

# Designing and implementing an urban mobility plan in Brasov, Romania

*...a brief analysis*

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- Context
- The process of SUMP elaboration
- Challenges in the implementation of the SUMP

# CONTEXT

The Brasov Growth pole includes 3 municipalities (*Brasov, Codlea, Sacele*), 4 cities (*Ghimbav, Predeal, Rasnov and Zarnesti*) and 11 rural communes (*Bod, Budila, Cristian, Crizbav, Feldioara, Halchiu, Hărman, Prejmer, Sânpetru, Tarlungeni and Vulcan*) The Growth pole has a total population of 400.000 inhabitants and a surface area of 139 628 ha



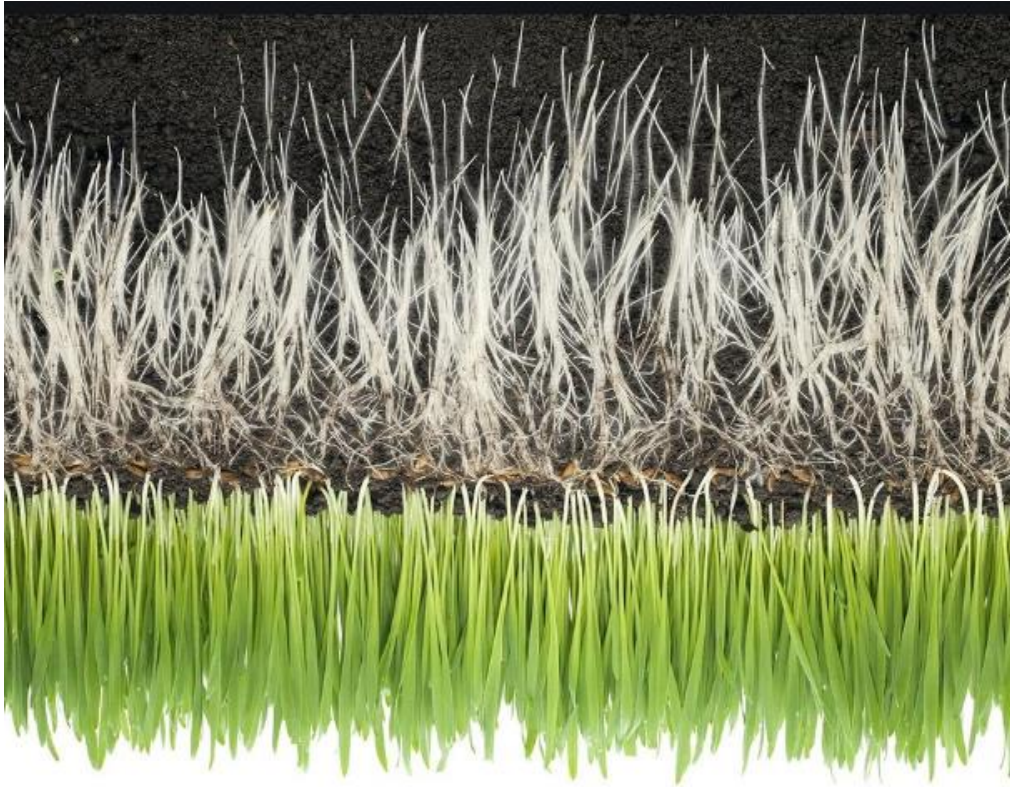
# What is a SUMP?



**A Sustainable Urban Mobility Plan** seeks to contribute to development of an urban transport system which:

- (a.) Is accessible and meets the basic mobility needs of all users;
- (b.) Balances and responds to the diverse demands for mobility and transport services by citizens, businesses and industry;
- (c.) Guides a balanced development and better integration of the different transport modes;
- (d.) Meets the requirements of sustainability, balancing the need for economic viability, social equity, health and environmental quality;
- (e.) Optimises efficiency and cost effectiveness;
- (f.) Makes better use of urban space and of existing transport infrastructure and services;
- (g.) Enhances the attractiveness of the urban environment, quality of life, and public health;
- (h.) Improves traffic safety and security;
- (i.) Reduces air and noise pollution, greenhouse gas emissions, and energy consumption;
- (j.) Contributes to a better overall performance of the trans-European transport network and the Europe's transport system as a whole.

# SUMP elaboration



# Brasov SUMP – an overview

The consortium of international consultants was let by WSP PARSONS-BRINKERHOFF

The traffic data has been collected in December 2014 – February 2015

The implementation process started in late 2016 and is currently under way. A monitoring platform is not fully defined.

# Brasov SUMP – more overview

The policy document in its final version is an image of the elaboration process.

The focus is **improving public transport** as an alternative to using private cars.

The Brasov SUMP could be described as “**conservative**” in the goal that it sets for reducing CO2 (*3% by 2020, 6% by 2030*). It targets, at its core, **raising awareness** on the issue of sustainable mobility and **starting a long term behavioral change in mobility patterns**. It also takes into consideration what the ROP would finance for the current programming period.

# Actual implementation of the SUMP

- Currently, it is not what we would have hoped it would be
- Still, the SUMP is reaching its targets through the ROP implementation process
- CO2 emissions are on the right path to being down (*although some might argue that*)



# Actual implementation of the SUMP

- Effectiveness – did it deliver the desired outcome?

8/10 for awareness

6/10 for reducing CO2 emission (ongoing)

- Efficiency – what was the cost of delivered the outcome, was it value for money?

8.5/10

- Acceptability – was the policy well received, were their issue in gaining acceptability, what did they relate to?

5/10 (there are issues, but these are the basis for the next SUMP)

# Final remarks.....

- As with the 2007 – 2013 programing period, it will probably take some more years to correctly evaluate the impact of the SUMP that is currently being implemented
- Could things be better ? ABSOLTELY!!
- Could things be worse? ABSOLUTELY!!
- Are we on the right track? DEFINTIVELY YES!!
- Are we running on the right track? Maybe a brisk pace! Hopefully it is a warm up for running!!

**THANK YOU!**