

HEALTHY CITIES OF THE CZECH REPUBLIC

INTERVIEW



An interview with deputy Mayor of the Healthy City of Jihlava and politician of the Healthy City Project and Local Agenda 21, Mrs. Irena Wagnerova, MA

People in Jihlava Know the European Mobility Week

Jihlava joined the Healthy Cities of the Czech Republic this year and for the first time officially affiliated to the European Mobility Week. What were the reasons for these steps?

We deem the support of sustainable development in the city and offer of alternative transport methods important. We belong among the cities that have been traditionally supporting the Car Free Day and this year we also had the opportunity to participate in a seminar dedicated to this subject in Brussels. We brought a plenty of information about the Pan-European EMW Campaign from the seminar. City representatives decided on its basis that Jihlava would join the campaign in its entirety and doing so would become a member of the team of "golden participants". The entry into the HCCZ was yet another step from the part of municipal office that tries to improve the administration of public matters, strategic planning and in particular tries to involve the public in the city life. Within the HCCZ framework there is offered close collaboration with other members and specialists, methodological support and the possibility to utilise the HCCZ information system. All these can facilitate our progress in health quality support.

Preparation of such a large campaign was not an easy task. How would you evaluate the first participation of Jihlava in EMW and what interesting events have you prepared for the public?

I think that we have managed to prepare a rich and much diversified programme for all groups of inhabitants – children and adults, seniors, the handicapped and others. For instance we have organised an event called Among the Worlds that enabled an insight into the world of the blind, the wheelchair bound, seniors and people with impaired mobility but also into the world of mothers with baby-carriages. The Thursday was dedicated to the Car Free Day within a part of which a biking tour and walk for pedestrians took place. The whole Week has been terminated on Saturday by an Open Day in the Transport Company of the City of Jihlava, where those interested could take a ride on a historic bus. Owing to widespread media promotion not only in the regional media, we managed to get the notion of European Mobility Week with this year's motto "Street for

People" into the subconsciousness of city inhabitants. We would also like to take part in a competition for best EMW realisation among the European cities. It is a very significant fact that a campaign of this scope belongs into the process of Local Agenda 21 and we thus had a chance to verify that work with the public and partnership are significant preconditions for healthy and quality development of the city.

You are new among the Healthy Cities, can you disclose your plans for the nearest period?

The plans for the nearest period are clearly specified by the HCCZ methodology and, naturally, it is our main effort to take maximum advantage of the possibilities offered by the membership in this association. It means that in the next year we would like to get into the "D" category of Local Agenda 21, then we would like to continue in organising campaigns, namely in Earth Day, Health Days, European Mobility Week, Car Free Day etc. The priority is to prepare an Improvement Plan for the first year that, in addition to the afore-said activities, would also contain a proposition for the first Healthy City Forum and then we would commence with preparation of the community Plan of Health and Quality of Life. Last but not least, we would like to proceed with analysis of strategic documents and their comparison with actual state. And naturally we will also use other services offered to the Healthy Cities, such as specialist seminars, conferences and best practice exchange.

TOPIC OF THE MONTH: "SUSTAINABLE AND SAFE TRANSPORT"



The majority of our cities and municipalities face the ever-growing motor transport and its adverse impacts, in particular air pollution and noise. Automobile transport still has the greatest share in overall

pollution in comparison with other types of transport. Introduction of newer and more economic engines does not compensate for the growing pollution – the number of cars in the Czech Republic increases by one hundred thousand each year, the overall number of cars in the Czech Republic exceeded 4 million last year. Safety of road traffic participants is also an important aspect of transport. Last year's introduction of point system resulted in a significant reduction of the number of accidents and this trend remained true this year, despite this fact, solely for the first eight months of this year the CZ Police investigated a total number of 117 582 traffic accidents as a part of which 714 persons have been killed. The growth in the number of fatal accidents by almost 22% if compared to the same period of 2006 is alarming. The cities and municipalities of the Czech Republic within the framework of measures leading to sustainable and safe transport this year again joined the Pan-European campaign of European Mobility Week and celebrated the European Car Free Day on September 16.-22. This year the campaign, which runs in Europe for the sixth year, has been focused on the issue of "Streets for People" that represent the endeavour to return life into the streets of cities and enable people to feel safe in there.

