



*Association  
Cities for Cyclists*

## CITYCHANGERS CAMPAIGN

ASSOCIATION CITIES FOR CYCLIST  
CHANGES INTO  
PARTNERSHIP FOR URBAN MOBILITY



2013  
Czech Association  
of Cities for  
Cyclists



2019  
Partnership for  
Urban Mobility

The project comes from common work of the Czech Transport Ministry and [the Czech Association of Cities for Cyclists](#) (84 members in 2019) which was established for better cooperation on the [National Cycling Strategy](#). Cycling is approached in a comprehensive way, as a part of urban mobility. Therefore, the Association also focuses on raising awareness of the SUMP development and implementation.





# Vision by Mastercard Inspiring places for human stories

## CityChangers by Mastercard:

**bistro.**  
LINKED BY isobar

**dentsu**  
**ÆGIS**  
network

# General conditions in the CR



1

### **Too many projects**

Cities worldwide tend to improve their citizens' lives.

2

### **Fragmentation/Disunity**

Activities and measures are not unified and integrated.

3

### **Expertise**

Typical expert communication is rather discouraging for the general public.

4

### **Little media support**

The media in general are not much interested in current projects.

5

### **Little interest of citizens**

The awareness on ongoing projects is very little among the citizens.

6

### **The alienation of the people**

Digitization separates people from one another..

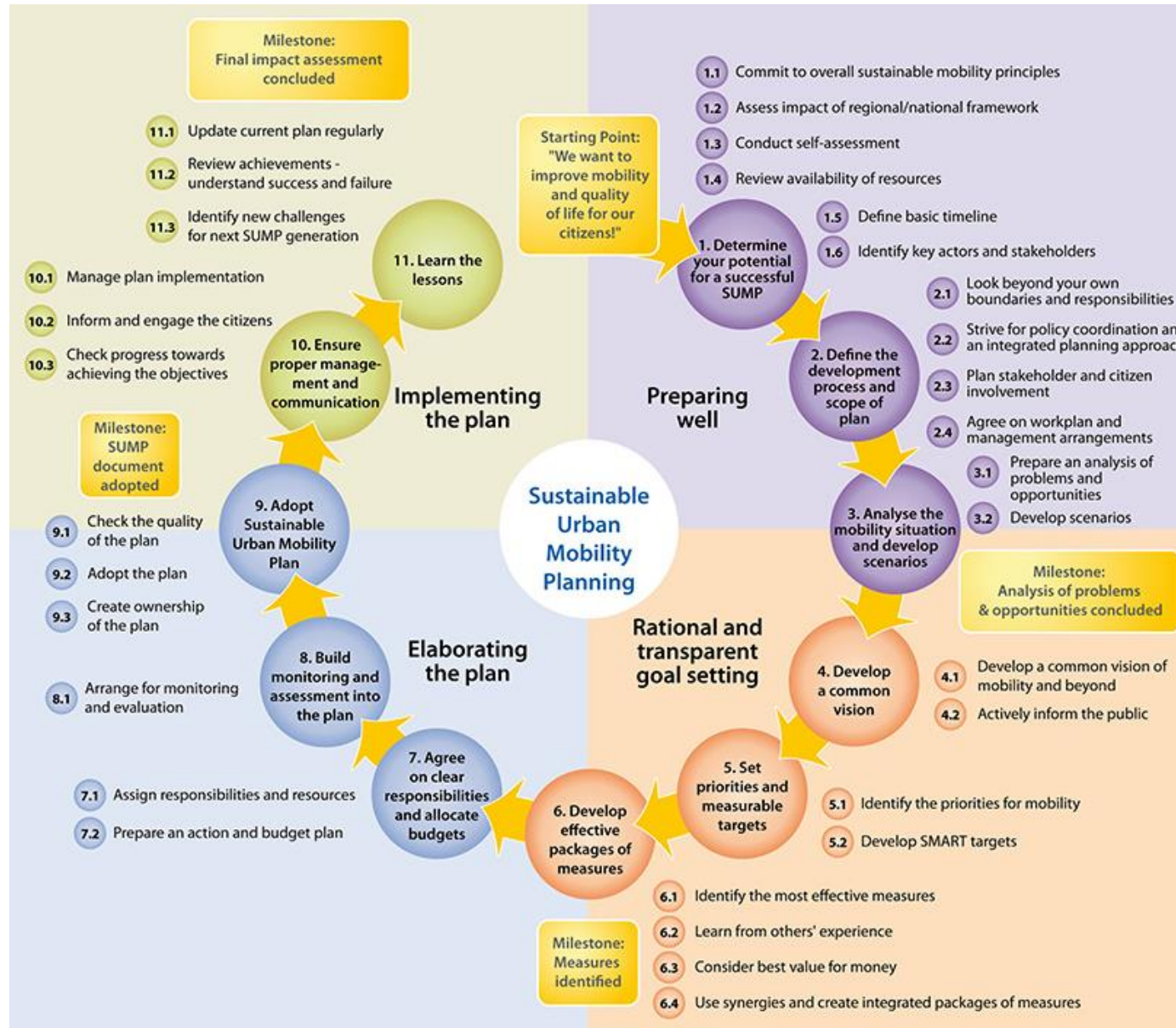
# Specification





<https://www.dobramesta.cz/ceska-republika-2030>

# We know almost everything about SUMP...





...and we even know about the strategies to save energy... ..



INTERNATIONAL CONFERENCE

# NEW TRENDS IN URBAN ENERGY AND MOBILITY PLANNING


28 NOVEMBER 2018

Area Science Park, Trieste (Italy)

However, our EMW campaigns have just a minimum impact on the public...

# EUROPEANMOBILITYWEEK

16-22 SEPTEMBER 2018

Subscribe to our e-newsletter 

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**MOBILITYACTIONS**

Mobility Awards

Latest Updates



## EUROPEANMOBILITYWEEK

Towns and cities that register their participation in EUROPEANMOBILITY showcase their commitment to clean and sustainable urban transport. Registration is open to all towns and cities at the link below.

**# 2,792** towns and cities registered

**# 731** MOBILITYACTIONS for 2018 registered

**Here's  
the solution.**



# Arousing emotions

We get the project closer to people through communication.

