

English version

Integrated Action Plan Bucharest - Ilfov



URBACT



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I. Executive Summary

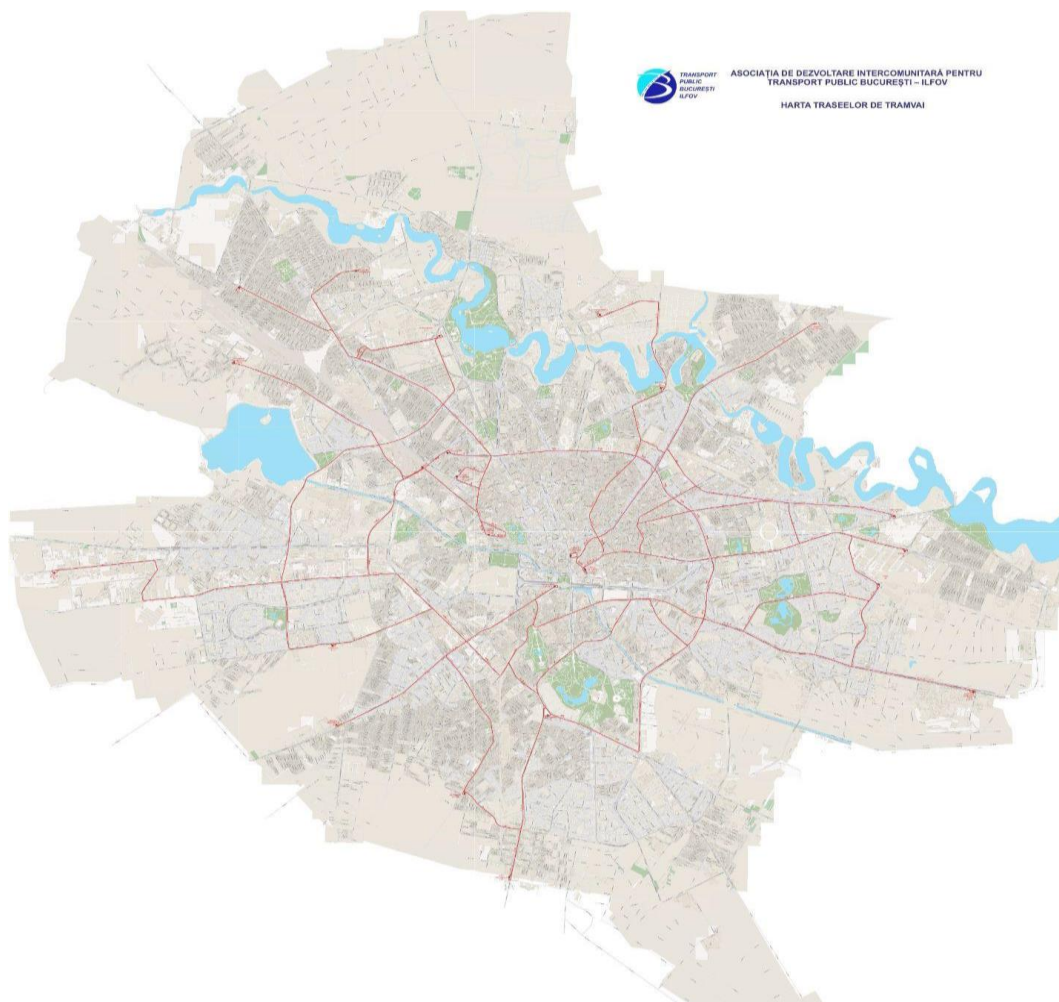


1. DEVELOPMENT OVERVIEW

Local context

The Bucharest metropolitan area occupies a strategic position in Romania, centrally located as a pivotal hub in the country's transport and economic network. This region, which includes Bucharest Municipality and Ilfov County, is home to a diverse population of approximately 2.2 million people spread across 42 municipalities (8 cities, 32 communes, Bucharest Municipality, and Ilfov County Council). Bucharest – Ilfov region has a total of 1.821 km² of which 13.1% is the administrative territory of Bucharest Municipality while 86.9% is the territory of Ilfov County.

Bucharest – Ilfov Intercommunity Development Association for Public Transport (TPBI) is responsible for the establishment, organization, regulation, operation, monitoring and management of the public transport service throughout the whole area, according to EC Regulation 1370/2007. Also, TPBI is responsible for coordinating and implementing measures and investment projects outlined in the Sustainable Urban Mobility Plan for Bucharest – Ilfov, approved by all local public authorities in the region. In the Bucharest metropolitan area, there are 194 surface public transport lines, of which 126 are urban lines, operated by buses, trams, and trolleybuses, and 65 are regional lines, operated by buses, and one metropolitan train line. Besides the surface public transport, there are 5 metro lines.



Vision and objectives

IAP's vision is to transform mobility in the Bucharest–Ilfov region into a seamlessly connected, sustainable, and inclusive system that puts people first. We aim to enhance quality of life for all citizens by fostering a shift to public transport, reducing dependence on private vehicles, and delivering integrated, accessible, and environmentally friendly mobility solutions for both urban and rural communities

The objectives are:

- **Promote sustainable mobility and intermodality** – by supporting the adoption of green mobility solutions, including electric vehicles and alternative transport options;
- **Increase public transport attractiveness** – by improving the quality and reliability of the service;
- **Public participation and inclusion** – engaging citizens and stakeholders in co-designing the public transport services;
- **Enhance digital and smart mobility solutions** – integrate digital tools and smart solutions to optimize the mobility services.

Action Areas and Specific Actions

- 1. Infrastructure expansion and development – enhance the infrastructure supporting urban-rural mobility through:**
 - ✓ Action 1.1. – Modernize the public transport stops in the B-I area (shelters, real-time information systems, and accessibility features);
 - ✓ Action 1.2. – Expand the dedicated bus lanes network;
 - ✓ Action 1.3. – Improve regional connectivity by developing/upgrading rural-urban intermodal hubs;
- 2. Public transport optimization – create a user-centric public transport system through:**
 - ✓ Action 2.1. – Procurement of electric/low-emission buses for regional bus routes;
 - ✓ Action 2.2. – Pilot actions to test new bus routes and evaluate the demand (TPBI's initiative during the EMW – Green Lines);
 - ✓ Action 2.3. – Improve the frequency of the urban-rural routes.
- 3. Intelligent transport systems – leverage technology to enhance user experience through:**
 - ✓ Action 3.1. – Explore the integration of MaaS platforms;
 - ✓ Action 3.2. – Smart technologies (digital signage, new ticketing systems, upgraded traffic management system).
- 4. Policy and behaviour changes through:**
 - ✓ Action 4.1. – Awareness campaigns to highlight the environmental impact of green mobility;
 - ✓ Action 4.2. – Car-free zones/pedestrian only areas;
 - ✓ Action 4.3. – Promote cycling and walking as viable alternatives of mobility.



Action Areas and Specific Actions

INFRASTRUCTURE EXPANSION AND DEVELOPMENT	PUBLIC TRANSPORT OPTIMIZATION	INTELLIGENT TRANSPORT SYSTEMS	POLICY AND BEHAVIOUR CHANGES
Modernize the public transport stops	Procurement of electric/low-emission buses	Explore the integration of MaaS platforms	Awareness campaigns
Expand the dedicated bus lanes network	Pilot actions to test new bus routes	Smart technologies	Car-free zones/ pedestrian only areas
Improve regional connectivity	Improve the frequency		Promote cycling and walking

Implementation Strategy

The strategy for implementing the Bucharest-Ilfov IAP will follow a structured, phased approach. **In the first phase**, immediate actions will focus on integrating public transport services and modernizing key infrastructure, with milestones set for completing pilot projects and gathering public feedback. **The second phase** will involve expanding the transport network, enhancing fleet capabilities, and promoting sustainable mobility through targeted campaigns. Key timelines will be established to ensure progress over the next 2-3 years, with regular assessments to ensure the plan remains on track, addressing challenges and ensuring alignment with broader urban mobility and sustainability goals.

