



### KOPRIVNICA. ACTIVE ACCESS ACTIVITIES IN KOPRIVNICA, CROATIA

#### Active shopping

A survey on the shopping habits of citizens was conducted on the basis of 249 shoppers and four representatives of shops. The results showed a modal split of 57:43% in favour of cycling and walking for daily shopping and 77:23% for weekly shopping trips in favour of cars. On the basis of these results, a campaign for shoppers is being planned for spring 2011 in which shoppers arriving by bike or foot will be rewarded by shops with gifts of shopping baskets and carrier bags. In preparation for the campaign interviews with 10 shop owners in the city centre have been conducted and kindergarten children have begun producing campaign posters.

#### To school without my car

Five school travel plans have been produced, based on an extensive survey of schoolchildren and students, parents and schoolteachers. The short and long-term measures have been agreed on with traffic police department, city spatial planning and communal affairs department and regional traffic authority. This includes defining speed limit areas and traffic calming measures near schools.

School travel plans have been promoted through a number of campaigns run in autumn 2010: Traffic Snake Game played by 15 classes in three general primary schools, EU on foot and by bike virtual travelling game for older students of primary schools with a participation of 270 students and I walk to school campaign which included 98 schoolchildren of first and second grades of primary schools (aged 8-9).

Traffic education scheme training 10year olds in cycling and traffic safety has been supported & promoted in European Mobility week with a competition rewarding the best cyclists with bicycles & certificates.

#### Cycle pooling

Based on a survey of citizens' travel habits a scheme of cycling and walking promotion was elaborated in partnership with the local recreational zone organisers and a number of civil society organizations:

- A map of pedestrian footpaths and cycling tracks inside the city and another map of cycling routes to the city's environs was produced and promoted at two cycling events & by local cycling clubs and the tourist authority

- A network of walking paths or 'health paths' has been defined, improved, tested and promoted for improvement in collaboration with medical professionals and health clubs. Maps of these 'health paths' will be distributed by local doctors, pharmacists and health clubs.

#### To work, without my car

Based on meetings with representatives of municipal businesses and the results of employee questionnaires, the following measures were introduced:

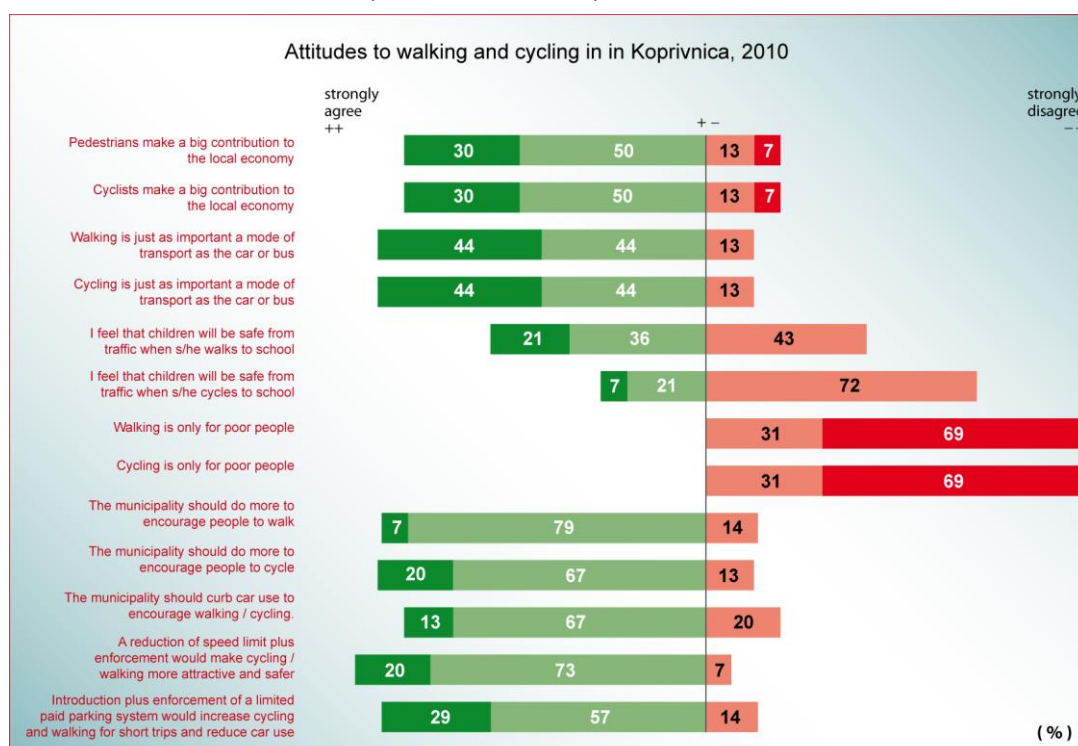
- Production of Company travel plan for Municipal utility company with over 200 employees.
- Campaign To work without my car! Was planned for European mobility week. It included five businesses, the city hospital and town Hall employees. The weekly competition included over 2500 employees.
- Car-free days were organized for City hospital and Town hall employees on two occasions.

At least two more Company travel plans will be produced in 2011, including the international companies Carlsberg Croatia and Podravka Ltd.

## BASELINE SITUATION

The baseline situation was measured through a survey conducted in Koprivnica, the key findings of which were:

- The image of active travel modes is good in Koprivnica
- Infrastructure and planning for both, cycling and walking is assessed well. Areas identified as most needing improvement were: sign posting and information (cycling) and establishment of more shortcuts (walking)
- Politicians and newspapers are very positive about promoting active travel modes
- While police officers and authorities are often seen walking they are seldom seen cycling
- Car speed is too high
- The attitudes to walking and cycling in Koprivnica are very good. The positive statements and attitudes of the inhabitants leave very little room for improvement



## STAKEHOLDERS INVOLVED

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

Stakeholder	Role
City of Koprivnica	To Work Without my car – campaign Establishment of Health paths- signs and maintenance works Co-organization of European mobility week - campaign
Kindergarten “Tratincica”	Promotion of Health paths; organization of walking campaign “Walking in the rain”
Kindergarten “Smijesak”	Promotion of cycling and walking
Primary school “Braca Radic”	School Travel plan; Walking snake

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