



CiViTAS
Cleaner and better transport in cities

ÚSTÍ NAD LABEM
.....

Ústí nad Labem

T49.2 – Traffic Speed Reduction Publicity Campaign in Ústí nad Labem

September 2011



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1 Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITAlity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);

CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and

CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures;
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures;
- to build up critical mass and markets for innovation.

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects;
- The organisation of the annual meeting of CIVITAS Forum members;
- Providing the Secretariat for the Political Advisory Committee (PAC);
- Development of policy recommendations for a long-term multiplier effect of CIVITAS.

Key elements of CIVITAS:

- CIVITAS is coordinated by cities: it is a programme “of cities for cities”.
- Cities are in the heart of local public private partnerships.
- Political commitment is a basic requirement.
- Cities are living ‘Laboratories’ for learning and evaluating.

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain);
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2 Ústí nad Labem

Ústí nad Labem is situated in the north of the Czech Republic, about 20 km from the German border. Thanks to its location in the beautiful valley of the largest Czech river Labe (Elbe) and the surrounding Central Bohemian Massive, it is sometimes called 'the Gateway to Bohemia'. Ústí is an industrial, business and cultural centre of the Ústí region.

Ústí nad Labem is an important industrial centre of north-west Bohemia. The city's population is 93 859 living in an area of 93.95 km². The city is also home to the Jan Evangelista Purkyně University with eight faculties and large student population. The city used to be a base for a large range of heavy industry, causing damage to the natural environment. This is now a major focus for improvement and care.

The Transport Master Plan, initiated in 2007, will be the basic transport document for the development of a new urban plan in 2011. This document will characterise the development of transport in the city for the next 15 years. Therefore, the opportunity to integrate Sustainable Urban Transport Planning best practices into the Master Plan of Ústí nad Labem within the project represents an ideal match between city policy framework and the ARCHIMEDES project.

The project's main objective is to propose transport organisation of the city, depending on the urban form, transport intensity, development of public transport, and access needs.

