Opening Plenary

Successful SUMPs – the Turda example

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success is the meeting point between preparation and opportunity
Turda example

• 6th SUMP Awards Winner
• SUMP at 1st edition
• SUMP designed and approved by September 2017
Some key facts about Turda:

- North-west Transilvania
- 57,000 inhabitants
- Node on TEN-T network
- Ancient history (roman castrum of Potaissa)
- balneoclimateric spa city
- Salt mine – most visited touristical objective in Trasilvania, with 600,000 tourists last year
What does it mean to be successful? (a successful SUMP)

• **SUMP** designed for citizens (not for infrastructure)
• Be simple and well-structured (seek for simplicity!)
• Accepted by the citizens
• Embrace innovation!
  • (Award recognition) 😊
Turda example

Phase 1 - Preparation

How we did it?
The City as a Human Body

**HUMAN BODY**

- Bottle
- Glass
- Burger

**CITY**

- More roads
- More parking space
- No room for pedestrians

**CLUGGED VEINS**

**CLUGGED ROADS**
Solutions?

Larger veins / by-passes = Larger streets / more parking places in the center
Solutions?

Healthy way of life

Soft measures in place

- Healthy food
- Rest

- Support multimodality
- Parking policy
- Zone fees
- Ban diesel

It is about keeping a longer life as possible
It is about keeping the transport capacity as long as possible
Solutions?

New actions in day-to-day life

Innovation in mobility

sports

New activities

entertainment

Mixed infrastructure

Multimodality / MaaS

Shared mobility

Last-mile solutions

On-demand solutions

It is about better quality of life

It is about better quality of the city and urban environment
Turda example

Phase 1 - Preparation

What do we wish for?
Vision

- an environmentally friendly city,
- a modern infrastructure network based on integrated mobility axes,
- clean and green urban areas,
- a city that capitalizes on its anthropic and natural potential,
- A city that assumes and promotes, through accessibility and visibility, the historical heritage
- A city that affirms its local identity at national and EU level,
- a dynamic and modern urban center, at the intersection of the main corridors of national and European mobility
Objectives

INTEGRATED TURDA

Shift from car-oriented infrastructure to a multimodal oriented infrastructure
Objectives

ACCESSIBLE TURDA

Increase the movement of people and goods in and out of the city

Better accessibility of urban spaces

Better fluence

Not the least, accessibility as a social equity purpose

!!One key factor in MCA was
Family budget savings based on new Transport modes
Objectives

SUSTAINABLE TURDA

Ecologic public transport

Implement alternative transport structures (eg: bike-sharing)
Objectives

ATTRACTIVE TURDA

Increase the quality of urban landscape

Expand pedestrian zones

Make spaces/city attractive to the people

!!One key factor in MCA was
Increase of pedestrian space
Objectives

SMART TURDA

Integrate the smart-city concepts and technologies in transport and infrastructure

Embrace innovation

Unify the supporting systems for various transport modes and facilities (eg: public transport + parking + bikesharing + smart traffic management)
Turda Mix and Move

SUMP projects related to shared mobility
Turda Mix and Move

**Bike-sharing:** 27 rental stations, a fleet of 356 bicycles, a total of 200 daily users, of which 10% will use complementary local public transport system

- will contribute **6.3% increase the velo modal quota** and lead to a 3.8% decrease in CO2 and NOx emissions
Turda Mix and Move

Car pooling integrated with smart-parking in the central area and complementary to the parking policy in the central area: 1,000 daily users by 2023,
- will lead to a 25% decrease in the number of cars in the central area
- will contribute 1.3% lowering the car modal share and lead to a 2% decrease in CO2 and NOx emissions.
Turda Mix and Move

Vending bike-sharing for local SMEs and start-ups: a fleet of 10 vending-bikes, which will be used by at least 20 local entrepreneurs who will have the opportunity to develop small public catering or crafting businesses, thus making their merchandise accessible to the city.

- Vending bike-sharing for local SMEs and start-ups: involves an initiative to stimulate the eco-mobility of local products in the city, but at the same time to support young people who want to develop small businesses but do not have access to resources and infrastructure.
Turda Mix and Move

- Car sharing to facilitate mobility between Turda and Cluj or within the city: a fleet of 10 (electric cars), business-to-consumer, managed by the car-sharing operator (Pony Car Sharing) in Cluj-Napoca (30 km). It will reduce by 0.5% the auto modal share and will lower with 0.2% the NOx emissions in the city.
Turda Mix and Move

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Turda example

Phase 2 - Opportunity

How can we implement?
EU Support

Financial strategy based on EU financial support
EU Support

The financial strategy was a key factor for the success of Turda SUMP.
Innovation

Access to latest technologies and apps for mobility

Electric buses
Developing MaaS app
Smart bus stations
Car pooling app
Integrated mobility card
Results & next steps

Tender for electric buses launched – 4th of June

**Turda will be the 1st city in Romania with fully electric public bus fleet**

Technical design finalized for the first multimodal infrastructure axis

ERDF contracts to be signed by 18th of June – 31 M euro investment (98% grant)
Results & next steps

Tender for bike-sharing system – mid June

Tender for works – multimodal infrastructure – end May

New request for ERDF contracts, projects to be submitted by 21st of May – 10 M euro for pedestrian zone, bus depot and a park&ride lot
Thank you!

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