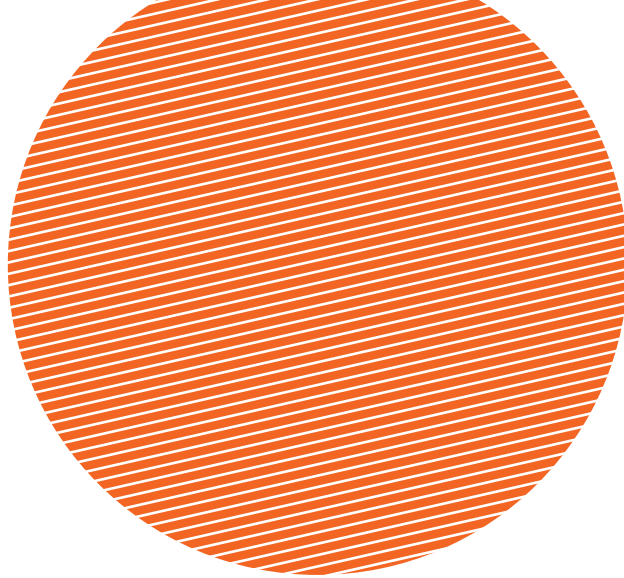




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**Mobility Management:
Success Stories from Central
and Eastern Europe**



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Mobility Management: Success Stories from Central and Eastern Europe

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First edition 2014

Designed and typeset in Ronnia

Printed and bound in Brno, Czech Republic; at Tiskárna Matula; and printed on recycled, acid-free paper

Publisher:

Environmental Partnership Association

Údolní 33, 602 00 Brno, Czech Republic

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www.environmentalpartnership.org

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ISBN: 978-80-87897-03-4

Key words:

*management mobility, sustainable transport, urban mobility, traffic calming, car use reduction, soft measures,
Central Europe, Eastern Europe*



Co-funded by
the European Union

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Preface

Every single day, each and every one of us is affected by our daily commute to work; and very often it is this seemingly harmless activity that dictates whether we have a good or bad day. It is both you and me that suffer at the hands of poor accessibility by different modes of transport and of the massive auto mobilisation that inflicts inhabitants of most cities.

Factors such as the quality of the air I breathe, the safety conditions of the roads I travel on, and pointless and wasted time I spend in traffic jams are the concerns that I have today. Today the challenges that we face with congestion, pollution, and general safety make it difficult for me to continue activities such as walking and biking. So how can we enhance mobility without increasing the ever growing congestion, accident rate and pollution? And even more important; what can all of us do to transform towards being completeive, resource-efficient, and move towards the goal of sustainable cities?

The purpose of this booklet is to highlight mobility management as a successful tool addressing all of these challenges and supporting sustainable urban mobility. We bring specific, real life and practical examples of good practice applications of different mobility management measures from the Central and Eastern European region. The selection of the examples we introduce are not random; the booklet collects the mobility management measures the Environmental Partnership Association members helped to implement by means of the active involvement of its experts, consultancy or financial support. This booklet is designated mostly for mobility managers, city representatives responsible for mobility and transport issues, and NGOs promoting a sustainable transport theme. However; it can also serve as a useful tool for HR or project managers in larger institutions dealing with mobility issues.

Each of the case studies is presented in a way that enables you greater insight on the process of financing, partnerships, and results. Various examples of measures from simple promotion campaigns to larger investments such as city bike sharing systems are introduced.

This booklet should act as a practical guidebook which inspires and helps you to implement mobility measures successfully in your own specific project. As well, please note that Environmental Partnership Association office is ready to provide you with further information on case studies if needed.

Get inspired and become the example we use in the next publication!



Michal Veselý,
Environmental Partnership
Association
Regional coordinator

Environmental Partnership Association

Environmental Partnership Association (EPA) is an international consortium of six foundations from Bulgaria, Czech Republic, Hungary, Poland, Romania and Slovakia with more than 20 years of experience in sustainable development support. The mission of EPA is to incite sustainable development of urban areas by enhancing low carbon footprint and climate resilience solutions in urban planning and development, and to encourage public authorities and businesses in reflecting the environmental impact in their management and policies. We also aim towards increasing people's environmental awareness, supporting the creation of local communities of active citizens, and driving the change at the grassroots level to encourage people to act responsibly in their daily choice.

To achieve this, EPA provides grants, professional services, technical assistance, networking and trainings on a local as well as on the European level.

EPA is a partner institution of several European projects supported by the EC financial instruments as for example LIFE+, Interreg, Intelligent Energy, Europa Aid or Grundtwig. The EPA members are professional administrators of EEA grants and Norway Grants and Swiss Contribution Funds. Networking of EPA reach across the world's partnerships including the European Cyclist Federation, European Greenways Association, Climate Alliance, European Green Belt, CIVINET, Project for Public Spaces or CSR Europe.



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About Mobility Management

1 — Introduction

Mobility management, often called 'smart mobility', is a cost-effective instrument which enables merging mobility and transport with sustainability. Mobility management complements both technology and infrastructure as it acts as an additional key in the effort to achieve sustainable mobility on the local, national and European levels. The need for developing and implementing cost-effective measures is on the rise and becoming increasingly evident. It is urgent to solve the wide variety of sustainability problems caused by transport, particularly environmental, health and social burdens to our citizens. Therefore; the current budget cuts should not endanger measures and solutions for sustainable mobility. We also need to shift the current unbalanced modal split while at the same time decrease the enormous dependency of today's transport on fossil fuels, which in turn results in high economic costs. It is from these concerns that the whole concept of mobility management has evolved; it is the smart management of mobility needs.

Mobility management is a relatively new approach, still in its early stages, but nonetheless developing rapidly in an increasing number of European countries. Roughly speaking, mobility management (MM) is best developed in high-income Western European countries. Among front-runners are Austria, Belgium, France, the United Kingdom, the Netherlands, Sweden and Switzerland. In Central and Eastern European countries it is on the rise. The demand for mobility management in all parts of Europe is growing, especially in cities and regions that are aware of the disadvantages of personal car use. This promises achieving a stronger position in European and national policy. European policy places emphasis on urban travel; specifically in cities where a change is necessary; the car is dominant, and that must change. Smart measures of mobility management are able to support this change. In the European Commission's vision, mobility management contributes to a new mobility culture in cities. Awareness and behaviour change are necessary, in addition to "hard" measures such as provision for bicycles, public transport and networks.

2 — Definition

Mobility management is the concept of promoting sustainable transport and dealing with the question of car use by modifying the habits and behaviour of travellers. The core of this mobility management is formed by “soft” policy measures such as information and communication, organisation of services and the coordination of activities of the various partners.

3 — Mobility management development in Europe

In 1986 the American concept of Transport Demand Management was introduced in the Netherlands as the first initiative to reduce car use in business travel and home-to-work travel. This emphasis fell under the heading of „Transport Management” and was on a regional approach and cooperation between government agencies and companies. The goal was to decrease the number of individual commuter car trips by 20%. For the most part companies developed transport plans and encouraged the use of bicycles, public transport and carpools. After a successful start (20% to 30% decrease in car use), transport coordination centres were formed and transport management gained national attention in the Second Structural Plan on Traffic and Transport (1990).

Mobility management spread from the Netherlands to other European countries. In 1991 Germany started with information centres which informed travellers about sustainable transport in cities of Hameln and Frankfurt. This resulted in the growth of public transport. In the same time period France started with „soft” measures and multimodal travel information. In 1996, mobility management in France was given a push by legislation on air quality and energy consumption. In the mid-90s, mobility management also made its appearance in the UK. In 1995, some British employers, government agencies and hospitals started company transport planning. The success of these rapidly spread to schools, airports and recreational venues. Networks such as the Association for Commuter Transport and Travel Wise promoted development in this area. Around the year 2000, mobility management acquired advocates in countries such

as Sweden, Finland, Italy, Spain and Austria. In 2004, the view was directed eastward to the new Member-States of EU. In 2009 the European Commission adopted the Action Plan on urban mobility. The Action Plan proposed twenty measures to encourage and help local, regional and national authorities in achieving their goals for sustainable urban mobility. With the Action Plan, the European Commission presented for the first time a comprehensive support package in the field of urban mobility and advice in the development of integrated urban mobility plans in agglomerations with more than 100,000 inhabitants. Continued in 2011 the European Commission introduced the Initiative 31 on Sustainable urban mobility plans of White Paper in which states establishing procedures and financial support mechanisms at European level for preparing Urban Mobility Audits, as well as Urban Mobility Plans, and setting up a European Urban Mobility Scoreboard based on common targets. Encouraging large employers to develop corporate mobility management plans is included as well.

4 — Goals and benefits

The main aim of mobility management is achieving a more sustainable mobility. This means to ensure that people's and organisations' existing mobility needs, including the transport of goods, are met, while also meeting the goals of environmental integrity, social equity and economic efficiency.

This can be broken down into several concrete goals:

- to encourage a change of attitude and behaviour towards greater use of sustainable transport modes, i.e. public transport, collective transport, walking, cycling and inter-modal combinations
- to improve access for all people and organisations by strengthening the conditions for sustainable modes—to satisfy mobility needs via a more efficient and integrated use of (existing) transport and land use infrastructure
- to reduce traffic (growth) by limiting the number, length and need of motorised vehicle trips
- to improve co-operation between transport modes and facilitate the interconnection and inter-operability of existing transport networks
- to increase the economic efficiency of the entire transport system

For a company or institution a mobility management can:

- solve problems caused by demand for parking
- help meet shareholder demand for corporate social responsibility improvements, including meeting environmental targets
- enable a planning application for a new site or for new accommodation on the current site—local authorities are increasingly stipulating implementation of a travel plan as a legal condition of giving planning permission
- save money on the cost of providing and maintaining parking spaces
- release land under car parks for more productive use
- enable higher occupancy of existing buildings
- cut mileage claims and other business travel costs
- reduce staff downtime spent travelling on business
- reduce the costs of running a fleet
- solve problems caused by traffic congestion on and around your site
- enable more customers to access your site
- provide a better experience for customers travelling to your site
- improve your image with both customers and neighbours
- ease delays to deliveries and movements of goods off site
- improve staff health and reduce absenteeism
- assist with recruitment and retention by making staff journeys to work easier and cheaper
- improve staff punctuality by reducing congestion delays and supporting more reliable means of transport.

5 — Key elements of successful mobility management

5.1 — Organization of mobility management

Each mobility management measure has different scale and addresses different target groups. According to focus, scale and impact two main levels are defined—area mobility management and local mobility management. Area mobility management is focused on providing services within the city or region with orientation mostly on public, while local mobility management is based primarily on consulting, raising of awareness and providing information. It encompasses as well a range of mobility alternatives and motivational

measures. The target group of local mobility management are users of the site or area—employees, visitors, customers, students etc.