In this Bulletin issue you will find out what activities have been organised by the Healthy Cities, Municipalities and Regions within the campaign framework. You can also familiarise with the Common Subject of "sustainable and safe transport" announced by the Government Council for Sustainable Development at the beginning of this year.

A record-breaking number of 38 HCCZ members joined the EMW and ECFD campaigns this year:

Vysočina Region, Adamov, Bolatice, Boskovice, Brno, Česká Lípa, České Budějovice, Desná, Hodonín, Chrudim, Jihlava, Jilemnice, Karlovy Vary, Karviná, Kopřivnice, Kostelec nad Orlicí, Kroměříž, Letovice, Litoměřice, Mladá Boleslav, Moravská Třebová, Orlová, Pelhřimov, Prostějov, Přestice, Příbram, Říčany, Strakonice, Telč, Třebíč, Třeboň, Uherské Hradiště, Uherský Brod, Ústí nad Labem, Varnsdorf, Velké Meziříčí, Velký Beranov, Vsetín.



SUSTAINABLE AND SAFE TRANSPORT AS A COMMON INTERDEPARTMENTAL TOPIC

At the beginning of this year the Government Council for Sustainable Development (GCSd) approved a proposal that sustainable and safe transport becomes the common interdepartmental subject of sustainable development in the Czech Republic at the local level for the year 2007. In the course of the whole year there have been a number of campaigns and events in progress that contribute to exchange of information among the participating cities, municipalities and the public.

The objective of interdepartmental committee is in particular to draw attention to problems brought by transport in cities but also to show ways to their solution and best practice examples from the Czech Republic and other countries. In order to facilitate communication, access to information and inspiration in the transport field, a new internet portal www.udrzitelna-doprava.cz has been

created, where one may find updated links to individual events, programmes and projects related to the Common Topic. The activities within the framework of Common Topic at the republic level are coordinated by a working group that besides the representatives of individual departments and municipalities also consists of representatives of academic sphere, specialised institutions and non-profit organisations.



The annual general meeting of the Healthy Cities of the Czech Republic decided in spring 2006 that the broad and ever-actual issue of sustainability and safety in transport will become the central subject of the Healthy Cities, Municipalities and Regions for 2007. In order to achieve concrete results that not only can be comprehensively communicated outwards but also can be used as an inspiration for other active municipalities, HCCZ has agreed with its members a common course of action according to subject areas. A number of seminars, conferences and national campaigns are connected with the subject of transport. At the local level the cities, municipalities and regions can join a number of concrete activities, such as educational events and campaigns, long-term preventive programmes and last but not least permanent measures, represented by traffic calming, construction of bicycle paths etc. An integral part of the subject is monitoring of indicators on the basis of which the municipalities not only can measure their situation, but also compare it with others. All activities should lead to health support and should respect the principles of sustainable development.

We are pleased that this initiative has become an inspiration for other cities, municipalities and regions and that it obtained support at the national level from the part of individual ministries and Government Council for Sustainable Development.

Mr. Petr Řezníček, HCCZ Chairman

Measurement of indicators will be taking place in almost two tens of Healthy Cities

