whole city, unlike the data presented in measure 6.4, which is only for the city centre intersection):

- For cars, the number of people travelling in the same vehicle was relatively high in 2005 but decreased in 2006, along with the increased number of privately owned vehicles. Therefore, this trend showed that the number of vehicles per entire local community began to increase as a result of extensive private car purchasing

This can be explained based on some economic factors such as the increased disposable monthly income, the relaxed credit conditions, the increased availability of second hand cars imported from elsewhere in Europe and, at the same time, increased incomes of local Romanian families, due to emigration of workforce. At the same time, the increased need for mobility and the poor service provided at that time by the local public transport (both private minibuses and local service buses) triggered an enhanced interest for privately owned cars.

Another factor which acted as driver to the situation current in 2006 was people’s mentality, according to which owning a private car is a matter of high social status. The image can be completed by the increased need for mobility, for work and leisure.

In 2008, the trend slightly reversed and despite of the high level of car ownership, the number of persons / car went up, to the benefit of the entire society. This new situation was influenced by the informing campaigns, the promotion and dissemination campaigns that tackled concepts as car –pooling, travel plans, and brought complementary benefits to the modernisation processes of pedestrian infrastructure, PT means operation, LEZ introduction.

- For buses, the first step was in fact a leap from 2005 to 2006 when the local transport company’s composition and performance had been reformed. The increased importance for people’s life of local transport company’s offering can be assessed with the continuous growth of number of persons/PT bus, from 2006 to 2008.
- For the PT minibuses, we registered a decreasing trend from 2005 to 2006 due to the changes that incurred in the PT structure; the minibuses are now less important for the

local urban transport, operating primarily only the new secondary routes and the shorter routes pulled the figures down from 2006 to 2008.

- For the commercial vans, the average no. of persons/vehicle has slightly increased. This could be the result of the promotion campaigns but also of the more stable and the higher volume of the local economic activities.

## C2.5 Society

### Indicator 13 - Awareness level

Within the questionnaire related to general public, we included the question regarding the awareness of the SMILE project and nominally the measures implemented. The question was:

Figure 29: Centralised answers for the question “Have you heard of the SMILE project and the following measures implemented as part of the project?”

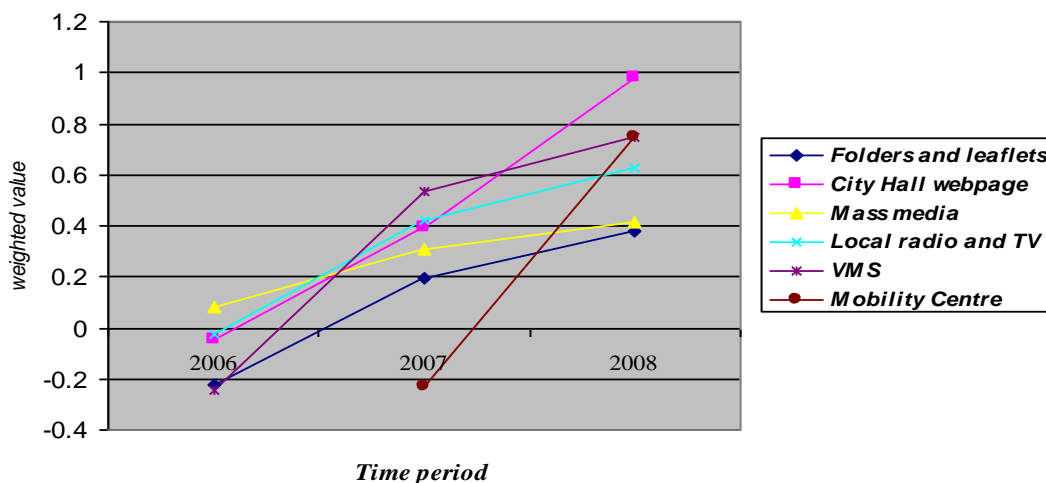
	Yes	No
2006 – Information and awareness raising	83 (21,8%)	297 (78,2%)
2008 - Information and awareness raising	333 (87,6%)	47 (12,4%)

Obviously, the percentage of those who heard of this group of measures had increased by 2008 from 2006 and it is foreseen that within the new campaigns to be organised this year, we intend to raise the figure as close as possible to 100% of people with awareness for these measures.

We chose to add to the questionnaire deployed to the citizens group a question that gives an insight regarding which of the information channels used to deliver information has been regarded as most accessible for the citizens and reached more of them.

Figure 30: “Which of the following sources of information and in what extent do you consider to have been more accessible for getting updated information with regard to European funded projects – in particular SMILE project?”