Each level can develop into the other level, which means that local mobility management can evolve into city strategy, as well as area mobility management can generate development of local mobility management initiatives.

5.2 — Involvement of key stakeholders

Sustainable urban mobility plans and travel plans for large sites that generate traffic, such as businesses, events, schools and public buildings are the most successful when prepared with involvement of many stakeholders. Since the specific area or site is rather large, and mobility management is about services and the integration of modes, an involvement of all relevant stakeholders from the beginning is crucial for the success of the project. The process starts with an independent assessment of the project by all relevant stakeholders. They meet in a round table discussion to reflect upon different points of view, which gives a lot of insight into barriers to the implementation of planned measures as well as hints as to how to encounter them.

Among key stakeholders, local or regional authorities are likely to be involved. The transport planning departments, also the urban development, environmental and economic development departments, and/or road administrations might be included as well. The police department with their background on traffic safety could also be a valuable partner. Moreover, the public transport companies or associations in the region, private transport providers, taxi companies, car sharing organisations or even the car industry can be partners.

However, in cases whereby specific area where mobility management is about to be introduced, owners/operators are the most important partners and promoters. To get them involved, potential benefits should be shown, such as the need for less parking, better accessibility with different modes, better employee health, less stress caused by commute, “greener” image of the site, etc. On the contrary, mobility management can be implemented upon an initiative of the site users as a “bottom-up” approach. For example, university students or trade unions could undertake an action.

Local authorities can facilitate an introduction of many general improvements that will help in reducing commuter traffic, particularly through the sustainable urban mobility plan. It is also important that local authorities 'lead by example' by developing their own travel plans. This can create opportunities to co-operate with local organisations as fellow employers—making use of the same bus services, car sharing schemes and other facilities. Besides implementation of sustainable urban mobility plans a proactive local authority can do a great deal to enhance the quality of mobility—from consultation to funding major infrastructure improvements.

Local authorities can support mobility management by:

- participating in a working group to develop the organisation's travel plan on an on-going basis
- co-ordinating travel plan networks for local employers
- taking part in travel plan launch events
- helping in negotiations with public transport operators
- arranging area-wide bus ticket deals on behalf of all local employers
- contributing to subsidy for buses that serve both the site and the local community
- offering a grant for small site improvements or promotional activities
- improving pedestrian and cycle facilities
- providing bus lanes and improving walking routes to bus stops
- funding on-site improvements, including a bus station
- providing on-line travel information through links to the local authority web site
- setting up an area-wide car sharing scheme

5.3 — Financing

Funding is a key concern as in any other project implementation. Well prepared mobility management hardly reach all the goals without secured financing. Each project of mobility management needs to financially cover:

- one-time costs—elaboration of feasibility study, development of implementation concept, establishment of mobility centres, etc.,
- operating costs—staff, rent, maintenance, communication, materials, etc.

Of course the amount of the costs will depend largely on the scope of the project: annual costs covering educational campaigns or similar less complicated activities are lower than the operating costs of the newly built mobility centres. To ensure funding it is appropriate to combine sources of financing according to local conditions: e.g. available grants or subsidies combined with the reallocation of existing expenditures such as the savings gained by reduction of parking areas.

Mobility management measures

1 — Mobility plans

1.1 — Sustainable urban mobility plans (SUMP)

Sustainable Urban Mobility Plans define a set of interrelated measures designed to satisfy the mobility needs of people and businesses today and tomorrow. They are the result of an integrated planning approach and address all modes and forms of transport in cities and their surrounding area.

Different approaches to sustainable urban mobility planning exist throughout Europe. While some countries, such as France and the UK, may be considered forerunners, sustainable urban mobility plans are a new or yet unknown planning tool in other parts of the Europe. The strength of sustainable urban mobility plans is that they build on existing planning activities.

SUMP aims to create a sustainable urban transport system, by addressing at least the following objectives:

- ensure the transport system is accessible to all
- improve the safety and security of its users
- reduce air and noise pollution, greenhouse gas emissions and energy consumption
- improve the efficiency and cost-effectiveness of the transportation of persons and goods
- enhance the attractiveness and quality of the urban environment

1.2 — Company travel plans

A company mobility plan, also called “company transportation plan”, aims at bringing together transport and other business issues in a co-ordinated strategy designed to make better use of the company’s resources. A company travel plan is a package of practical measures aimed at promoting sustainable forms of transport and reducing car use within an organisation.

Drawn up in consultation with both management and staff, a travel plan could include measures such as car-sharing and car-pooling schemes, providing bus and train ticket discounts, cycling facilities, reducing deliveries or introducing flexible working hours.

Travel plans can deliver a range of benefits for large and medium businesses, local authorities, and public sector organisations. Evidence from the Netherlands and the United States, borne out by early examples in the UK, has shown that even the most “basic” travel plans can achieve 3-5% reductions in the numbers of employees travelling to work alone by car. Plans with large discounts on public transport and restrictions or charging for car parking can achieve 15-30% reductions and some even more, over a period of—typically—two to four years.

Travel plans can bring significant benefits to a company and its employees, such as operational benefits, image enhancement and business performance.

1.3 — School travel plans

Mobility management aims to increase sustainable travel by means of introducing a range of ‘soft measures’ to different target groups. Specific target groups are considered children and their parents. An integrated approach of mobility management measures for home-school journeys is the development and implementation of a school travel plan. How children get to school is one of the general indicators showing the potential improvement of sustainable mobility.

Each day during the school term children and their parents usually travel from home to school in the morning, and make the return trip in the afternoon. Many children living close to school walk, with those living further away travelling mainly by bus or by car. The school journey affects public transport patterns, causes localised congestion around schools and contributes to the sharp road traffic peak each morning.

Over the past 20 years the proportion of children travelling to school by car has almost doubled, yet many live close enough to school to walk. Many older children would like to cycle, but are worried about safety, or their school may lack secure cycle storage facilities. Other children would like to travel by bus, but there may not be a service available at the right time. If one is available it may be too expensive, particularly for families with two or more children, or else children may feel intimidated by bullying or other anti-social behaviour.

A school travel plan (STP) is a document with an outline of the school's needs, problems and possible measures regarding travel to and from school. It is a tool designed to

make travel to and from the school by children, parents and teachers more sustainable and safe and aims to:

- reduce car travel
- improve safety and the environment for walkers and cyclists
- help improve facilities for walkers and cyclists
- help improve bus and train services

A school travel plan is produced by a school in cooperation with the local authority. It encompasses all the issues relevant to travels to and from the school and includes concerns about safety and health, and proposals for ways to make improvements.

2 — Mobility manager

A Mobility Manager is responsible for the overall strategy of the development of mobility management and implementation of measures. This person plays an important coordinating function—in the city/region/company is a key mediator between the stakeholders and the different levels of management. The mobility manager's tasks are:

- Creating partnerships between a diverse range of community organizations (public, private, non-profit, for-profit) to ensure that mobility resources are coordinated effectively.
- Using these partnerships in order to directly develop and enhance travel options and to provide a full range of travel options that are more effective in meeting needs and which are more efficient through reasonable pricing.
- Developing ways to effectively communicate those options to the target groups.

3 — Mobility centres

Mobility centres are service facilities that offer information and services in the field of mobility and all sustainable means of transport. In the best case scenario a mobility centre is a one-stop-shop for all questions about sustainable mobility and transport, thus it represents a valuable contributor to change people's mobility attitude and travel behaviour.

Mobility centres are spreading all over Europe while the services offered and the respective frameworks are very different. Their core business is information and ticket sales, moreover organizational services, like bike rental business, car sharing or the arrangement of flexible offers are covered as well. In the long run the customer-oriented service in addition to the economic benefit leads to a noticeable increase in the number of public transport users and thus improves accessibility to cities and regions. Fundamental aspects when setting up mobility centres are the questions of the organising institution (mostly municipalities, Public Transport Operators or Tourism organisations) as well as of meaningful co-operations. Quite often mobility centres are linked with leisure time, cultural and tourist information, using synergies by exploiting the existing infrastructures.

4 — Bike & Ride, Park & Ride

Bike & Ride is a measure involving the use of a bicycle in conjunction with another type of transportation, such as public transport. Its purpose is to build the infrastructure to enable safe parking of the bicycle in the premises of the station that allow passengers to continue to their destination by train or other public transport means and vice versa. Bicycling in the system acts as a means of transport for short distances from home to the station and it gives transit riders the option of traveling to the stops without the use of a motorized vehicle. Bike & Ride system can be promoted through integrated fare and tickets of public transport.

Park & Ride facilities are car parks which are usually located on the outskirts of the city near motorways or suburbs of metropolitan areas with direct public transport connections. This allows commuters to leave their vehicles and continue the travel to city centres by changing to a bus, tram, metro or urban railway for the rest of the journey. The vehicle is stored in the car park during the day and retrieved when the owner returns. Park & Rides usually offer parking at a very low prices and ticket for public transport may be included in parking fee. Most facilities provide services such as passenger waiting areas.

5 — Lobbying for improving the quality of mobility

Reasons for introducing mobility management can differ; therefore the role of a mobility management initiator is considered very important. At the policy and management level, promotion and lobbying is crucial to convince possible key actors in management. This can be done by clarifying win-win situations. Usually a promoter will look for supporters of mobility management activities and will try to secure financing, alliances, etc. On the policy level the most likely promoters are public bodies, particularly local/regional or central government, but also transport providers such as public transport companies which are trying to establish themselves as companies providing services for all mobility needs.

Negotiating for public transport changes is one of common examples of lobbying. Both public transport providers and employers have much to gain working together. Help from public transport operators can include:

- substantial discounts on tickets for staff
- displays and promotion for public transport at the work site, including site specific information, offers of free tickets, on-site ticketing and face to face journey advice for staff
- new public transport routes that are better suited to staff travel patterns and diversion of services to run on site

6 — Financial incentives

Financial incentives are important in influencing staff travel behaviour and can be effective tool of corporate mobility management.

Financial incentives include:

- an incentive paid to those who arrive without a car
- compensatory payments for those giving up a parking space
- reductions on public transport fares or free works buses

For institutions reluctant to limit parking or charge for it, financial incentives provide an alternative means of redu-

cing car use. Experience from various examples introducing significant cash payments for staff to change their travel behaviour motivates more than 10% of staff to leave their car at home instead of driving to work. Definitely, financial incentives are the most effective when combined with parking restraints.

Through financial incentives a shift from car to more sustainable modes of transport can be successfully promoted. A typical example is rewarding by financial incentives employees cycling to work. Such an experiment was launched in France in 2014 when the Transport Ministry in cooperation with private companies provided 25 euro cents per kilometre cycled. Among other most often applied financial incentives are reimbursement for public transport passes, contribution to bike purchase and maintenance costs or financial incentive for use of electric vehicles.