2. FUTURE IMPLEMENTATION OF THE IAP IN OUR CITY

Monitoring, Evaluation, and Continuous Adaptation

TPBI, together with relevant stakeholders, will focus on monitoring and evaluating the initiatives of the IAP to ensure their effectiveness and alignment with regional mobility goals, while continuously seeking funding from diverse sources to support the implementation and sustainability of the IAP. As a living document, the IAP will be

regularly reviewed and updated to reflect progress, address new challenges, and seize emerging opportunities, ensuring its adaptability. **This Plan will be correlated with the Sustainable Urban Mobility Plan (SUMP)**, fostering a cohesive and forward-looking approach to urban-rural mobility development in the Bucharest-Ilfov region.

Ensuring a Forward-Looking and Sustainable Impact

The Integrated Action Plan (IAP) for Bucharest-Ilfov represents a forward-looking strategy aimed at fostering sustainable urban development through a comprehensive and dynamic framework. Rooted in a clear strategic vision, it aligns local priorities with the overarching principles of URBACT, emphasizing integration and participatory approaches. This ensures that the IAP not only addresses immediate urban challenges but also remains adaptable and impactful in driving long-term, transformative actions. By engaging stakeholders and leveraging synergies across sectors, Bucharest-Ilfov's IAP is developed for achieving sustainable urban growth and resilience.

3. CONCLUSION

IAP's vision underscores a commitment to sustainable urban development through a holistic and forward-thinking approach. It reflects a dedication to integrating local priorities with broader strategic frameworks, ensuring that each initiative is both relevant and impactful. **By fostering collaboration, inclusivity, and adaptability, the IAP envisions a resilient urban future where communities thrive in harmony with their environment.** The plan's dynamic nature ensures it remains a living document, capable of evolving to meet new challenges while staying true to its foundational goals of creating vibrant, sustainable urban spaces.

1. Context, Needs, and Vision





1.1. THEMATIC FOCUS INTRODUCTION

Overall Theme

The overarching theme of this IAP, as part of the Beyond the Urban Action Planning Network (URBACT IV), is to enhance urban-rural mobility by testing and implementing sustainable, accessible, and integrated mobility solutions. The TPBI's role focuses on facilitating intermodality, improving multi-level governance, ensuring inclusion and gender equality, and leveraging digital tools to achieve better connectivity between rural and urban areas in the Bucharest-Ilfov region. This initiative aligns with broader goals of fostering sustainable urban development, reducing carbon emissions, and improving the quality of life for residents.

The IAP responds directly to the challenges identified in the Baseline Study, which highlights **mobility gaps, demographic shifts, and infrastructural imbalances** in Bucharest-Ilfov. As a key actor in regional public transport, TPBI aims to bridge these gaps by aligning with strategic frameworks and introducing innovative mobility solutions that prioritize sustainability and accessibility.

Current situation

Current situation - Bucharest-Ilfov			
CONTEXT & CHALLENGES	MAJOR ISSUES	SOCIAL INEQUALITY	ROLE & ACTION OF MAYORS IN TPBI
Rapid urbanization	Congestion: heavy traffic during peak hours, unpredictable travel times	Reduced access for: <ul style="list-style-type: none"> • Elderly • Persons with disabilities 	Represent communities in the General Assembly of Shareholders
Increase in rural–urban commuting flows	Service inconsistency: delays, insufficient frequency	Limits access to economic, social, and educational opportunities	Key discussion topics: <ul style="list-style-type: none"> • Integration of transport services • Infrastructure investment • Sustainability initiatives • Public awareness campaigns
Pressure on existing infrastructure	Inadequate infrastructure: limited rural options, stops lacking shelters/seating/info	Geographic disparity: fewer transport options in remote rural areas	Objective: public transport that is efficient, reliable, environmentally friendly

The Bucharest-Ilfov region is a dynamic area marked by rapid urbanization, which brings both opportunities and significant challenges to public transport systems. This growth has led to an increase in the population commuting from rural areas to urban centers, further straining existing mobility infrastructures.

The current urban-rural mobility system is plagued by congestion and inefficiency, particularly during peak commuting hours. Major thoroughfares often experience traffic jams that lead to unpredictable travel times, making public transport unreliable and discouraging its use among commuters. Many users report inconsistent service levels, which pushes them to seek alternatives, thus exacerbating the congestion problem.

Inadequate infrastructure compounds these issues, as rural areas often have limited public transport options. Residents face long waiting times and inconvenient schedules that do not meet their needs. Additionally, the physical state of the transport infrastructure in some areas is poor, characterized by insufficient facilities at stops, such as a lack of shelters, seating, and information displays.

Social and spatial inequality remains a pressing concern, with marginalized groups, including the elderly, persons with disabilities, facing significant barriers to accessing reliable transportation. This limited mobility restricts their ability to engage in economic, social, and educational opportunities.

In the General Assembly of Shareholders of TPBI, mayors play a crucial role by voicing their perspectives and advocating for measures to enhance public transport services. Their active participation is essential for addressing local needs and shaping policies that improve connectivity and accessibility for residents. Key areas for discussion include the integration of various transport services, investment in infrastructure, sustainability initiatives, and public awareness campaigns to encourage ridership. By collaborating in this forum, mayors can effectively work towards creating a more efficient, reliable, and environmentally friendly public transport system that benefits the entire Bucharest-Ilfov region.

Strategic Linkages

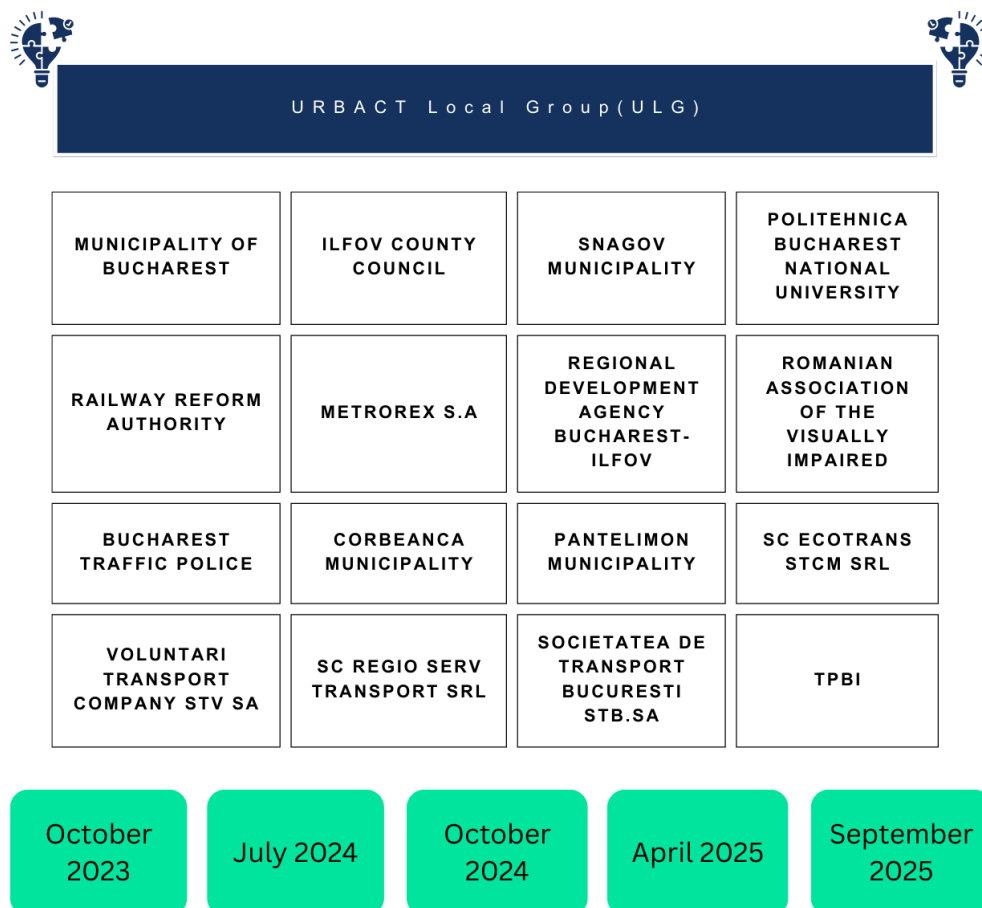
The IAP for TPBI will be aligned with several key strategic frameworks:

- **Local Strategies:** TPBI's existing Sustainable Urban Mobility Plan (SUMP) highlights the need for inclusive, green, and efficient transport systems. The IAP will build on this, extending the focus to rural-urban linkages.
- **National and Regional Plans:** The Romanian national mobility strategy emphasizes sustainable transportation and reducing carbon emissions, aligning with the IAP's goals of creating a low-emission, integrated system. Also, the IAP will be in line with the frameworks of the Regional Programme Bucharest - Ilfov 2021 - 2027, and The National Recovery and Resilience Plan.
- **European and Global Frameworks:** BtU contributes to the **EU Green Deal** by fostering sustainable transport solutions, and aligns with the **United Nations Sustainable Development Goals (SDGs)**, particularly Goal 11: Sustainable Cities and Communities. Enhancing urban-rural mobility will reduce inequalities (Goal 10), promote sustainable economic growth (Goal 8), and address climate action (Goal 13).