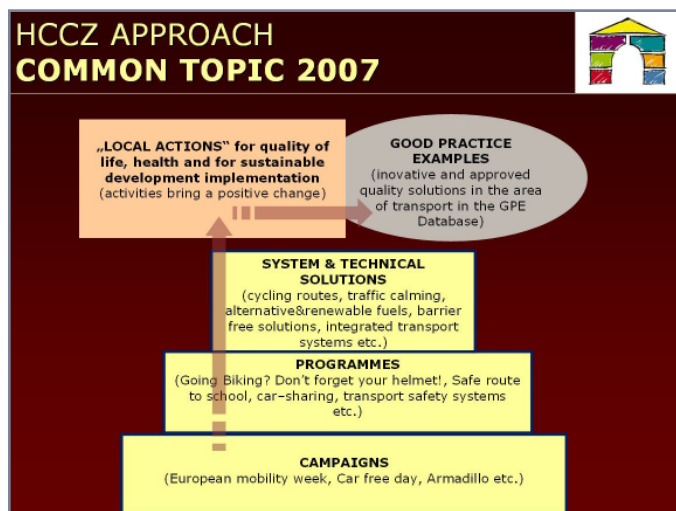
A total number of **21 Healthy Cities and Municipalities** have officially joined the Common Interdepartmental Topic of "Sustainable and Safe Transport". As anticipated, the greatest interest within the campaign framework was shown in participating in the European Mobility Week and Car Free Day (13 and 18 municipalities). The long-term programmes of "Going Biking? Don't Forget Your Helmet!" and "Safe Route to School" have been in both cases realised by 10 cities. A great number of members has also joined the realisation of long-term systematic solutions in the field of traffic safety and traffic calming (18), bicycle paths and cycle tracks (20) and in the area of barrier-free transport (18).

Measurement of a **set of local transport indicators** created within the micro-team of Working Group for Local Agenda 21 and GCSd is also an important part of progress towards more sustainable and safe transport. The set contains a total of 11 main indicators out of which at least one will be measured by 19 cities.

It is anticipated that until the end of 2007 the participating cities will fulfil the selected indicators for year 2006. The set of local traffic indicators can be found at: <http://www.nszm.cz/indikatory/doprava>.

The participating Healthy Cities and Municipalities:

Brno, České Budějovice, Hodonín, Humpolec, Chrudim, Kopřivnice, Vysočina Region, Kroměříž, Kuřim, Litoměřice, Mladá Boleslav, Moravská Třebová, Pelhřimov, Prostějov, Říčany, Skotnice, Světlá nad Sázavou, Třebíč, Uherské Hradiště, Ústí nad Labem, Vsetín.



Programmes and projects within the framework of Common Topic can be counted in their tens

The campaigns of **European Mobility Week** and **European Car Free Day** have been joined by almost 2000 European cities and municipalities this year. These campaigns belong to the most important activities within the framework of interdepartmental Common Topic in the Czech Republic and in the course of their run there are also projects dedicated to traffic safety presented to the public, such as **“Safe Route to School”** and **“Going Biking? Don’t Forget Your Helmet!”**. The project **“Driving with a Smile”** is a national traffic-preventive event realised by the CZ Police in collaboration with Česká pojišťovna, a.s. The basis for the traffic-preventive activity lies in a traffic event in the course of which children from selected basic schools also participate in evaluation of drivers. For their behaviour in traffic the drivers receive an evaluation from the part of police officer and a picture of either smiling or frowning car from schoolchildren. The Partnership Foundation introduced **“On the Green Light”** project this year, dedicated to basic schools in the whole republic with a focus on improvement of safety in the vicinity of schools. A record-breaking number of 30 projects applied for the **“Travels through the Cities”** competition this year, also prepared by the Partnership Foundation. The competition focused on traffic calming in cities and municipalities draws attention to traffic solutions that respect the movement and meeting of pedestrians, area for cyclists as well as parking or supply requirements. A full third of competitors consisted of Healthy Cities and Municipalities who also took the first, second and third place. More at: <http://www.nadacepartnerstvi.cz/cestymesty>.

