

CiViTAS
Cleaner and better transport in cities

ÚSTÍ NAD LABEM
.....

Ústí nad Labem

T40.1 Drive Safely Campaign in Ústí nad Labem

April 2011



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Project no.	TREN/FP7TR/218940 ARCHIMEDES
Project Name	ARCHIMEDES (Achieving Real Change with Innovative Transport Measure Demonstrating Energy Savings)
Start date of the Project	15/09/2008
Duration:	48 months
Measure:	40 – Drive Safely Campaign in Ústí nad Labem
Task:	4.15 – Drive Safely Campaign
Deliverable:	T40.1 Drive Safely Campaign in Ústí nad Labem
Due date of Deliverable:	14 th July 2011
Actual submission date:	5 th April 2012
Dissemination Level	Public
Organisation Responsible	Ústí nad Labem
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Version	1.0
Date last updated	4 th April 2012

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1 Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme); CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS:

- CIVITAS is coordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2 Ústí nad Labem

Ústí nad Labem is situated in the north of the Czech Republic, about 20 km from the German border. Thanks to its location in the beautiful valley of the largest Czech river Labe (Elbe) and the surrounding Central Bohemian Massive, it is sometimes called 'the Gateway to Bohemia'. Ústí is an industrial, business and cultural centre of the Ústí region.

Ústí nad Labem is an important industrial centre of north-west Bohemia. The city's population is 93859 living in an area of 93.95 km². The city is also home to the Jan Evangelista Purkyně University with eight faculties and large student population. The city used to be a base for a large range of heavy industry, causing damage to the natural environment. This is now a major focus for improvement and care.

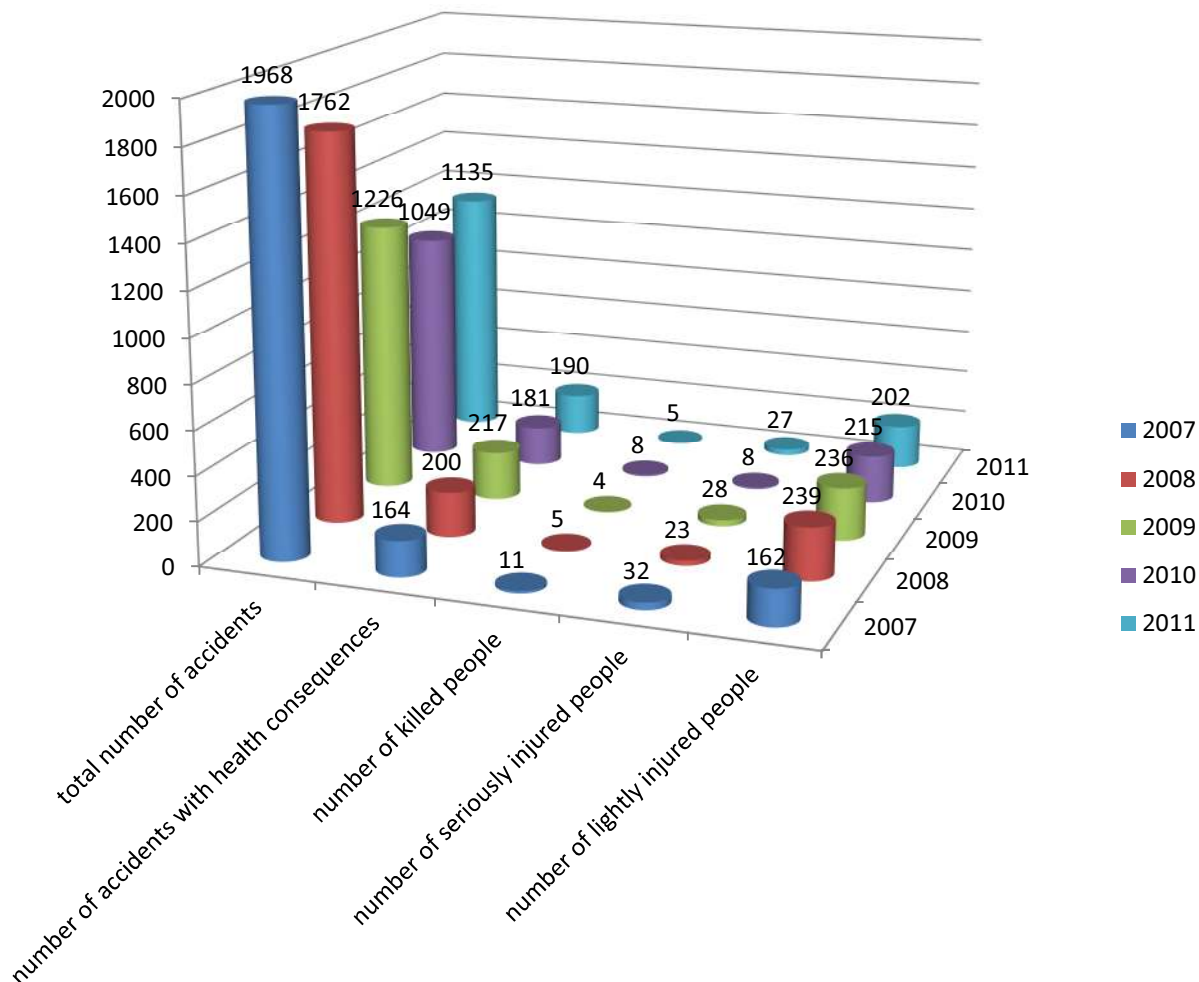
The Transport Master Plan, initiated in 2007, will be the basic transport document for the development of a new urban plan in 2011. This document will characterise the development of transport in the city for the next 15 years. Therefore, the opportunity to integrate Sustainable Urban Transport Planning best practices into the Master Plan of Ústí nad Labem within the project represents an ideal match between city policy framework and the ARCHIMEDES project.