1.2. PROBLEM DEFINITION

Problem identification by local stakeholders

The members of Bucharest - Ilfov URBACT Local Group are:



The ULG concentrated on fostering collaboration between stakeholders, gathering local insights, and shaping a shared vision for the region's mobility future. It explored innovative solutions to improve accessibility, from enhancing transport hubs to creating safer pedestrian and cycling infrastructure. The group also encouraged environmentally friendly practices, promoted digital tools for journey planning, and sought to balance urban and rural needs in mobility development.

The primary issue TPBI aims to tackle is the lack of cohesive, accessible, and sustainable rural-urban mobility options. To illustrate this, we will present the findings from an activity conducted in collaboration with our URBACT Local Group (ULG).

This exercise focused on identifying the strengths, weaknesses, and improvement ideas for the following key topics:



Problem identification by local stakeholders

1. ACCESSIBILITY:	This topic was divided into three main areas: accessibility at public transport stops and vehicles, public transport frequency, and comfort/safety measures.
POSITIVE ASPECTS:	<ul style="list-style-type: none">• The distance between public transport stops complies with national regulations.• All metro stations are equipped with accessibility features for citizens with various impairments (e.g., visual, mobility).• Modernized surface public transport stops include facilities for people with disabilities.
NEGATIVE ASPECTS:	<ul style="list-style-type: none">• Some metro stations have only one point of access.• Certain stops share the same name, causing confusion for passengers.• Some surface transport vehicles lack air conditioning.• Audio systems on both vehicles and at stops often do not function properly.
IMPROVEMENT SUGGESTIONS:	<ul style="list-style-type: none">• Introduce dedicated routes for individuals with visual impairments (e.g., a route connecting Balta Albă and Pantelimon neighbourhoods), as suggested by a member of our ULG from the The Romanian National Agency for the Visually Impaired.• If stops with the same name cannot be renamed, differentiate them by using distinct colours or numbering to help passengers navigate more easily.• Explore alternative funding sources beyond national programs to support improvements.
2. AWARENESS:	This topic was divided into awareness campaigns aimed at promoting public transport and encouraging behavioural changes, as well as fostering citizen involvement.
POSITIVE ASPECTS:	<ul style="list-style-type: none">• Online awareness campaigns promoting good manners in public transport.• Consultation with citizens regarding the approval of various relevant strategies/documents at the regional level, such as PMUD B-I 2.0.• Various events held during European Mobility Week.
NEGATIVE ASPECTS:	<ul style="list-style-type: none">• Car usage still accounts for the highest percentage of modal share.• Non-compliance with transport regulations regarding passenger behaviour during journeys.
IMPROVEMENT SUGGESTIONS:	<ul style="list-style-type: none">• Efforts to change the behaviour of drivers and individuals involved in public transport.• Awareness campaigns in schools.• Continuation of online awareness campaigns.
3. REAL TIME DATA:	This topic was categorized into information provided through websites, social media, public transport stops, and various apps.
POSITIVE ASPECTS:	<ul style="list-style-type: none">• Real-time data integration available on Google Maps.• The InfoTB app provides real-time data and is also integrated with the metro system.• Google Maps includes information on the load capacity of new surface vehicles.
NEGATIVE ASPECTS:	<ul style="list-style-type: none">• Some onboard GPS systems in vehicles are not functioning.• Lack of integration for alternative mobility options (scooters, bikes) within public transport apps.
IMPROVEMENT SUGGESTIONS:	<ul style="list-style-type: none">• Implement a Mobility as a Service (MaaS) app.• Develop a new interface for the InfoTB app with features tailored for citizens with visual impairments.

Vision Statement



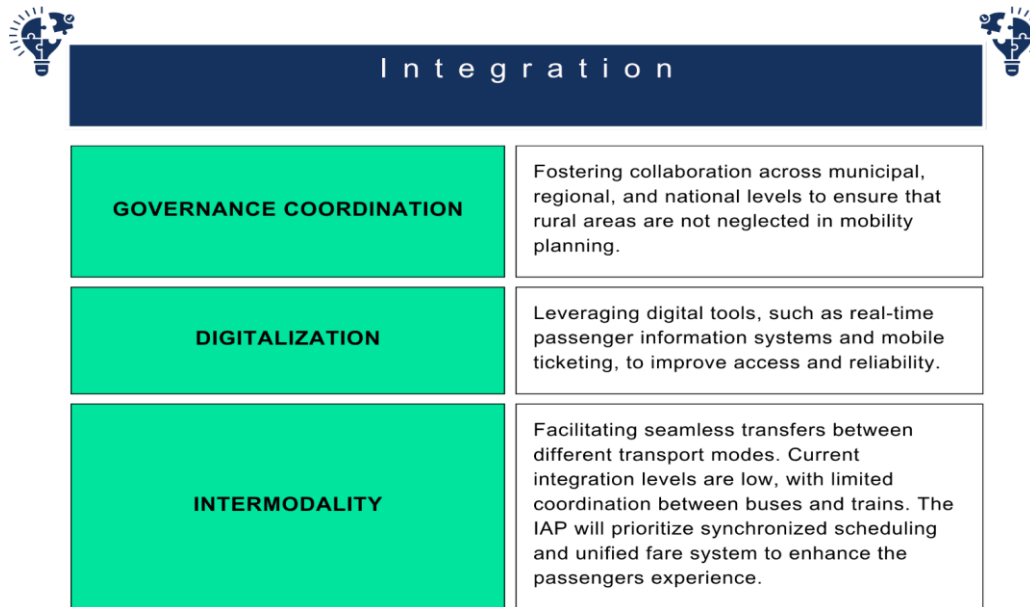
Vision Statement

INTEGRATED TRANSPORT SYSTEMS	SMOOTH TRANSITIONS BETWEEN BUSES, TRAINS, AND METROS; SYNCHRONIZED SCHEDULES; UNIFIED TICKETING
EQUAL ACCESS FOR ALL	ENHANCED CONNECTIVITY FOR UNDERSERVED RURAL AREAS; RELIABLE MOBILITY FOR ALL CITIZENS REGARDLESS OF INCOME, GENDER, OR LOCATION
SUSTAINABLE SOLUTIONS	REDUCED ENVIRONMENTAL IMPACT BY ENCOURAGING PUBLIC TRANSPORT, CYCLING, AND WALKING
SHARED VISION	NEWSPAPER OF TOMORROW EXERCISE WITH TPBI'S URBAN LOCAL GROUP; BUCHAREST-ILFOV AS A MODEL FOR SUSTAINABLE AND INCLUSIVE MOBILITY

TPBI's vision for Bucharest-Ilfov outlines a future where integrated, accessible, and sustainable mobility connects communities seamlessly. By synchronizing transport systems, ensuring equal access, and promoting eco-friendly travel, the region aims to become a model for inclusive urban and rural connectivity, setting a benchmark for greener, more equitable mobility solutions.

Through tools like the Newspaper of Tomorrow exercise, TPBI's ULG (Urban Local Group) developed a shared vision of Bucharest-Ilfov as a model region for sustainable and inclusive mobility.