7 — Carpooling, car sharing

Carpooling is an arrangement whereby two or more people share the same journey using one of the participants' own private cars. Carpooling is one of the most common and cost effective alternative modes, particularly in areas that are not well served by public transport. It is also an important mobility option for non-drivers, particularly in small towns and rural areas, where notices are often posted on bulletin boards and travel needs are shared through informal networks. Implementation of carpool software or reservation systems is a beneficial tool for an individual employer, public authority or a transport operator covering a whole city or region.

Car sharing is a mobility service where people pay by hour/day to use a car owned by an individual company that runs the scheme on a commercial basis. Car sharing can also be organised within an organisation by a formal reservation system (e.g. in the UK it is called Car Club). For car sharing the users need to register as a club member first. What makes it different from traditional car rental is that it is designed to be convenient for people who want to rent cars for short periods of times (a few hours) and only pay for their usage. It is also attractive to customers who occasionally use a vehicle (less than 10,000 kilometres per year) and do not want to own a car. The cars are not usually located in

one central depot, but spread across the city or even several cities. There is no need for personnel to provide the car keys since most of car sharing providers offer instead special key boxes/stations or key cards (accessible to members only) to open the car at one of the locations.

8 — Bike sharing

A bicycle sharing system is a service in which bicycles are made available for shared use to individuals on a short term basis. Bike share schemes allow people to borrow a bike from point "A" and return it at point "B". Public bike sharing systems offer an ideal complement to public transport. Both combined are an environmentally-friendly alternative to owning a car. They close gaps in transport networks and timetables of busses and trains. Tighter networks reduce travelling time, especially for commuters and business travellers, but also for tourists. Most of all, the complementation of transport chains are inexpensive, flexible and diversified.

Bicycle sharing systems can be divided into two general categories: community bike schemes organised mostly by local community groups or non-profit organisations; and bike schemes implemented by government agencies, sometimes in a public-private partnership. The central concept of these systems is to provide free or affordable access to bicycles for short-distance trips in an urban area as an alternative to motorised public transport or private vehicles, thereby reducing traffic congestion, noise, and air pollution.

9 — Measures on infrastructure (traffic calming)

Traffic calming measures involve mostly "hard" infrastructure changes in street alignment, installation of barriers, and other physical measures to reduce traffic speed in the interest of street safety, walkability, liveability and of public space, and other public purposes.

Typical traffic calming measures are:

- Speed bump is a rounded device used to reduce vehicle speed and volume on residential streets. Humps are placed across the road to slow traffic and are often installed in a series of several humps in order to prevent cars from speeding before and after the hump.
- Speed table is similar to speed bumps but are typically longer and with a flattened top, sometimes used to give pedestrians a level crossing between footways. They can also be used throughout a junction.
- Speed cushions are designed as several small speed bumps installed across the width of the road with spaces between them. The design of speed cushions forces cars to slow down as they ride with one or both wheels on the humps. There can be one, two or three, depending on the width of the road. Like humps they are most suitable for built up areas and need slowing features. They do not slow speeds to the same extent as speed bumps but they do give emergency vehicles and buses a smoother ride.
- Raised crosswalk is a speed table outfitted with crosswalk marking, providing pedestrians with a level street crossing. Also, by raising the level of the crossing, pedestrians are more visible to approaching motorists.
- Chicane is curb extension that alternate from one side of the street to the other, forming S-shaped curves. Chicanes can also be created by alternating on-street parking, either diagonal or parallel, between one side of the street and the other. Each parking bay can be created either by restriping the roadway or by installing raised, landscaping islands at the ends of each parking bay.
- Curb extension is a traffic calming measure, primarily used to extend the sidewalk, reducing the crossing distance and allowing pedestrians about to cross and approaching vehicle drivers to see each other when vehicles parked in a parking lane would otherwise block visibility.
- Traffic island is a raised island located along the centreline of a street that narrow the travel lanes at that location. The narrowing is often landscaped to provide a visual amenity. Placed at the entrance to a neighbourhood, and often combined with textured pavement, they are often called "gateway islands". Fitted with a gap to allow pedestrians to walk through at a crosswalk, they are often called "pedestrian refuges".
- Narrowed lanes, using traffic islands and/or road markings can give the impression of a more confined road and results in reduced speeds. If a road is narrowed special attention must be given to the needs of cyclists.
- Roundabout is a type of circular intersection or junction in which road traffic flows almost continuously in one

direction around a central island. Equal priority in all directions can slow traffic. Roundabouts enhance safety compared to traffic signals and they can minimize queuing at the approaches to the intersection.

10 — Marketing and promotional campaigns

Changing travel behaviour usually requires both soft and hard measures to be implemented. Promoting a "sustainable mobility culture" and making people aware of the part they play in it is a long-term issue. Successful campaigns built on insights gained from people about their travel and get closer to the enabling factors which encourage a change. They thrive on emotion, experience and interesting activities. Smart mobility campaigns deal with behaviour change models and are often based on campaigning, advertising, social marketing, promotional and educational activities etc.

The main task in this step is to determine clear objectives by responding questions such as:

- Who is the target group?
- What behavioural change is desired?
- Which marketing and promotional tools are the most effective to be used?
- Will your campaign stand alone or will it be embedded in a larger project?

There is a need for dialogue between the campaign team and the target audience on a continual basis. This approach ensures the focus not only on the final result, but also on the process. Equally, the changes in behaviour (numbers using new facilities, changes of attitudes, verbal feedback from residents) are monitored from the beginning to the end of the campaign so there's constant feedback and a strong campaign legacy to take forward. To make travel awareness campaign work, the knowledge of successful marketing and promotional tools is needed, e. g. a proper type and use of the message giver or educational activities.

An example of such campaign is the European Mobility Week campaign (www.mobilityweek.eu), the largest European wide campaign on sustainable mobility that takes place in over 1,000 cities and towns across Europe and gets the general public interested in sustainable mobility.



Citizens of Burgas benefit from bike sharing system for everyday use

1 — Summary

Burgas is the first city in Bulgaria to introduce a bicycle rental system as part of an integrated urban mobility policy. The umbrella project which is called "Cycling city—a Model of Modern Urban Mobility" is an effort by the municipality of Burgas to support the use of non-motorized modes of transportation in the city. Its implementation is a direct result of an increased use of private cars. This increase consequently brings about traffic jams, air and noise pollution, as well as parking difficulties. The system now operates in its initial phase and struggles to promote cycling not only as a tool enabling and encouraging leisure activities and sports, but also as a means of urban transport for everyday use.



2 — Initiating parties and partners

Initiators and partners of the activity were the Municipality of Burgas, "Union of Bulgarian Black Sea local authorities" and "Union of South-East Region Local Authorities". After the implementation of the bicycle rental system, its operation and maintenance was delegated to a recently established municipal enterprise called "Transport".

3 — Circumstances before the action

The city of Burgas is located on the Bulgarian Black Sea coast. It ranks as the 4th largest city in the country and has a population of 200,000 inhabitants. Burgas used to be an intermodal transport center with connections between air, ship, railway and road transport systems. Because of its specific location between the sea and three large lakes, the city has no beltway that surrounds the city and therefore the roads and the transit traffic obviously runs very close to the city center and residential areas. It is these factors that create a necessity for smart mobility planning to address emission reduction and traffic safety. Encouraging alternative modes of transportation which do not rely on the use of a personal car and the establishment of bicycle rental system with relevant infrastructure can be considered such a smart policy.

4 — Process description

The implementation of the project ran in two phases; the first one involved the establishment of the system and the encouragement of a pro-cycling culture among the citizens. While in the second phase the municipality implemented an electronic rent system and aimed to integrate the system within the overall city transport system. Bicycles can only be rented by subscription cards with a contract that contains personal information on the user; it is notable that preferential prices for students, retired people and disadvantaged citizens are available. At the end of the 1st year operation of the system, the analysis indicated that bike sharing is still not recognized as a mode of transportation for daily trips by the citizens. The highest number of users was registered during the summer and most of the users were seasonal visitors of Burgas. During the first winter season of the system, it was closed temporarily for about 4 months. However; in the upcoming winters (2014/2015), any planned closing of individual bike rental stations will only take place in the event that there is no demand by users. This action will help determine the real need and demand for each individual station. The system now operates in its initial phase and coverage of the city. Surveys taken by citizens to establish the best places for the locations of the bike rental stations are also underway. In the longer run, potential spatial expansion of the system, which goes beyond the city boundaries, is envisaged. Burgas Municipality has a goal to expand the system to 250-300 bikes and 30-40 bike rental stations. Potential introduction of other fee-payment methods are also under consideration, e.g. by credit card and by SMS-pay-by-phone options.

Bicycle station equipped with electronic ticketing system and information panel.



Source: www.facebook.com/VeloBurgas

A scheme of the location of stations and info centers in Burgas city centre (red circle), peripheral zones (yellow circle), and two remote districts. Existing (in blue) and future (in red) bicycle tracks are shown as well.



Source: www.scp-bg.com

5 — Project timetable

- The project was implemented between the period of January 2012 and July 2014.
- The initial projections to finalize the electronic rental system by 20 July 2013 were not met. As a result the bicycle rental stations were served by municipal employees for collecting the bike rental fees.
- In the first half of 2014 an electronic rent system was established and in July 2014 most of the stations were equipped.

6 — Financing

Total project budget of 100,00 EUR was financed by Global Environmental Fund (GEF): 40,000 EUR; Burgas Municipality financial contribution: 58,000 EUR; Burgas Municipality non-financial contribution: 4,000 EUR; "Union of South-East Region Local Authorities" non-financial contribution: 2,400 EUR. The revenues from bicycle rental go back into the system.

7 — Results

- 120 equipped bicycles with GPS devices
- 13 stations (with real-time video surveillance in place and user instructions in Bulgarian, English and Russian languages)
- 3 information centers and 24-hour helpline is open for users
- 4,980 contracts with system users

8 — Promotional activities

Promotion activities for the bike-rental-system were implemented both within the project and as additional NGO-initiated activities with the citizens.

Within the project, a 5-month promotion campaign on the benefits and advantages of bicycle use was organized. Information about the project was published periodically at the official website of the municipality. Information leaflets were distributed.

Out of scope for the project an additional bicycle promotion campaign was organized by a local NGO—Novo Badeshte Association. A musical bike-parade under the motto "Together We Can Make a Difference" was organized on 15 June 2013. It brought together more than 400 people. The media coverage of the event targeted the general public as well as local government administration and municipal council, i.e. more than 200 000 inhabitants of Burgas, 51 members of the City Council and 550 employees of Burgas Municipality.

