

ARCHIMEDES

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

Iasi

T 59.1: City bicycle Routes in 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-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 impact 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, 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, Iasi city didn't express a particular interest in bicycle use, either in terms of necessary infrastructure (for example bicycle lanes or cycle storage), nor in terms of promoting bicycle use as an alternative transport mode.

However, there have been some studies have shown that some people are using a bicycle for everyday trips. The creation of bicycle routes in Iasi is an initiative which is proving extremely useful.

3.1 Summary Description of the Task

The city of Iasi will have demonstration bicycle routes and facilities for cyclists through the implementation of an 11 km bike trail. The bike trail will incorporate bicycle parking places and special coloured street markings to indicate the bicycle route. These new facilities will be promoted through a promotional campaign in order to encourage the inhabitants of Iasi to practice cycling. A specialised marketing company will be contracted in order to organise the bicycle promotional activities.

4. T59.1 City Bicycle Routes in Iasi

4.1 Description of the work done

4.1.1 Construction of the bicycle lane

The purpose of building a bike trail is to:

- reduce traffic ,
- to encourage pupils and students to use the trail for their travel to and from their educational units.

Following the formal tender procedure the bike trail was designed in September 2009.

A further tender procedure took place in order to find the most appropriate company to build the bicycle trail.

The execution of the works in the construction of the bike trail was made taking into consideration the routes presented in the following table:

Section	From	To	Length (m)	Type
<i>Bucsinescu – Pod Tudor Vladimirescu</i>	Bucsinescu	Pod Tudor Vladimirescu	1360	Bike lane on the sidewalk
<i>Bulevard D. Mangeron</i>	Pod Tudor Vladimirescu	Podu Rosu	2746	Bike exclusive lane
<i>Bulevardul Chimiei</i>	Pod Tudor Vladimirescu	Strada V. Petrescu	664	Bike exclusive lane
<i>Splai Bahlui Mal Stang</i>	Podu Rosu	Podul de Piatra	2496	Bike exclusive lane
<i>Aleea Gh. Alexa</i>	Tudor Vladimirescu	Aleea V. Petrescu	1130	Bike lane on the one way street
<i>Splai Bahlui - Bulevardul Tudor Vladimirescu</i>	Splai Bahlui	Bulevardul Tudor Vladimirescu	710	Bike exclusive lane
<i>Aleea V. Petrescu</i>	Tudor Vladimirescu	Aleea Gh. Alexa	1894	Bike lane on the one way street
<i>Total</i>			10996	

The works consisted of the following activities:

- installing curbstones, ballast layer to provide the foundation, sand layer including the flattening of bumps with 2 to 5 cm thickness, installing self-locking paving or, where needed, cleaning surfaces, making the longitudinal marking that defines the direction of circulation and installing 60 specific road signs.

The trail accesses a significant part of the city, including an area with an intense volume of traffic which links the Tudor Vladimirescu Student Campus with other traffic knots (Podu Ros, Podul de Piatra), an area where numerous educational centres, as well as a recreation area, are situated.

The total length of the trail is 10784.50 metres (allowing for both directions of travel), situated in the metropolitan area of the city of Iasi (See Annex 1)

4.1.2 Bicycle use promotional campaign

Besides building the bike trail, in order to achieve an increase in bicycle use in the city of Iasi, a series of activities took place during a bicycle use promotion campaign.

The aim of this campaign was to increase the awareness of the need to reduce pollution and excessive traffic by increasing the use of bicycles. This was achieved through an efficient and transparent communication campaign involving all type of audiences.

Bicycle use was promoted in a very positive way to high schools and other academic and social environments.

This bicycle use promotional campaign consisted of two major components:

1. organising events for promoting bicycle use and
2. the school education and media promotion campaign for using the bicycle.

4.1.2.1. Events for promoting bicycle use:

The opening of the bike trail

The new bike trail was inaugurated on 22 of September 2010. The event began with a press conference that took place at the City Hall. The press conference was attended by representatives of local authorities, personalities and celebrities from Iasi and mass-media representatives. For example, a national television producer, 4 actors from National Theatre, 1 national television sport news presenter and local councillors were presented at the press conference.



Figure 1: Press conference at City Hall at the opening of the bike trail



Figure 2: Mass-media at the press conference

The opening event also included a bicycle parade, also attended by those at the launch press conference together with inhabitants of Iasi. The parade began in Podu de Piatra, and finished at Tudor Vladimirescu (i.e. along the whole trail shown in annex 1). Participants travelled the distance using their own bicycles or rented ones. The organisers offered all participants promotional materials, inscribed backpacks and promotional T-shirts.



