



TARTU. ACTIVE ACCESS ACTIVITIES IN TARTU, ESTONIA

Discounts on local facilities

In collaboration with local shopkeepers, reward programmes (e.g. discount vouchers) will be put in place and publicised to local people to remind them of the facilities available to them locally, and the health benefits of walking to these facilities. This will be reinforced with advertising material about these local facilities, and attempts will be made to get local media coverage.

Suitable transport education in schools

A number of events have taken place in schools for children to raise their awareness of the links between health and transport, and to understand the problems that they perceive in using healthy transport to their school and for other trips. In the autumn, children starting school for the first time have been able to take part in accompanied walks to school with the assistance of parents and the police. Bicycle training took part in Spring 2010 and is planned again for Spring 2011 and 2012 and a cycling competition for all schools in the city will be held. Education on the benefits of cycling over car use has been accompanied by demonstrations by professional cyclists to increase interest in the topic and children can sit a bicycle exam which they are rewarded with a bicycle license for passing. Other education events include: a 'be visible' campaign in the autumn informing children of the dangers of travelling in the dark; traffic education for 10 year olds; mapping of the school road by 4th grade pupils.

„Walking for health“ campaign

This campaign, run with Tartu University hospital, aims to encourage people over the age of 50 (in particular men) to walk more to improve their health. The target group is reached through television and media campaigns and those that sign up to the programme receive a free T-shirt, pedometer and health check and are required to participate in health improvement workshops every month. Almost 100 people are currently participating in the campaign and are reporting great improvements to their health since joining.

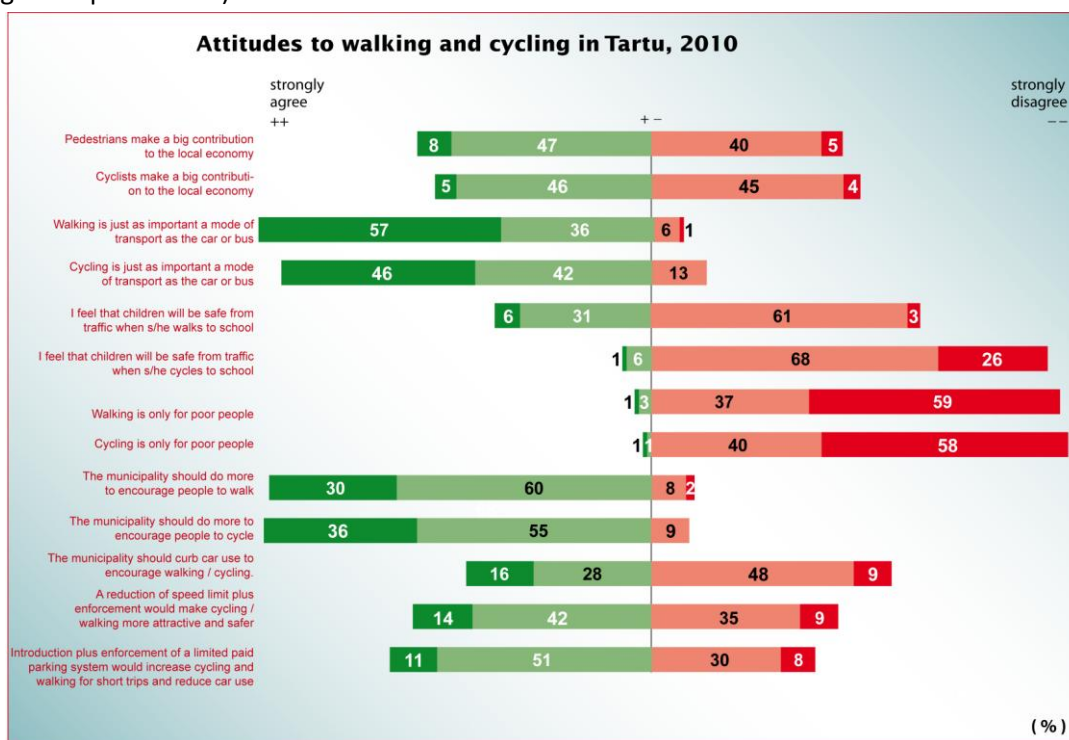
Guided walks

Guided walks for recreation were run during car free day in 2010 with 200 participants ranging between 20-60 years taking part in either a 6 or 12km walk. A walking audit was also conducted which encouraged people to explore their neighbourhood and their city on foot. This was well received and will be repeated in 2011 and it allows people to see the facilities that are available to them locally and thus be more likely to consider using them.

BASELINE SITUATION

The baseline situation was measured from 586 returned questionnaires that had been distributed in Tartu. The key findings were:

- Walking and cycling have a good image but both are inconvenient compared with car use
- Safety problems are high for cyclists and obstacles on sidewalks prevent pedestrians from easy passage
- Cycling could be improved on all points regarding infrastructure / planning and the walking infrastructure lacks most in its accessibility for people with reduced mobility and well operated traffic lights
- The contribution of cyclists and pedestrians to the local economy is realised only by approximately every second interviewee
- 9 out of 10 people believe that the authorities should do more to encourage people to walk or cycle
- Role models are seldom while newspapers report positively about active travel modes
- A reduction of car traffic receives a low rate of acceptance (38% against paid parking system and 44% against speed limits)



STAKEHOLDERS INVOLVED

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

Stakeholder	Role
Southern Regional Road Administration	Schoolchildren walking and cycling campaign
South Prefecture	Schoolchildren walking and cycling campaign
Association Bicycle city Tartu	Help with organising cycling campaigns and training
Landscape Architecture Students association	Participating in sustainable transport campaigns and gave visual ideas about sustainable transport infrastructure.
Tartu City Government, Dept of Communal Services	Help organise and realise all these activities over the AA project.

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