The project's main objective is to propose transport organisation of the city, depending on the urban form, transport intensity, development of public transport, and access needs.

3 Background to the Deliverable

The number of traffic accidents registered by the police of the Czech Republic is decreasing, which is thought to be caused by changes in local legislation – obligation to report accidents currently arises only under certain circumstances, such as large material damage, damage caused to a third party, etc. However, consequences of accidents remain at the same level. Development and trends in traffic accidents are presented on the following graph.

Figure 1 – Development of traffic accidents and their consequences in Ústí nad Labem between 2007 and 2011.



Health consequences of traffic accidents do not show a clear positive trend. It is therefore necessary to deal with transport safety, from road safety deficits to behaviour issues of drivers, in order to reduce the number of killed and injured people in road accidents. This task is focused on behaviour of drivers as an instrument of preventive traffic education and increasing awareness on traffic issues.

Nowadays, there is an overwhelming amount of information presented to the public and thus it is becoming more difficult to perceive the important issues. Residents generally become indifferent and ignore them. In particular, the situation is alarming in cities, where the amount of large billboards distracts drivers and shields traffic signs. This can lead to oversight of important and necessary information (horizontal/vertical traffic signs, traffic lights) and result in a traffic accident. Inappropriately located advertising billboards reduce clarity of intersections and other busy road sections and may be the reason for failing to notice also other road users —particularly pedestrians and cyclists. The essential prerequisite for safe

movement in traffic, which must be followed, is “see and be seen”. The following picture illustrates how large billboards placed by roads dominate on a busy intersection.

Figure 2 - Large amount of advertising distracts drivers on the busy intersection



Source: www.nechceme-billboardy.cz

Unfortunately, there are advertising amenities inappropriately and dangerously installed in urban areas as well as outside municipalities, in particular in the vicinity of busy intersections and transport nodes, where there are advertisements visible to a larger number of potential customers. In the perspective of transport engineering, advertised messages distract attention of drivers on roads with intensive traffic, where increased attention is needed. Furthermore, advertising equipment often presents a dangerous solid obstacle by roads.