**Stories  
raise emotions.  
Emotions raise  
pressure on changes.**

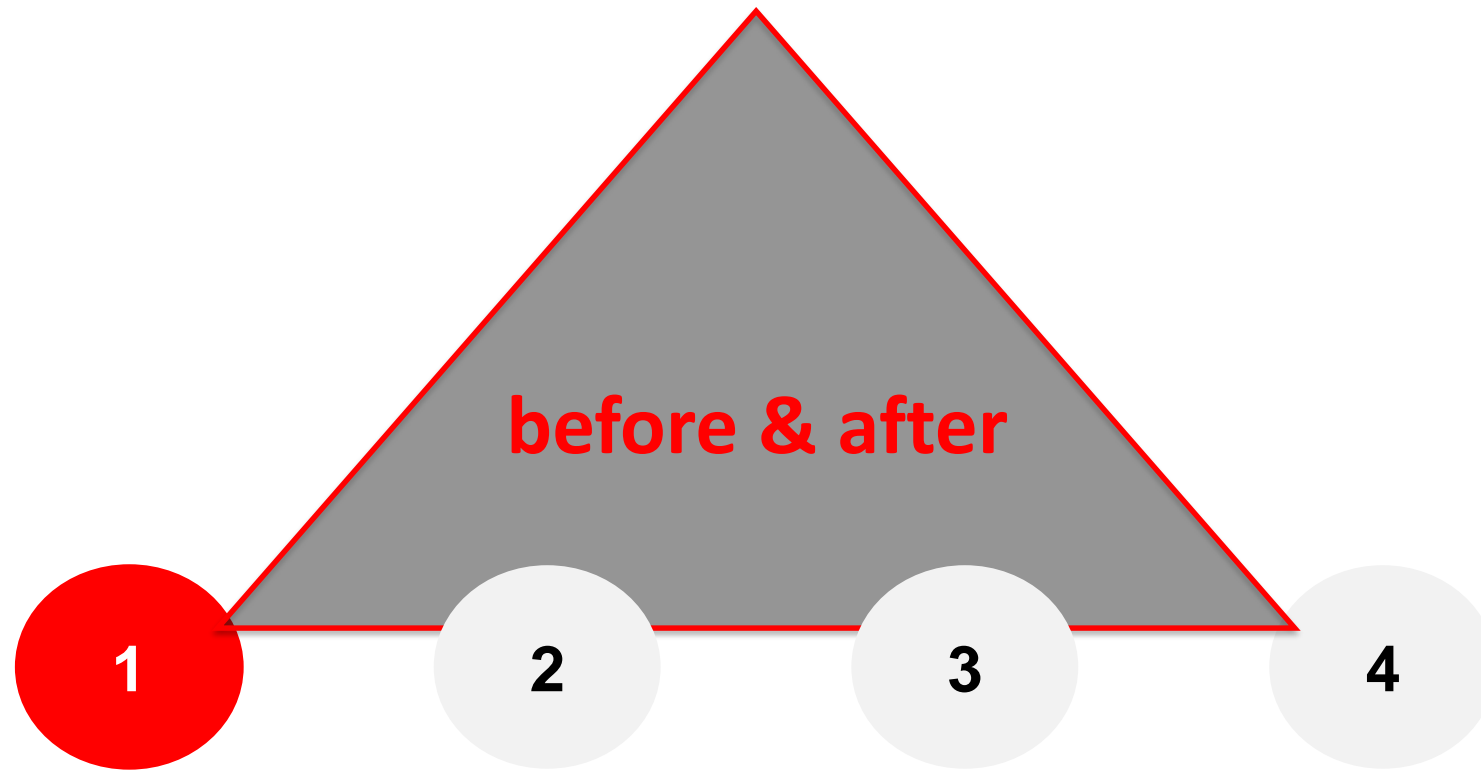
## We create stories of humans.

The space connects people and enables to create real stories.

## We support encountering.

We support the public space through communicating stories. The interaction starts on-line but continues in real and physical life.

a single communication platform



A single  
communication  
platform

# 1. Environmental topic

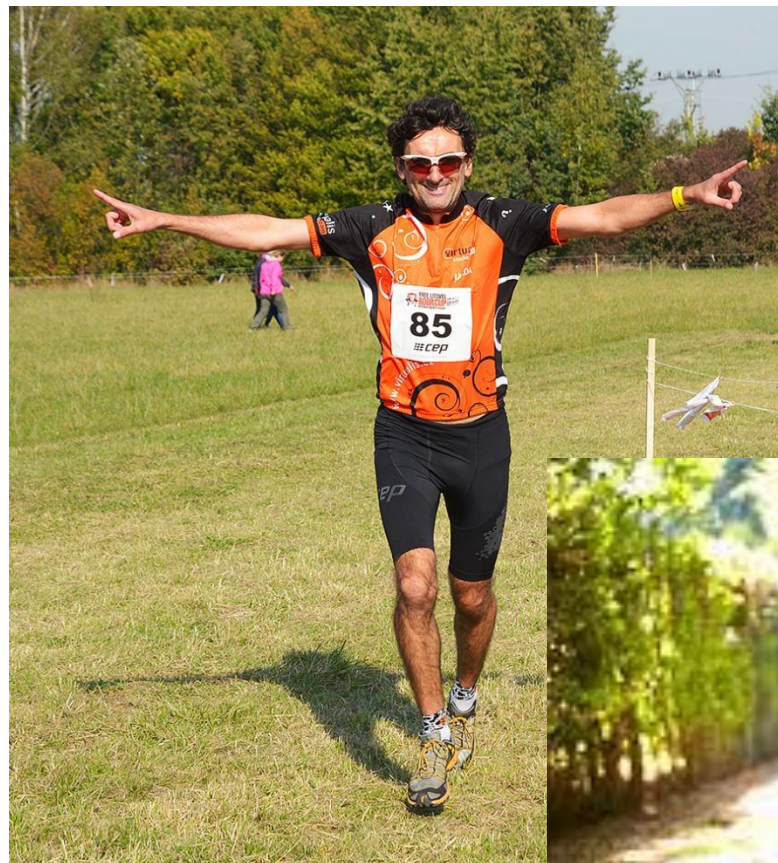
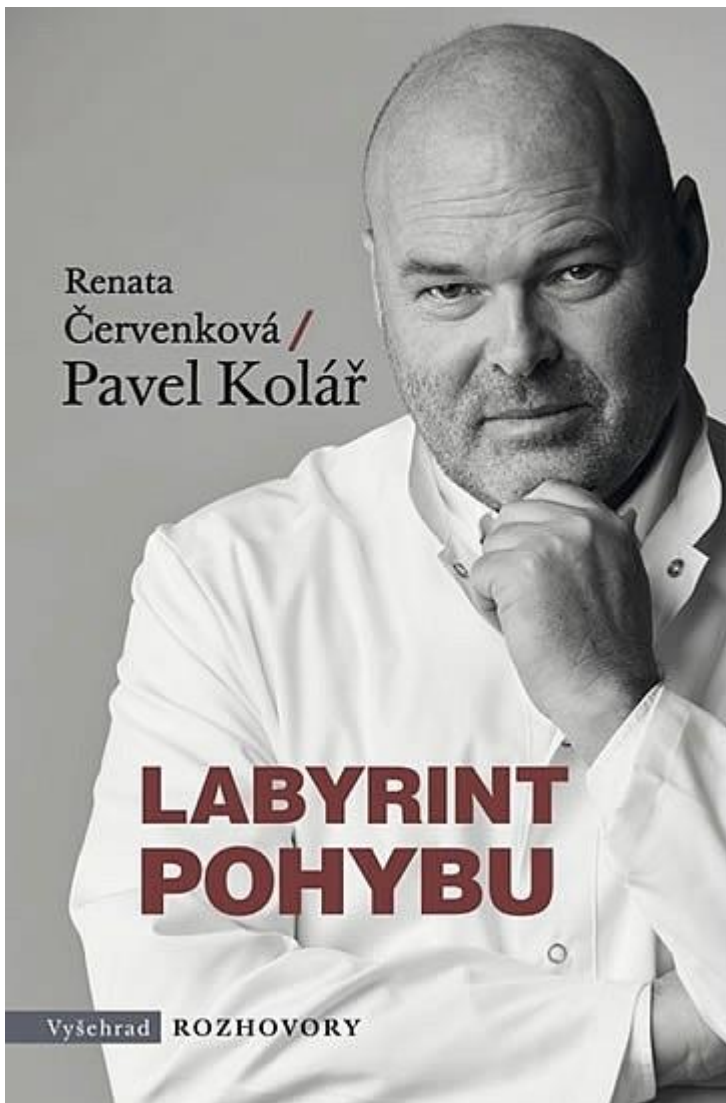
**Question: How long did it take to find out and understand that smoking is bad for our health and we should not smoke in hospitals, schools, restaurants, etc.?**



<http://www.dobramesta.cz/obcan>



## 2. Active mobility topic



<http://www.dobramesta.cz/aktivni-mobilita>



# 3. Topic of safety with regard to children and seniors

– Numerické kritérium

**NEHODOVÁ MÍSTA**

<http://infobesi.dopravniinfo.cz/>  
<http://sykrik.vectormap.cz/>

– Predikční modely nehodovosti

**IDEKO**

**PREDIKČNÍ MODELY NEHODOVOSTI**

<http://ideko.cdv.cz/>  
<http://sfdi.cdvgis.cz/>

– Shluky nehod

**KDE BOURÁME**

<http://www.kdebourame.cz/>

– Proaktivní (např. rychlost)

**SAMO**

<https://samo.cdvinfo.cz/mapa/>



Safety can be viewed from two different perspectives:

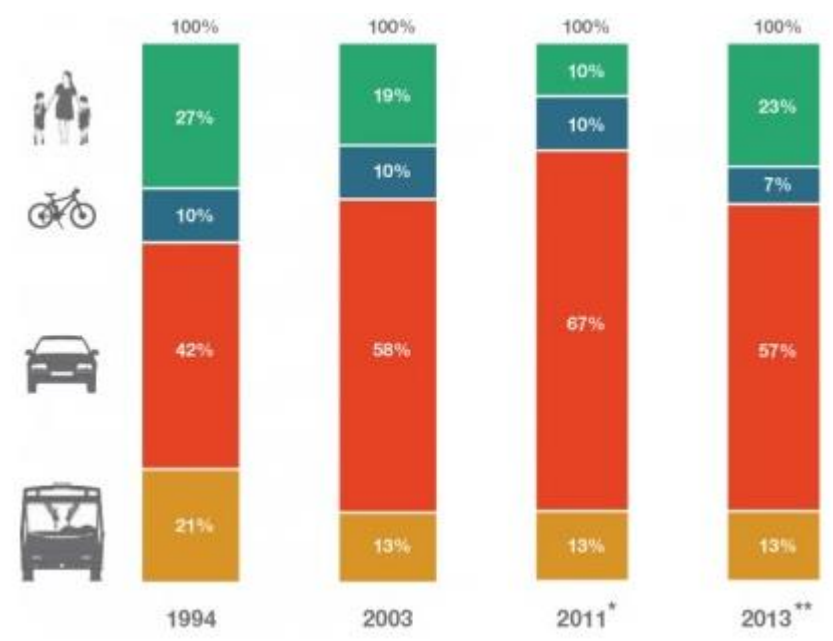
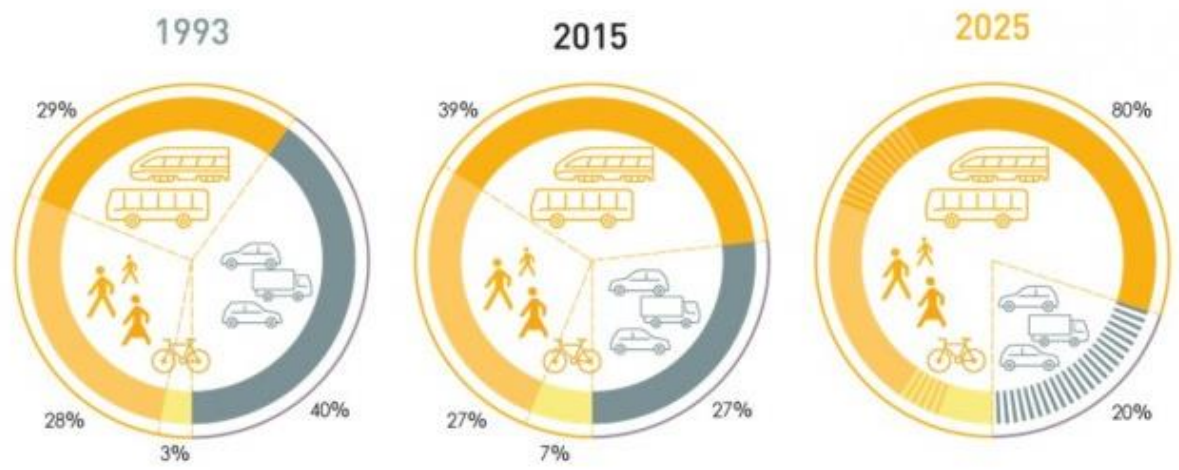
1. from the perspective of figures and accident rates,
2. from the perspective of creating conditions for safety walking and cycling. Active mobility support and environment protection, these are our goals, aren't they?

Or we can ask: Why must today's parents drive their children to school, to after-school activities, and our parents didn't have to?

<http://www.dobramesta.cz/bezpecnost-a-mobilita>

# 4. Ability and efforts to interpret data and analyses

## Traffic and transport



### Public transport 2017

	Passengers (million)	Network length (km)	Number of lines
Underground	453.6	83.0	5
Trams (streetcars)	305.8	220.4	28
Buses	202.3	646.6	128
<b>Total</b>	<b>961.7</b>	<b>950.0</b>	<b>161</b>

### Private traffic 2017

Electric cars  
as of 31 Dec: **1,532**

Bicycle paths and lanes:  
**1,379 km**

Private motor vehicles  
as of 31 Dec: **701,657**

54 % Diesel  
45 % Petrol (gas)  
1 % Other

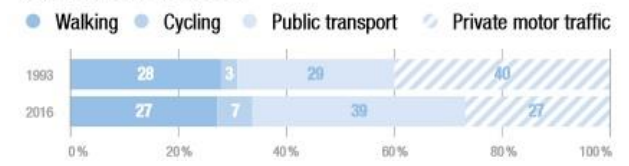
Vienna has the lowest car ownership rate of all provincial capital cities in Austria: 371.5/1,000 inhabitants

**778,162**  
Annual public transport passes issued

In 2017, the number of annual passes issued for local public transport in Vienna ("Wiener Linien") was over 700,000 for the second time.

### Modal split

The modal split share of public transport has risen by ten percentage points since the year 1993.





## 5. The visions of politicians often determine visions of towns and cities

Politics is not a dirty word, political culture is the foundation for a city life.

**It should be clear that the city council makes decisions about common visions based on public participation; but does the practice work like this?**



**Wien:**

<http://www.dobramesta.cz/viden>



**Toronto:**

this mayor has chosen political support for cars

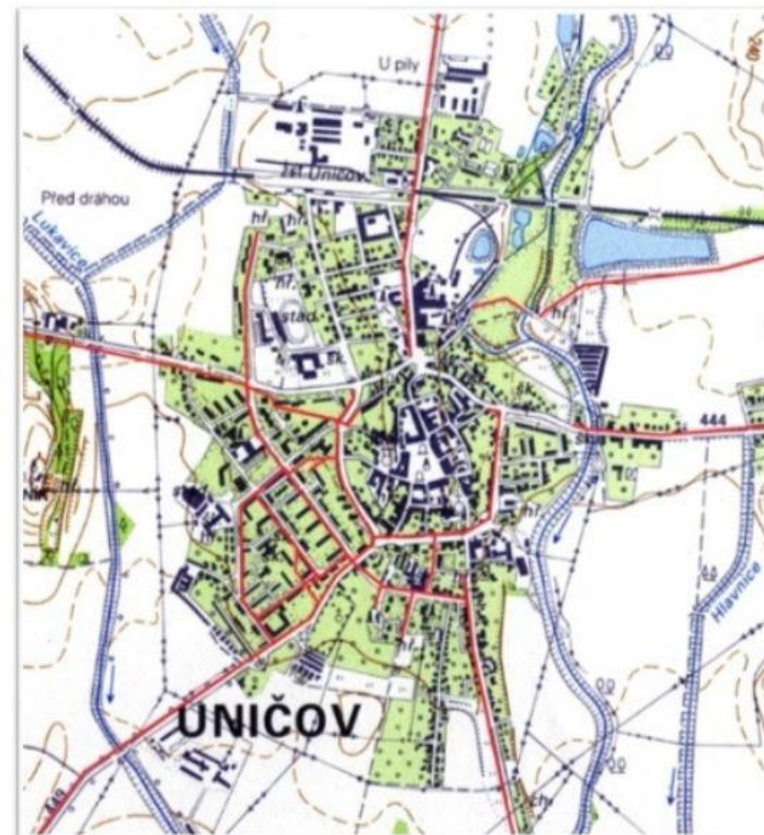
<http://www.dobramesta.cz/role-mesta>

## 6: The ability to implement an action plan is kind of an art

2000

[www.unicov.dobramesta.cz](http://www.unicov.dobramesta.cz)