After allocating an index to each response, the weighted indexes values resulted can be represented as a graph:



Analysing the awareness with regard to information channels individually, we draw several important conclusions that emphasise the degree of importance and relevance for citizens:

- Folders and leaflets were not considered in 2006 as a serious information format as the citizens were not very used to receive them, they weren't so often produced as a part of promotion campaigns. With every promotion campaign that was deployed by the project team which handed these materials over to the citizens and, also, due to the economic background this tool was more and more used and distributed, acquiring a better image and an increase level of confidence, although generally still the lowest of all established mechanisms;
- City Hall webpage, when renewed in 2007, had a friendlier interface and all the information of general public interest was published online, the webpage became more visited and citizens managed to withdraw much of the information from this source, saving time and, concurrently, having access to information on the EU funded projects implemented.
- Written mass media is a very important source of information for people who follow newspapers and the news published by the newspapers on the internet. The positive value of awareness in 2006 shows the initial tools that the project dissemination team used in the beginning; the information about SMILE project was more visible in mass media in 2008, due to the continuous process of communication with media representatives in the Suceava city.
- Local radio and TV programs were important in 2006 and are important in 2008 as well, to convey towards citizens the news about the project.
- VMSs and Mobility centre are regarded as a more trustworthy source in 2008 compared to the beginning of their lives. Normally, one VMS was available after CATCH project, but their number rose to 3 during the SMILE project life and therefore they covered a wider area for sending real time information.

For the questionnaire deployed for the Suceava citizens, in 2008 a new question was added, in order to assess the degree of obviousness related to the new dissemination materials produced at the beginning of 2008, the "eco-route" sign post and the sticker that has been applied at the back of the LPG fuelled buses. The question was:

*Figure 31: Centralised answers for the question "Have you noticed the presence of "Eco-route" sign post and the sticker at the back of new LTC buses?"*

	2008	
	Yes	No
Eco-routes sign post	91.9%	8.1%
Sticker at the back of the buses (LPG fuelled)	94.2%	5.8%

With this question we managed to prove how efficient it is to put the information every day in the citizens' way, by placing it in obvious locations for passers by, like alongside the main route and at the back of LTC buses.

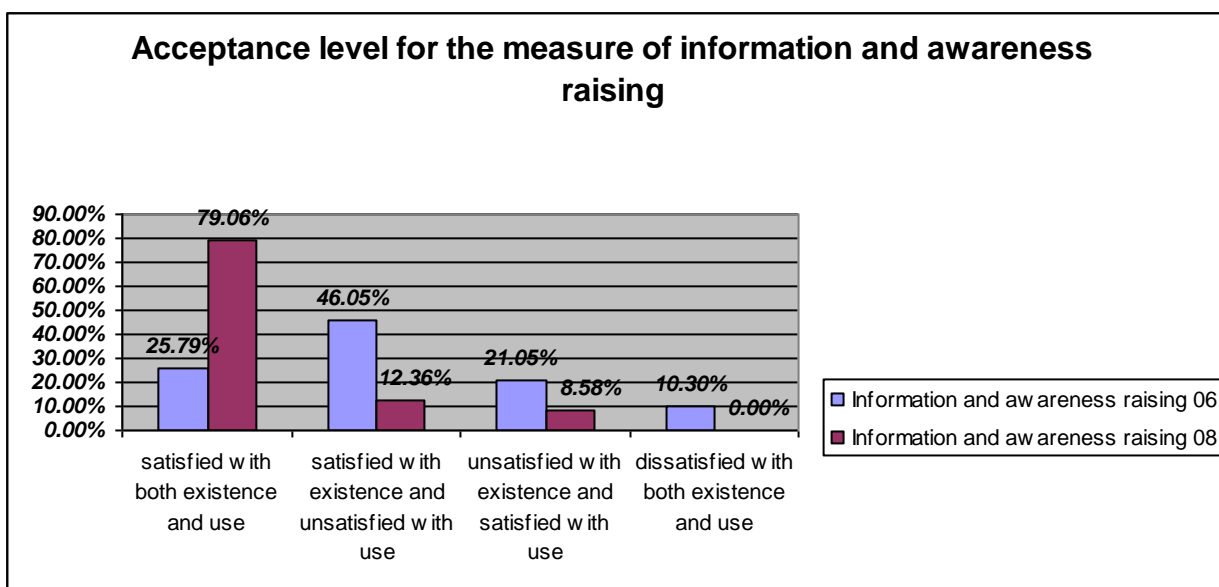
**Indicator 14 - Acceptance level**

In order to establish the degree in which the main activities carried out in SMILE project and their outputs are accepted and the level of confidence for each of them by those who declared to have heard previously of them, within the questionnaires related to the general public the following question was included:

Figure 32: Centralised answers for the question “How do you appreciate the measures taken by the City Hall within SMILE project to promote and implement a sustainable PT in SM?”

<b>2006</b>	satisfied with both existence and use	satisfied with existence and unsatisfied with use	unsatisfied with existence and satisfied with use	dissatisfied with both existence and use
Information and awareness raising	25.8%	46.1%	21.1%	7.1%
<b>2008</b>	satisfied with both existence and use	satisfied with existence and unsatisfied with use	unsatisfied with existence and satisfied with use	dissatisfied with both existence and use
Information and awareness raising	79.1%	12.4%	8.6%	0%

Figure 33: Graph depicting trend of the indicator Acceptance level



The results of this assessment are outstanding as we can notice how important it became for the citizens to be well informed about the measures implemented to improve the quality of life in the Suceava city and how well the SMILE measures have been received.