Figure 3: The official opening of the bike trail by the Mayor of Iasi



Figure 4: The bicycle parade

TRIAL Contest no. 1

In addition to the bike trail launch, a TRIAL contest was held on 25th September 2010. The competition was organised in front of the Palace of Culture and was structured on three categories:

- -amateurs
- -seniors and
- -elites.

The competitors had to go through three courses, each with increasing difficulty (please see Figures 5 and 6). All participants received promotional materials as gifts/incentives for taking part (inscribed backpacks, promotional t-shirts, cyclists water bottles). The winners have were rewarded with cash prizes.

During these two events, the promoters distributed a number of 10,000 flyers, 1000 brochures, 5000 notebooks, 2000 school time tables, 1000 pens, 1000 t-shirts, 200 cyclists water bottles and 200 inscribed backpacks.

Also, in order to mark the trail's route, 10 banners and 100 flags were used.



Figure 5: TRIAL Contest No.1



Figure 6: TRIAL Contest No.1

Bike orientation contest

On 2nd of October 2010, the City Hall organized a bike orientation contest. It took place on the track of the new bike trail (Tudor Vladimirescu – Podul de Piatra) and consisted of having to identify and pass through three check points situated on the track. There were three age categories:

- 12-15 years,
- 15-18 years and
- over 18 years .

The contestants were able to begin the route at any check point where, after their registration, they received a contest sheet that included three clues for each of the check points. At every check point the sheets were stamped. At the final one, the time was also recorded in order to calculate the time it took for each of them to cover the course. All participants received promotional gifts and diplomas while the winners also received cash prizes. (See Figures 7 and 8)

During this event there were distributed 10,000 flyers, 1000 brochures, 5000 notebooks, 2000 school time tables, 1000 inscribed pens, 1000 inscribed promotional t-shirts, 200 inscribed cyclists water bottles and 200 inscribed backpacks.



Figure 7: Bike orientation contest



Figure 8: Bike orientation contestants

“The whole family on green wheels” contest

This contest was organized on the 3rd of October 2010, along the Copou hill. There were three check points, situated at the Children's Palace, Exhibition Park and the Pedagogical Highschool.

The contest involved two categories of contestant:

- Single people with three ages groups, and
- Families,

In the family category contestants received bonus points for each family member. The families were composed of parents and children, brothers and sisters and even cousins.

The contestants could begin the course from any of the three check points where, after the registration, they received contest sheets, that were stamped at every check point. At the end of the course, the time was calculated for each single contestant and each family. All participants received diplomas and the winners received cash prizes. (See Figure 9)

During this event, 10,000 flyers, 1000 brochures, 5000 notebooks, 2000 school time tables, 1000 pens, 1000 t-shirts, 200 cyclists water bottles and 200 inscribed backpacks were distributed.



Figure 9: Contestants at “The whole family on green wheels”

TRIAL Contest no.2

During the events that took place during the annual Iasi Celebration, another TRIAL contest was organized. This was held on the 10th of October 2010.

The competition took place in the parking lot of the Chemistry Faculty in the Tudor Vladimirescu Student Campus. The contest was structured on three categories:

- amateurs,
- seniors and
- elites.

All participants received diplomas, promotional materials, backpacks, promotional t-shirts, cyclist water bottles and the winners were rewarded with cash prizes. During the same time, a multimedia marathon dedicated to bike use was organised which consisted of a presentation of photographs and videos about cyclists and cycling.

During this events, 10,000 flyers, 500 note books, 1000 brochures, 2000 school time tables, 1000 pens and 1000 promotional t-shirts were distributed.



Figure 10: TRIAL Contest No 2



Figure 11: The winners of the TRIAL Contest No.2

4.1.2.2. The school education and media promotional campaign for using the bicycle

The second component of the promotional campaign was based on a school education and media promotional campaign for using the bicycle. This consisted of organising educational meetings in eight High Schools and four Universities from 11 High Schools and 5 Universities which are on the CIVITAS Corridor. (In total there are 29 High Schools and 6 Universities in Iasi.)

This campaign took place between 6th October and 21st December 2010. During these meetings, the pupils and students received information about the importance and the benefits of cycling also about the safety measures that need to be taken when riding a bicycle. These meetings were held by representatives of the City Hall, the Public Health Direction and the Traffic Police.

In order to encourage the pupils and students to use the bicycle, promotional materials were distributed: 10.000 flyers, 5000 note books, 2000 school time tables, 1000 inscribed pens, 1000 brochures, 1000 inscribed t-shirts, 400 inscribed cyclists water bottles, 400 inscribed backpacks.