Currently, there is no clear legislation prohibiting or regulating construction of objects in the vicinity of roads in the Czech Republic. Although the existing law defines protection zones along transport infrastructure, it does not prohibit construction and its interpretation is ambiguous.

There is also a significant amount of advertising information present in everyday lives of people, including leaflets, advertising spots on TV and radio, printed advertisements, banners on the internet, marketing e-mails, phone calls, etc. Therefore, it was difficult to choose appropriate format of the Drive Safely campaign, which would reach the broadest public and transmit the relevant information. The campaign was designed in various forms.

At first, research of successfully implemented campaigns with similar topic in the Czech Republic and abroad was carried out to gather inputs for the local campaign.

It was decided not to utilise large billboards by roads due to the following reasons:

- National safety campaigns already utilise road billboards
- Billboards present certain safety threat to road users as described above

3.1 Summary Description of the Task

The city of Ústí nad Labem implemented the Drive Safely Campaign for its residents. The municipality produced promotional materials and educational brochures to support the activities. The campaign was designed in various forms to reach as many people in the city as possible. Ústí nad Labem organised promotional activities to raise awareness about causes and consequences of traffic accidents through public events, workshops, traffic training for children, educational materials and promotion in local media.

4 Drive Safely Campaign in Ústí nad Labem

Prior to the campaign, background data were collected from other successful road safety campaigns in the Czech Republic and abroad, from the CIVITAS ARCHIMEDES research tasks 11.5.3 Safety Audit and 11.5.4 Traffic Speed Reduction, and experience from the task 5.11 Traffic Speed Reduction Publicity Campaign.

Promotion forms were chosen to appeal to the widest target audience of various ages. Particular focus was placed on vulnerable road users, such as children travelling to schools and elderly people in the city.

4.1 Public event on the Lidické square

A public event to promote safety of trips to/from schools was held for children in Ústí nad Labem on 3.11.2011 on the Lidické square. The primary organiser was the regional television TV Lyra with CIVITAS ARCHIMEDES as a partner, along with the Municipal Police. The programme of the event included various activities for children and their parents, including competitions on traffic behaviour, knowledge quizzes, traffic training on a mobile traffic court operated by the Municipal Police, distribution of safety accessories from CIVITAS, etc.

Figure 3 – Public event on the Lidické square to promote safe walking to/from schools



4.2 Public event on the Mírové square

The CIVITAS team participated on the annual Ústí nad Labem half-marathon, which was this year started on the Mírové square on 18.9.2011. During this popular international event, information about the project was presented to the wide public, along with promotional presents, brochures and education leaflets. Visitors, who participated in CIVITAS surveys,

were rewarded with traffic safety gear, such as reflective accessories and bicycle equipment. Results of the surveys were processed for the Drive Safely Campaign, as well as for measure evaluation (indicators on awareness level).

Figure 4 – CIVITAS stand on Mírové square during the half-marathon held annually in Ústí nad Labem



4.3 Traffic court for children

Ústí nad Labem Municipality equipped the traffic court for children operated by Municipal Police. School and pre-school children in Usti nad Labem learn here basic traffic rules theoretically in the indoor classroom and practically at the outside court.

The traffic court has now received new equipment from CIVITAS ARCHIMEDES that makes learning easier and more fun. Within the Drive Safely Campaign, the classroom was equipped with traffic games and puzzles (card games, dominos and quizzes on traffic rules), flipchart with traffic-themed magnets, colourful stationery, carpet with roads, intersections and pedestrian crossings, new educational materials include comics-style studying brochures and traffic tests, etc. This opens new ways of more attractive and graphic learning of safe traffic behaviour.

For outdoor practice, wooden traffic signs and several new bicycles with adequate cycling gear were provided. Furthermore, each school that visits the traffic court is awarded safety vests and other safety gadgets for pupils. The school also receives safety stop disks for safe crossing of streets.

