

L'Alcúdia - Study on mobility habits of students in primary schools



Welcome

Dear partners of Active Access

In recent months the project partners have been carrying out activities to implement the project in their respective cities. The main fields of work are the work packages on shadowing, walking audits, stakeholder involvement and dissemination measures.

The present publication summarises your recent work. We are very grateful for your contributions, and as always, all of you are invited to send us news and highlights that you would like to share with the other partners. We hope you enjoy the bulletin!

Cities for Mobility



Stakeholder involvement

Aveiro: A meeting was held with leaders of the shopkeepers in preparation of a general assembly of the shopkeepers to introduce AA and the project in Aveiro.

HCC made contact with the Association of Conscious Customers that are involved in several similar projects and can help their implementation with ideas and experiences. In addition, they have contacted shops and networks, associations of shops and communication agencies.

Koprivnica has had good experience with stakeholders such as NGOs and local authorities. Companies and shops have been less supportive.

Examples of best practice

Koprivnica: Health Paths will become a pattern of the promotion of walking for health and recreation for many similar cities in the immediate neighbourhood and throughout the country. Partner organisations have been promoting this measure in their meetings and conferences, while the Health Path signs also provide directions to all visitors to the city.

Prioriterre organised the first interschool competition: a series of documents were given to schools who registered instructing them to count the number of children and parents coming to school by foot or bike. The results of each school were gathered by Prioriterre with games and awards given for the best school.

AA project meeting, Stakeholder workshop and Walk21 Conference

The third Active Access project meeting will take place on **November 15-16 in The Hague, The Netherlands**. The meeting takes place in the framework of the *Walk21 International Conference on Walking and Liveable Communities*, which begins on November 17.

On this occasion the meeting has two parts. The first one (Nov. 15) will be attended by one person from each project partner and deals with the different topics related to the project. The second part (Nov. 16) is a pre-conference stakeholder workshop, to which one stakeholder per partner is invited to attend. Partners select the stakeholder they wish to invite.

Partners are also invited to attend the Walk 21 Conference, which will showcase best practices for promoting and supporting walking. The themes for the conference are:

- Theme 1: Sustaining safe walking
- Theme 2: Evaluating the impact of investment in walking
- Theme 3: Walking supporting prosperity
- Theme 4: Sharing space with cyclists
- Theme 5: Safe, healthy, attractive and accessible environments are a community right



Walking audits

Project partners have held or are planning their first walking audits. The following are some examples:

HCC organised the second walking-cycling audit in Budapest along a newly renovated "Main Street" in the city centre. Representatives of the district's and the city's chief architect's office were present along with designers and urban planners. Due to the central location and HCC's communication strategy, the media showed great interest.



In **Koprivnica**, walking audit of the streets involved in the Health Paths network was completed in the scope of the Active Spring campaign (held on Earth day, April 22).

HEMPS carried out a walking audit in Miercurea Ciuc on 14th May 2010 with the participation of important stakeholders such as the president of the County Council, the County Councillor, the Deputy Mayor and the head of the local public transport. This contributed to increase awareness at a political level and to encourage new projects.

In **ATU**, walking audits have been conducted both in Bucharest and Alba-Iulia. In Bucharest the walking audit took place within the central area covering Romana square, a small area along Magheru Boulevard, Amzei Street, Tache Ionescu Street and a section of Victoriei High-Street; and in Alba-Iulia the main targeted area for the walking audit was the Revolutiei Boulevard. The walking audits focused on pedestrians' daily walking experience and related issues like street environment and maintenance of the public realm.

Aveiro is preparing a walking audit to take place during the mobility week (16-22 Sept.). The audit will use some of the routes chosen for the project between the historic centre and the car parking areas; politicians and the local press will be invited to walk the route.

AER carried out a walking audit in June in the municipality of l'Alcúdia in order to identify the problems to make the commercial area a friendlier place to walk. Local authority, urban planning technicians, members of the local police, shopkeepers' representatives and representatives of civil associations participated in the walking audit and proposed ideas to improve the walkability of the area. A walking audit to evaluate routes to school will take place next September with the participation of politicians, municipal technicians, police and teachers.