9 — Additional information

- Official web site of Burgas bike-rental system: www.veloburgas.eu
- Facebook web page of Burgas bike-rental system: www.facebook.com/VeloBurgas
- A scheme of the bicycle infrastructure in the city of Burgas: www.burgas.bg/bg/info/index/787

Sofia shows the way during the European Mobility Week Campaign

1 — Summary

A successful European Mobility Week (EMW) 2013 was held in Sofia between the 16-22 of September. The campaign with a slogan "Clean Air—You Are on the Move" was focused on the role of each citizen in terms of the personal footprint we leave on the environment as a direct result of the mode of transportation that we choose. The campaign events included a set of good practices and innovative ideas on sustainable mobility development with aim of bringing these ideas closer to the citizens and institutions and thus making them more popular.



2 — Initiating parties and partners

The leading organization initiating and coordinating the week's events was "Bikeevolution" Association. A large number of partners were also involved; this included: Sofia Municipality, Sofia Urban Mobility Centre, Sofia Development Association, Ministry of Environment and Water of Bulgaria, Traffic Police Department of Sofia, the Executive Environmental Agency, the Embassy of the Netherlands in Bulgaria, local NGOs and media partners.

3 — Circumstances before the action

The city of Sofia is subjected to all of the traffic challenges typical for a city with an increasing use of private cars. Amongst the problems it faces are traffic jams, air and noise pollution, and of course parking difficulties. The municipal policy of transport infrastructure development is oriented, in many cases, towards car infrastructure improvements. At the same time the cycling and pedestrian networks are given less significance and attention. In this respect, initiatives such as the European Mobility Week play an important role in the process of raising public awareness concerning the achievement of a vital urban environment.

4 — Process description

The European Mobility Week took place in Sofia over a period of 8 days (7 days within the official EMW and 1 extra day). The partners implemented a large number of initiatives and events on city streets. The aim of all activities was to strengthen public awareness on air pollution caused by transport emissions; alternative use of public spaces in the city (activities free of car traffic and parking lots); and the benefits from walking and cycling. In this regard, measurement of air quality was made—both on weekday with heavy traffic and during the weekend, with parts of the city centre closed for motor vehicles on the 22 September—for the Car Free Day event. Results were compared and the results indicated that fine particle emissions were 3.37 times higher during the week day. Citizens and guests of Sofia had the opportunity to take part in pedestrian and bicycle tours and get familiar with popular routes within and around the city. Free registration of bicycles was offered as a preventive measure against bike theft, which is a significant problem for Sofia bikers. During the week a few sustainable mobility projects were presented to the public; these included "Mobile2020", "Bike 'em All" or "VOCA Project". The public very much enjoyed the events which included a demonstration of a photovoltaic technology for charging electric vehicles, as well as a demonstration of improvised temporary traffic organization with introduction of bicycle-friendly improvements at streets intersection. Moreover 5 road safety trainings were organized with daily screening of thematic movies and lessons for cyclists in order to improve their safety in traffic.

Cyclists having fun during the bike parade.



Source: www.velobg.org

Introduction of possible solutions for improvement of traffic organization with cycling priority: temporary simulation of street marking.



Source: www.velobg.org

5 — Project timetable

- 15 September, 2013—start of European Mobility week with a bicycle parade, personally launched by the ambassador from the Kingdom of the Netherlands
- 6-21 September, 2013—a wide range of events organized in different parts of Sofia on a variety of sustainable mobility topics
- 22 September, 2013 (Car Free Day)—the main EMW campaign day with more than 20 events taking place and a car free zone located in a secure section of the central area of the city.

6 — Financing

The campaign was implemented under a project of "Bikeevolution" Association and was financed by the Sofia Municipality with a contribution of approximately 5,500 EUR. Additional contributions in-kind and financially were directly made by all participating NGOs and media.

7 — Results

- 70 different events organized throughout 8 days of campaign
- 35 NGOs involved in implementation
- 1 urban area completely free of car traffic
- As a result of the efforts by the partners which included a diverse mix of organized events, Sofia Municipality ranked among the 10 cities nominated for the prize for the European Mobility Week.

8 — Promotional activities

The campaign itself aimed to be a promotional tool for alternative mobility modes in the city, which contribute to emission and noise reduction and bring about a better living urban environment with strengthened social ties.

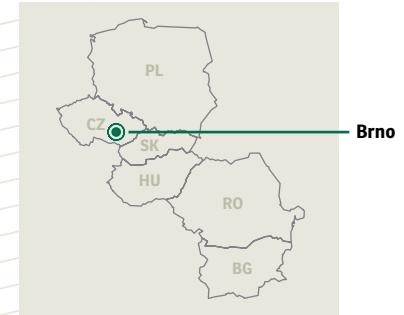
9 — Additional information

- Official web site of the campaign: www.mobilityweek.velobg.org
- Sofia European Mobility Week in Best Practice Guide 2013: www.mobilityweek.eu/resources
- Results of air quality measurements conducted: <http://eea.government.bg/bg/press-center/news/s-po-chist-vazduh-v-denya-bez-avtomobili-22-septemvri-kampaniya-201eeuropeyska-sedmitsa-na-mobilnostta201c>
- Sustainable mobility projects presented during the EMW 2013: www.dothemix.bg
www.mobile2020.eu/home.html
www.projects.velobg.org/bike-em-all
<http://176.9.76.16/Radlobby/wiki/VOCA/doku.php>

IBM employees in Brno say it is cool to carpool

1 — Summary

A company with almost four thousand employees, located in the Czech Republic's Technology Park area, struggled with various problems related to its employees' commuting to and from work. The biggest issue the company faced was the lack of parking space for its workforce. A pilot project on mobility management was launched with an aim to help alleviate parking issues and improve conditions for pedestrians, cyclists and public transport users. A step by step action plan was in constant development mode, and implemented in 2014. This plan included a survey on transport behaviour among employees, elaborating on the mobility plan, a Mobility Week campaign, the setting up of a mobility working group, and the introduction of company carpooling system.



2 — Initiating parties and partners

Management of IBM DC CE Brno in cooperation with Czech EPA member Nadace Partnerství, and Djengo—carpooling platform and reservation system actively participated in the process of implementation.

3 — Circumstances prior to the action

The initial survey on transport behaviour among employees showed that almost 40% of respondents use a car as a predominant mode of transport. However, the IBM parking area has only 580 spots. This represented a situation whereby only 16% of employees were able to park their cars in the designated employee lots. Based on survey data, the actual need was for 1,150 parking spots in IBM; the numbers indicate that the need exceeds the available capacity two times. The company management started to look for various options on how to solve this situation and invited Nadace Partnerství to help out with improving the overall mobility management.

4 — Process description

The aim of starting the project was to implement mobility management in IBM DC CE Brno and other major companies and institutions located in the Technology Park area. For this reason the company mobility plan with several recommendations was developed; among them a company carpooling reservation system was suggested as one of the highest priorities. Thanks to the detailed description of employees'

transport behaviour and employees' reflections during a 2 months trial period which was launched during the Mobility Week Campaign, the reservation system was optimised for IBM needs and is continuously being adjusted due company requirements for data collection and system effectivity. Carpooling in the year 2014 formed part of the campaign on sustainable mobility called Mobility 2014. This activity is supplied by nd Czech EPA member Nadace Partnerství to IBM Brno. The campaign is not limited only to carpooling; additional activities such as a competition awarding the most frequent carpoolers reserved parking spots, workshops on carpooling, publishing quarterly IBM mobility magazine and marketing campaigns promoting sustainable mobility represent flagship measures with an aim to bring more responsible travel on board.

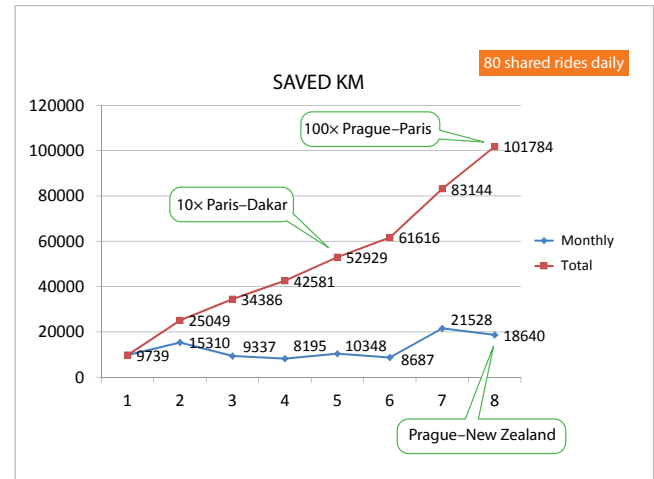
5 — Project timetable

1. launching the on-line survey for employees' mobility behaviour (May 2013)
2. elaborating on the Mobility plan with carpooling as one of the measures (Sep 2013)
3. implementation of the Mobility Week Campaign (Oct 2013)
4. trial version launch of a Company Carpool reservation system (Oct 2013 - Nov 2013)
5. full launch of Company Carpool reservation system (from April 2014 on)
6. promotion of carpooling and opening of carpool competition (from April 2014 on)

Promotional materials ready to attract employees for more sustainable ways of daily travel.



Numbers of saved kilometres, and respective savings on CO₂ emissions by employees as carpoolers.



7. experience interviews with active carpoolers (June 2014)
8. launching repeated survey on employees' mobility behaviour for monitoring (Sep 2014)

6 — Financing

The project was fully financed by the IBM company. Campaign Mobility Week was co-financed by Do the right mix contest (EU initiative).

7 — Results

- Detailed analysis of IBM employees' mobility behaviour with more than 1,300 responses from the survey (including modal split, travel times, travel distances, mobility preferences, occupancy of parking spots, etc.).
- The development of the mobility plan and implementation of carpooling system as one of 7 possible measures.
- Launch of a functional reservation system for carpoolers (provided by Django company system) with more than 800 registered employees, which turned out to be the most cost-benefit measure.
- Reduction of single occupancy vehicle trips to around 80 shared trips daily.
- 72 carpool spots reserved for carpoolers in company garages.

8 — Promotional activities

- Mobility Week Campaign full of events and promotion materials
- IBM mobility magazine, posters, leaflets, LCD teasers promoting carpooling and other sustainable measures
- Carpool competition awarding the most frequent carpoolers

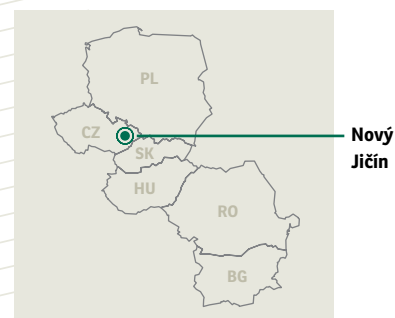
9 — Additional information

- Case study with promotion teaser: www.prostranstvi.cz/Databaze-dobre-praxe/Databaze/Plan-mobility-TPB.aspx
- Case study in Eltis database: www.eltis.org/discover/news/brno-technology-park-launches-commuter-campaign-czech-republic-0

Nový Jičín plays it safe with new safe school routes

1 — Summary

Two primary schools in close proximity of each other on Comenius Street are among the largest schools in Nový Jičín, the Czech Republic. Attendance at these two schools combined exceeds 1,000 pupils. Both schools are located along a road that junctions' two busy intersections; and for this reason the municipality along with the schools, and in cooperation with Czech Environmental Partnership, initiated a project within the programme Safe Routes to School. The project's aim is to address a problematic and unsafe access for children.