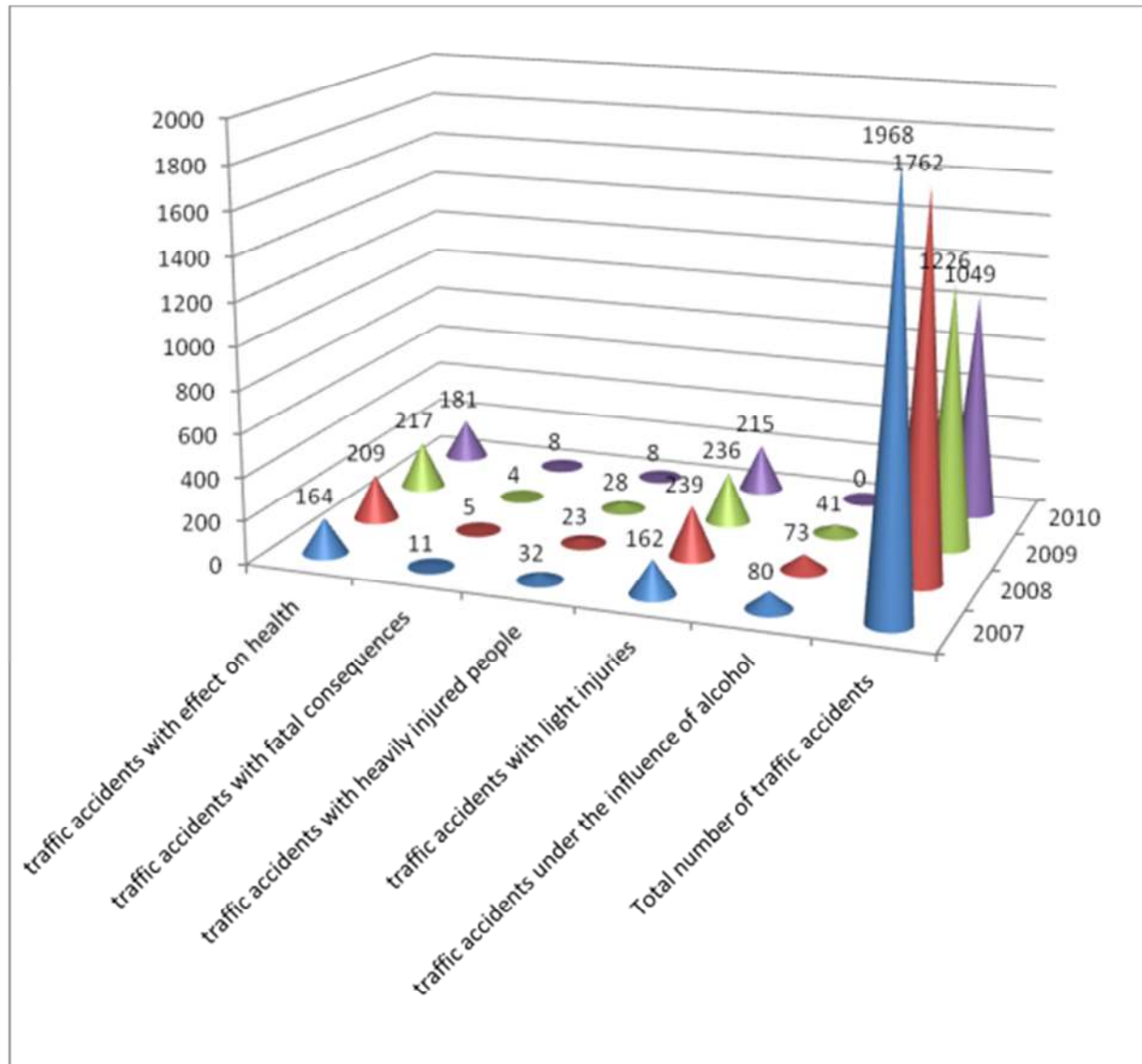
3 Background to the Deliverable

Within CIVITAS ARCHIMEDES, the city of Ústí nad Labem organises promotional activities to raise awareness about the causes and consequences of traffic accidents in the city. The chosen methods are:

- Public events in the city
- Internet information resources
- Local public media
- Discussions and presentations
- Leaflets

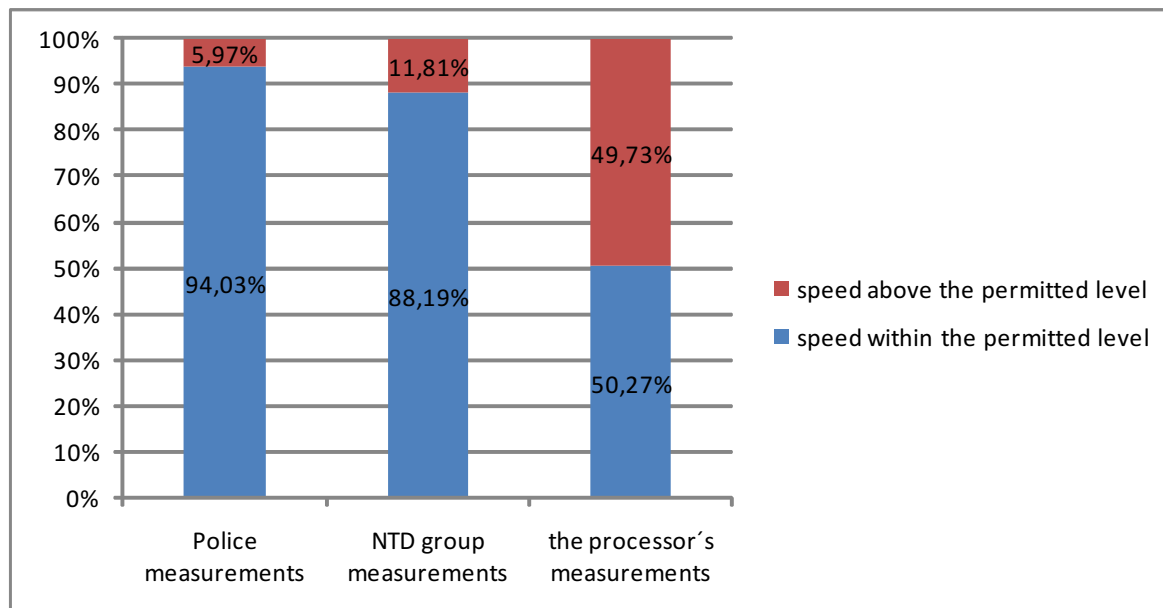
The number of traffic accidents registered by the Czech Republic police is decreasing, which is due to a change in legislation – accidents only have to be reported only under specific circumstances, such as if there is high material damage or damage caused to a third party. However, the consequences of traffic accidents remain more or less at the same level, as apparent from the following chart of the consequences of traffic accidents between 2007 and 2010.