2018

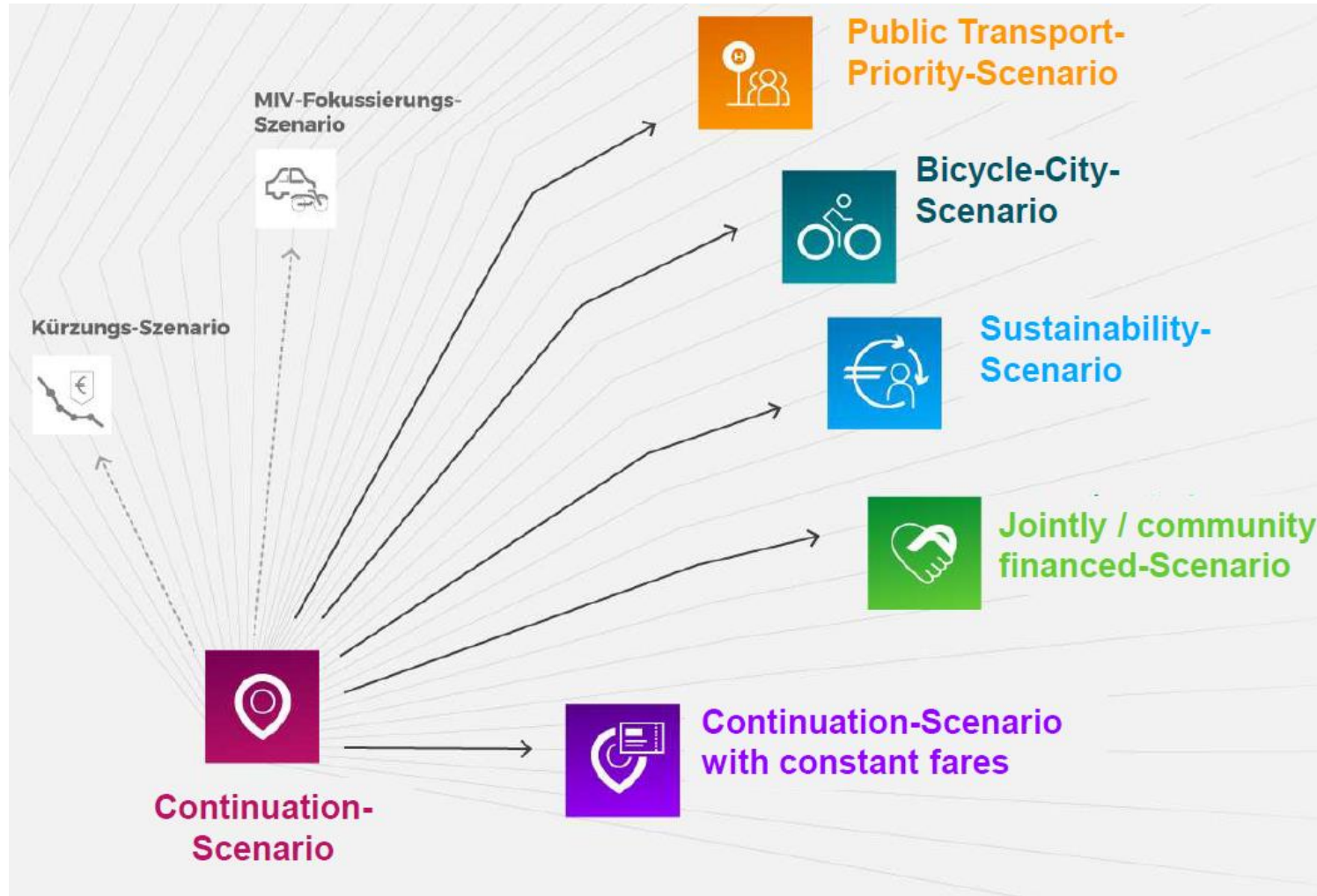


The town of Uničov does not have a SUMP, but in 2000 they decided to build a safe cycling network and the budget was adjusted to follow this objective. New cycle paths have been built every year and now, in 2018, the work has been almost finished.

**Other towns and cities have their SUMPs**, incl. action plans, but one little thing is missing - a connection to the city budget. **Thus the visions and proposals remain on the paper**, and that's the problem of our SUMPs.



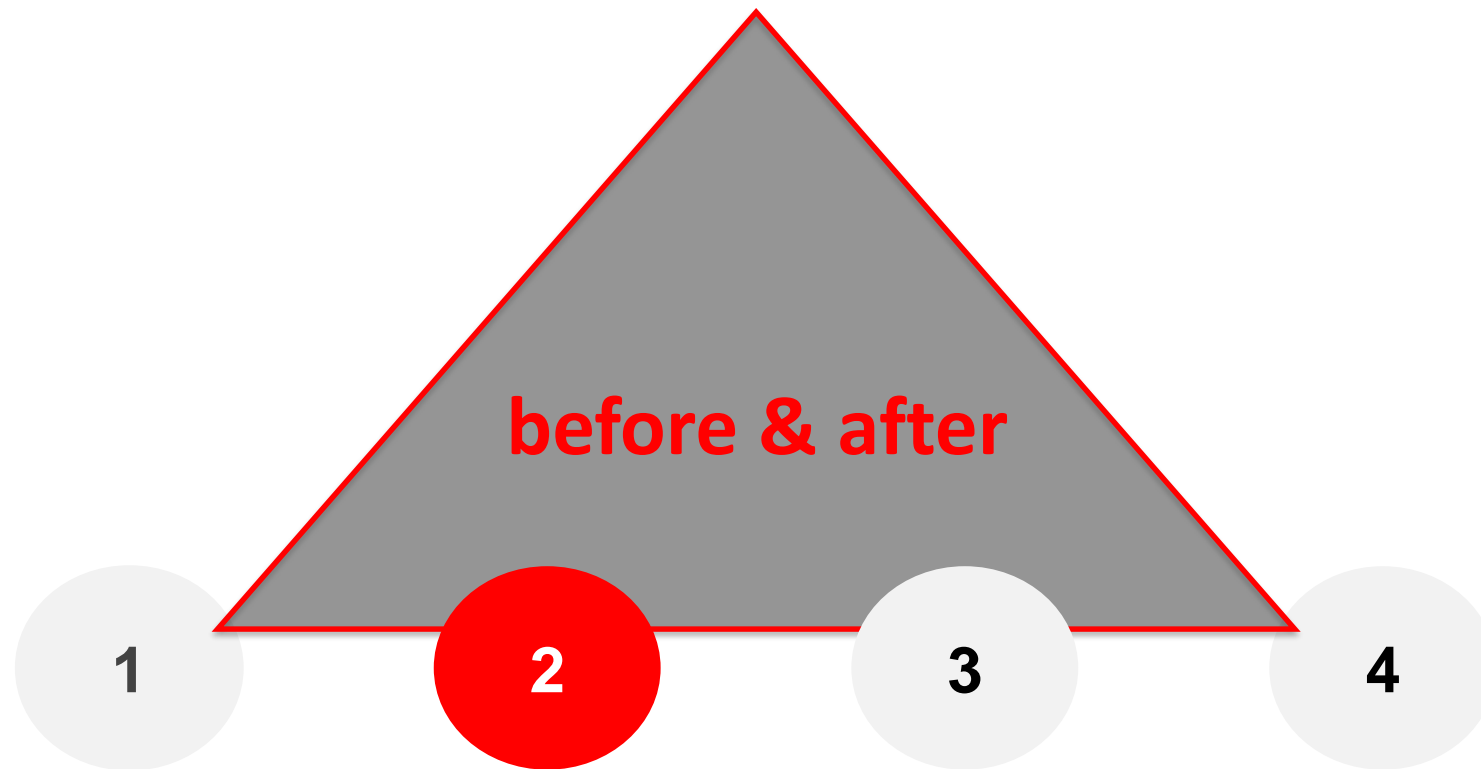
6: The ability to implement an action plan is kind of an art,  
or  
WHAT DO YOU WANT TO IMPLEMENT?