The tenth year of international conference **“Transport and Technology for Sustainable Development”**, organised by the Society for Sustainable Living – Karlovy Vary in collaboration with Healthy Cities of the Czech Republic and Technology Centre of Academy of Science of the CR, was a part of Common Subject 2007. A conference where the approaches in the areas of energy-saving and utilisation of alternative resources were also introduced by the Healthy Cities of **Litoměřice** and **Letovice** took place in Karlovy Vary on September 19-21. Within the programme framework there was also an appearance by the Minister of Environment Mr. Martin Bursík,

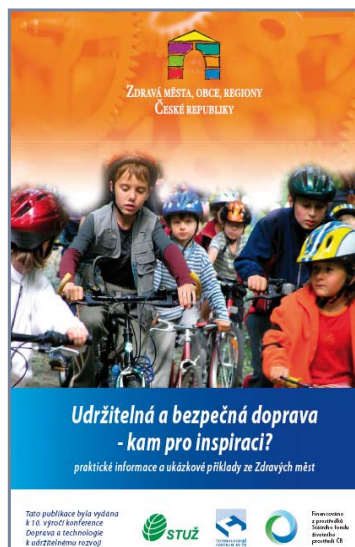
Mayor of the Healthy City of **Karlovy Vary** Mrs. Veronika Vlková and Petr Štěpánek, director of the State Environmental Fund whose resources financed the conference. More at: <http://www.stuz-kv.cz>.

An overview of other present and past events can be found at the website www.udrzitelna-doprava.cz.



A photograph showing one of parts of award-winning project by the Healthy City of Šternberk called **“City Centre Regeneration and Revitalisation”** for which the city also received a financial bonus of 80 thousand CZK. The second place was taken by the Healthy City of Hodonín, the third by the Healthy City of Strakonice, the Healthy City of Poděbrady also won through to the top ten.

The new publication will provide those interested in practical information on sustainable and safe transport



On the occasion of tenth anniversary of Karlovy Vary conference **“Transport and Technology for Sustainable Development”** the Healthy Cities of the Czech Republic released a publication titled **Sustainable and Safe Transport – Where to Find Inspiration?** The release of collection of practical information and demonstration examples from the Healthy Cities, Municipalities and Regions has been financially supported by the State Environmental Fund. In the publication you can find a total of ten examples from five areas such as **“Traffic Safety and Healthy Lifestyle”**, **“Transport and the Environment”** or **“Transport Infrastructure and Business”**. In the final part of publication you can find a brief overview of actual projects and programmes by Ministry of Transport BESIP partnership organisations, Traffic Research Centre and Partnership Foundation. These programmes and projects enable the self-administrations to join the particular activities and obtain required financial means. The publication intends to provide all those interested in inspiring and original best practice examples that had been created owing to a combination of theoretical knowledge and practical possibilities and experience in the area of sustainable and safe transport.

Another almost **70 best practice examples** from various areas are available in the BestPractice Database at www.dobrapraxe.cz.

BEST PRACTICE

In the course of the European Mobility Week, the streets of Healthy Cities and Municipalities belonged to people

The campaigns of European Mobility Week and European Car Free Day realised by Healthy Cities and Municipalities have been this year again focused on sustainable forms of transport and on safety of traffic participants. Bicycle rides and touring trips served to promote the alternative transport methods. In addition to rich entertainment programme in the public areas there were new public transport vehicles introduced, visitors of events could also familiarise with permanent measures in the field of traffic calming.

Even before the official beginning of the EMW there was a new nature trail opened in the Healthy City of **Karlovy Vary** on September 13. The trail will help to make the current cycling path Stará Role – Nová Role more attractive. Drivers had an opportunity to practise saving fuel and reducing harmful emissions within the framework of economy driving course that took place at the Poštovní Bridge and nearby marked paths on September 20th. An event called “We Are Looking for Class A Drivers” has been also organised by the Healthy City of **Chrudim**. Drivers had an opportunity to test their skills free of charge on a five-kilometre line with assistance from the part of experienced instructors and acquire useful habits for economical driving. In the information centre the visitors also had a chance to obtain interesting reference materials and discuss possible issues with present specialists. Progressive innovation in transport was to be seen in the Healthy City of **Desná** on Friday September 21, where a presentation of public accumulator plant for electromobility took place. The Healthy City of **Strakonice** charged its children-representatives with a task of counting cars at frequented crossroads and access routes. Transport growth in comparison with previous statistics has been identified in the majority of cases. The possibilities of reducing the number of cars in the long run not only in the streets of Strakonice were presented to the visitors of meeting that took place in Šmidingerova Library on September 12. The meeting dealt with the issue of car sharing.



