



CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

IASI

**T36.1: Public Transport User Forum
in Iasi**

Iasi

December 2009



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Project no.	TREN/FP7TR/218940 ARCHIMEDES
Project Name	ARCHIMEDES (Achieving Real Change with Innovative Transport Measure Demonstrating Energy Savings)
Start date of the Project	15/09/2008
Duration:	48 months
Measure:	No. 36: Public Transport User Forum in Iasi
Task:	No: 4.11 Public Transport User Forum
Deliverable:	T36.1 Public Transport User Forum in Iasi
Due date of Deliverable:	15 th May 2009
Actual submission date:	5 th December 2009
Dissemination Level	Public
Organisation Responsible	Iasi
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Version	1.0
Date last updated	4 th December 2009

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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Iasi

The City of Iasi is located in north-eastern Romania and is the second largest Romanian city, after Bucharest, with a population of 366,000 inhabitants. It is also the centre of a metropolitan area, which occupies a surface of 787.87 square kilometres, encompassing a total population of 398,000 inhabitants.

Iasi is the centre of a metropolitan area, which spans a surface of 787.87 km², with a total population of 398,000 inhabitants. The city seeks to develop possibilities for habitation, recreation and relaxation for all citizens in the region, business opportunities and provide opportunities for more consistent investments.

The city has five universities with approximately 50,000 students, the second largest in Romania. The universities and their campuses are located in the central and semi-central area of the city. In the same area, there are also a large number of kindergartens, schools and high schools with approximately 10,000 pupils. This creates a large number of routes along the main corridor, served by the public transport service number "8" (Complex Tudor Vladimirescu - Copou) with an approximate length of 10 km. The City of Iasi will implement its integrated measures in this area to be known as the "CIVITAS+Corridor".

The city's objectives in CIVITAS - ARCHIMEDES are based on the existing plans related to transport, Local Agenda 21, approved in 2002, and the Sustainable Social-Economic Development Strategy for City of Iasi. The CIVITAS Plus objectives will be integrated in the Strategy for metropolitan development to be finalized in May 2009.

3. Background to the Deliverable

Before the ARCHIMEDES project there was no formal channel for two way communication and exchange of information between providers and users of public transport in Iasi.

Measure n°36: "Communication Forum for Public Transport in Iasi" proposed to establish a new means of communication between passengers and transport companies in the form of a website forum.

3.1 Summary Description of the Task

The internet-based forum is designed to encourage feedback from users, thus providing the transport company with a simple and efficient way to interact with the users and get information from their customers.

4. T36.1 Public Transport User Forum

4.1 Description of the work done:

A website has been realized to establish a communication channel with the clients. The communication is important in adapting and developing the transport public services in conformity with the users' requests.

The purpose of this Forum is to develop discussions on various topics related to public transport in Iasi: about the quality of transport, about the facilities granted to travellers according to age (pensioners, students, persons with disabilities).

4.2 Description of specific forum

Iasi municipality has developed the forum with the help of a consulting contractor that was procured through a formal tender process. Work in developing the forum has been conducted as a collaborative project involving a team of three consultants from the contractor and five specialists from Iasi municipality. Many sessions of analysis were organised, where discussions were held about forum design, its content, and the results expected from it. The contractor put forward three proposals and one of these was chosen, which is now public.

The final structure chosen for the Forum will include three or four categories, their main purpose being direct communication with the citizens. Categories (or pages) on the forum will provide information about:

- forum rules,
- public transport infrastructure in Iasi (vehicles, investments in modernization, network contacts, the trend and evolution),
- public transportation in the metropolitan area (routes, interaction with public transport in the city, charging), and
- information about ticketing.

In order to ensure feedback is received from citizens who don't have any access to the internet about the public transport services in Iasi, opinion surveys were conducted within passenger stations (filling in forms that contain questions). All questionnaires will be analyzed by the project beneficiary and the results will be published on the forum.

Technically we can say that:

- The solution chosen uses a good performance technology in the site functionality (a good response time in uploading the pages, looking for information, etc.)
- The solution delivered has a customizable filter for obscene words in order to prevent their publishing on the site.
- The solution has 2 versions: English and Romanian.
- The solution offers full control on the messages received from users.
- The solution is modular, scalable, open.
- The solution delivered has an insurance mechanism for security and confidentiality of the information transmitted.
- Solution architecture is based on ASP.NET (compatible with version 1.1 and 2.0) and MS SQL. ASP.NET runs compiled code. Logica solution is implemented in