2 — Initiating parties and partners

The initiator and partners for this project are the Municipality of Nový Jičín, The Management of Primary schools on Comenius Street in Nový Jičín, and Czech EPA member Nadace Partnerství.

3 — Circumstances before the action

The location and the character of this road contributed to heavy traffic and a chaotic situation in the vicinity of the schools (especially in peak hours). This situation called for a reasonable solution. Adding to the problematic circumstances was the fact there was an accident caused by speeding, which resulted in a child's injury, directly in front of the school in September 2013.

4 — Process description

Both parents and school representatives demanded a comprehensive solution for traffic safety in the proximity of both schools in that municipality. Czech EPA member Nadace Partnerství got involved in the process with a proposal for Safe routes to school methodology application. In the first phase a working group was established including a transport planner-engineer, representatives of the two schools, the municipality representatives and Nadace Partnerství. The working group developed a questionnaire, in the form of a survey, for pupils. The focus of the survey was to identify the dangerous areas which they encounter on their way to school as well as to determine the pupils' travel behaviour. It was

necessary to understand how the children currently travel to and from school, as well as how they would like to travel. The survey which was open for 3 weeks was completed by 80% of pupils. Part of the questionnaire revolved around a map in which pupils marked places they perceive as dangerous. Data obtained from the survey became an important source for the development of the traffic safety study of the problematic locality. Three different variants of the study were presented and discussed at a public meeting. Each participant had the possibility to vote for the variant, which he or she considered the most suitable for the location and for solving the children's safety concerns. The meeting was attended by the Mayor of Nový Jičín, who promised to support the implementation of the proposed measures.

5 — Project timetable

1. Initial meeting of the working group (Nov 2013).
2. Questionnaire for pupils (Nov, Dec 2013).
3. Processing of data from the questionnaires and summarizing (Dec 2013, Jan 2014).
4. Second meeting of the working group (Feb 2014).
5. Draft of traffic safety study of the locality designed by traffic engineer (Feb-Mar 2014).
6. Public discussion of the proposed measures and the selection of the most suitable study variant (Apr 2014).
7. Completing the final traffic safety study (May 2014).
8. Implementation of selected measures according to the study (2015 on).

Public voting for the most suitable variant of the traffic study (April 2014).



On-line map of dangerous spots identified by children.



6 — Financing

Budget of 60,000 CZK (2,200 EUR) includes the following costs:

- development the traffic safety study
- questionnaire survey
- arrangement of public meeting
- administrative costs

Project was fully financed from the budget of the municipality Nový Jičín and supported by grant programme Safe routes to school administrated by zech EPA member Nadace Partnerství.

7 — Results

- A list of locations where children feel threatened by traffic, including comments (a total of 109 locations throughout the city) was created.
- A map of dangerous locations within the city was produced by the children.
- Survey results and overview of pupils' travel behaviour was compiled.
- A traffic safety study of the locality (three variants of measures designed) based on children's outputs was produced.
- Public meeting and discussion on proposed measures (over 30 participants) were conducted.
- Implementation and improvement of the children's safety is expected.

8 — Promotional activities

- project webpages
- articles in the local press
- public meetings and discussions

9 — Additional information

- Project website:
www.nadacepartnerstvi.cz/Verejny-prostor-a-doprava/Zklidnujeme-dopravu/Na-zelenou/Novy-Jicin-Bezpecnecesty-do-skoly
- Programme Safe routes to school website:
www.nadacepartnerstvi.cz/Verejny-prostor-a-doprava/Zklidnujeme-dopravu/Na-zelenou/

Bikes and hiking sticks make Miskolc a more liveable city

1 — Summary

The goal of a project led by Green Connection Associations was to promote bicycling and walking in the city of Miskolc, where the ratio of car use has been increasing and cycling or walking is rather considered a recreational activity. The methods used to promote this healthier lifestyle were through educational activities, practical workshops, and design competition as well as by labelling the recreational routes. There was a side goal as well; and this was to involve both free enterprise and the local government sector in the project. This was in the interest of promoting cooperation in long-term goals.



2 — Initiating parties and partners

The initiators and partners for this project was Green Connection Associations, the Youth Hiking Association of Bükk, BAZ county group of Hungarian Cyclists' Club, the Cyclists Community of Miskolc, the Komlóstető Sport Bike Club, the Hungarian Tourist Association and the Ecological Institute Foundation.

3 — Situation before the action

Over the course of the last two decades, the ratio of private cars in traffic has been growing in Miskolc. This has resulted in higher air and noise pollution, an increase of psychological load as well as contributing to a sedentary lifestyle. The general health conditions of the citizens are also weak compared to similar size cities. Most concerning was the fact that the life expectancy of a Miskolc citizen was lower than that of similar cities. Citizens view biking and walking as strictly a recreational activity.

4 — Process description

Due to the fact that local decision makers are rarely interested in promoting alternative ways of mobility, the Green Connection Association put an effort in organizing a series of promotional activities with local partners. An initiative led by volunteers of the Hungarian Cyclists Club cycling and a hiking tours and "Repair-it-yourself courses" were organized. In nine different schools sustainable lifestyle lectures were held. These sessions were successful and so the cooperation at schools continues. In the surroundings of Miskolc city 15 kilometres of bike trails and 33 kilometres of hiking trails were designed, signposted and tested with the help of volunteers. 5,500 cycling maps of the Miskolc area were printed and made available at the Tourist information offices, the Ecological Institute, Coop food shops, hotels, cafes and restaurants. In addition, seven local entrepreneurs got involved in the promotion of recreational activities. A fun part of the campaign was the bike stand design competition; whereby anyone could send a special model for a bicycle rack. The contest raised the attention of the media, and nine nominations were submitted from which two were selected. The project reached many more people than planned and expected.

In the surroundings of Miskolc city 15 kilometres of bike trails and 33 kilometres of hiking trails were designed and signposted.



Bikers using the new maps printed in the project.



5 — Project timetable

1. Planning and building partnerships, preparation of materials (March, 2010)
2. School lectures (Spring and Autumn 2010)
3. Bike stand contest (June, 2010)
4. Publishing of cycle and hikers routes maps (July, 2010)
5. Sightseeing tours and up to the hill bike tours (Summer and Autumn 2010)
6. "Repair it yourself" courses (Summer and Autumn 2010)
7. Placing Info boards and signs (Summer and Autumn 2010)
8. Test walks on the recreational routes (October, 2010)

6 — Financing

The project costs of 14,000 EUR were financed by the EEA/ Norwegian NGO Fund through Hungarian EPA member Ökótárs Alapítvány.

7 — Results

- Bike friendly entrepreneurs in Miskolc: 7
- Theoretical and practical lectures on cycling, promotion of active lifestyle: 11 events, 403 participants
- Repair-it-yourself course: 16 events, 132 participants
- School lessons on sustainably lifestyle: 16 events, 549 students
- Number of newly labelled cycling trails: 15 km
- Number of newly labelled recreational trails (for Nordic walking/jogging/walk): 33 km
- Number of participants in designing the bike stand competition: 9
- Media records: 27 pcs

8 — Promotional activities

- project website (not available any more)
- articles, reports in local media (online, TV, offline)
- promotion in local entrepreneurs

9 — Additional information

Website of Green Connection:

www.zoldkapcsolat.hu/index.php/programjaink/mobilitas

The schedules of public transportation in Hungary reflect the true needs of its citizens

1 — Summary

The original goal of the Hungarian Traffic Club's project was to represent the real needs of citizens at the sub regional forums of Traffic-organizer offices. In this manner the number of passengers could grow, operation costs could be reduced, and car-traffic pollution could also be reduced. However, politics interfered in the plans of the Hungarian Traffic Club when a new traffic law was put in force during the project. This new law terminated the right of the Traffic-organizer offices to consult with civil actors. From that point on the Hungarian Traffic Club tried to channel the traffic needs of cities to the State Secretary of public transport. They also channelled all their efforts in protesting against the reduction of traffic services.



2 — Initiating parties and partners

The Hungarian Traffic Club Association was one of the initiators of this activity. Among their partners were 12 activists consisting of concerned travellers, railway fans, and city mayors. There were also 2 interested organizations which included the Labour union of railway workers of Kecskemét, and the Bakony-railway Alliance.

3 — Circumstances before the action

The train and the buses for the suburbs schedules were originally compiled by the Traffic-organizer offices from 5 different cities from all over the country: Budapest, Debrecen, Szeged, Pécs, Szombathely. Passengers had no idea that the Traffic-organizer offices even existed, and that they could turn to these offices with all of their inquiries and complaints.

4 — Process description

The Hungarian Traffic Club initiated a project in order to enhance the community transport through public participation. Unfortunately, a new passenger transport law was accepted in May 2012, and the project strategy had to be shifted towards consultation with cities and with protests against service reductions. The new law dictated that the transport timetables had to be consulted with the relevant local government of each city, and that the railway services would be severely reduced. From this point the Hungarian

Traffic Club put all effort into building allies with railway unions, with cities and with railway-friendly governments such as the National Alliance of Settlements, the Association of Railway Towns and the local governments of Baranya and Nógrád County. These local governments were severely affected by the service reduction of the public transportation. The Club managed to build an activist network covering the whole country, and the role of these activists was to communicate with the local governments. The Traffic Club collected observations, questionnaires, and comments from all over the country and handed these findings to János Fónagy, State secretary of public transport.

5 — Project timetable

1. Recruiting activists and announcing call for complaints (Dec 2011).
2. Transformation of the project into protest against reduction of traffic services after the law change (Feb, 2012).
3. Protest letters and protest tours, passenger forums, speeches, resolutions against reductions of services (Feb-March, 2012).
4. Unfortunate traffic service cut with 50 railway lines (April, 2012).
5. Station beautifying actions in 6 towns (April, 2012).
6. The State Secretary of public transport and the Hungarian Railway company accepted the national comments and petition with signatures (July, 2012).

Tótkomlós is a small side-line train station, endangered by the reduction of traffic services.



Demonstration held against cutting the traffic services.



6 — Financing

Budget: 495,000 HUF (1,773 EUR) financed by CEE Trust through Hungarian EPA member Ökotárs Alapítvány.