Figure 1 - Development of consequences of traffic accidents in Ústí nad Labem between 2007 and 2010.



Analysis of driving speeds in the city was carried out within task 11.5.3 Safety Audit, and significant failure of compliance with the speed limit was detected. In places where speed limit checks are expected, the speed limit is not exceeded in the majority of cases. According to measurements carried out by the Municipal Police of Ústí nad Labem, only 6% of drivers do not respect the speed limit when a speed limit check is expected. Slightly worse results (12%) have come from the measurement company NTD group, which is an operator of the traffic light signalisation in the city and whose detectors were located by the traffic lights.

On the contrary, measurements undertaken by the Municipality, Department of Transport for ARCHIMEDES task 11.5.3 show that half of the drivers exceeded the speed limit. The difference between the results is due to the measuring sensors being placed in locations where a speed check is not expected - on straight clear road sections, which lack calming measures and which encourage drivers to violate the speed limit.

Figure 2 - Comparison of speed measurements realised by different partners

The effects of traffic accidents on health generally do not decrease. It is therefore necessary to deal with transport safety issues and the behaviour of drivers in order to meet the target of reducing the number of killed and injured people in road accidents. Within task 5.11 Traffic Speed Reduction in Ústí nad Labem, these issues are addressed through preventive tools in terms of traffic education and increasing the awareness level of the general public.

In order to convey the relevant information, the public campaign was carried out in various forms.

3.1 Summary Description of the Task

Ústí nad Labem has a target to reduce the number of traffic accidents in the city and in turn, their consequences primarily on people's health. Ústí nad Labem therefore launched the Traffic Speed Reduction campaign in order to increase awareness of the safety hazards caused by driving above the speed limit. The campaign was developed by drawing on experience from the Lead Cities and the Traffic Speed Reduction study conducted within task 11.5.4.

3.2 Analysing Experience of Public Campaigns

Data from traffic safety and speed reduction campaigns realised in the Czech Republic and abroad were analysed to gather experience for a local campaign. As a result of the analysis, a suitable campaign was developed for the purpose of Ústí nad Labem. Information about this campaign is summarised in the following chapters.

3.2.1 Road Safety Campaigns in the Czech Republic

In the Czech Republic, traffic campaigns are aimed primarily at improving road safety. For this purpose, the Ministry of Transport of the Czech Republic established a specific department called BESIP, which is responsible for national traffic safety promotion.