Integration



Pilot Actions

Implemented pilot actions:

During the European Mobility Week, TPBI, in collaboration with local public transport operators, introduced special **“Green Lines”** — temporary **bus routes** designed to connect Bucharest with major tourist and cultural attractions across Ilfov County. These environmentally friendly routes were operated using existing buses and provided direct, convenient links between urban and peri-urban destinations that previously lacked regular public transport connections.

As the first step of the pilot action, TPBI distributed surveys to passengers using these “Green Lines,” asking whether the routes should become permanent, how often they should operate, and what improvements they would like to see both at stops and onboard vehicles. The responses revealed strong public support — particularly from frequent users and tourists — for making these routes year-round services, increasing their frequency, and adding passenger amenities to enhance comfort and convenience.

This positive feedback provides a solid foundation for integrating the “Green Lines” into the permanent regional transport network, helping improve connectivity, promote sustainable mobility, and enhance the overall travel experience within the Bucharest–Ilfov region.

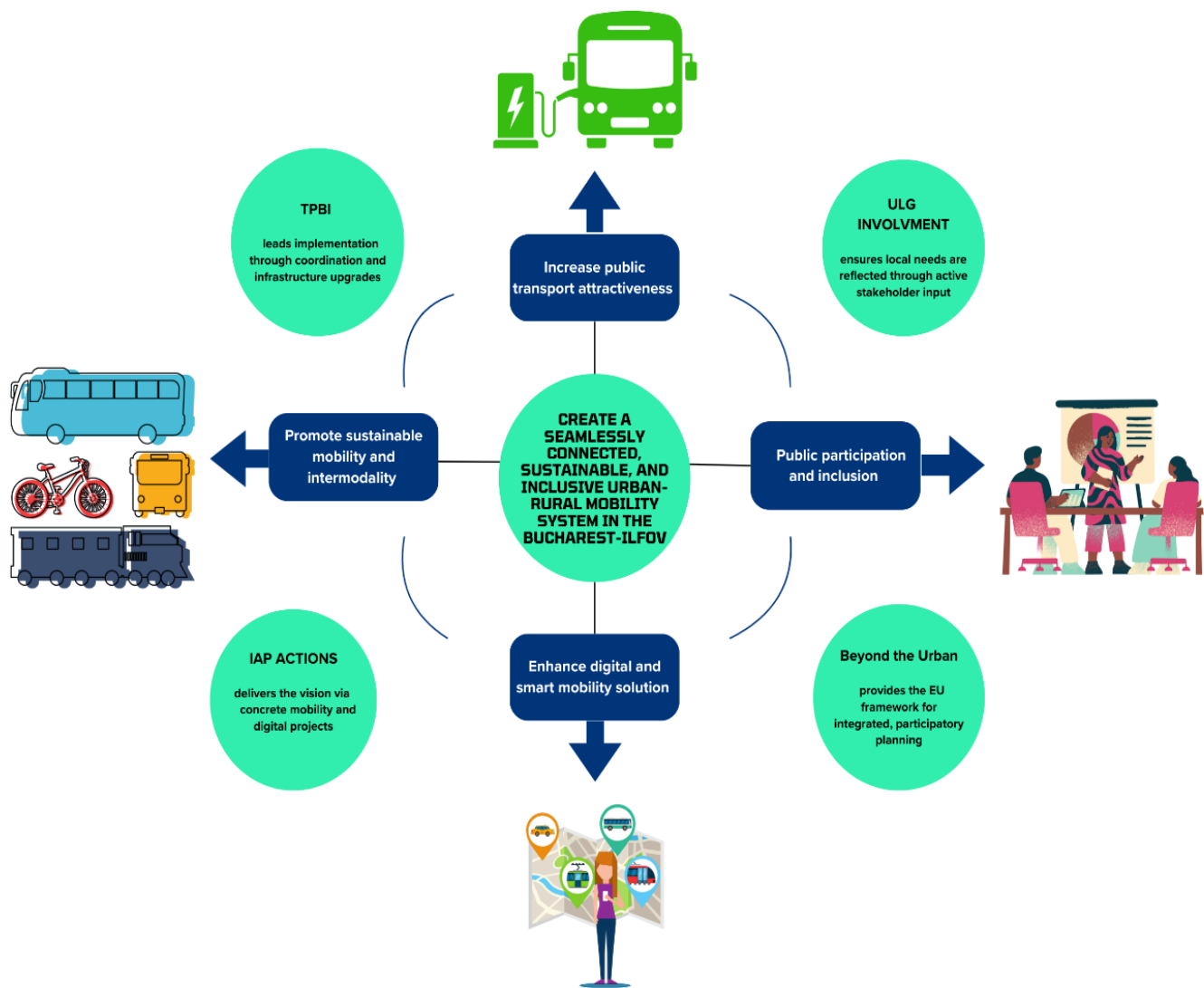
Proposed Future Pilot Actions

- **New service routes and regional connectivity:** Testing new mobility links between urban and peri-urban areas to assess demand, accessibility, and operational feasibility.

- **Digital innovation in mobility systems:** Exploring smart tools such as real-time information systems, digital signage, and mobile apps to improve the passenger experience and guide future IT investments.
- **Low-emission transport solutions:** Introducing hybrid and electric vehicles on selected routes to evaluate energy efficiency, infrastructure readiness, and public perception.
- **Accessible and inclusive mobility:** Piloting measures that improve accessibility for vulnerable groups, including people with disabilities, to ensure equitable and inclusive public transport.
- **Active mobility and multimodal integration:** Promoting walking and cycling connections to integrate with public transport and support sustainable last-mile travel.
- **Mobility for social and educational equity:** Testing targeted mobility initiatives for schools, healthcare access, and community services to reduce inequality and support underserved populations.

These pilot actions lay the groundwork for a broader, long-term implementation of TPBI's Integrated Action Plan, aligning with regional mobility strategies, addressing specific transport challenges, and advancing the goal of sustainable, accessible, and inclusive rural–urban mobility.

Visual IAP roadmap:

