
Mobility Week Campaign

Summary:

Increasing individual automobile transport, drop in transport performance of public mass transport, cars parking on pavements and grassed areas, low share of non-motorised transport modes (e.g. cycling) on modal split. These are the main reasons why in Žilina in 2007 the first campaign “Mobility Week - Streets for People” was held within the Pan European initiative European Mobility Week. The aim of this campaign at all was focusing attention of public on the problem of excessive and unnecessary use of cars as well as to start up the first steps in reorientation of local municipality on less energy intensive transport modes and contributing thus to the reduction of transport related greenhouse gas emissions.

During the week-long marathon the various scientific-popular discussions on cycling, public mass transport, mobility and urbanism were held. The public has the opportunity to visit the premises of city transport provider (DPMŽ) within the historically first Open-Door-Day, or to enjoy the ride on new modern ecological carriages especially operated on the local-railway Žilina-Rajec during this week. Within the frame of the Eko-Expo the inhabitants of Žilina might become familiar except other with the clean and energy effective vehicles. The high-light of the whole Mobility Week the Street for People was what meant that one section of the one of the busiest roads of the town was closed for motor vehicles and open for the people during the whole weekend. The different street performances, happenings, cultural-sport actions and concerts took place on the Street for People which should have attracted the people and give them opportunity to experience the street in different light. At the same time the information on negative impacts of transport on the environment were provided and the alternatives in form of using the bicycle, walking or usage of public mass transport were offered to people. To the end of the campaign the cycling-trip (Critical mass) in the streets of Žilina was held, which was attended almost by the 200 people - cyclists, skate-boarders and in-liners, what is quite remarkable number concerning the size of Žilina.

Target Audience				Actions			
X	Children	X	Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
X	Teenagers		Car sales people	X	Cycling		Car Pooling
X	Students		Private companies		Transport Demand Management	X	Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services		Eco Driving
	Old Age Pensioners			X	Travel Awareness Event(s)	X	Walking
X	Decision makers			X	Mobility management		Other
X	Local and regional authorities			X	Public Passenger Transport		

Implementation Process

Fill out this step by step process of implementation for your project:

1. Creation of the core realisation team
2. Proposal of actions and activities of campaign
3. Meeting with the municipality, local transport providers and other relevant institutions in order to provide the mission and objectives of campaign
4. Information meeting with the potential co-operation organisations, institutions and individuals (NGOs, expert companies, sport clubs.....)
5. Signing the Mobility Charta by Mayor of Zilina - obligation for adopting permanent measures in preferring alternative transport modes
6. Preparation of selected actions and activities of campaign
7. Realisation of single campaign (16 -22 September 2007)
8. Evaluation of campaign (e.g. interpretation of survey, open letter to municipality representatives...)
9. Keeping in touch with all involved contacts
10. Realisation of other small activities (Appeal for politicians about cars parking on pavements, Second cycling trip...)

Barriers, Pitfalls or Unexpected Successes

Barriers/Pitfalls

- We underestimate the time demandingness of some particular actions preparation
- The problem was the scepticism of some people and organisations asked to help and participate in the campaign. They said it was useless to organise something like this, it would not change anything.
- The barrier is still the clerkish approach of some people working in the Municipal Office and other state or regional offices, their reluctance to do more than their duties are.

Successes

- Involvement of Mayor of Žilina and relevant bodies
- Signing the Mobility Charta by Mayor in the public transport bus placed on the main square =>very good step, attractive for both media and Mayor, what resulted in greater interest of Mayor and other competent bodies in active participation
- We were surprised by the big interest from the side of not only local but also national media in this campaign
- Good weather contributed to the success of the whole campaign, especially to action "Street for people"

Impact of the Results of the Project

List clearly the results of your project in terms of the results achieved versus the initial targets

1. Network of people, organisations and institutions with the same interest - development of sustainable transport in Zilina
2. Active interest of municipal representative in sustainable transport modes - see the following steps of Town Hall: Ordering the Study on cycle routes in Zilina; Installation of restraints prohibitive car parking on pavements; Reconstruction of streets and pavements in pedestrian zone; Active participation on preparation the realization documentation for selected cycling routes; Adopting the Regulation of binding force on restriction of entrance of cars into pedestrian zone
3. Elaborating and issue of the Guide for city transport in Zilina and its updating
4. Putting the new ecological carriages on local railway Zilina-Rajec into operation - enhancement of travelling comfort
5. Ambition of Zilina's Mayor to initiate the discussion on cycling transport in towns on the regular meetings of the Mayors of regional capitals and an effort to reach necessary legislative changes.