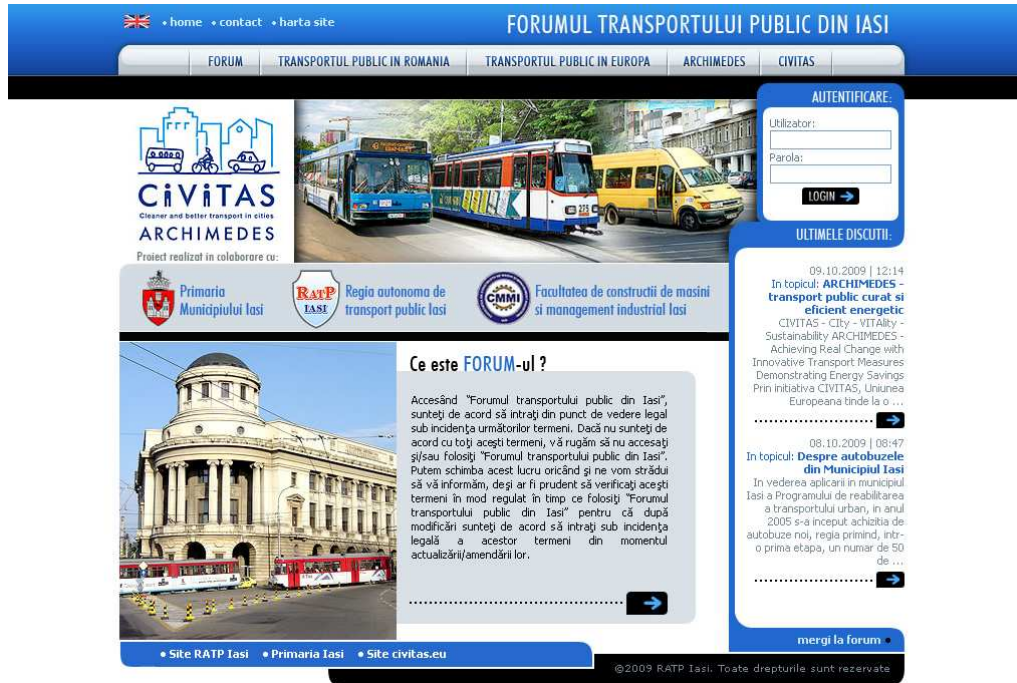
SQL stored procedures while the presentation of data is implemented in ASP.NET code running in IIS. Using these technologies provide large volumes of data processing.

- The solution separates user rights using roles (groups). Also the route followed by each user logged is audited for each session.
- Updating information is done with a minimum of changes using a friendly interface (to edit HTML content online using a WYSIWYG editor type). For reasons of security optimization site, including disaster, was chosen content store in the database except image files are stored on a web server.
- Forum Support for the following browsers:
 - Internet Explorer, version 5,
 - Netscape Navigator from version 6
 - Mozilla Firefox 1.5
 - Opera 8.0

4.2.1. Software development methodology to comply with the classic stages of software development:

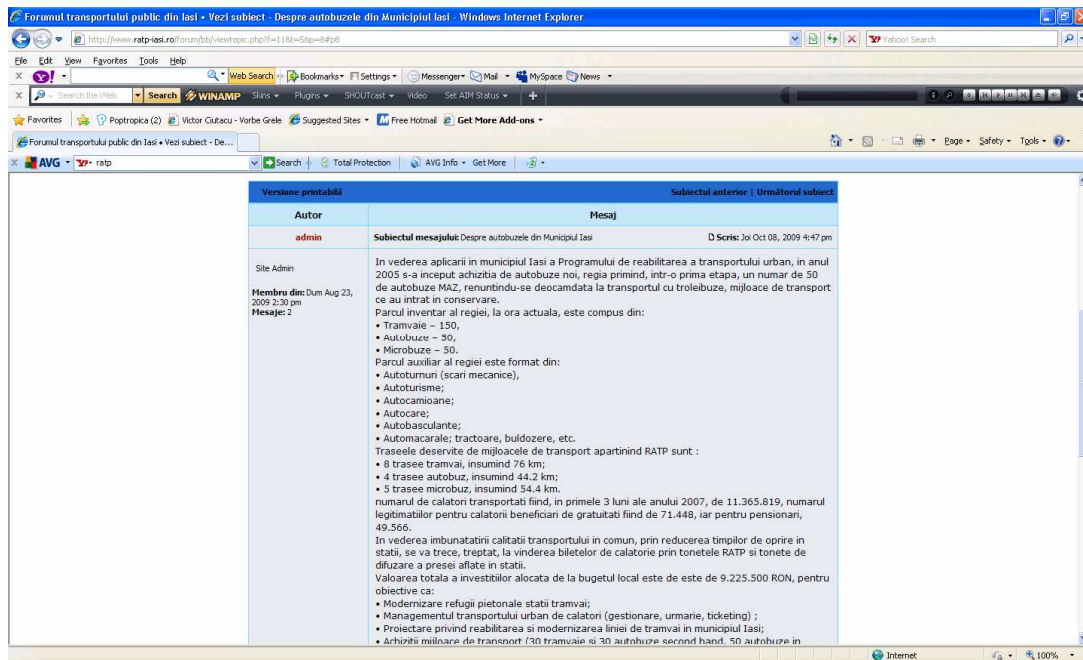
- Requirements analysis (analysis of performance conditions): Analysis of requirements is an activity that is a study of existing requirements for classification purposes and fully detail the requirements. This activity may involve the activities of gathering additional information from the customer, verification of completeness and coherence of the whole set of requirements, verification of existence of technological support for their implementation, etc..
- Preliminary Design for the forum: Preliminary design work involves the application architecture to be realized. This phase aims to identify major elements of the technical solution.
- Detailed design for the forum: Detailed design involves documenting in detail what the components to be developed within each module.
- Encoding: encoding activity involves the actual programming using programming languages and tools.
- Testing: Testing activity follows the detection of all defects or nonconformities applications developed with system requirements.
- Installation Forum: installation work performed in the operating system developed in the working environment of the client.