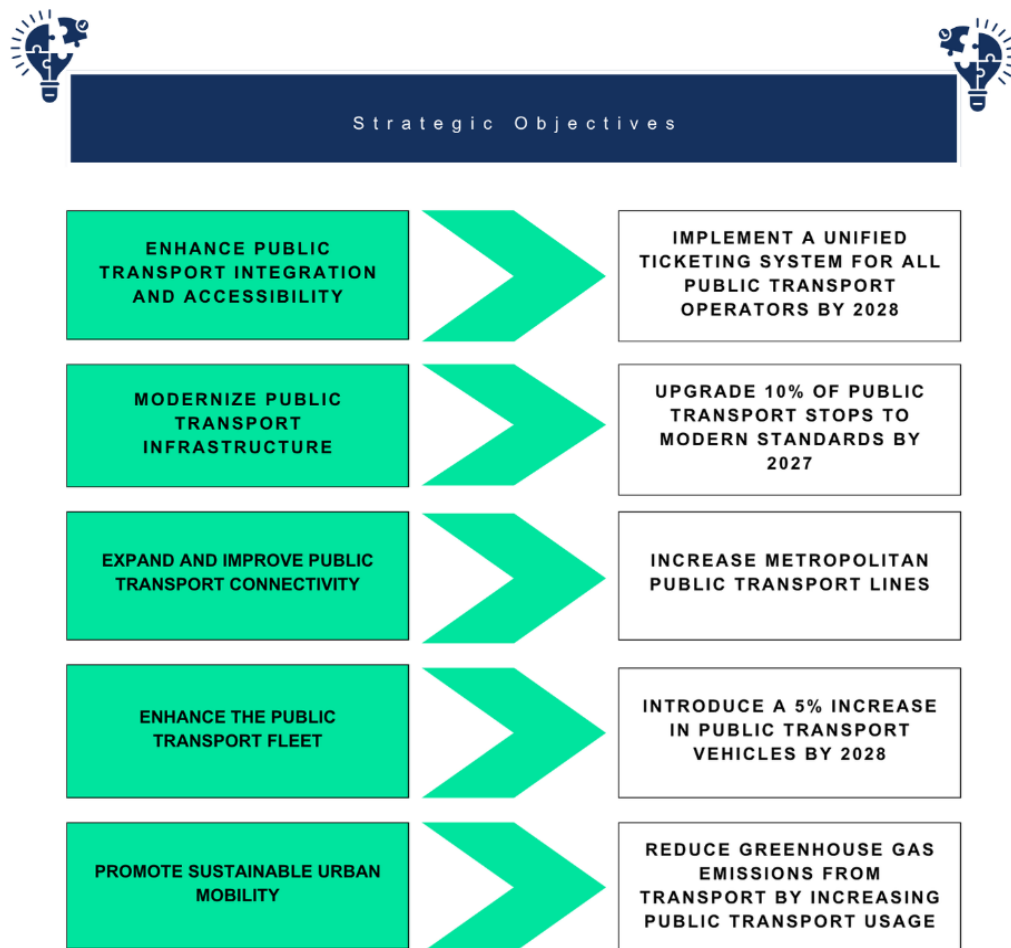


2. Overall Logic & Integrated Approach Section

2

2.1 OVERALL LOGIC

Strategic Objectives



The strategic objectives of the IAP define a clear roadmap for achieving sustainable, accessible, and modern urban mobility in the Bucharest-Ilfov region. They are designed to address current mobility challenges, improve public transport services, and encourage a shift towards environmentally friendly transportation. Each objective is time-bound, measurable, and aligned with the overall vision of integrated and user-focused public transport.

1. Enhance Public Transport Integration and Accessibility

This objective focuses on creating a seamless, user-friendly public transport system by integrating all operators under a unified ticketing solution. By 2028, the plan is to achieve full integration, allowing passengers to access all services with a single ticket. This will require collaboration among all public transport stakeholders and addresses the need for streamlined and efficient mobility across the metropolitan area.

2. Modernize Public Transport Infrastructure

Upgrading public transport stops is essential to enhance user experience, safety, and service reliability. The IAP aims to modernize 10% of stations by 2027, allocating budget and resources strategically to key locations. Modernized infrastructure will make public transport more attractive, encouraging higher ridership.

3. Expand and Improve Public Transport Connectivity

To reduce reliance on personal vehicles and improve accessibility, the IAP seeks to expand metropolitan public transport lines connecting Bucharest and Ilfov. New routes will be planned and implemented based on demand analyses, ensuring efficient coverage and improved connectivity for commuters. This is a permanent activity that will continue evolving with urban growth.

4. Enhance the Public Transport Fleet

Increasing the number of vehicles in the public transport fleet by 5% by 2028 is targeted to reduce emissions, improve capacity, and enhance service reliability. Phased investments in new vehicles will ensure gradual but steady improvement, supporting both operational efficiency and environmental goals.

5. Promote Sustainable Urban Mobility

Encouraging a modal shift from private cars to public transport is critical to reducing greenhouse gas emissions and supporting broader sustainability objectives. This will be achieved through public awareness campaigns, incentives, and ongoing promotion of eco-friendly transport options. This activity is considered permanent, forming the backbone of the region's long-term sustainable mobility strategy.

These strategic objectives, together with their specific measurable targets, provide a structured framework to guide the implementation of the IAP, ensuring that mobility in Bucharest-Ilfov becomes more accessible, sustainable, and integrated.

Areas of Intervention

The main areas of intervention to realize the strategic objectives include Public Transport Integration, Infrastructure Modernization, Network Expansion, Fleet Enhancement, and Promoting Sustainable Mobility.

These interventions are critical as they directly address the core needs identified in the IAP. Public Transport Integration, through unified ticketing, enhances convenience and accessibility, aligning with the objective of a seamless travel experience. Infrastructure Modernization improves safety and user satisfaction, driving increased ridership. Network Expansion connects more regions, fostering mobility and reducing car dependency. Fleet Enhancement modernizes transport options, contributing to emission reductions and reliability. Sustainable Mobility Promotion shifts behaviours towards environmentally friendly travel, supporting the overarching vision of sustainable urban growth.

Specific Actions

The actions outlined in the following section are intended to support and give practical effect to the strategic objectives of the Integrated Action Plan. They reflect the key priorities identified through stakeholder consultation and respond to the specific mobility needs of the Bucharest–Ilfov region:



Specific Actions

Specific Action	Responsible Entity	Estimated Deadline	Strategic Objective	Areas of Intervention
Connected journey in Bucharest - Ilfov	TPBI, PT Operators, municipalities in Bucharest-Ilfov region	2027	SO 05	Public Transport Integration
Travel Green, Discover Ilfov County	TPBI, PT Operators, municipalities in Bucharest-Ilfov region	2027	SO 03	Network Expansion
Bucharest - Ilfov Open Data	Any entity/association who wants to open their data	2027	SO 01/ SO 05	Public Transport Integration
Digitizing and improving the passenger experience in public transport stations in the Bucharest-Ilfov region	TPBI/Ilfov County Council/municipalities of Ilfov County/ Bucharest Municipality	end of June 2026	SO 01/SO 02	Public Transport Integration/Infrastructure Modernization
Fleet renewal - procurement of trolleybuses	Bucharest Municipality and TPBI/STB (Bucharest public transport operator)	end of June 2026	SO 03/ SO 04/ SO 05	Fleet Enhancement/Network Expansion/Promoting Sustainable Mobility
Fleet renewal - procurement of minibuses	Bucharest Municipality and TPBI/STB (Bucharest public transport operator)	end of June 2026	SO 03/ SO 04/ SO 05	Fleet Enhancement/Network Expansion/Promoting Sustainable Mobility
Ensuring Equal Access to Surface Public Transport for People with Visual Impairments	TPBI, STB (PT operator) and The Romanian Association of the Blind	2026	SO 01/ SO 02/ SO 05	Infrastructure Modernization/Public Transport Integration
Mobility for Education	TPBI, PT operators, municipalities of B - I region	2026	SO 02	Infrastructure Modernization/Promoting Sustainable Mobility
Renaming Public Transport Stops for Better Navigation	TPBI, PT operators, Bucharest Municipality, Districts of Bucharest, municipalities from Ilfov County	2027	SO 02	Public Transport Integration
Quiet, Clean, Connected	TPBI, PT operators	2027	SO 03/ SO 05	Fleet Enhancement/Promoting Sustainable Mobility

3. Action Planning Details

3

3 INTRODUCTION

This section presents the detailed actions that will guide the implementation of the IAP. Actions are organized by thematic intervention areas and reflect the strategic priorities of the plan. Each action includes key implementation details such as responsibilities, timing, and resources, providing a clear framework for moving from planning to execution.

3.1. DETAILED ACTION TABLES

Connected journey in Bucharest - Ilfov

Context

The Bucharest–Ilfov region is undergoing a transformation toward a more integrated, efficient, and sustainable public transport system. While significant progress is being made in infrastructure, multimodal ticketing, and digital tools, public awareness and adoption of these improvements remain uneven.

This communication campaign aims to bridge that gap through a unified regional effort centered around a short promotional video and supporting materials. The campaign will highlight how residents and visitors can easily combine sustainable transport options — bicycles, electric scooters, buses, trolleybuses, trams, the metro, and regional trains — to move seamlessly across the region.

The initiative will be jointly promoted by all public transport operators and local authorities to ensure broad reach, institutional alignment, and a consistent message promoting sustainable mobility. Beyond visibility, the campaign seeks to **influence actual behavior** by motivating citizens to try public and active transport alternatives to private cars, contributing to broader goals of reducing emissions, improving air quality, and enhancing quality of life.

Action 1

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	PT operators, municipalities in Bucharest - Ilfov region	€50.000,00 (production, dissemination, evaluation)	PT operators budget/ Local budget (municipalities budget)	December 2027	Increase mobility awareness by 20%

Key activities

- Define a strong, unified message that encourages residents and visitors to combine multiple sustainable transport modes
- Ensure the messaging is clear, engaging, and accessible to all audiences.
- Filming, animation, editing, and voiceover/subtitling in Romanian and optionally English.

- Launch the campaign simultaneously across the communication channels of all partners for maximum visibility.
- Collect basic engagement data (views, shares, comments) to evaluate the campaign's reach and impact.