<http://www.dobramesta.cz/lipsko-293>

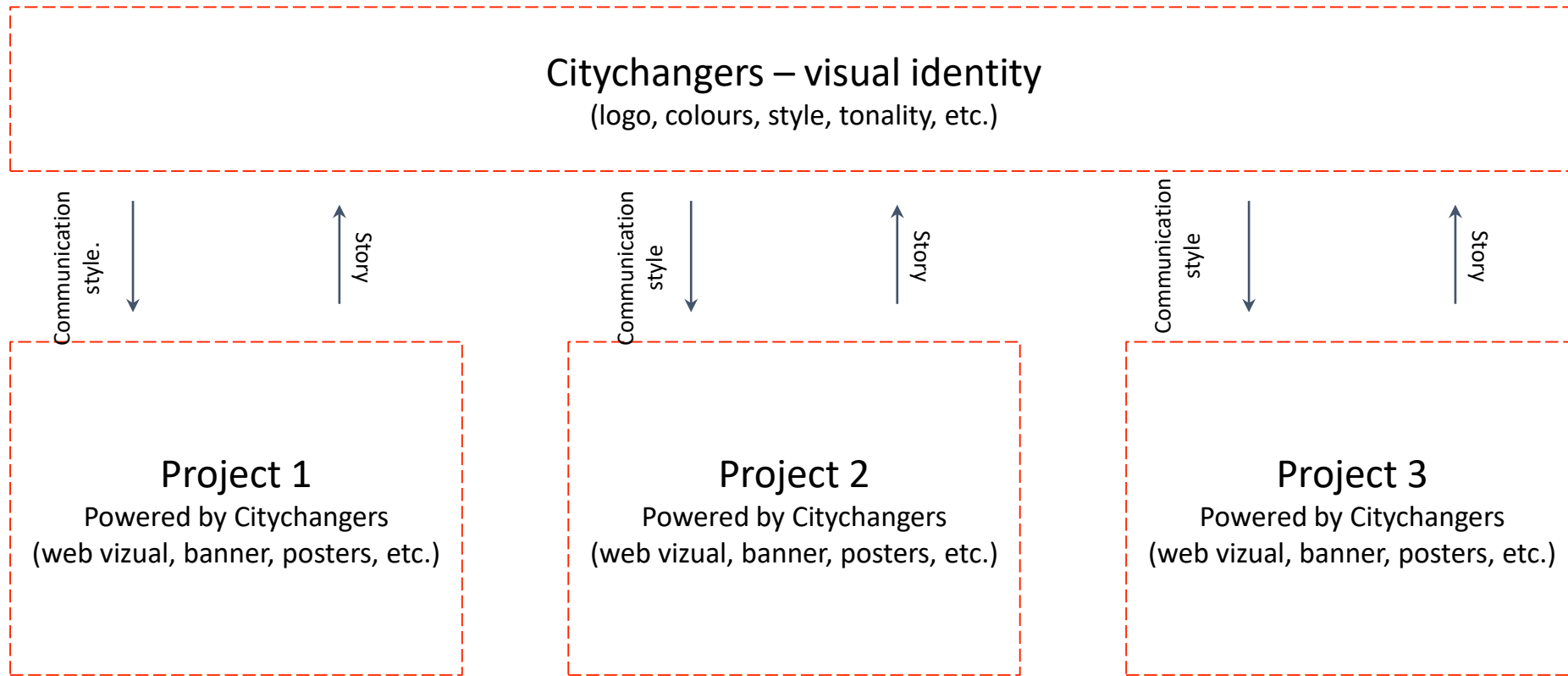


to present a story



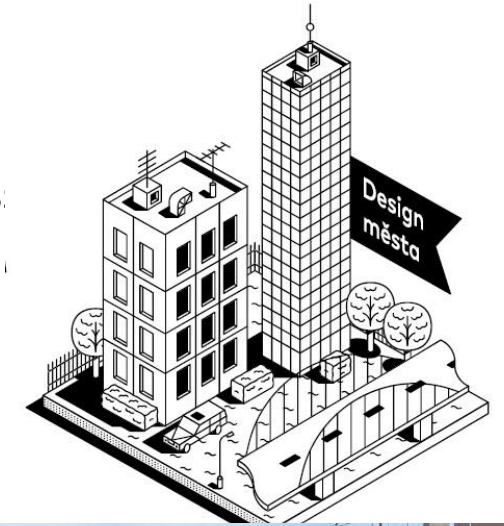
To present stories

A single communication platform | overall view



# Story / project 1: STREET DESIGN

There are many arterials in our towns waiting for a radical action, but also a lack of willingness and efforts.



**CITY**Changers

<http://www.dobramesta.cz/design-ulice-a-verejny-prostor131>



## Story / project 1: STREET DESIGN

# Design ulice - Palackého



922m<sup>2</sup> plochy pro AUTA x 500m<sup>2</sup> pro CHODCE



# Story / project 2: mobility and public space

No effect, no effect, no effect ...

Does it make sense? A man had visited Copenhagen as a tourist and was excited about the city, and since he was smart, he made some suggestions in his home city of Ostrava. But there was an official who said "This is unrealizable". For now, it is, but things will change.



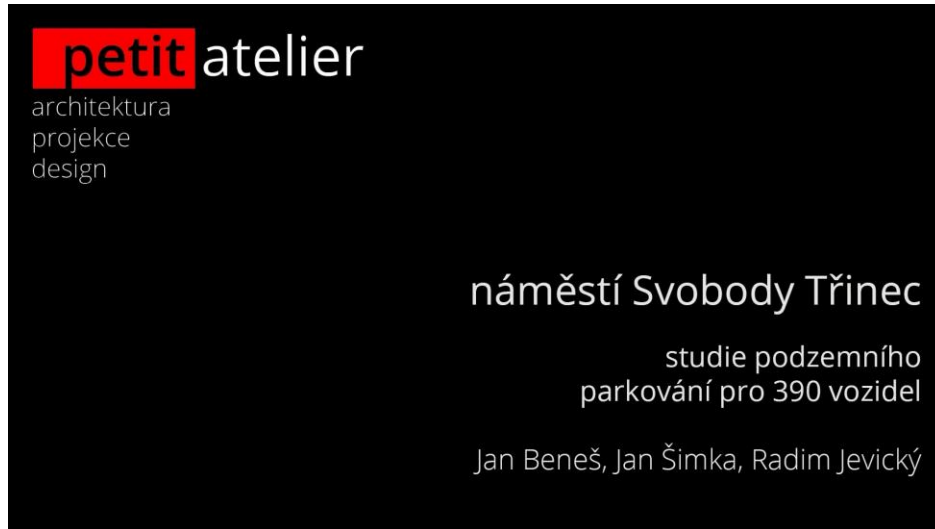
Ostrava: <http://malakodan.cz/>.

Little Copenhagen Call: It's time to transfer foreign experience to the Czech towns and cities.

<http://www.dobramesta.cz/design-ulice-a-verejny-prostor131>

# Story / project 2: mobility and public space

## PARKING IN TŘINEC



## LITTLE WIEN IN TŘINEC



Underground utilities  
Safety  
Sensors and counters  
...  
Engagement, participation

Surface water  
Street lighting  
Public space

Greenery  
Smart technologies  
Public amenities

Parking  
Cycling and walking  
Traffic connectivity

<http://www.dobramesta.cz/parkovaci-politika>

# Story / project 2: mobility and public space

## ČELÁKOVICE TODAY



Underground utilities  
Safety  
Sensors and counters

Surface water  
Street lighting  
Public space

...

Engagement, participation

<http://www.dobramesta.cz/verejna-doprava-a-intermodalita>

## ČELÁKOVICE TOMORROW



Greenery  
Smart technologies  
Public amenities

Parking  
Cycling and walking  
Traffic connectivity



# Story / project 3: innovation

Stop saying "impossible"; even the Czech Republic has got several projects that can work as a model for other European countries.

For example the *Kolínská chytrá klíčenka* (Kolín Smart Card) is a unique project across Europe, aimed to help both children and their busy parents. A wallet full of cards and chips remains in past. One multifunction tool is enough, and even more. *Kolínská klíčenka* is both access and prepaid card, for various identification purposes but also for paying.