The distribution of all promotional materials (see figures 14-17) was finished by 10th January 2011.



Figure 12: Meeting in a High School to promote cycle use.



Figure 13: Meeting with students to promote cycle use.

The mass-media promotional activities consisted of a radio promotion, TV promotion, in addition to publicity in newspapers and two press conferences. The first press conference was held at the inauguration of the cycle route, on 22 September 2010, and the second one, at the end of the bicycle use promotion campaign.

PROMOTIONAL MATERIALS



Figure 14: Promotional flyers



Figure 15: School time tables, note books and pens



Figure 16: Promotional brochures



Figure 17: Inscribed backpacks, promotional t-shirts and cyclists water bottles

4.2 Main Outcomes

One of the main outcomes includes the design and construction of the bike trail on the Tudor Vladimirescu – Podu Rosu – Podul de Piatra course, achieving a total length of 11 km (5.5 km for each direction).

In relation to the promotional activities designed to increase cycle use, the results were very encouraging. Many citizens participated. The opening event, attracted over 100 people to the press conference and over 150 attended the bicycle parade. The event was advertised by numerous publications, radio stations and televisions, local and national.

In the TRIAL Contests No. 1 and 2 over 30 teenagers participated at the two contests, from all over the country.

The result of the Bike Orientation Contest and "The whole family on green wheels" contest were also well attended. Over 100 people participated at these two contests. As a result, citizens were familiarised with the bicycle trail and learnt that using a cycle can be fun as well as be a healthy way to spend spare time, together with friends and family.

The result of the school education and media promotion campaign for using the bicycle was very successful. During the first stage, almost 5,000 teenagers, High School and University students received information about the importance of using a bicycle, the benefits of cycling for their health and the benefits to the environment and also about the safety measures that have to be taken when riding a bicycle.

4.3 Communication Activities

During the implementation of the promotional campaign, a number of communication activities were achieved. These include: publishing press releases, newspapers, radio stations, portals and other websites also published articles about the events that took place. Please see below for a selection of those.



The screenshot shows the homepage of the local newspaper 'Ziarul de Iasi'. The main article is titled 'Cum vad vedetele pista de biciclisti de la Iasi' (How do celebrities see the bicycle route in Iasi). The article is written by Dana Chiru and dated 21/09/2010. It discusses the inauguration of bicycle paths in Iasi, mentioning that it is a positive example for other cities. The article also mentions that the paths are being inaugurated as part of the ARCHIMEDES project, which aims to promote alternative transport like bicycles. A photo of a woman, likely a celebrity mentioned in the article, is visible. The website layout includes a navigation menu on the left, a search bar at the top right, and various news snippets and advertisements on the right side.

Figure 18: Positive article about city bicycle routes – local newspaper

<http://www.ziaruldeiasi.ro/mozaic/cum-vad-vedetele-pista-de-biciclisti-de-la-iasi-ni6mpq>



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Din țară

Cartea consilierului lui Tony Blair,...

Primul caz de gripă porcină pe 2011 din...

Miercuri, 22 Septembrie 2010. 216 vizualizări, 4 comentarii, 0 voturi

Unica pistă de biciclete din Iași, inaugurată oficial

Autor: ✉ Maria Craus

Prima pistă de biciclete din Iași, despre ale cărei deficiențe de proiectare Evenimentul zilei a scris în ediția din 8 septembrie, a fost inaugurată astăzi oficial. Tot astăzi a fost lansată și campania "BiciCOOLtura – Iubesc să biciclesc!".

Oficialitățile ieșene au dat astăzi un test practic pe **pista de biciclete** din pavele construită cu fonduri europene, în care au investit 850.000 de lei. Destul de stângaci la mânăuirea bicicletei,



Figure 19: Positive article about city bicycle routes – national newspaper

<http://www.evz.ro/detalii/stiri/unica-pista-de-biciclete-din-iasi-inaugurata-oficial-906736.html>



Figure 20: Positive article about city bicycle routes – local newspaper

<http://www.greenrevolution.ro/media/presa/detaliu.php?id=287>



Figure 21: Positive article about city bicycle routes – local newspaper

<http://www.iasiplus.ro/news/5/34823/Duminica%2C+a+doua+editie+a+concursul+ui+pentru+biciclisti.html>

The promotion campaign also included a website and an account on Facebook, both of which contributed in informing the citizens about the events that took place during the campaign.

The website <http://www.bicicooltura.ro/> gives information about the history of the bicycle, safety measures and also two sections of News and Events, from which the users could find information and photographs about all the events.