Risks

- Low public engagement
- Time constraints in aligning production timelines with internal approval processes across multiple institutions.
- Technical issues related to video formatting or compatibility with some platforms.

Travel Green, Discover Ilfov County

Context

Ilfov County is home to a rich variety of cultural, historical, and natural landmarks — from beautiful parks, lakes, monasteries, and museums to leisure and recreation areas that attract both locals and visitors. However, many of these destinations are currently not well served by public transport, making them difficult to access without a private vehicle. This limits the potential for residents and tourists alike to fully explore and enjoy the unique attractions that the region has to offer. To address this gap, TPBI aims to improve connectivity between Bucharest and these key sites through new or enhanced public transport routes, offering direct and convenient links that make travel simpler and more sustainable. By expanding the network to reach these points of interest, the initiative will help reduce car dependency, ease traffic congestion, and promote eco-friendly mobility. Furthermore, better accessibility to Ilfov's main landmarks is expected to stimulate local tourism, supporting small businesses, cultural venues, and leisure facilities across the county. In the long term, this action will contribute to a more balanced and inclusive regional development, where both residents and visitors can benefit from an integrated, efficient, and environmentally conscious public transport system connecting Bucharest with the treasures of Ilfov.

Action 2

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	TPBI, PT Operators, municipalities in Bucharest-Ilfov region	Costs for operating the new routes	Local budget (municipalities budget)	December 2027	3 new routes by the end of 2027

Key activities

- Identify and map all major tourist, cultural, and recreational sites in Ilfov County that currently lack or have limited public transport access.
- Track ridership data, collect user feedback, and assess the economic and environmental impacts to refine services and ensure long-term success.
- Collaborate with public transport operators and municipalities to determine route feasibility, fleet availability, and necessary adjustments.
- Secure the necessary approvals for integrating these routes into the transport network.

Risks

- Financial constraints.
- Low ridership on these routes.
- Lack of modernized infrastructure (roads, public transport stops).

Bucharest - Ilfov Open Data

Context

The WebGIS platform developed by TPBI for Bucharest-Ilfov represents a significant step toward improving transparency, accessibility, and efficiency in public transport. By providing open data, this tool empowers both citizens and decision-makers with real-time information about routes, schedules, and transport infrastructure.

A key feature of the platform is the ability to track public transport vehicles in real time. This enhances the passenger experience by allowing users to see the exact location of buses, trams, and other transit options, reducing uncertainty and improving travel planning. Additionally, real-time tracking supports transport operators and authorities in optimizing fleet management, identifying delays, and making data-driven decisions to enhance service reliability.

Action 3

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	Any entity/association who wants to open their data	1.000.000,00 euros for future improvements	Regional programme/local budget/Horizon Europe Cluster 2+5	December 2027	5.000 monthly users

Key activities

- Gathering and integrating data.
- Coordinating with PT operators for data exchange.
- Engaging the public about upcoming platform features.
- Raising public awareness and promoting the platform.
- Continuous monitoring and expansion.

Risks

- Delays or errors in updating transport data.
- Unreliable real-time tracking due to GPS malfunctions.
- Low public awareness or reluctance to adopt digital tools.
- Difficulties in integrating various data sources.
- Ongoing need for investment in software development and system improvements.

Digitizing and improving the passenger experience in public transport stations in the Bucharest-Ilfov region

Context

Given the importance and impact that public transport stations have on the passengers experience, respectively for improving the quality of time spent in public transport stations, we propose to implement a pilot project in at least two intermodal nodes on the public transport network of the Bucharest-Ilfov region, including:

-The creation of a QR code to be placed on the station identification pillar or modular shelter so that, when scanned, it opens a web page providing information of general interest (station name, date and time, weather information) and including the following features:

- Feature 1 - real-time schedule information for vehicles making stops at the station, including their direction of travel.
- Feature 2 - information on intermodality with different modes of transport (bus, tram, trolleybus, train, metro), so that information on the traffic schedule is displayed
- Feature 3 - information about points of interest in the area (details about locations, objectives or attractions near the station).

Action 4

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	Ilfov County Council/municipalities of Ilfov County/Bucharest Municipality	No costs - this will be made by our own IT department	Internal development - own budget	June 2026	Implement QR info in at least 10 stations

Key activities

- Forming a partnership with available local authorities and Ilfov County Council – establishing the necessary collaborations for the project implementation.
- Designing and distributing a questionnaire to gather relevant data from users and authorities.
- Analyzing stations in the Bucharest-Ilfov region to determine the locations for QR code implementation – evaluating stations within the network to select the most suitable locations for the installation of QR codes.

Risks

- Lack of awareness or engagement – a low level of interest or participation from the target audience.
- Dishonest responses from the target audience – the risk of participants not providing accurate or complete information in the questionnaires.
- Partnership issues with local authorities – difficulties in establishing and maintaining effective collaborations with municipalities.
- External factors – weather or other external conditions that can impact the activities.

Fleet renewal - procurement of trolleybuses

Context

Public transportation in the Bucharest-Ilfov region faces challenges related to outdated infrastructure and the need for a more eco-friendly and efficient system. Through the procurement of 22 modern trolleybuses, funded by the National Recovery and Resilience Plan, TPBI aims to improve public transport quality, reduce pollution and traffic congestion, and provide a more attractive alternative to personal car use. The new trolleybuses will contribute to fleet modernization, enhance passenger comfort, and lower carbon emissions. The 22 trolleybuses, characterized by zero emissions and powered by electric traction, will help "offset" excess pollutants, thereby improving air quality, given that the electricity consumed is 100% generated by hydroelectric plants, representing a green energy source.

Action 5

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
Bucharest Municipality	Bucharest Municipality and TPBI/STB (Bucharest public transport operator)	14.300.000 €	European Funds through Recovery and Resilience Plan	Ongoing action – June 2026	Deliver and operate the 22 trolleybuses

Key activities

- Launching and completing the public procurement procedure.
- Signing the contract with the selected supplier.
- Production and delivery of the trolleybuses according to the agreed schedule.
- Testing and commissioning of the new trolleybuses.
- Integrating them into the existing public transport network.

Risks

- Delivery delays due to production or supply chain issues.
- Technical problems or incompatibilities with the existing infrastructure.
- Need to adapt certain stations and power supply networks for the new trolleybuses.
- Possible implementation delays due to administrative procedures.

Fleet renewal - procurement of minibuses

Context

Public transportation in the Bucharest-Ilfov region faces challenges related to outdated infrastructure and the need for a more eco-friendly and efficient system. Through the procurement of 7 electric minibuses, funded by the National Recovery and Resilience Plan, TPBI aims to improve public transport quality, reduce pollution and traffic congestion, and provide a more attractive alternative to personal car use. The electric minibuses, characterized by zero emissions and powered by electric traction, will help "offset" excess pollutants, and improve air quality. As a complementary measure, the procurement and installation of charging stations will ensure the necessary infrastructure for the efficient operation of the electric vehicles, supporting the transition to sustainable mobility in the region.

Action 6

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
Bucharest Municipality	Bucharest Municipality and TPBI/STB (Bucharest public transport operator)	2.150.000 €	European Funds through Recovery and Resilience Plan	Ongoing action – June 2026	Deliver and operate the 7 minibuses

Key activities

- Launching and completing the public procurement procedure.
- Signing the contract with the selected supplier.
- Production and delivery of the trolleybuses according to the agreed schedule.
- Testing and commissioning of the new trolleybuses.
- Integrating them into the existing public transport network.

Risks

- Delivery delays due to production or supply chain issues.
- Technical problems or incompatibilities with the existing infrastructure.
- Need to adapt certain stations and power supply networks for the new trolleybuses.
- Possible implementation delays due to administrative procedures.

Ensuring Equal Access to Surface Public Transport for People with Visual Impairments

Context

In Bucharest, public transport remains a vital lifeline for daily mobility, yet it presents significant challenges for people with visual impairments. Despite ongoing modernization efforts, many buses, trams, and trolleybuses still lack essential accessibility features such as functional audio announcements and clear information at stops. This creates daily obstacles, limits independence, and reinforces social exclusion for a vulnerable population. With over 3,000 people registered with severe visual impairments in the capital, ensuring their equal access to public transport is not only a legal obligation under national and EU disability rights frameworks but also a moral imperative. Improving audio accessibility in surface public transport represents a crucial step toward an inclusive and equitable city that leaves no one behind.