The final stage of the “Going Biking? Don’t Forget Your Helmet!” campaign brought interesting statistics. On the basis of Chrudim’s Municipal Police findings, 79% of checked cyclists under 18 years wore helmet. In a combination with reflective jacket, helmet significantly increases the safety of cyclists or skaters.

The reduction in the number of cars in the Healthy City of **Mladá Boleslav** in the course of the European Car Free Day of September 22 was contributed to by a week-long leaflet distribution in buses. The leaflets appealed to inhabitants to leave their cars home and take advantage of travelling by public transport means free of charge. On September 19, the Healthy City of **Vsetín** organised a public discussion of Municipal Office representatives with

representatives of carriers that ensure the public transport in the Vsetín Region. The discussion confirmed the contributions brought by municipal collaboration in the process of coordinating train and bus transport in the region. A promotion event under the title “Travel Safe and Secure” took place within the framework of Car Free Day on Peace Square in the Healthy City of **Brno**. The event introduced new low-floor articulated bus and also new low-floor tram. The visitors also obtained practical information about the Integrated Transport System of South-Bohemian Region. The Healthy City of Jihlava prepared an Open Day for its citizens in the Transport Company of the City of **Jihlava**. Historical bus rides and exhibition of two buses on Masarykovo Square were also a part of the event. In the municipal house area there was an exhibition on history of Jihlava’s public transport under the title “Travelling in Time”. History of transport in general was the subject of exhibition that took place on the occasion of the European Mobility Week in the Healthy City of **Uherské Hradiště**. An exhibition under the title “Man and Transport” in Reduta has been extended by meeting on the subject of history and presence of transport’s impact on the environment.



Since September 20, every Moravian capital inhabitant and visitor will have a chance to ride a Porsche. At least in case he/she uses public transport and the brand-new low-floor tram Škoda 13T in Porsche design that was ceremoniously christened just on the day of CFD celebrations.

Safe movement of children on the roads is not inherent, it needs to be learnt

Children are the most threatened traffic participants, which is why the traffic-preventive events focus in particular on them. In the Healthy City of **Jilemnice** there was an educational day for first-grade basic school pupils prepared within the “Children, Beware of the Road” project. A part of the programme also consisted of practical training of behaviour in road traffic in the vicinity of school building and in pre-selected danger points. In the Healthy City of **Prostějov** the campaign “Going Biking? Don’t Forget Your Helmet!”, already taking place for a third year in the city, reached its final stage by handover of a bicycle to the winner who arrived with a helmet on his head to the selected school first. The Healthy City of **Karviná** focused on the children road traffic participants in the event called “Children on the Road”. Correct crossing of pupils on pedestrian crossings not equipped with traffic lights has been supervised by Municipal Police officers. Municipal House representatives also explained the importance of protective elements on clothes to children. There was a crossroads game and projection of films on traffic-related subjects prepared for pupils of basic school first grade in the Healthy City of **Kostelec nad Orlicí**. Children had an opportunity to test their knowledge in a traffic quiz and identification of traffic signs. The Healthy City of **Letovice** prepared a traffic-safety event

called "Driving with a Smile" in the course of which basic school pupils in collaboration with CZ Police and Municipal Police evaluated drivers and cyclists driving through the city in the morning hours. Attention has been paid in particular to observation of speed limits, pedestrian crossings, school equipment and alcohol abuse. In the Healthy City of **Uherský Brod** on Friday, September 21 there was an event under the title "A Lemon or an Apple" as a part of which, children checked observation of speed limits. The drivers who kept within speed limit received apples, speeding drivers received lemons. Common children's patrols from three basic schools and CZ Police also monitored observance of regulations in the course of the European Mobility Week in the Healthy City of **Varnsdorf** under the motto "Who Gets a Sweet Apple and Who a Sour Lemon?"