7 — Results

The Traffic Club Association built up a countrywide network with 14 activists who give substantial feedback on passengers needs to the responsible offices. Train friendly local governments and the cooperation of relevant organizations were inspired and reactivated. Citizens' needs were articulated, and got greater publicity as 3,000 people participated at the actions, 2,400 signatures were collected, 120 timetable related questionnaires were completed. The State Secretary and the railway company was successfully addressed, two new trains were put into service at the Ipolytarnóc line and at the Mezőhegyes line. Another 6 stations were beautified after the project by volunteers.

8 — Promotional activities

- Protest letter against the brutal reduction of public transport services (addressed to State Secretaries)
- Protest letter to 21 parliamentarians against reduction of services (www.mkk.zpok.hu/doc/Allasfoglalas_201203.pdf)
- Press release expressing disagreement of public transport reduction (www.greenfo.hu/hirek/2012/04/15/a-jaratritkitas-nem-strukturalis-reform)
- Protest tour (www.levego.hu/kapcsolodo_anyagok/orszagjaro_vonatozas_a_vasutert)
- Regular newsletter:
www.mkk.zpok.hu/hirlevel/vonattal1207.htm
www.mkk.zpok.hu/hirlevel/vonattal1206.htm

9 — Additional information

- Project related newsletters of the Hungarian Traffic Club:
www.mkk.zpok.hu/hirlevel/vonattal1206.htm
www.mkk.zpok.hu/hirlevel/vonattal1112.htm
- Facebook page of the Hungarian Traffic Club:
www.facebook.com/pages/Magyar-Kozlekedesi-Klub/211783892191832

First Polish city Bike & Ride system implemented in Wrocław

1 — Summary

When it comes to sustainable means of transport, Wrocław is one of the most progressive municipalities in Poland. It was actually the first Polish city where a Bike & Ride system was implemented and the third city in Poland with a bike sharing system. Both measures were introduced in order to help combat congested central areas of the city and meet the success among citizens of Wrocław.



2 — Initiating parties and partners

The idea was initiated and implemented by the municipality of Wrocław. Next Bike GmbH was involved as a public bike sharing system provider.

3 — Circumstances before the action

Due to a lack of accurate data on traffic behaviour, in 2011 a travel behaviour survey was conducted. The survey clearly showed that 42% of daily journeys in Wrocław are made by car, 35% by public transport, 19% on foot and only 4% by bike.

4 — Process description

In the first phase, the function of City bicycle transportation co-ordinator was established. One of the first visible results of the coordinator's activities was the installation of 570 U-shaped bike racks. The next step revolved around a campaign in which citizens had an opportunity to propose additional locations for bicycle parking lots. The result was that 50 parking lots with a total capacity of 400 bicycles were installed in the city centre along with another 100 parking lots (for 1,100 bicycles) outside the centre. Simultaneously the busiest public transport stops began to be gradually equipped with covered bicycle parking. That was very important for the integration of bicycle and public transports along with forming the Bike & Ride system in Wrocław. Nowadays, B&R system covers 15 public transport stops (the most

important terminal or transfer stations) with parking sheds for approximately 500 bicycles. While the B&R system was being implemented, the municipality came up with the idea of providing another sustainable mean of transportation to citizens in the centre of Wrocław. The tender to implement the scheme of a bike sharing system was won by a German company Next Bike GmbH. The project was launched in June 2011 providing 156 public rental bikes across 7 stations. Following the success of the initial scheme in August 2011, a first privately funded station was opened. Currently there are 33 stations with 200 bikes in operation. More than 50,000 users (which represent 8% of Wrocław's population) have been registered in the system.

In order to start renting the bikes a symbolic deposit of 1 PLN (0.25 EUR) needs to be paid. There is also a special carnet option. Each time a carnet is bought a point is given to the location where it was bought. It is in this manner that new bike sharing locations are picked. New locations for the stations can also be suggested and voted for on a dedicated website. To start riding Wrocław's bike, one has to log on www.nextbike.pl. Registration also covers some other bicycle sharing systems in Poland or other countries (for example Austria).

Rental charges for users:

- first 20 minutes of riding is free of charge,
- the next hour costs 2 PLN (0.50 EUR),
- the third hour costs 4 PLN (1 EUR).

Bike & Ride parking facilities located close to important terminal or transfer stations.



Photos: Radek Lesisz

Bike sharing system in Wrocław includes 200 bicycles and 33 equipped stations.



Photos: Nextbike

5 — Project timetable

1. Establishment of the Cycling Development Department at the City Council (Dec 2007).
2. Establishment of a bicycle co-ordinator for Wrocław (Dec 2007).
3. Installation of the first 570 U shaped cycle racks (2009).
4. Campaign for extension of cycle racks network with an active public participation (2010).
5. Launch of the Bike & Ride system (from 2010 on).
6. Launch of the Bike sharing project (June 2011).
7. Publishing of brochure for cyclists (spring 2012).

6 — Financing

The Bike & Ride system has been fully financed by the Municipality of Wrocław. Installation of one covered bicycle parking cost 21,000 PLN (about 5,000 EUR). The budget of Bike sharing project implementation was 1,1 million PLN (about 275,000 EUR)

7 — Results

- Implementation of Bike & Ride system at 15 public transport stops with total capacity of 500 parking lots for bikes
- Implemented Bike sharing system with 200 bicycles and 33 equipped stations
- Distribution of 4,000 copies of information brochure for cyclists

8 — Promotional activities

The city council recognised that to make the implementation of innovative bicycle solutions work, the proper information for the public must be provided. The Cycling Development Department at the Wrocław City Council therefore published brochures for cyclists traveling in Wrocław. The publications give a detailed explanation of the latest solutions implemented in the city to make the streets of Wrocław more cycle-friendly. They are available online and also distributed at various events, including an information campaign for the cyclists that were carried out in early April 2012.

9 — Additional information

- Case study in Eltis database: www.eltis.org/discover/case-studies/wroclaws-bicycle-sharing-scheme-poland
- Cycling Wrocław website: www.bikes.eko.org.pl

Bike Fest and Quest in Nowa Huta take a small step towards a better quality of life

1 — Summary

Although one can find lots of green open spaces at Nowa Huta, the district, along with the entire region of Krakow, has a very high level of air pollution. Motor transportation is the dominant means of transport in the area while cycling represents a suitable alternative that can give a chance for a better quality of life. Promoting cycling and walking should—in the long term—change the culture and everyday habits on the mobility of local people. The Bike Fest and Quest “Green Nowa Huta” are just small steps towards making this change happen.



2 — Initiating parties and partners

The main leader driving these activities was the Association 'Kraków—City of Bicycles'. One of the partners of the Bike Fest in Nowa Huta was ARTzona (belonging to the Nowa Huta Norwid Community Cultural Centre) and the Polish EPA member Fundusz Partnerstwa (having its headquarters in Nowa Huta).

3 — Circumstances before the action

Nowa Huta is located in the post-industrial district of Kraków with 250,000 inhabitants. It was built by the Communist government in the 1950s as a separate part of the city dedicated for industrial workers; it was planned as a centre for heavy industry with the Steelworks as a main factory. Today it represents a very interesting example of social realism—the urban design of the Old Nowa Huta can be found on the list of historic monuments. It is also considered to be the greenest area in Kraków with many parks and open spaces, including a nature protected reservation—the Nowa Huta Meadows.

Nowa Huta has its own modest cycling infrastructure with a few bike paths and greenways. Unfortunately, they are quite empty as they are not extensively used by local cyclists. Most of the people are not encouraged to ride a bike because there is no connection between separate bike routes; and still, there is a strong mental stereotype about cyclists being people who use a bike because they simply cannot afford to own car.

4 — Process description

A group of local cyclists from Nowa Huta started a process in which they would change the mind set by promoting cycling and walking. Their other initiative was to urge the need to invest in infrastructure in the district. One of the biggest events held in 2014 was a big Kraków's Bike Fest (Święto Cykliczne); and in particular the organization of the Bike Fest in the area of Nowa Huta. The week-long festival included events for all cyclists and targeted both children and adults. On the first day of the festival a safety cycling workshop was held; on the following day a series of art workshops “Butterfly bike” for children was organized. On the other day tours and an urban game for children and adults demonstrating where the most important places that a cycling infrastructure needs to be transformed. The Bike Fest in Nowa Huta was attended by over 200 cyclists. It was an opportunity for cyclists as well as for local communities to meet, have a picnic together and visit some interesting places in the area.

At the same time local partners created a walking quest called “Green Nowa Huta,” which was a complementary activity prepared for local schools and preschools. Children had the opportunity to discover the unique nature along with the green spaces of the Nowa Huta. They also got to learn what a greenway is and why its development is important for the area.

Children from schools making the quest "Green Nowa Huta". Over hundred pupils participated in the launching event.



"Nowa Huta on bike"—a simple message for citizens of the district to join the everyday commuting on bicycle!



5 — Project timetable

1. Initial meeting of the working group (from Nov 2013 every week till May 2014).
2. Preparation and promotion of quest „Green Nowa Huta“ in schools and preschools (April-Nov 2014).
3. Organization of Bike Fest in Nowa Huta (6th June 2014).

6 — Financing

Bike Fest was financed mostly from the crowd funding campaign and from private sources of local sponsors. Quest "Green Nowa Huta" was financed by the Regional Fund for Environmental Protection and Water Management in Krakow.

7 — Results

- lobbying for more bike paths in the area of Nowa Huta
- public meeting and discussion on proposed measures improving cycling and walking infrastructure (over 200 participants)
- a cycling map of the district (in process)
- festival focused on promoting cycling and walking in the area
- quest enhancing the attractiveness of local nature values

8 — Promotional activities

- project webpages
- articles in the local press
- public meetings and discussions
- "Green Nowa Huta" brochure

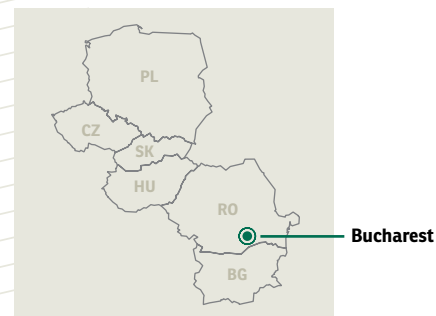
9 — Additional information

- Project website: www.ffp.org.pl/en
- Video shot of Bike Fest in Nowa Huta: www.youtube.com/watch?v=S0u7TcZgAY8

Private car use cut in half by the introduction of Siveco's company travel plan

1 — Summary

The SIVECO Company developed and introduced a workplace travel plan for its 650 employees at the beginning of 2008. The key catalyst for this plan was the planned relocation of their headquarters. One of the most successful measure implemented was the development of a company bus shuttle service which served as an additional mode of sustainable workplace transport.