Action 7

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	STB (PT operator) and The Romanian Association of the Blind	No costs – redistribution of vehicles with working audio equipment	No need for funding - redistribution of vehicles with working audio equipment	December 2026	Vehicles operating on these routes have working audio systems

Key activities

- Identify and map the most frequently used surface public transport routes by people with visual impairments, in collaboration with the Romanian Association of the Blind.
- Prioritize assigning only buses with functional audio systems to the identified routes.
- Establish a regular monitoring process, with user involvement, to ensure audio announcement systems remain functional on the designated routes
- Launch a communication campaign to inform the public and encourage support for accessible transport initiatives.
- Awareness and sensitivity training for drivers and dispatchers on the importance of audio systems for visually impaired passengers.

Risks

- Audio systems may malfunction or degrade over time, and without prompt maintenance, buses could operate without functional announcements.
- The transport operator may not have enough buses with functional audio systems to cover all designated routes consistently.
- If users cannot easily report problems, issues may go unnoticed and unaddressed.
- A lack of broader public or political support could slow progress or reduce long-term commitment to accessibility improvements.

Mobility for Education

Context

The Bucharest-Ilfov region is undergoing significant urban expansion, with new schools being established in suburban and peri-urban areas to accommodate growing populations. However, many of these schools lack reliable public transport access, creating challenges for students and staff who depend on public mobility.

In Bucharest, the capital's dense urban center has well-established transport routes, but as development spreads to the surrounding Ilfov County, public transport services often do not keep pace with the rapid increase in educational institutions. This results in increased transportation costs, longer commute times, and barriers to education, especially for families in lower-income or rural areas.

Ensuring that all newly established educational institutions in the Bucharest-Ilfov region are connected to the public transport network is essential for promoting equitable access to education, improving attendance, and supporting sustainable urban development.

Action 8

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	PT operators, municipalities of Bucharest - Ilfov region	Costs for operating the new routes	Local budget (municipalities budget)	December 2026	Connect 100% new schools to public transport

Key activities

- Hold consultations with school administrators, teachers, and parents to understand the specific transportation needs and challenges faced by students and staff.
- Conduct a study to evaluate the current accessibility of each school, identifying gaps in public transport coverage.
- Coordinate with PT operators to propose new routes or adjust existing ones to include underserved schools.
- Set up a monitoring and evaluation framework to track the effectiveness of the new transport routes, including ridership data, and feedback from families.

Risks

- The infrastructure may be underdeveloped, making it difficult to establish reliable public transport routes without significant investment.
- There may be an underestimation of the actual demand for transport, leading to routes being less frequent or not sufficiently equipped to handle the volume of students.

Renaming Public Transport Stops for Better Navigation

Context

In the Bucharest-Ilfov region, many public transport stops currently have outdated, unclear, or duplicate names that no longer reflect the surrounding environment. With the region constantly evolving—through new residential developments, commercial centers, and public institutions—stop names often fail to indicate nearby **landmarks or destinations**, making it difficult for passengers to know exactly where they are.

This creates confusion not only for tourists and new residents but also for locals navigating unfamiliar areas. Renaming stops to better reflect present-day landmarks and geography will help passengers **orient themselves more easily**, reduce travel-related stress, and improve the overall usability of the public transport system. This step is essential in building a clearer, more intuitive mobility experience for all.

Action 9

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	PT operators, Bucharest Municipality, Districts of Bucharest, municipalities from Ilfov County	Costs borne by the transport operators and the local budget of the municipalities	Local budget (municipalities budget) PT operator's budget	December 2027	Update 100% outdated names

Key activities

- Review existing stop names to identify those that are outdated, duplicated, or misleading.
- Establish criteria for new stop names, prioritizing clarity, relevance to nearby landmarks, and ease of recognition.
- Engage with urban planners, local authorities, and the public to gather input and ensure the new names meet community needs.
- Ensure that all changes are reflected across digital platforms (apps, websites) and physical signage to maintain consistency.

Risks

- Regular commuters may be resistant to changes in familiar stop names, leading to confusion or dissatisfaction.
- Failure to update all systems simultaneously could result in discrepancies between digital information and physical signage.
- Delays during the implementation.

Quiet, Clean, Connected

Context

In line with the Bucharest-Ilfov region's sustainability goals, the focus is now on utilizing **existing hybrid and electric vehicles** on regional routes. This initiative aims to replace conventional fuel-powered buses with these cleaner, more energy-efficient alternatives to reduce emissions, improve air quality, and promote sustainable mobility. By putting these vehicles into operation, the region can significantly cut down on carbon emissions and contribute to the EU's environmental objectives without needing additional investment in new buses.

This shift towards green transport options will also enhance the efficiency of the public transport network, reduce noise pollution, and offer residents and visitors a cleaner, more modern commuting experience. The initiative leverages existing resources and vehicles, making it a cost-effective and timely step in the region's ongoing commitment to sustainability.

Action 10

Lead partner	Partners	Costs	Funding opportunities	Timescale	Target
TPBI	PT operators	Hybrid and electric vehicles from the operators' existing fleet will be reallocated to regional routes	Local budget (municipalities budget along the new public transport routes)	December 2027	Operate 50% of regional routes with hybrid/electric vehicles

Key activities

- Activate and place existing hybrid and electric vehicles into operation on regional routes, focusing on high-demand corridors where environmental impact is most significant.
- Expand and upgrade the charging and refueling infrastructure to support the new hybrid and electric buses. This includes installing charging stations at strategic points along key routes and transport hubs.
- Run communication campaigns to inform the public about the environmental benefits of these buses, their efficiency, and the region's commitment to green transport.

Risks

- Insufficient charging stations or logistical challenges in setting them up along certain routes could lead to delays or gaps in service
- Hybrid and electric vehicles have different operational characteristics compared to traditional buses, and certain routes may not be suitable for their deployment due to range limitations, charging time, or passenger capacity.

4. Implementation Framework



4.1. INTRODUCTION

This chapter defines how the IAP's strategic objectives will be executed over the implementation period. It consolidates the necessary structures and processes for delivery, including leadership, collaboration, financing, scheduling, monitoring, and risk mitigation. This ensures the IAP transitions from a planning document into coordinated, effective, and sustainable action on the ground.

4.2. PARTICIPATION AND GOVERNANCE

Governance Mechanisms

The lead organization for implementing the Integrated Action Plan (IAP) is the Bucharest–Ilfov Intercommunity Development Association for Public Transport (TPBI). TPBI will coordinate activities in collaboration with Bucharest City Hall, the municipalities of Ilfov County, and public transport operators.

Responsibilities for each action are defined within the action tables in Section 3, but overall implementation will be managed within the existing institutional and governance structures. No new formal governance bodies are foreseen; instead, TPBI will ensure clear coordination through ongoing collaboration with key partners.

Stakeholder Engagement

The members of the Urban Local Group have a strong history of cooperation that long predates the Beyond the Urban project. Their existing relationships and shared commitment to improving mobility in the Bucharest–Ilfov region have been instrumental in shaping this IAP.

Even after the conclusion of the URBACT-supported project, these stakeholders will remain actively informed and involved. TPBI will continue to engage with ULG members and other **relevant actors through:**

- **Regular updates on IAP progress and milestones,**
- **Invitations to participate in key events, campaigns, and consultations,**
- **Opportunities to contribute to specific initiatives, especially where their expertise or support can enhance implementation.**

This collaborative and flexible approach ensures continuity, inclusiveness, and ongoing support for the sustainable mobility vision of the IAP.