**The Smart Card *Kolínská klíčenka* simplifies people's lives!**

<http://chytraklicenka.cz/>

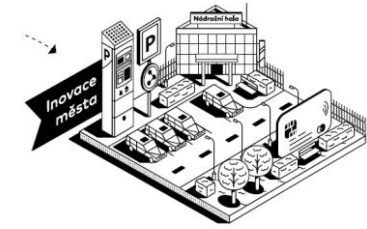
**The challenge of the town of Kolín:  
„ Believe in yourself. We can make changes. EVERYTHING IS  
POSSIBLE WHERE THERE IS A WILL.“**



**CITY** *Changers*

# Story / project 3: innovation

HERE'S ONE EXAMPLE OF INNOVATION



vodvoz

CITY *Changers*



Vodvoz

11. říjen v 17:52 · 🌐

<https://auto.idnes.cz/pesky-do-skol-mamataxi.../automoto.aspx...>

Přečtěte si o nás na iDnesu!

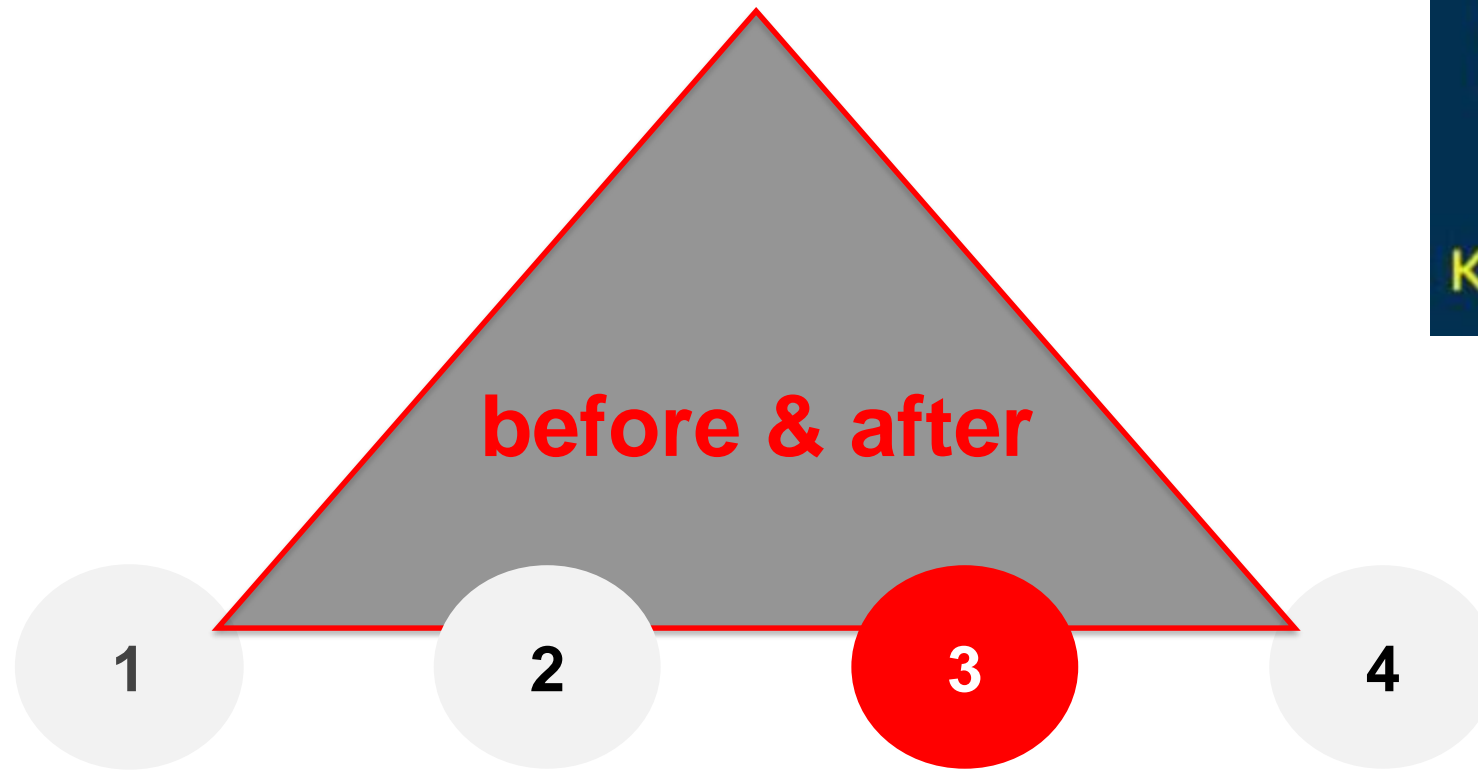


AUTO.IDNES.CZ

Mamataxi stresuje děti i rodiče, žádné řešení dlouho nevydrží - iDNES.cz



how to communicate the stories to people



Get the stories to people







get the stories to people | overall view

**Gala evening**  
Evaluation of projects with an impact on both general and professional public



**Citychangers - Communication**  
Long-term support for Citychangers (Transnational campaign, PR support, etc.)



**Presentations for institutions**  
Presentations, workshops, linking to companies, fair trades, etc.

Professional public



**Project 1**  
Local campaigns to support projects  
(Social media, local media, Internet media, etc.)



**Projekt 2**  
Local campaigns to support projects  
(Social media, local media, Internet media, etc.)



**Projekt 3**  
Local campaigns to support projects  
(Social media, local media, Internet media, etc.)

General public



# Communication – get the stories to people

It's important to discuss the future.

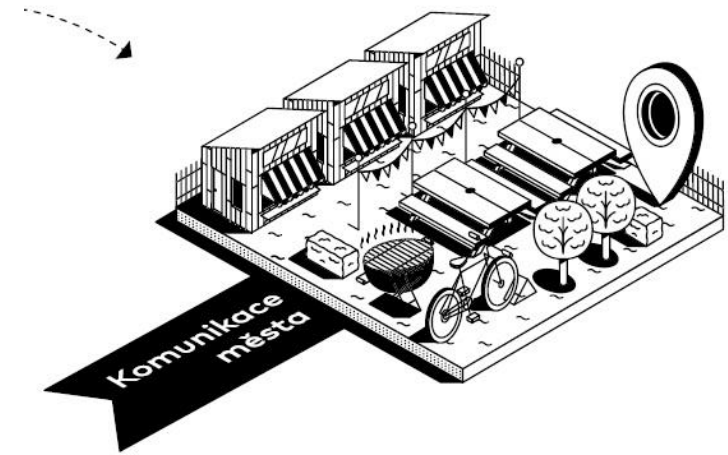
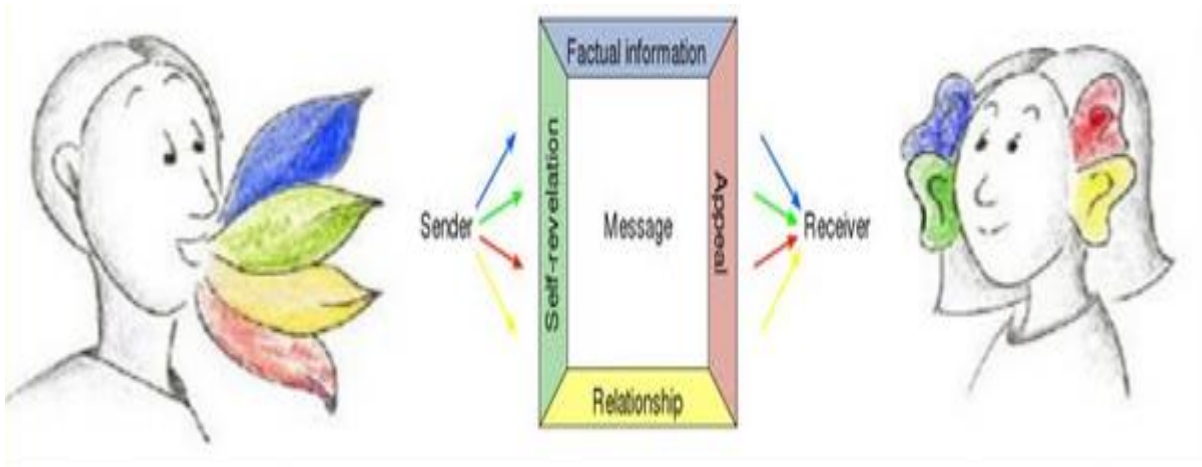
We would like all the population groups to be engaged in decision making, not only those always active.