Fig. 22: The website: www.bicicooltura.ro

The Facebook account was another source of information for the users, a way to communicate effectively with young people and to share information and photographs from the events. On the Facebook account, the campaign has 100 “friends”.



Fig. 23: The Facebook account

4.4 Problems Identified

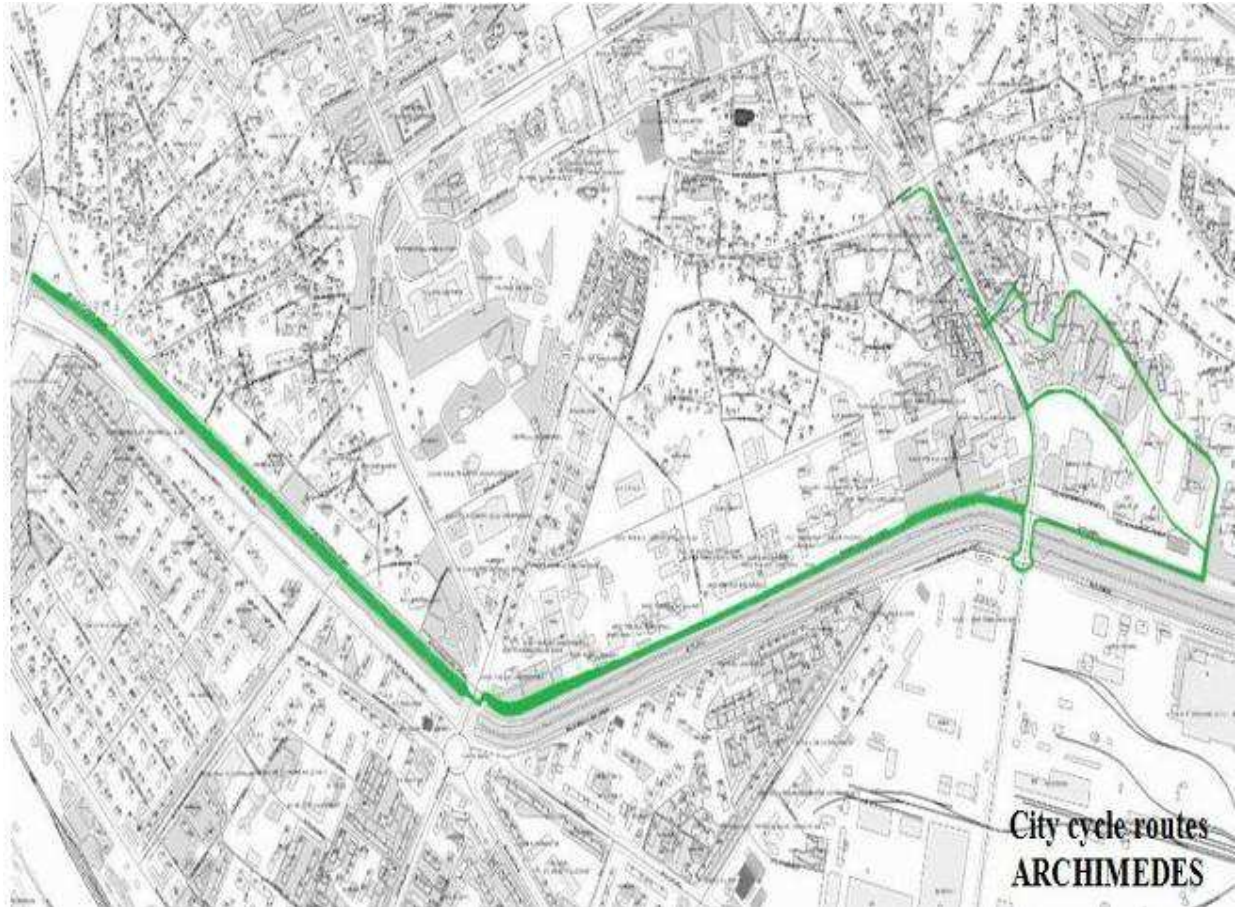
There were no problems in implementing the promotional campaign.

4.5 Future Plans

For the future, there are two projects that the city of Iasi wants to engage with. These are the design and construction of two new bike trails, connected with the one built in the ARCHIMEDES project.

One of these projects would involve the construction of a 7.5 km trail which would cross the town from East to West and the other one would involve the construction of a 6.7 km trail which would connect the North and South part of the town (ANNEX 2).

ANNEX 1: Iasi's First Cycle Route



ANNEX 2: Proposals for Further Cycle Routes

