



### HEMPS. ACTIVE ACCESS ACTIVITIES IN HARGHITA COUNTY, ROMANIA

#### Campaign: KIDS-WALK-TO-SCHOOL

Elementary schools in Csíkszereda and Tusnádfürdő (Harghita County) have been approached about participating in a Traffic Snake Game in Spring 2011 and promotional material has been produced. In addition, educational materials about healthy transport, safe travel to school, interactive walking maps, etc. are being developed for distribution in schools in autumn 2011. It is a long term aim of the partner to convince the educational superintendent of Harghita County to include this kind of education in the curriculum of elementary classes.

For children's day a competition will be organised for children in the mobility field based on good practice shown to have long-term effects on children's behaviour.

#### Creation of green zones in Harghita's cities

A walking audit with stakeholders was organised on 14<sup>th</sup> May 2010 in Csíkszereda which succeeded in drawing attention to issues for pedestrians in the town, some of which were addressed by changes in the infrastructure to favour walkers that occurred later in the year. The walking audit was reported on local television and received positive feedback.

A second walking audit with stakeholders will be organised on 20<sup>th</sup> May 2011 in Csíkszereda with the participation of Mother's of Csíkszereda NGO and Harghita County's Association of Physically Disabled. Its purpose will be to draw the attention of stakeholders and the community to the needs of the physically disabled and parents with young children as pedestrians and in terms of accessibility. Regional television and newspapers will be present at the event.

Together with the Development Board of Harghita County Council funding has been secured for the creation of green zones which will begin in 5 municipalities in 2011.

#### Campaign „Walk to Work-Day“

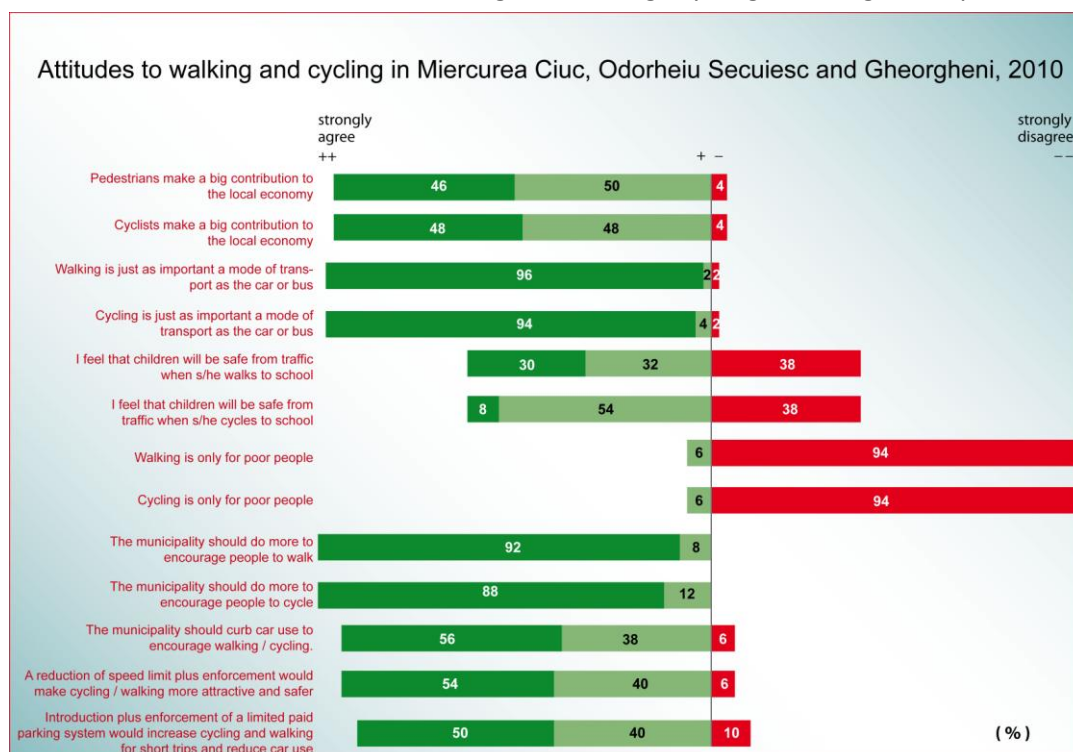
A 'Walk to Work' day was organised for employees of Harghita County Council in Csíkszereda on 23<sup>rd</sup> April 2010 – Earth day and promoted with Active Access material. Approximately 80 employees participated in coming to work by foot or bike, the majority favouring the bicycle. As part of the event a bike ride to Csobotfalva village was organised, followed by a walk to the nearby woods where a speech was given about the project and benefits of walking and cycling and trees were planted. In the afternoon there was a bicycle parade together with local NGOs and local people and the main street in Csíkszereda was temporarily closed to car traffic. The events were a great success.

In 2011 a similar event is planned on Earth Day and questionnaires will be distributed to employees to ascertain the positive and negative aspects of walking and identify problem areas of the city where improvements could be made.

## BASELINE SITUATION

The baseline situation was measured through questionnaires distributed in Miercurea Ciuc, Odorheiu Secuiesc and Gheorgheni, all towns within Harghita County. 546 were completed, the key findings of which were:

- The conditions are good for increasing the use of active travel modes with regard to the attitudes of the inhabitants Harghita county
- The image of walking and cycling is good
- The biggest problems lie with a lack of infrastructure and maintenance (no real network, lack of signposting, no bicycle storage – bikes are often stolen – network is not maintained and cleared in winter)
- Few role models for cycling but authorities and police officers are seen to use walking as a transport mode
- Politicians and decision makers do something to encourage cycling / walking but improvement is possible



## STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Harghita County, to date:

Stakeholder	Role
Harghita County Council	Creating a special cycling workgroup, Walking; cycling campaign on Earth Day; walking audit
Zöld Székelyföld NGO	Presentation at the Climate Conference, Sapientia University,
Deputy Mayor	Walking audit
Goscom Company	Walking audit
Director of City Parking company	Walking audit
Nagy István art school	Implementation of traffic snake game
Cimbora kindergarten	Implementation of traffic snake game
Goldilocks kindergarten	Implementation of Traffic Snake Game
Local Police	Implementation of Traffic Snake Game
Sapientia University	Presentation at the Climate Conference
Kerékvár Professional Bicycle Shop	Implementing Earth Day events, Organising photo contest at European Mobility Week 2010

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