2 — Initiating parties and partners

The initiator of the plan was SIVECO Romania SA—one of the most important provider and software-integrator Company in Romania; the partner for this activity being RATB (the ground public transportation operator in Bucharest).

3 — Circumstances before the action

At the same time as the relocation of the company headquarters to the northern outskirts of Bucharest, a comprehensive employee package was introduced. This included a workplace travel plan whose main objective was to reduce the use of private cars for travel to and from work by favoring more environmentally friendly commuting.

- A free shuttle bus service between the site at Victoria Park (on the northern outskirts of the city) and Charles de Gaulle Square in Bucharest provided by a private transport company consisting of 6 minibuses.
- The promotion of flexible working hours (Starting working hours to be between 8:00 and 10:00 am) to avoid congestion at peak hours and to give employees more flexibility.
- A parking policy was put in place which designated 120 parking spaces for company cars only; these cars had a fixed parking allocation while no parking places were designated for employees' private cars.
- No reimbursement of fuel expenses for private cars.
- Incentives to use public transport, including season ticket costs reimbursed for some employees.

4 — Process description

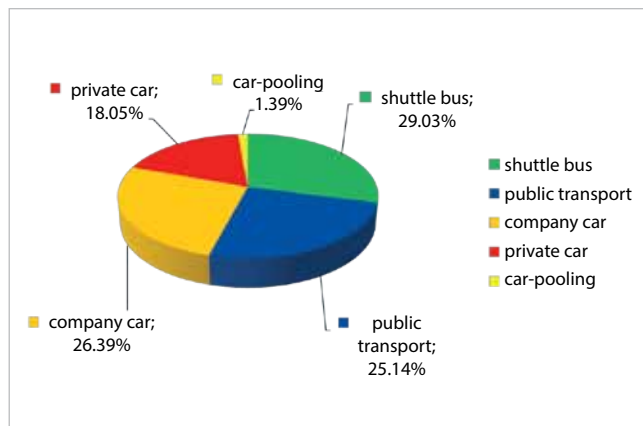
The work travel survey for employees was conducted prior to developing the plan which had a 45% response rate. The objectives of the mobility plan were to diminish the staff's stress related to workplace travel, to increase the modal share in favor of sustainable means of transport, and to increase the financial efficiency of travelling. The mobility plan measures were introduced step by step and comprised of:

- A revision of public transport alternatives based on the consultation sessions with RATB (the public ground transport operator in Bucharest) regarding schedule and routes of buses.

5 — Project timetable

1. Introduction of the "Company Travel Plan" with suggestions on several measures (June 2008).
2. Free shuttle bus service from Charles de Gaulle Square to Victoria Park headquarters was introduced (from June 2008 on).
3. Emails to staff with information about public transport alternatives and free bus shuttles (June 2008 and updates if necessary).
4. Improvement of the bus shuttle schedule in accordance to the staff's needs (June 2008, December 2008).
5. The introduction of "No Parking Lots" for employees private cars along with a policy to not reimburse fuel

Changes of modal shift after 8 months of implementation of the action plan.



Employees arriving at their workplace, SIVECO with shuttle buses, as part of the company's mobility plan.



expenses to the staff driving to work by private car (part of the car parking policy) (June 2008).

6. Adoption of flexible working hours (June 2008).

6 — Financing

The annual running costs of the plan was estimated to be 222,000 EUR (excl. VAT) and included:

- Shuttle minibuses costs: 147,500 EUR/year
- Parking spaces costs: 72,000 EUR/year
- Travel plan personnel costs: 2,500 EUR/year

7 — Results

The specific modal shift target was to have an annual reduction of private car use of 5% and an increase in usage of the free shuttle bus by 15% within the first 2 years. Monitoring of minibuses patronage performed over 3 days each month. Up until October 2010 around 350-400 employees used the service more than 2 years after the operation began. After 6 months of implementing the action plan, the following changes in modal share were revealed:

- Shuttle bus: from 0% to 29.03% (209 employees average daily use),
- Public transport: from 43.17% to 25.14% (181 employees),
- Private car: from 46.62% to 18.05% (130 employees),
- Company car: from 14.33% to 26.39% (190 employees),
- Car-pooling: from 1.87% to 1.39% (10 employees).

8 — Promotional activities

Promotion and information have been distributed using the internal e-mail system of the company and informal discussions. Besides the internal communication activities, the project was promoted on www.eltis.org, www.epomm.eu, www.siveco.ro and in local and regional media.

9 — Additional information

This action was awarded a special prize for its state-of-the-art approach at the PEWTA award within the category Best Employers at the ECOMM 2009 in San Sebastián.

Traffic Snake Game encourage children to walk and cycle to school in Miercurea Ciuc

1 — Summary

Miercurea Ciuc is a small town with an expanding motorized traffic. As car traffic is increasing, more unsafe conditions occur; this increases the overall feelings of being unsafe. As a result, parents only feel safe when personally driving their children to school; this in turn results in more traffic in and around the vicinity of the schools. The Traffic Snake Game was organized with a great success in the Goldilocks kindergarten which is located at the edge of the town, as well as in the Petőfi Sándor elementary school in the city centre. The aim of the game is to break this vicious cycle by encouraging schools, children and parents to adopt walking, cycling, car sharing or public transport when travelling to and from school.



2 — Initiating parties and partners

The Traffic Snake Game is a European initiative and the network was originally created by a Belgian sustainable mobility profiled organization called Mobiel 21. The game was adopted and implemented by the Harghita County Council's Energy Management Agency in the framework of an Intelligent Energy Europe project in the Goldilocks private kindergarten and the Petőfi Sándor elementary school.

3 — Circumstances before the action

Despite the fact that Miercurea Ciuc is a small town with small distances, heavy traffic and air pollution are a real problem for the town. More and more parents drive their children to school or kindergarten by car; this in turn results in more car traffic in and around the vicinity of the schools. Only by supporting walking and cycling, children become more aware of their surroundings and develop road safety skills as well as improving their ability to anticipate others on the road. Those alternative actions to driving also reduce congestion and parking pressure in school environments.

4 — Process description

The Traffic Snake Game is a fun campaign; the game motivates young children (and their parents) to go to school in an environment-friendly, safe and healthy way. The game was played out at the school for 1 week. The basic plot of the game involved handing out stickers each time a child travels

to school during the campaign week using a sustainable mode of transportation such as walking, cycling and using the bus or carpooling. All these stickers were then placed on a bigger sticker that was affixed on the actual snake banner. Children from every class saved these stickers until such time that they reached the target and that the bigger circle sticker was filled. The full stickers were attached to the large Traffic Snake Game banner of the kindergarten/school. The aim was to attach as many stickers as possible on the banner in an attempt to cover the snake completely. Toddlers and pupils, whose homes were far away and were driven to school by car, were also encouraged to participate. Their parents were able to park their car at 100 to 200 meters from the school and guide their children the remainder of the way on foot. The other option was to drive several children to school in one car (carpooling).

The rules were first presented to the teachers, then parents and children; everyone was enthusiastic to start the game. During the game teachers evaluated children's travelling behaviour every day and dedicated 10-15 minutes to teach them about the benefits of sustainable transport modes. In order to evaluate the overall children's travelling habits, the questionnaires were distributed before, during and after the game.

Traffic Snake Game in Goldilocks kindergarten, Miercurea Ciuc (2011).



Collection of stickers in the Petofi Sandor elementary school.



5 — Project timetable

1. Contacting schools and kindergartens, presentation of the game and detecting possibilities of cooperation (Apr 2011)
2. Distributing questionnaires to children and parents in order to assess the present travelling habits of children (May 2011)
3. Starting the game with a duration time of 1 week (May 2011)
4. Distributing questionnaires to children and parents in order to assess the situation of transporting children to school and to kindergarten during the game (May 2011)
5. Evaluation of the results of the game (May 2011)
6. Closing event which included handing out rewards to children (June 2011)
7. Spreading questionnaires to children and parents to assess the situation of transporting children to school and to kindergarten 3 weeks after finishing the game (June 2011)

6 — Financing

A budget of 1.100 EUR was financed through the Intelligent Energy Europe funds in the framework of the Active Access project, and by the Harghita County Council—Energy Management Agency.

7 — Results

The results of the questionnaire showed that good results were achieved: before the game 29% of children went to kindergarten/school in an eco-friendly way, and 71% by car.

During the game, 95% travelled in an eco-friendly way and 5% by car. Two weeks after finishing the game 54% chose an eco-friendly mode of transportation and 46% travelled by car. This means that 3 weeks after finishing the game 25% more children went to kindergarten in an eco-friendly way than before starting the game. At the same time children, parents and teachers rediscovered how fun, healthy and important for the environment it is to go to school by foot, bicycle, roller, and other sustainable ways.

8 — Promotional activities

- Newspapers and radio promotion announcements
- Posters at schools
- Project webpage, Harghita County Council's webpage, facebook pages

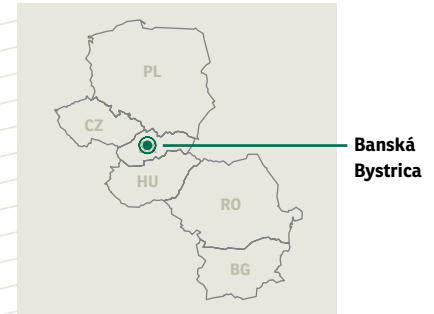
9 — Additional information

- Active Access project webpage:
www.active-access.eu/start.phtml?ID1=2491&id=2518
- Traffic Snake Game Network webpage:
www.trafficsnakegame.eu, www.schoolway.net
- Active Access Brochure:
www.active-access.eu/docs/broschuere_active_access_web_final.pdf

Bike to Work in Banská Bystrica

1 — Summary

In Banská Bystrica, as well as in the rest of Slovakia, there is a very low ratio of bicycle traffic. Initiative OCIBB, in cooperation with the City of Banská Bystrica, in a mutual agreement decided in year 2012 to organize the campaign in a competitive format called Bike to Work. The main target groups for this initiative were employees and employers based in Banská Bystrica. The campaign was also organized at the local level the following year in 2013; during this time it attracted more and more supporters. In 2014 the campaign grew into a national level. The main aim of the activity remains the same as the original: to motivate employers to use a bike for commuting to and from work, and thus help to reduce CO₂ production caused by individual car transportation.



2 — Initiating parties and partners

The main initiators of this activity were the Civic Cycling Initiative called Banská Bystrica (OCIBB) and the city of Banská Bystrica. Many other organizations, institutions and companies operating in the city also got involved in the campaign. At the national level the Ministry of Transportation, along with the Construction and Regional Development of Slovakia took over the partnership of the campaign.

3 — Circumstances before the action

Although the city of Banská Bystrica is considered a small town by its physical size (from the city centre to all peripheral areas the distance is only around 5 km), the most common way to get around town is by car. The automobile accounts for 65% of modal split, public transportation accounts for much less at 28%, while bicycle traffic only 1%).

