



CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

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

IASI

T 38.1: Travel Information Telephone Service

IASI

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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-ordinate 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.

The city seeks to develop possibilities for habitation, recreation and relaxation for all citizens in the region, as well as business opportunities and 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 Integrated Urban Development Plan development which was finalized in October 2009.

3. Background to the Deliverable

Before CIVITAS ARCHIMEDES there was no direct way for passengers to seek out travel information either on public transport in Iasi before or during their journey. In addition, limited knowledge of schedules and transport options was seen as a hindrance to the use of public transport. Measure 38 consists of a single task, number 4.13, which involves the implementation of a telephone line that connects citizens with the travel information centre, so in that way passengers have the possibility to obtain information about the transport plan in general for free.

3.1 Summary Description of the Task

The Public Transport Iasi (PTI) has established a "telverde" (free telephone line) that provides the opportunity to connect citizens with the PTI travel information centre offering information about public transport services, on what route to choose to arrive in an optimal time to a desired place. Also passengers have possibility to make complaints for different problems that appear during the journey. This helps PTI to improve the quality of services, to achieve a better connection with the passengers and their needs.

4. T38.1 Travel Information Telephone Service

4.1 Description of the Work Done

A "telverde" telephone has been established in order to enhance the communication with passengers, to improve the connection with the passengers and their needs, to achieve a better quality services.

The communication is important to adapt and develop the transport public services according to the users' requests.

A free telephone line "telverde - 0800110427" was leased in October 2009 and the Public Transport Iasi (PTI) call operators will offer transport information requested by the citizens. The service is available 24 hours per day, 7 days per week and 365 days per year (24 /7/365).

4.2 Description of "telverde"

The aim of this dedicated telephone hotline is to offer the option for citizens to obtain timely travel information regarding travel options. Information for journey planning purposes is provided in real time. In addition, operators are able to receive feedback and suggestions from users regarding public transport services in general. All the suggestions arrive to Public Relation (PR) Department. PR department select all the information received from the passengers and send them to different departments (exploitation, technical, legal advisers). All those departments analyse the request and send back the answer to the PR Department. PR Department together with the management of the Public Transport Iasi make a last review of the answers, and then the PR Department sends the answers back to the citizen. In that way, using this service passengers have the advantage that time for response decreases a lot. Normally according to our law Public Transport Iasi PTI has 30 days to respond, whereas with this service the average of time response has been between 15 and 20 days.

It is intended that this process will enable passengers to keep contact with operators so that their concerns will be regularly reported, dealt with and will in turn lead to an improvement in the quality of transport services offered in the City.



Fig.1 Telveverde Service

4.3 Main Outcomes

The "telverde" telephone has been implemented successfully from an operational perspective.

From the start of implementation (October 2009) up to June 2010 there was an average about two calls per day received by our operator through this special telephone line.

After the promotion campaign for public transport in Iasi was launched, (Measure 35, June 2010), the average calls have increased to 20 per day.

Outcomes in terms of the impact of the Public Transport “Telverde” Telephone will be determined by the project evaluation tasks. In the Local Evaluation Plan (LEP), the indicators are “number of users” and the quality of service will be evaluated after the “number of reasonable request solved”. The data will be collected each month, but the evaluation will be made annually according with the LEP.

4.4 Communication Activities

This telephone line is promoted through different channels:

- radio and TV spots
- local newspapers
- posters stamped in every transport vehicle and in every bus station
- Public transport website.



Fig. 2 PTI web site front page



Fig 3 “Telverde” stamp posted outside the bus



Fig 4 “Telverde” stamp posted inside the van



Fig 5 “Telverde” stamp posted outside the van

4.5 Problems Identified

No technical issues have been found before and after the implementation of this measure.

4.6 Future Plans

The “telverde” telephone line will keep a direct and permanent access between citizens and PTI by offering relevant information and improving the public transport services. After the evaluation has been carried out according with the LEP, we will continue to look to find a solution to improve the service, according to the needs of the passengers.