### C3 Achievement of quantifiable targets

No.	Target	Rating
1	Provide public transport information for citizens and visitors	**
2	Make public transport more attractive	**
3	Increased awareness level of the SMILE measures	**
4	Increased use of alternative modes due to the elaboration and promotion of travel plans and the informing levels with regard to public transport vehicles	*
5	Improved quality of life for the citizens living in residential crowded areas	**
NA = Not Assessed    0 = Not achieved    * = Substantially achieved (> 50%) ** = Achieved in full    *** = Exceeded		

## **C4 Up-scaling of results**

N/A

## **C5 Appraisal of evaluation approach**

The evaluation project team had all tools at hand in collecting the data necessary to make this analysis. The manual data collection and the public surveys were realised in relevant locations, at on peak and off peak hours, comprising a representative sample of the population. The difficulty remains of translating increased awareness and acceptance of measures through various information campaigns into changes in behaviour, which will represent the future challenge for these activities.

## **C6 Summary of evaluation results**

The key results are as follows:

- **Key result 1** – Good awareness and acceptance levels for the measures implemented, showing significant increases over the baseline, 87.6% of the interviewed showed awareness for the measures and 79.1% of them showed acceptance for the existence and use (whilst nobody showed dissatisfaction for existence and use of measures implemented)
- **Key result 2** – Improved perception on PT quality of service, as presented in figure 25
- **Key result 3** – Improved use of alternative modes of transport, by improving occupancy of PT vehicles (by 3.1 times comparing 2008 to 2005) and by implementing the travel plans into the personal travel pattern for the local institutions' employees
- **Key result 4** – Profitable feedback as to the future information activities that are likely to engage best with the public and lead to the best results, shown by the level of information and the active involvement of the young generations in this category of initiatives which will reap rewards in both the short and long term.

## **D Lessons learned**

### **D1 Barriers and drivers**

#### **D1.1 Barriers**

N/A

#### **D1.2 Drivers**

- **Driver 1** – Openness and interest of the local educational system, involving school teachers, professors, pupils and students.
- **Driver 2** – Receptiveness and support from all residents of crowded areas
- **Driver 3** – Receptiveness and support at work sites, especially at the local administrations
- **Driver 4** – Political support within the dissemination campaigns within the occasion of local events.



## **D2 Participation of stakeholders**

- **Stakeholder 1** – Local administrations employees were supportive in the consultation processes and at the implementation of travel plans
- **Stakeholder 2** – Educational sector – teachers and pupils/students have been open at the workshops and conferences that took place in their schools
- **Stakeholder 3** – Citizens, with their participation at the local events, accepted with great interest the promotion and dissemination campaigns enabling the project team to obtain the results described in this report.

## **D3 Recommendations**

- **Recommendation 1** - To maximize use of the Mobility Centre to the benefit of all citizens, by making some important information available in real time to the VMSs electronic boards and by extending its use and recognition.
- **Recommendation 2** – To implement the software solution for making the electronic VMSs a good support for other types of real time information, besides the information about pollution levels
- **Recommendation 3** - To continue with the bus fleet and supporting measures promotion campaigns and improve the informing network, in accordance with all the novelties implemented in the PT fleet running.
- **Recommendation 4** – To monitor the use of travel plans and to promote them to be used to a higher degree by more citizens and to extend the travel planning concept in accordance with all mobility systems available and integrated in the mobility responsive networking.
- **Recommendation 5** – To further organise seminars, workshops and conferences within schools and at work-sites, on regular basis, considering all generations of pupils and employees.
- **Recommendation 6** – To make use of the press conferences and meetings with Real Estate Owners and administrators as a powerful tool to transmit information from the public administration to the citizens, especially to those who cannot be reached via the everyday activities.
- **Recommendation 7** – To stay in touch with all the relevant public institutions and to encourage the concurrent efforts for changing citizens' mentalities with regard to urban mobility and healthy conditions of life in the city, by engaging them into a joint effort.

#### **D4 Future activities relating to the measure**

- It is foreseen for the future to extend the conceptual approach of the Mobility Centre by integrating VMSs within a system for real time information, using a specific software able to take over and transmit the real time information in the middle of citizens through VMSs displays.
- The VMS network will be extended with a new VMS foreseen to serve the specific needs of PT passengers, due to the forecast location of installation.
- The City Hall Internet webpage will be continuously improved according to future needs and realities.
- Travel plans will be extended for more categories of users.
- Dissemination of examples of good practice with regard to what Suceava city realised by implementing this project will continue with the occasion of any national conference and international conference where the project team would be invited to take part in.
- Future similar good and productive collaboration of all actors involved in the measures for environmental protection and improvement of quality of life within the City of Suceava.
- We also expect that SMILE project will recommend Suceava for becoming part of other similar projects or large consultation platforms with regard to urban mobility issues and solutions.
- National Task Force and Permanent Working Group on New Member States will continue to exist on the basis created as part of collaboration to the current project and it will be open to accept new cities within the group, and get stronger and more involved in the whole process at national level.