Our vision considers every citizen as an equal partner.

Although there are many communication channels leading from local authorities to citizens, there are only minimum leading in the opposite direction, and sometimes these are not so polite.

This is what we want to change and we'll deliver a platform to share your ideas.

**Please write, your ideas won't sink into oblivion.**



**CITY** *Changers*

# Communication – get the stories to people

VOLTE  !

**CITY**Changers



**POSKLÁDEJ PŘÍBĚH Z LAVIČEK!**

Oblíbené oblázky nových lavicek a poskládej z jejich nápadů životní příběhy. Všechny příběhy jsou zdarma. Přemysli si nejen na parkování a výhled z okna, ale také na příběh, který chceš sdílet. Možná ti bude pomoci i příběh z minulosti a příběh z budoucnosti. Každý příběh má svůj začátek a svůj konec. Každý příběh má svůj začátek a svůj konec. Každý příběh má svůj začátek a svůj konec.

**20 laviček 1 příběh**

**mapa č. 1**

1.	2.	3.
4.	5.	6.
7.	8.	9.
10.	11.	12.
13.	14.	15.
16.	17.	18.
19.	20.	

**mapa č. 2**

**LAVIČKY S PŘÍBĚHEM**

**cyklověž**  
PARKING PRO TVOJE KOLO

**NÁVOD K POUŽITÍ**

**JAK USCHOVAT SVÉ KOLO?**

- Vstupte do žluté bezpečnostní zóny a vjedte předním i zadním kolem do parkovacího žlábků.
- Najedte předním kolem na vzdálenost cca 5 cm před vstupní dveře. V nich se otevře parkovací otvor.
- ZATLAČTE přední kolo do parkovacího otvoru tak, aby došlo k uchopení kola.
- Správnost uchopení potvrdí zelený řádek na monitoru.
- USTUPETE ze žluté bezpečnostní zóny a stiskněte na platebním terminálu tlačítko START.
- Vyčkejte na tlisk uschovného lístku, ten odeberte a pečlivě uschovejte.

**JAK VYZVEDNOUT SVÉ KOLO?**

- Přistupte k platebnímu terminálu a načítáte uschovný lístek přiložením ke čtečce.
- Zaplatíte částku zobrazenou na monitoru platebního terminálu libovolnou mincí v hodnotě 1, 2, 5, 10, 20 nebo 50 Kč.
- Pokud požadujete doklad o zaplacení, potvrdíte žádost tlačítkem ANO.
- Po zaplacení nevstupujte do žluté bezpečnostní zóny a vyčkejte příjezdu Vašeho kola!
- Po výjezdu kola a uzavření vstupních dveří kolo uvoľníte vstupem do žluté bezpečnostní zóny.
- Odeberte kolo a opusťte vstupní modul.

**DO BUDOUCNOSTI**

- 🔦 CYKLOVĚŽ MŮŽE SLOUŽIT JAKO NABIJEČKA ELEKTROKOL
- 🔦 TAKÉ JAKO VEŘEJNÁ PŮJČOVNA KOL A ELEKTROKOL
- 🔦 POKUD BY BYLA V JABLUNKOVĚ STEJNÁ VĚŽ, BYLO BY MOŽNÉ KOLO PŮJČENÉ V TRINCI VRÁTIT AŽ TAM

**cyklověž**  
PARKING PRO TVOJE KOLO

**ZJISTI VÍCE V TĚTO BROŽUŘE !)**

**BRÁNÍM A PODPORUJI DOBRÉ NÁPADY ... A JEZDÍM NA KOLE !)**

**RIP SOLO**

**Třinec i ty** **MĚSTO TRINEC** **cyklověž**

Call of the town of Trinec: „ Do not communicate topics which you don't believe in. People won't trust you until you live it.“

<http://www.dobramesta.cz/zapojovani-verejnosti>

**ČVUT**  
ČESKÉ VYSOKÉ  
UCENÍ TECHNICKÉ  
V PRAZE



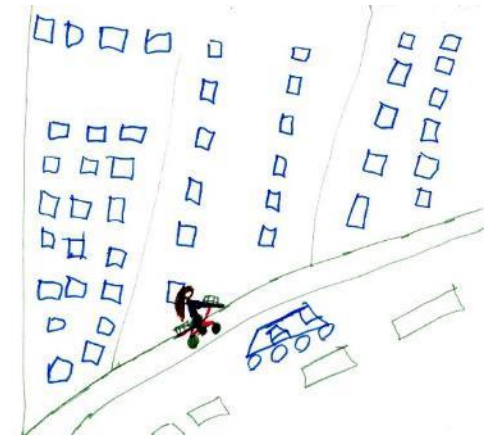
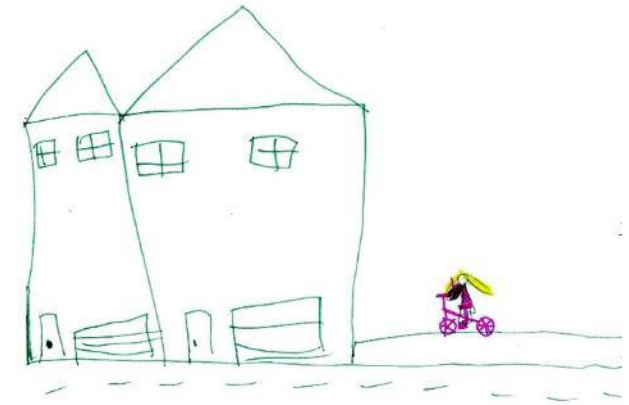


# Communication – get the stories to people

Do you know any city which works with ideas that came from children and young?

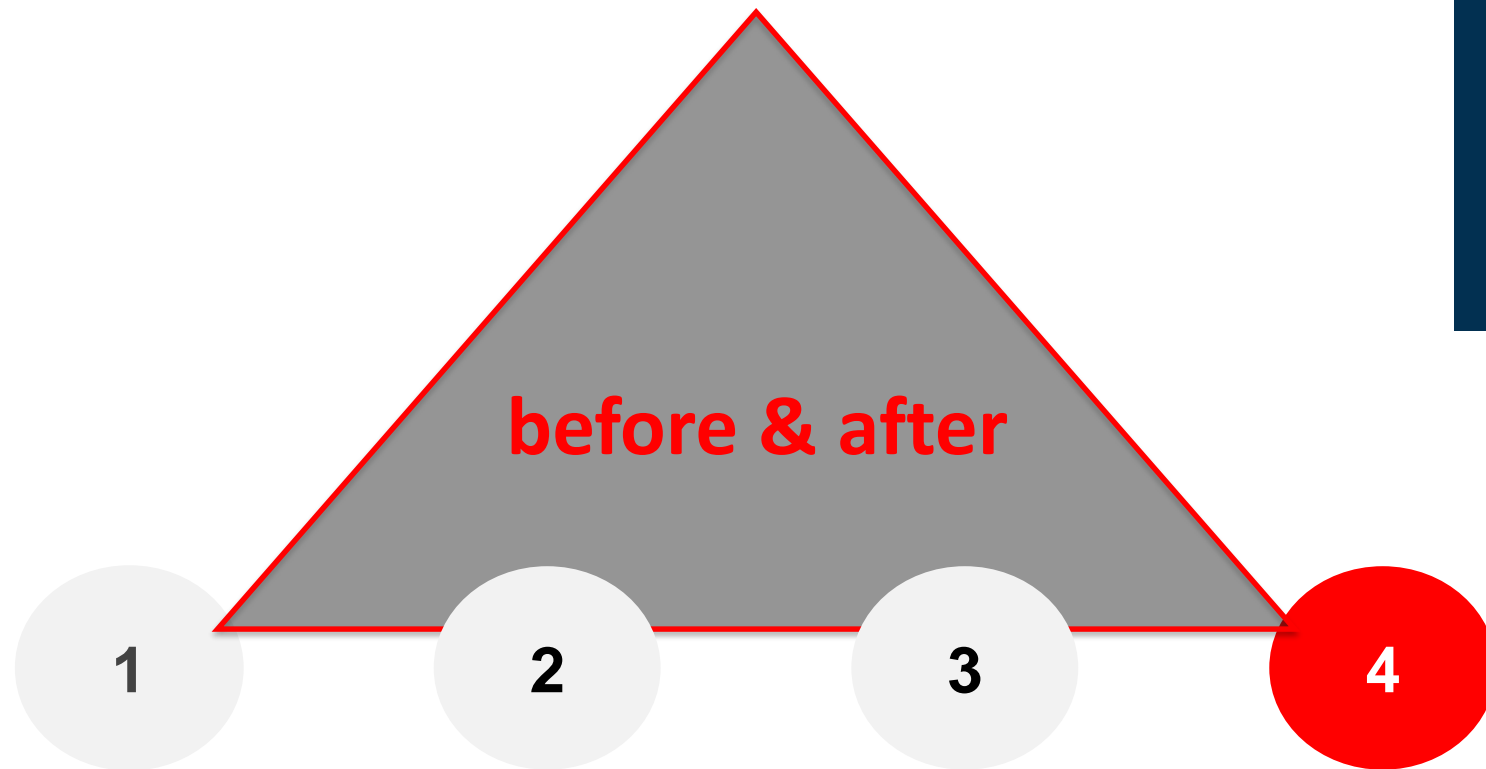
We want to take young people seriously and help them enforce their views.