4 — Process Description

OCIBB developed the rules of the campaign Bike to Work, and along with municipality of Banská Bystrica worked on the promotion and communication strategy. This included approaching organizations, institutions and companies operating in the city in order to join the competition. During the month of May the participants were encouraged to commute daily to work and back by bike and to fill in their ride results into the electronic system of evidence. The current mileage was disclosed by the organizers once a week. By the end of the month OCIBB evaluated the overall results and along with

the municipality of Banská Bystrica organized an award-giving ceremony. This event included a cultural program with the personal participation of the city Mayor. The winners received a lot of valuable prizes thanks to the support of local entrepreneurs. This event attracted a lot of media which in turn created a good basis for continuation of the campaign in the ensuing years. Awareness of the campaign was enhanced by public presentation of the results. Further awareness was created by the companies that contributed to the initiative. At the same time, the main objective, which was to raise awareness among the population about the usefulness and effectiveness of the bicycle as a means of transportation in the city, was realized. The campaign was organized at the local level in years 2012 and 2013; during this time it attracted more and more supporters. The campaign was prompted by OCIBB and organized at a national level; this took place when the patronage of the campaign was taken over by newly appointed national cycling coordinator in The Ministry of Transportation at which time many other Slovakian cities joined the campaign.

5 — Project Timetable

- Compiling the rules of Bike to Work (March 2012).
- Creating of a dedicated campaign web page (March 2012).
- Development of a communication strategy (Apr 2012).
- Contacting companies and institutions operating in the city to contribute prizes for the competition and financing the unified T-shirts for participants (Apr 2012).

Unified T-shirts for the participants was an appreciated promotional gift.



The Mayor of Banská Bystrica participated in the Award Ceremony and the evaluation of the competition in 2014.



- Formal launching of the competition personally by the Mayor of Banská Bystrica (1st May 2012).
- Active period of campaign with communication with competitors, continuous record-keeping of mileage of participants, weekly publishing of the results, evaluating and presenting the results of the competition (May 2012).
- Official ceremony with award giving and accompanying cultural program (Jun 2012).

6 — Financing

In the first year (2012) the competition was organized without any financial support; all activities necessary to ensure services for the competition were organized in the form of volunteer work with organizers (OCIBB). In the second year (2013) OCIBB received a grant from SPP Foundation in the amount of 2,000 EUR and Support from the Dutch Embassy in Slovakia. Financing of the competition in 2014 was secured similarly as in previous years—by volunteers and sponsors. The competition was held on national level and auspices by the National Cycling Coordinator from the Ministry of Transportation; however without any financial support from them, the ministry gave only limited amount of give-aways.

7 — Results

- Growing interest in using the bicycle for commuting which is manifested in a growing number of registered competitors in the competition, as well as the interest of the

companies: in 2012 there were 104 competitors, in 2013 138 contestants and in 2014 1,502 contestants.

- Number of saved CO₂ emissions in three years of running the campaign: 60,762 kg
- Increasing interest of companies in competition which is manifested in the form of internal competition assessment, compensation of staff involved and creating space for secure storage of bicycles in the workplace, including sanitary facilities.
- Increasing public interest, government participation at the national level while in year 2014 over 30 cities got involved in the campaign.

8 — Promotional Activities

- Websites of organizers: www.ocibb.sk and www.banskabystrica.sk
- Press releases, articles in local, and national press and in TV and radio broadcasting
- Official ceremony with evaluation of the campaign and winners award giving

9 — Additional information

Websites of the organizers:

www.ocibb.sk
www.banskabystrica.sk

Cyclists bring life back to the historical city centre in Banská Bystrica

1 — Summary

The reconstruction of the city centre in Banská Bystrica in 1996 converted the area into a purely pedestrian zone; this excluded both motor and bicycle traffic to meander the core area of the city. For more than 17 years bikers had to walk their bicycles when passing through the central square. The original aim of the project was to make the historic centre more attractive and to draw more residents and visitors to the square.



2 — Initiating parties and partners

The initiator of the action was the Civic Cycling Initiative of Banská Bystrica (OCIBB) and the city of Banská Bystrica (BB); among the partners that were involved was the Department of Chief Architect in Banská Bystrica (DCA BB) and Innkeepers Guild.

3 — Circumstances before the action

Among the masterpieces that visitors can marvel in Banská Bystrica are historical buildings, churches, a clock tower and a town castle in the city centre. Unfortunately, sightseeing of the city square was distracted by tacky plastic terraces with outside seating provided by restaurants which blocked the view of the facades of historic buildings. To make matters worse there were also various advertising signs in disparate colors, shapes and sizes. Moreover, the cycling traffic ban discouraged both local and foreign cyclists from passing through the city center so as to avoid having to walk their bikes. When a newly opened shopping centre in another part of the city occurred, the historic centre was almost deserted.

4 — Process description

Several attempts by the Municipal Office to clarify the rules on the operation of outside restaurant seating never received the support of city councilors. During the approval process of a Generally Binding Policy, the restaurant owners themselves opposed the proposed rules. As well, attempts by the

Civic Cycling Initiative of Banská Bystrica (OCIBB) to repeal the cycling traffic ban in the area continuously failed. The situation changed when the OCIBB received a grant for the development of a Non-Motorized Transportation Master Plan (NMTMP) and asked the municipality for project partnership and co-financing. After the agreement the working group comprised of representatives of the City of BB, DCA BB, OCIBB, Police, specialists from the general public and BB municipal councilors was created. This group held meetings on regular basis over 11 months. When addressing the situation in various parts of the city, the city center was also discussed with a clear understanding for the need to repeal the cycling traffic ban. The common consensus of all members of the working group was that given the location, size and clear arrangement of the square (as well as its historical character), that it would not be appropriate to place either horizontal or vertical signs, or a separate cycling lane. As a consequence of this suggestion, a clear need to address the appearance of terraces, their distance from the facades of buildings, as well as their size, shape and material used had to be raised. Therefore; the City of BB initiated the formation of another working group which included owners of restaurants as well as of buildings in the historic centre. The result of this working group was the development of uniform rules for building terraces approved by the Municipal Council as a binding document of the city.

Before cycling ban in the historical city centre (1986–2013).



"Green light" given to cyclists after August 2013.



One of the bike parking racks installed in the pedestrian zone.



5 — Project timetable

1. Acquiring a grant for NMTMP development and the creation of a partnership between the City and OCIBB (Sept 2010)
2. Creation of a working group for developing NMTMP and the holding of regular meetings (Nov 2010)
3. Public presentation of the concept of NMTMP with the possibility of raising comments, consultation and cooperation with invited specialists (Nov 2011)
4. Final elaboration of NMTMP, approval of the document by Municipal Council and its incorporation into the General City Plan of BB (Feb 2012)
5. Formation and regular meetings of a working group regarding regulation of summer terraces (March–Oct 2013)
6. Repeal of cycling traffic ban in the historical city center as one of the first implemented measure of NMTMP (Aug 2013)
7. OCIBB published a leaflet with 7 recommendations on how to ride the bike safely in the pedestrian zone (Aug 2013)
8. Approval of regulation document on building summer terraces by Municipal Council (Feb 2014)
9. Implementation of proposed rules on building of summer terraces according to the valid rules (May 2014)

6 — Financing

Budget for the Non-Motorized Transportation Master Plan (32,000 EUR) was covered by a grant from "Global environment Facility" Programme and partly by the City of BB. Repeal of the cycling traffic ban in the city center cost 900 EUR and installing of bike parking racks 4,500 EUR.

Installation of new summer terraces according to the regulation was self-financed by restaurant owners.

7 — Results

- free movement of cyclists in the pedestrian zone
- approximately 40 bike parking racks installed
- elegant, uniform terraces neither obscuring the view of the facades of historic buildings, nor obstructing pedestrians and cyclists in crossing the square
- gradually increasing number of visitors
- positive example of successful mutual cooperation and participation in creating a public space

8 — Promotional activities

- project webpages available on city and OCIBB website
- articles in local press
- public meetings and discussions

9 — Additional information

- Non-Motorized Transportation Master Plan documents: www.banskabystrica.sk/uzemny-generel-nemotorovej-dopravy-mesta.phtml?id5=18257
- Development process description of NMTMP: www.ocibb.sk/stranka/generel-nd-v-bb
- Uniform rules for building terraces approved by Municipal Council: www.banskabystrica.sk/vseobecne-zavazne-nariadenia-mesta-vzn.phtml?id3=1622

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- Petr Šmíd, Petra Lukešová, Daniel Mourek: Plány mobility-přínos pro podniky a instituce (NADACE PARTNERSTVÍ, Brno, 2011)
- Eva Simonová: Moderní úpravy komunikací ve městech a obcích (Centrum dopravního výzkumu, v.v.i., Brno, 2005)
- Jarmila Johnová, Petra Lukešová, Petr Šmíd: Školní plány mobility (Oživení, Pražské Matky, Nadace Partnerství, Praha/Brno, 2010)
- The urban mobility observatory, ELTIS—database of case studies: www.eltis.org
- European Platform on Mobility Management: www.epomm.eu
- The CIVITAS initiative for cleaner, better transport in cities: www.civitas.eu
- European guidelines for Sustainable Urban Mobility Plan: www.mobilityplans.eu
- European Mobility Week campaign on sustainable urban mobility: www.mobilityweek.eu



Poland—Fundusz Partnerstwa
www.ffp.org.pl

Czech Republic—Nadace Partnerství
www.nadacepartnerství.cz

Slovakia—Nadácia Ekopolis
www.ekopolis.sk

Hungary—Ökotárs Alapítvány
www.okotars.hu

Romania—Fundatia Pentru Parteneriat
www.rep.f.ro

Bulgaria—Fondaciya EkoObshtnost
www.bepf-bg.org

Environmental Partnership Association (EPA) is one of the biggest European organisations specialized in the field of sustainable development. Our team consisting of more than 80 employees located in 6 countries provides professional services both to private as well as public entities.

The mission of EPA is to incite sustainable development of urban areas by enhancing low carbon footprint and climate resilience solutions in urban planning and development, to encourage public authorities and businesses in reflecting the environmental impact in their management and policies and to increase people's environmental awareness, support the creation of local communities of active citizens, driving the change at the grassroots level and encourage people to act responsibly in their daily choice. Recent focus of EPA lays in helping to enhance urban mobility, implement mobility management and traffic calming.

- Does your city or company plan to develop mobility plan?
- Is your company concerned about employees' commuting?
- Do you need a feasibility study on bikesharing?
- Would you like to improve traffic safety for your children within school premises?
- Do you need consultations on launching marketing campaign promoting sustainable mobility?
- Are you looking for partner for European mobility projects?

Contact Environmental Partnership Association member in your country!