Figure 5 – Equipment for traffic court classroom in Ústí nad Labem



4.4 Leaflets

Educational leaflets were produced within the campaign in entertaining graphical format. The leaflets were designed separately for individual road user groups – pedestrians, drivers and cyclists. They described basic traffic safety rules for each target group through pictures and rhyming slogans to be attractive and simple to remember. Graphical design of all these educational materials was realised by local Association of Handicapped People (*Postižení postižením, a.s.*). Response from residents to these leaflets has been very positive as expressed by citizens during public events organised within the campaign, as well as on the Facebook page.

Figure 6 – Leaflets with basic road safety instruction for individual road users



4.5 Regional television

The campaign and activities of CIVITAS team in Ústí nad Labem were promoted on the regional television *Ústecká TV*, which is broadcasting online. This included 3 major TV spots informing about the importance of road safety activities.

Picture 8 – Archimedes in Ústí nad Labem on the Internet TV "Ústecká TV"



4.6 Public discussions and workshops

Within the road safety campaign, the city of Ústí nad Labem organised several workshops focused on safe traffic behaviour. The target audience were young drivers and potential future drivers on the one hand, and elderly people that need to face traffic in the city on the other.

The workshops included presentations, discussions on road safety issues and competitions with presents for young students. Safety gadgets were distributed also to elderly people, including anti-skid pads on shoes, reflective accessories, pocket magnifying glasses with lights to be able to easily read timetables at public transport stations and other. Educational materials were informing about safety issues of young drivers, cyclists and PT passengers. Two short TV spots summarising the workshops were produced.

The workshops were organised at the High School of Mechanical and Electrical Engineering, the University of Jan Evangelista Purkyně, at retirement homes and at the Senior Club of Ústí nad Labem during November 2011.

Figure 7 – Workshops on road safety issues for young and elderly people



4.7 International conference on Safe Transport Infrastructure

The CIVITAS team participated at the international conference on Safe Transport Infrastructure, which took place in the congress hall of the Masaryk Institute of the Czech Technical University in Prague (ČVUT) during 15.-16.11.2011.

It was held under the patronage of representatives of major national and international institutions in the field of transport infrastructure, headed by the Ministry of Transport of the Czech Republic.

Approximately 150 professional participants heard, in the course of two days, a total of 25 lectures presenting results of research tasks from the field of road safety. All participants of the Conference received educational leaflets and other CIVITAS ARCHIMEDES promotional materials.

This year, the Conference enjoyed great media interest. The official press conference was held to present results of implementing the European programme for road assessment EuroRAP, which were achieved in the last 5 years - the latest risk map of the Czech Republic

for the years 2008 – 2010 was released, as well as the first sample project of star assessment of EuroRAP. Journalists had a chance to see the inspection vehicle used for road inspections. A recording of this press conference was broadcasted by the Czech Television, articles were published by the most visited internet portals – novinky.cz, iDNES.cz, aktualne.cz and Mladá Fronta. Interviews were provided also to reporters of radio stations.

The Conference presented several critical contributions targeted at comparing the position of the Czech Republic in the field of road safety with other countries of the EU 27 and demanding increase of consistency in removal of serious safety deficits causing tragic consequences of road accidents, such as skid road properties, solid obstacles, billboards and other.

Figure 8 – International conference on Road Safety Infrastructure



4.8 Promotion

Current popularity of social networks is exploited for promotion by utilising Facebook page on www.facebook.com/civitas.ul. Ideas and principles of safe traffic behaviour were disseminated among city residents. Information on CIVITAS activities, including the Drive Safely Campaign, is furthermore accessible online on the official city website on www.usti-nad-labem.cz/civitas, or can be found in the local newspaper Městské Noviny or Ústecký Deník (www.ustecky.denik.cz).

Figure 9 – Facebook page promoting CIVITAS activities in Ústí nad Labem



4.9 Traffic education

During various activities organised within the Drive Safely Campaign, children in Ústí nad Labem participated in knowledge tests consisting of 23 questions on basic traffic rules. Children, who failed in the test, were asked to participate in the traffic court education with CIVITAS presents awarded to successful students.