In fact, our cities are here for them.



<http://www.dobramesta.cz/kampane-osveta>

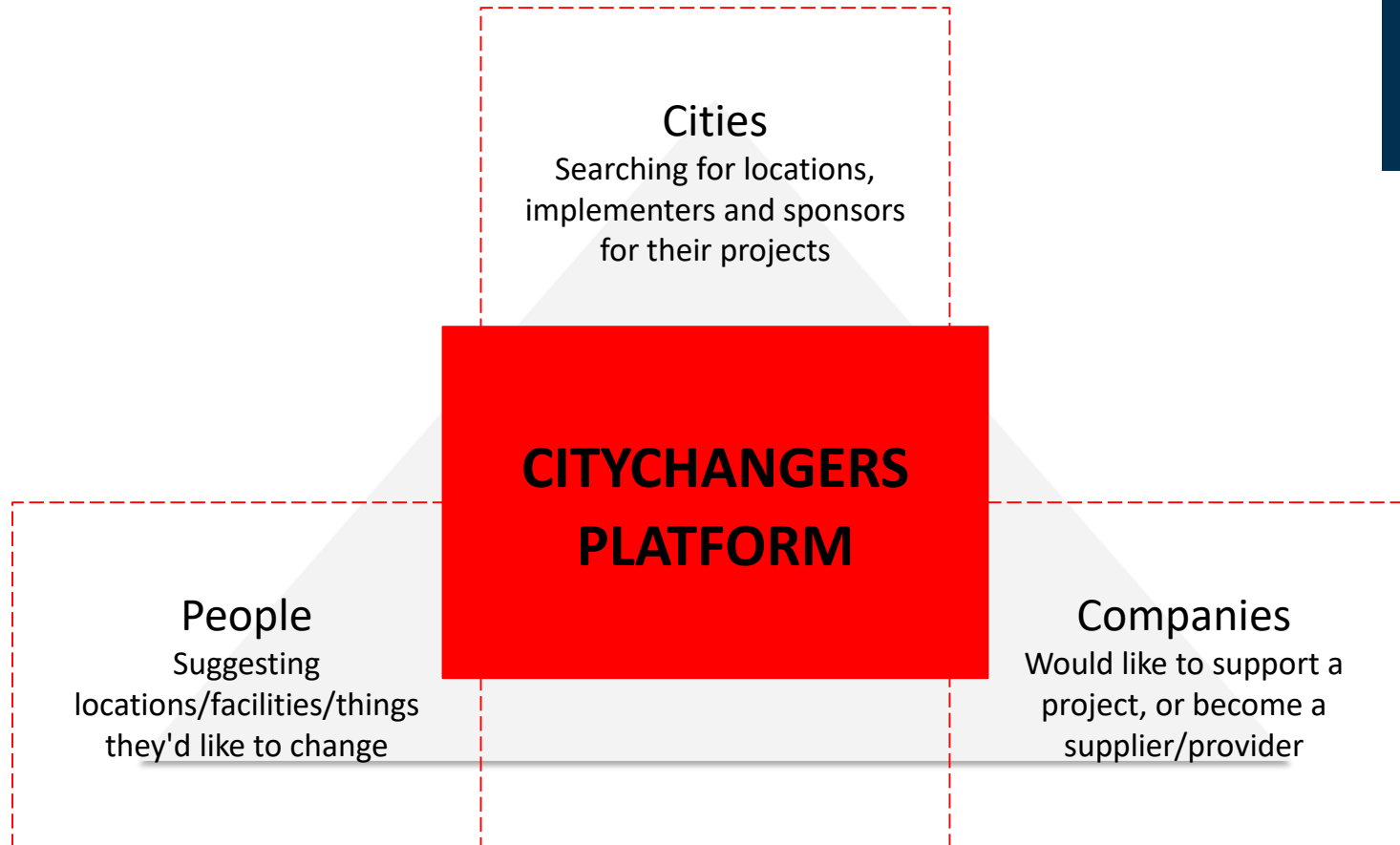
get the stories to people



**Connect  
people,  
institutions  
and  
companies**



connect people, institutions and companies | overall view





# Citizens, schools and companies – changing an approach

We're looking for urban mobility ambassadors



Mojmir Sepe



Ajda Smrekar



Jan Kozamernik



Nuša Kerševan



Jasna Dedičević



Elena Ocenic



Darja Virent and daughter Ava



Filip Kržišnik and Blaž Stanič



Silvija Pavčič



Žiga Vehovec



Nika Bosnić



Petra Koritnik



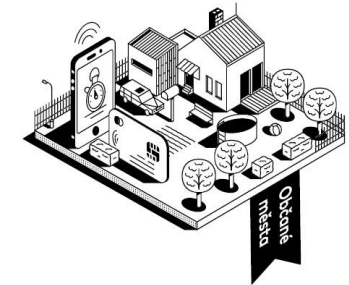
Miha Pongrac



Gregor Radelighi



Evelina Zefran



**CITY**Changers

<http://www.dobramesta.cz/lublan-295>

# Promotion by cities



# Example 1 - Uničov



**CITY** *Changers*  
Uničov



f facebook

ÚVOD DESIGN ULICE CYKLO PĚŠÍ VLAK & BUS AUTA INOVACE ZAPOJ SE AKTUALITY UNIČOV



## Máme auta, ale ...

Víme, že máme problémy spojené s dopravou. Dnes si život bez aut nedokážeme představit, ale má to i svůj rub.

Pojďme společně řešit co nás v Uničově trápí

<http://www.unicov.dobramesta.cz>





# Example 2 - Otrokovice



**CITY***Changers*  
OTROKOVICE



f facebook

ÚVOD DESIGN ULICE CYKLO ▾ PĚŠÍ VLAK & BUS AUTA INOVACE ▾ ZAPOJ SE ▾ AKTUALITY OTROKOVICE



Pojďme společně řešit, co nás v Otrokovicích trápí a to z pohledu

<http://www.otrokovice.dobramesta.cz>



# Thank you for your attention

Jitka Vrtalova

Association of Cities for Cyclists / Partnership for Urban Mobility

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[www.dobramesta.cz](http://www.dobramesta.cz)