Events

Past events

20 May / Miercurea Ciuc

Climate Conference at Sapientia University

Presentation on AA

Bucharest – Alba Iulia

Workshops for local administration, professionals and media

Presentation on AA

31 May-4 June / Annecy le Vieux

Inter enterprise challenge

Demonstration eBikes, conferences, workshops

17 July / Aveiro

Workshop for medium-sized cities

Presentation on AA

Future events

End of August / Koprivnica

Meetings with Partners

Evaluation of results of measures and planning of Mobility Week campaign

16-17 Sept. / Region Haute-Savoie

Interscholar competition, AA Eco transport pole eBike, Eco driving

18 Sept. / Annecy

AA soft mobility rally

18 Sept. / Annecy

Conference on cable car transport

16-22 Sept. / Koprivnica

European Mobility Week and car free day

October / Koprivnica

I walk to school month

November 15-16 / The Hague, NL

3rd Active Access project meeting & stakeholder workshop

November 17-19 / The Hague, NL

11th International Walk21 Conference

Activities

FGM-AMOR / Graz

Test action "using electric bicycles for recreation" for mid-aged/elderly people

Results in September

AER / L'Alcúdia

Study on mobility habits of students in primary schools

Koprivnica

Extension of bicycle tracks. Provision of safety routes to school.

HCC / Budapest

Launch of image campaign in Sept. called "Buy local"

Dissemination

As an answer to the initiative to **share dissemination materials** among partners, C4M has gathered a series of posters, leaflets and brochures. Materials are uploaded on the website: WP 7 Dissemination and Communication -> Local dissemination materials. Please continue sending C4M material that you think will be useful for other partners.

C4M developed, together with an advertising agency, seven motives of **teaser postcards** (including walking and cycling to work, to shops and to school). The objective is to arouse interest of the target groups, by promoting AA at events and locally. It is possible to print the postcards in local languages (costs for new prints would be covered by the partner).



Koprivnica: Two sets of maps have been produced and disseminated: maps of cycle tracks and walking paths in Koprivnica and its environs, and map of walking Health Paths. The maps of cycle tracks are available for visitors at the city's Tourist Information Office, while the maps of health paths are distributed to local GPs and pharmacies as well as partner NGOs who have been involved in their production and distribution to citizens.

HEMPS created leaflets and designed badges for the Earth Day and distributed them at workplaces, on the street and at local events. They also elaborated a roll-up banner for a conference promoting AA. The walking audit was documented by local television (Csíki Tv) and presented on the evening news (Link: www.youtube.com/watch?v=WqrciJbH58E). News on the event appeared in the newspapers Hargita Népe and Informatia Harghitei.

Prioriterre: Production of posters for European mobility week. Several articles on the interschool and the inter enterprise in May/June.

Aveiro: Liaising with a municipal agency to encourage local commerce information on shops in intervention area. Locations for placement of shop directories. Preparation of a letter to residents, inviting to collaborate by condemning abusive occupation of pavements by illegally parked cars. Specially designed car stickers are currently being prepared.

ATU: During the Traffic Snake Game implementation and the workshops held in Bucharest and Alba-Iulia, parents and all the present guests at the events received the AA brochure designed and published by ATU team.

FGM-AMOR: Pictures from the trip to Budapest are available now on the internal site. These include pictures of the walking audit and shopping by bike. Some scenes of the local implementation and the walking-cycling audits in Budapest were filmed for the AA project movie.

C4M has published an article about AA in its electronic magazine about the Report on Best practices for walking and cycling.

Shadowing

Draft Shadowing Plans were sent to HEMPS and were compiled in a draft template. The next step is to send **detailed plans**, containing:

- What are you planning and WHY?
- Objectives of the planned events?
- How many days will your visit last? (each day separately)
- What results are you hoping from the visit - when you are the visitor and when you are visited?

Please send HEMPS your detailed plans by 21st September.

HEMPS is also working on compiling the template for the *Individual Shadowing Plans*. This document has to be completed by partners after their shadowing visit.

Some reported visits:

- ATU is visiting HCC in Budapest on Sept. 21-24.
- Aveiro is visiting Cyprus. The issues to be discussed cover university campus accessibility, bicycle infrastructure and sustainable mobility plans.
- A visit from HCC to Aveiro is planned for spring 2011
- Koprivnica hosts Murska Sobota mid October



Launch of new cycling tracks network

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City of Stuttgart

Coordination Office of Cities for Mobility

Contact

+49 711 216-6106

Nicolas.Leyva@stuttgart.de

www.cities-for-mobility.org

Texts

Nicolas Leyva, Catriona O'Dolan, project partners

Layout

Cities for Mobility