BESIP

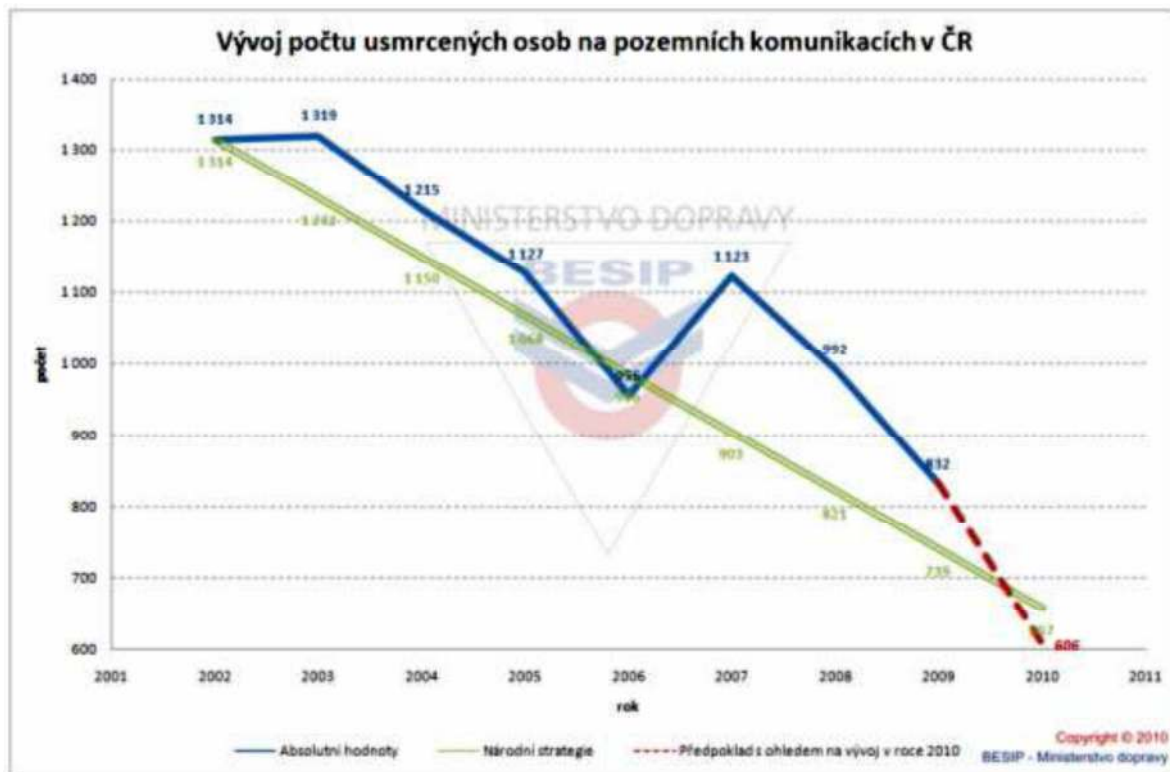
This division of the Ministry of Transport carries out preventive actions for traffic safety in accordance with law No. 361/2000 Coll., on traffic on roads in the Czech Republic. Furthermore, BESIP is in charge of proposing the adoption of necessary changes in transport legislation. BESIP developed the National Road Safety Strategy and coordinates its implementation and subsequent evaluation. The main objective of the strategy is to halve the number of people killed in traffic accidents compared to the year 2002. In cooperation with representatives of regions and departments (including non-state non-profit organisations), the Revised National Road Safety Strategy was accepted by Government in December 2008 and is still valid.

Activities and safety actions on the national level are organised by 5 workers, with another 14 coordinators working at a regional level. BESIP also carries a status of the Secretariat of the Council of the Government for Road Safety, which is an advisory body for the Government of the Czech Republic.

BESIP established a Centre for Road Transport Services, which ensures systematic traffic education according to the "Thematic plan of the Ministry of Transport". As part of the activities, school-age children take part in regional, national and international competitions for young cyclists. BESIP also publishes methodological and didactic materials with the focus on primary school children.

BESIP aims to increase the perception of public safety as a high priority. Compared to other states with similarly developed motor transport, the level of awareness for such important psychological factors is quite low in the Czech Republic. Therefore, the coordination of systematic repressive and preventive measures is required. It is necessary to involve both public authorities and business operators from the transport sector, non-governmental organisations and civil associations.

Figure 3 - Number of people killed in road accidents in the Czech Republic (2002 – 2010)



Source: iBesip.cz

In 1963, the Inter-ministerial Coordinating Commission for Road Safety was founded and its subsequent executive authority BESIP was established. Since that time, many promotional materials focused on reducing the number of deaths and consequences of traffic accidents have been distributed to the public. The following section summarises the main public campaigns organised by BESIP.

Death does not fasten seatbelts

Figure 4 – Billboard from the campaign promoting use of seatbelts



Source: www.muzeum-umeni-benesov.cz

The aim of this campaign, which took place in 2004, was to significantly reduce the number of people who do not fasten their seatbelts in vehicles, and therefore to reduce number of deaths or serious injuries in traffic accidents. The campaign was focused primarily on vehicles in cities and on passengers in rear seats without seatbelts, who often cause fatal injuries to passengers in front of them if involved in a traffic accident. The campaign slogans included "it's cool to fasten seatbelts" and "it's sexy to use seatbelts" to address young drivers and to stress that wearing seatbelts is desirable and smart. An important factor in awareness raising was a clear indication that the probability of death among people not wearing seatbelts is six times higher in cities and eight times higher outside cities compared to those who do. The campaign further highlighted that it is even more dangerous not to use seatbelts in vehicles with airbags than in vehicles without such safety features.