A favourite but also illuminating attraction of the EMW and CFD campaigns is so called crash simulator. It can truly simulate the situation of vehicle frontal impact and passenger is thrown forwards by extreme force that usually cannot even be imagined. For this reason it is important to use seatbelts even in low speeds.

Cycling and walking – the basis for healthy and environment-friendly method of transport

A bicycle ride for all age categories under the motto of "Drive Cars into the Out" has been prepared within the Car Free Day campaign in the Healthy City of **Kopřivnice**. The only duty of the participants was to wear a cycling helmet, in addition to this, the present cyclists entered a nice prize draw. Bicycle ride and skating for children were also the main content of the campaign programme in the Healthy city of **Adamov**. In the Healthy City of **Hodonín** there was "An Ideal Cyclist Day" held on Monday, September 17. The event was focused on a check of bicycle equipment and on Saturday of September 22 there was a bicycle ride with Tulák Group to the area of Lužní forests. The Healthy City of **Ústí nad Labem** prepared an educational programme on the cycling path near river Labe, where Municipal Police officers checked equipment of cyclists and skaters, students at the same time performed statistic measurements of cycling path



The first participation in the European Mobility Week has been duly celebrated by the representatives of Litoměřice. This time they travelled to their local representatives' meeting on bikes.

utilisation. The Physical-education Club Sokol in the Healthy City of **Třebíč** organised a Cyclist's Day that in addition to rich entertainment programme presented competition in riding bike, mini-bike, tricycle and pedal bike. The Environment Education Centre Sever in the Healthy City of **Litoměřice** organised a cycling trip for its inhabitants "On a Bike Through Czech Central Mountains" as a part of the EMW. In Litoměřice they did not limit themselves to biking trips but also used bikes for travelling to work, as the local representatives used bicycles for their road meeting at Ladova basic school on September 20. The meeting was one of impulses for commencement of discussions about the future of cycling paths in the city.

Public areas in the Healthy Cities and Municipalities are changing to safe places

The Healthy Cities and Municipalities adopt permanent measures to increase the safety of road traffic participants and to support alternative transport methods. In the Healthy City of **Přeštice** on September 20 there was a representatives' meeting on the subject of sustainable and safe transport that approved utilisation of results of the European Mobility Week Campaign for determination of 2008 budget priorities and budget outlook until 2013. In the course of campaign in Přeštice there were events focused on individual inhabitants' groups that monitored problematic traffic points and searched for improvements. For instance the possibility of creating a pedestrian zone in Rebcovca Street has been tested among the inhabitants using questionnaires. An example of permanent measure in favour of pedestrians and cyclists is represented by free parking on the square with an objective of freeing the surrounding streets from standing automobiles. The Healthy City of **Kroměříž** this year also establishes illuminated pedestrian crossings for its inhabitants, barrier-free crossings and new pavement for pedestrians in Lopatecká Street. New pedestrian crossings, rotary intersection and speed bumps have been realised within the framework of measures for pedestrian safety in the Healthy City of **Bolatice**. On the occasion of the European Mobility Week there have been bike racks placed near the Municipal House building and near the children's playground in the Healthy Municipality of **Velký Beranov**. Placement of speed bumps in the upper municipality section is also being prepared.

For the first time in the European Mobility Week history has this campaign been supported by the Healthy region of **Vysočina**.

Collaboration at the regional level and common promotion enables the participating cities and municipalities to address large numbers of inhabitants, which is the main objective of EMW and CFD.



Streets of Hodonín really belonged to people. Despite being full of cars, motor-bikes and other transport means, this time there was no threat of traffic jam.

All website references are generally in Czech language

Database BEST PRACTICE

Examples of best practice from other areas can be found in **Database BestPractice** – <http://www.dobrapraxe.cz>.

Interesting information about the partners and financial resources related to the issue of sustainable and safe transport and best practice of Healthy Cities, Municipalities and Regions in this field can be also found in last year's issue of September HCCZ Bulletin at the address <http://www.nszm.cz/bulletin>.

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(The photographs were provided by the archives of HCCZ Office and member cities, municipalities and regions.)



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