The web address of the Forum is: <http://www.ratp-iasi.ro/forum>



The screenshot shows the website interface for the Forumul Transportului Public din Iasi. At the top, there are navigation links: home, contact, harta site, and the forum title. Below this is a menu with categories: FORUM, TRANSPORTUL PUBLIC IN ROMANIA, TRANSPORTUL PUBLIC IN EUROPA, ARCHIMEDES, and CIVITAS. The main content area features a large image of buses and a login section titled 'AUTENTIFICARE:' with fields for 'Utilizator:' and 'Parola:' and a 'LOGIN' button. To the right, there is a section for 'ULTIMELE DISCUTII:' listing recent forum posts with dates and titles. At the bottom, there are links for 'mergi la forum' and a copyright notice for RATP Iasi.

Web forum front page



The screenshot shows a forum post in a web browser window. The browser title is 'Forumul transportului public din Iasi - Vezi subiect - Despre autobuzele din Municipiul Iasi'. The post is titled 'Subiectul anterior | Urmatorul subiect' and is from the user 'admin'. The content of the post discusses the acquisition of new buses for the city of Iasi in 2005, the current fleet composition, and the budget for transport services.

Versiune printabilă	Subiectul anterior	Urmatorul subiect
<p>Autor</p> <p>admin</p> <p>Site Admin</p> <p>Membre din: Dum Aug 23, 2009 2:30 pm</p> <p>Mesaje: 2</p>	<p>Mesaj</p> <p>Subiectul mesajului: Despre autobuzele din Municipiul Iasi</p> <p>D Scris: Joi Oct 08, 2009 4:47 pm</p> <p>In vederea aplicării în municipiul Iasi a Programului de reabilitarea a transportului urban, în anul 2005 s-a început achiziția de autobuze noi, regia primind, într-o prima etapă, un număr de 50 de autobuze MAZ, renunțându-se deocamdată la transportul cu troleibuze, mijloace de transport ce au intrat în conservare.</p> <p>Parcul inventar al regiei, la ora actuală, este compus din:</p> <ul style="list-style-type: none"> • Tramvaie – 150, • Autobuze – 50, • Microbuze – 50. <p>Parcul auxiliar al regiei este format din:</p> <ul style="list-style-type: none"> • Autoturism (scani mecanice), • Autoturisme; • Autocamioane; • Autocare; • Autobuscule; • Automacarale; tractoare, buldozere, etc. <p>Traseele deservite de mijloacele de transport aparținând RATP sunt :</p> <ul style="list-style-type: none"> • 8 trasee tramvai, însumând 76 km; • 4 trasee autobuz, însumând 44.2 km; • 5 trasee microbuz, însumând 54.4 km. <p>numarul de calatori transportati fiind, în primele 3 luni ale anului 2007, de 11.365.819, numărul legitimabilor pentru calatorii beneficiari de gratuitati fiind de 71.448, iar pentru pensionari, 49.566.</p> <p>În vederea îmbunătățirii calitatii transportului în comun, prin reducerea timpilor de oprire în stabi, se va trece, treptat, la vînderea biletelor de calatorie prin tonetele RATP si tonete de difuzare a presei aflate in stabi.</p> <p>Valoarea totala a investitiilor alocate de la bugetul local este de 9.225.500 RON, pentru obiective ca:</p> <ul style="list-style-type: none"> • Modernizare refugii pietonale stabi tramvai; • Managementul transportului urban de calatori (gestionare, urmarire, ticketing) ; • Proiectare privind reabilitarea si modernizarea liniei de tramvai în municipiul Iasi; • Achiziția mijloacelor de transport (30 tramvaie si 30 autobuze second hand, 50 autobuze în 	

On the bus in Iasi – information about the services



Financial Information About Romanian Public Transport

4.3 Main Outcomes

The forum has been implemented successfully from an operational perspective. Outcomes in terms of the impact of the Public Transport User Forum will be determined by the project evaluation tasks.

4.4 Communication Activities

After implementation the local population were informed by radio, TV and press releases about this forum.

4.5 Problems Identified

Before, there was no formal communication and information exchange channel between public transport suppliers and passengers in Iasi. No technical issues have been found to-date following implementation.

4.6 Future Plans

The web portal will offer access to relevant information- including information about ARCHIMEDES – and combined with an open forum for opinion exchange will generate dynamic changes in developing the public transportation.