4.3. Overall Costings and Funding Strategy

Costs

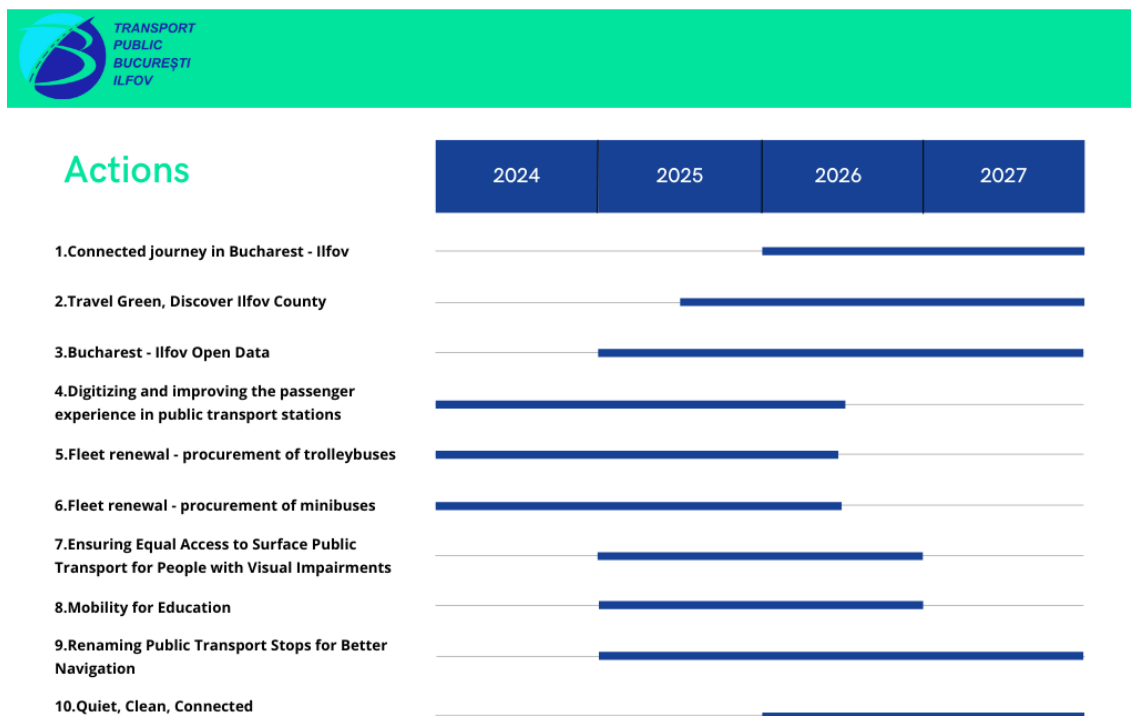
The total costs outlined in the actions described in Section 3 of this Integrated Action Plan amount to approximately € 17.500.000,00. This figure includes key investments such as the modernization of public transport infrastructure, the implementation of a unified ticketing system, the procurement of new electric and trolleybus vehicles, and digital platform enhancements. For several other actions, no additional costs are foreseen, as they will be implemented using the internal human resources of TPBI and the involved stakeholders. As such, no supplementary expert fees will be required, ensuring that the entire plan remains financially efficient while leveraging existing institutional capacity and stakeholder engagement.

Funding

To ensure the successful implementation of the Integrated Action Plan, TPBI will rely on a diverse range of funding sources tailored to each type of action. Key financial support is expected from the **Regional Programme Bucharest–Ilfov 2021–2027**, particularly for infrastructure modernization, digital systems, and network expansion. The **National Recovery and Resilience Plan (NRRP)** will be essential for procuring electric vehicles, smart ticketing, and other green mobility components. Additional funding may come from **European programmes** such as the **European Regional Development Fund (ERDF)**, **ESF+**, **Connecting Europe Facility (CEF)** for digital mobility tools, and **LIFE** and **Horizon Europe** for innovation, climate action, and accessibility improvements. National opportunities through the **Environment Fund Administration (AFM)** and **local public budgets** will support operational needs and co-financing. Where suitable, TPBI will also explore **public-private partnerships**. Each action within the IAP has been designed with these specific funding channels in mind, maximizing the plan's feasibility and alignment with current financial frameworks.

4.4. Overall Timeline

Timeline for Implementation



Timeframes

To ensure a better overview and a coherent roll-out of all actions defined in Section 3, TPBI has developed a consolidated GANTT chart that brings together each action's start and end dates. This visual roadmap enables both the implementation team and stakeholders to track overall progress, identify critical milestones, and anticipate overlaps or dependencies. TPBI will review and update this timeline annually according to funding availability, evolving priorities, and implementation progress.

4.5. Monitoring and Risks

Risk Management

In line with the requirements for the implementation framework, the table below provides a comprehensive assessment of the key risks that may affect the successful implementation of the Integrated Action Plan (IAP). Each identified risk has been categorized into a relevant risk group and assessed based on its likelihood and potential impact. In addition, appropriate mitigation measures have been proposed for each risk to minimize negative effects and ensure operational resilience. This assessment complements and expands upon the risks outlined in Section 3 of the IAP.



Risk Management

RISK GROUP	RISK INCLUDED	LIKELIHOOD	IMPACT	MITIGATION MEASURES
1. Technical & Infrastructure	Technical issues, system incompatibilities, GPS/docking/app failures, insufficient charging stations, hybrid/electric limits, audio system failures, signage discrepancies	High	High	Technical audits, phased rollouts, scalable infrastructure, maintenance protocols, real-time monitoring, fallback systems
2. Public Engagement & Awareness	Low public engagement, dishonest responses, resistance to changes (e.g., stop names), low ridership	Medium	Medium-High	Awareness campaigns, incentives, diverse feedback channels, early and transparent community involvement
3. Financial & Resource Constraints	Funding shortfalls, long-term financial uncertainty, lack of infrastructure for electric vehicles	Medium	High	Financial planning, secure co-funding, apply for EU grants, prioritize cost-efficient phases, explore public-private partnerships
4. Institutional Coordination	Multi-institutional delays, poor municipal partnerships, weak partner coordination, administrative bureaucracy	High	Medium-High	Dedicated coordination unit, stakeholder involvement, escalation processes, regular check-ins, appoint project manager
5. Data & Information Management	Delays/errors in updates, poor data integration, unsynchronized systems	Medium	Medium	Use APIs and data standards, assign integration teams, implement validation and QA processes
6. Environmental & External	Weather disruptions, supply chain delays, political/external risks	Medium	Medium	Seasonal rollout adjustments, diversified suppliers, contingency protocols
7. Operational Continuity & Support	Unreported system failures, unnoticed downtime, gaps in service due to range or charging limits	Medium	High	Enable reporting tools for users, real-time dashboards, backup plans, proactive diagnostics

Monitoring and Reporting

Each action in the IAP has been initially linked to key performance indicator (KPI) to help track progress and assess outcomes. This KPI, while currently serving as the primary measure of impact, will be further refined as implementation progresses, particularly once funding opportunities are secured and technical details are finalized. As the IAP evolves, each KPI will be regularly reviewed to ensure it remains relevant, measurable, and closely aligned with the strategic objectives.

III. Conclusions



CONCLUSION OF THE INTEGRATED ACTION PLAN

The Bucharest–Ilfov region is undergoing a transformation toward a more integrated, efficient, and sustainable public transport system. TPBI’s vision for Bucharest–Ilfov region outlines a future where integrated, accessible, and sustainable mobility connects communities seamlessly. By synchronizing transport systems, ensuring equal access, and promoting eco-friendly travel, the region aims to become a model for inclusive urban and rural connectivity, setting a benchmark for greener, more equitable mobility solutions.

Communication and Dissemination Plans

The communication and dissemination strategy for the IAP focuses on ensuring that its vision and strategies are clearly understood and widely supported across the Bucharest–Ilfov region. TPBI will use a mix of public presentations, and stakeholder meetings to engage municipal authorities, community groups, transport operators, and civil society organizations, fostering dialogue and feedback. Digital platforms, including TPBI’s website and the interactive maps.mo-bi.ro platform, will be central for sharing key documents, visualizations, and updates, while social media channels and newsletters will provide regular, accessible information to the broader public.

Immediate Next Steps

Over the first six months following the IAP’s finalization, TPBI will focus on initiating key activities to ensure the plan’s objectives begin to take shape. Stakeholder engagement will be prioritized through meetings, and public presentations to introduce the plan, gather input, and foster collaboration across municipal authorities, transport operators, and community groups.

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