

## Traffic Snake Game in Miercurea-Ciuc



### Welcome

**Dear partners of Active Access**, two important milestones of our project were reached in the last months: the interim report was approved by the EC and the 4<sup>th</sup> project meeting took place in Annecy last April. A very intense and exciting 2<sup>nd</sup> half of AA lies now ahead.

This edition of the bulletin summarizes your recent work. Thank you very much for your contributions. We hope you enjoy the bulletin! *C4M*

### News

**ENU:** The interim report has been approved and a 2<sup>nd</sup> pre-financing payment made to all partners. The feedback on the report from the PO was circulated; with few useful pointers on what to focus on in the months ahead, the feedback was overwhelmingly positive with praise given to the management, deliverable quality and input from all partners. Let's keep up our high standard in the 2<sup>nd</sup> half of the project!

**AER:** The City Council of l'Alcúdia has started painting the school routes with color footprints to attract children to go walking to the school.

**FGM-AMOR:** 2 joint walks were carried out in Graz. Target group for the 1<sup>st</sup> walk was the weight watcher group: instead of gym they transfer physical activity to everyday routine. The 2<sup>nd</sup> walk was with mainly elderly people in cooperation with a Parish, who helped to convince senior citizens to participate: the Parish is keen to keep on walking.

**HEMPS:** The 1<sup>st</sup> traffic snake game in Miercurea Ciuc had great success among children and educators: before the game, all children except one went to kindergarten by car. After the game, all came by bike and foot.

**prioriterre:** Launch of the 3<sup>rd</sup> walk to school challenge in June. Schools were informed and are registering to the event. Supports to the enterprises association GEODE that organizes the challenge "to work by bike". Launch of the challenge "au boulot j'y vais autrement".

**Koprivnica:** To begin the spring AA campaign, Koprivnica carried out a traffic count. This is the 2<sup>nd</sup> count since the beginning of the project and showed a slight improvement when comparing it with last year results.

**ATU:** Traffic Snake Game was organized in 2 schools (200 pupils). Presentations were held focusing on the benefits of walking and cycling. Engagement was shown by the determination to use non-motorized transport modes during and after the game. In one school the no. of trips made on foot raised by 18%. Children and teachers were rewarded for their active involvement. A street event took place during the "Town Citadel Days", where AA was disseminated. 2 events were dedicated to children: a drawing contest and a cycling march on new cycling lanes. Around 200 young cyclists, rollers and skaters made the tour.

### Walking audits

**HEMPS** organized the 2<sup>nd</sup> thematic walking audit on April 20, with representatives of a Mothers Asociacion, the Organization of Physically Disabled People of Harghita County, a deputy Mayor and representatives of the local media. The audit started with approx. 30 parents with prams, one person was using a wheelchair.

The walking included stops at different points of the city for public discussions about the problems of infrastructure and mobility policies. At the end of the walking, a roundtable audit took place to discuss about the outcomes of the audit.

This walking audit was organized during the shadowing visit of Robert Pressl from FGM-AMOR. The event had good media coverage. It was presented in the evening news, in 2 newspaper articles and on the radio.



Walking audit in Harghita County

## Shadowing

The following shadowing visits have taken place since February:

FGM-AMOR → HEMPS (Apr. 19-22)

ESC → FGM-AMOR

Koprivnica → AER (May 12-13)

- Shadowing visit from Robert Pressl, **FGM-AMOR** to **HEMPS** in Mierurea Ciuc on 19-22<sup>nd</sup> April. The visit was combined with Earth Day events and a walking audit. Robert shared his experience, good advice and observations with HEMPS and politicians invited. He showed new points of view and new solutions to problems regarding mobility issues in Harghita County.

- Christoforos Christoforou from the University of Nicosia, **Cyprus** visited **FGM-AMOR** in Graz within his shadowing task. The program contained a balanced mixture of theory and practical work with site visits. Highlights: cycle network, a visit of the AA implementation area (the borough of Andritz), the first shared space application in Graz, an overview on campaigning with focus on emotive campaigns (e.g. for children).

- The 1<sup>st</sup> shadowing visit of **Koprivnica** took place at **AER**. Nebojša Kalanj spent two days in L'Alcúdia and neighboring municipalities and had the opportunity to talk to the political stakeholders, to see the measures taken under the AA project (safe routes to school and pedestrianization of school surroundings). He visited the local municipal agency of the Ribera Alta Province where he was introduced to the public bicycle system and other projects.



Nebojša Kalanj from Koprivnica visits the Energy Agency of La Ribera in L'Alcúdia, Spain

## Dissemination

- Application partners are asked to update their Local dissemination plans, adapting them to the new situations if necessary. If you still haven't done so, please send C4M your updated plan ASAP.

- All relevant news and activities are to be published on the external website of AA. Partners are asked to send recent news items to Catriona for upload on ELTIS. Partners are also permanently asked to publish dissemination material on the AA internal website and to send it to C4M.

The following dissemination activities took place in the last period:

**ATU:** The Traffic Snake Game and the Street Event previously presented were announced through press releases sent to the local media before each event. In total 4 articles announced the Traffic Snake Game and 2 the Street Event. During the Street Event one radio interview and one TV interview were given to present AA.

**Koprivnica:** Constant demand for Bicycle and Health path maps in the local Tourist office, hospital, pharmacies, health clubs and home for the Elderly officers. Maps can be downloaded from the city website.

**HEMPS:** A free bicycle renting action was organized on the main square of Mierurea Ciuc in cooperation with a professional bicycle shop, with great interest from the public. Informational flyers and promotional t-shirts were spread with the AA logo. Each person who attended had to complete a questionnaire about cycling which will be evaluated in the next months.

## Events

The **5<sup>th</sup> World Congress of the network Cities for Mobility** will take place in Stuttgart from July 3-5 2011. The topic "active travel" is one of the main focuses of the event, having a special participation from partners of Active Access – including ENU, Walk21, FGM-AMOR and ATU.



AA partners met for the **4<sup>th</sup> project meeting in Annecy, France** in April 2011. The meeting began with a bike tour along the lake led by hosts **Prioriterre**, and included presentations of financial and administrative requirements, economic impacts of cycling & walking, dissemination and evaluation. Partners took part in group work, sharing experiences of shadowing and progress of the applications. **FGM** took the opportunity to film 2 walking buses for the AA movie. Conclusions of the meeting: AA is progressing well, is on target and many interesting and innovative activities are happening in partners' cities.

## Future events

3-5 July / Stuttgart

**5<sup>th</sup> World congress of Cities for Mobility**  
"The future of urban mobility"

Including an AA event

16-22 September

**European Mobility week**

15-16 November / L'Alcúdia, Spain

**5<sup>th</sup> AA project meeting**

## Imprint

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