In total, 939 children from 30 schools and 1 children's camp participated in the testing. Almost three quarters of the children's results reached 'excellent' or 'good' standard at the first attempt, and all were successful in the end.

Figure 10 – Tests of basic traffic rules for children

Testik z dopravní výchovy

Jméno a příjmení:	Škola:	Dotčené body:	Klasifikace:

Stupeň klasifikace:
 29 < výborný cyklista
 25 – 28 dobrý cyklista
 20 – 27 cyklista, raději si dopravní výchovu ještě trochu zopakuj
 < 20 cyklista, ty jsi vůbec neposlouchal, koukej se dopravní výchovu pořádně naučit

1. Spoj čarou obrázek ke správnému telefonnímu číslu: (3 body)

155 150 158

2. Kolikrát se rozhlédneš při přecházení této silnice? (1 bod)
 Do obrázku zakreslí žipkou místo a směr, kterým se rozhlédneš.

1x
 2x
 v každém jízdním pruhu

5. Přiřaď ke každé barvě správnou odpověď: (3 body)

červený puntík ●

žlutý puntík ●

zelený puntík ●

vybavení pro jízdu za snížené viditelnosti

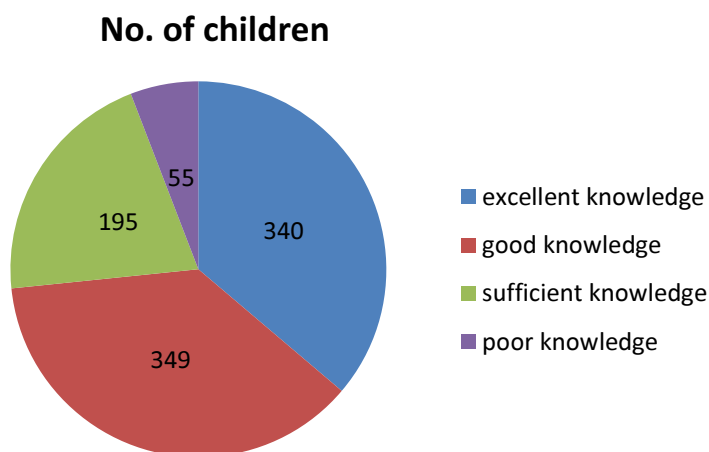
doporučené vybavení

povinná výbava

6. Když přijedeš na kole k přechodu, po kterém přecházejí chodci, tak uděleáš: (1 bod)

zastavím a nechám chodce přejít
 jedu dál a chodci se mi vyhnou
 sesednu z kola a jdu pěšky

Figure 11 - Results of traffic tests for children



5 Conclusion

Currently, it is quite difficult to organize a public campaign in order to reach a wide public audience. Residents in the city are overwhelmed by information presented to them in many different ways and frequently ignore even useful information. Therefore, it was demanding to organise an original and effective public campaign, which would be well accepted by local residents.

Within the Drive Safely Campaign in Ústí nad Labem, activities were primarily focused on short-term events and actions, which can be repeated and which have bigger impact on local people. All campaign activities were supported by distribution of safety gadgets and attractive educational materials, and promoted via various media operating in the city. The goal of these activities was to draw attention to issues of safe driving in the city and road safety in general. The campaign was well received by city residents and should be periodically repeated.

As a long term promotional activity, educational brochures on road safety targeted at various road users were designed and produced and has been distributed to city residents. Also, the website dedicated to road safety in Ústí nad Labem (www.bezpecnepousti.cz) is continuously operated. Furthermore, traffic education of children, including safe behaviour on roads and basic traffic rules, is currently realised, among others, for all 4th grade children in Ústí nad Labem. This campaign enabled more efficient and attractive traffic education of children, which is one of the long term goals of the city in order to improve road safety and reduce traffic accidents and their consequences.

The campaign involved relatively many participants, which was considered as a success. Data from participants will be used for measure evaluation (indicators of acceptance and awareness level).

The city of Ústí nad Labem plans to organise similar events in the future, based on experience and best practise from CIVITAS campaigns.