Do not drink, when you drive

During the autumn and winter period of 2004, BESIP prepared a safety campaign to promote avoiding alcohol when driving. The main message was that alcohol does not belong behind a wheel. The target group were mainly young people who do not have much experience both with drinking alcohol and with driving motor vehicles. Even small quantities of alcohol may in this target group trigger the desire to violate rules and to practice high-risk activities with often tragic consequences. Within the campaign, general time limits were established during which alcohol remains in the blood circulation after ingestion, including the residual quantity of alcohol on the following day.

Figure 5 – The campaign billboard “When you drink, do not open the car!”



Source: *Besip.cz*

Reduced speed is reasonable

The main message of this campaign was the fact that in a collision with a car travelling at 50 km/hour survival is 3 times more likely than in a collision with a car travelling at 60km/hour. This is mainly due to the fact that the braking distance at a speed of 60 km/hour is about 9 metres longer than at 50km/hour, which is the maximum permitted speed in cities in the Czech Republic. The aim of the campaign was primarily to educate drivers of all motor vehicles, but also pedestrians, in order to reduce the number of fatalities and severely injured persons in road accidents caused by excessive speed. Individual cities were involved in the campaign in order to establish safer public spaces for motorists and all vulnerable road users (children, pedestrians, cyclists) in their areas.

Figure 6 – Campaign billboard “9 metres, the difference in surviving”

Source: *iBesip.cz*

Safe distance

This campaign, which started in August 2005, had the aim of notifying drivers about the necessity of keeping a safe distance between vehicles. The target group were virtually all drivers of motor vehicles. Non-compliance with the safe distance resulted in 14,233 traffic accidents in the first half of 2005 alone. The safe interval between two vehicles was set to two seconds, which can be estimated by drivers more easily than the distance in metres. This so-called "rule of two seconds" presents drivers with sufficient space to stop safely in the case of any unforeseen events. Expressed in numbers, at a speed of 50 km/hour, the separation distance is equal to 28m; at a speed of 90 km/hours, the separation distance is 50m; for the speed of 130 km/hour, the separation distance increases to 72m.

Figure 7 – Billboard on a bridge for the campaign “Rule of two seconds for safe distance”

Source: *iBesip.cz*

Fatigue behind the wheel

Alongside the safe distance campaign, another traffic safety campaign was launched by BESIP. It focused on an unpredictable phenomenon which often causes road accidents – fatigue behind the wheel. This campaign draws particular attention to the necessity to take breaks on a journey, especially during hot summer months, when many drivers undergo long and tiring trips on holiday. This issue should not concern only professional drivers, who are obliged by the Czech legislation to stop their vehicle for half an hour at least every four hours

of their journey. Besides billboards, the campaign was promoted via signs located in public toilets at gas stations, which were notifying drivers about the need to drink adequate fluids during the journey, about caution in taking medicines and driving, etc.

Figure 8 - Campaign billboard “Fatigue at the wheel”



Source: *iBesip.cz*

The Action

The Action is the key preventative multimedia project focused primarily at high school students and potential drivers in the near future. This extensive campaign of the Ministry of Transport has been in progress since 2004. Until now, it has been presented through 317 performances composed of true stories expressed by people who have been through accidents. Firemen, policemen, paramedics and also accident victims describe as precisely as possible what they experienced in real life, with the help of pictures, videos and music. The thrilling performances aim to raise decent and responsible drivers amongst the 130,000 students who saw the Action. The project is very successful and leaves the audience with very deep memories. During the year 2010, the team prepared 87 performances in 29 cities throughout the Czech Republic.

Figure 9 – Leaflet for the Action

Source: www.theaction.cz

If you don't think, you pay

This is historically the most expensive and the most emotional campaign in the Czech Republic, which focuses on the feelings of primarily young drivers, parents, motorcycle riders, pedestrians, but also professional drivers and others. This latest campaign of BESIP is realised via drastic TV adverts, billboards and flyers all aimed at reducing the number of fatalities and severely injured victims of traffic accidents. It focuses on the most common factors causing serious accidents, such as speeding, alcohol behind the wheel or unfastened seatbelts. The brutal campaign style intended only for adults was adopted from Anglo-Saxon countries. The emphasis of the TV adverts is placed on realistic endings which lead to self-reflection and lessons being learnt. For example, one video depicts the death of a child, who was not in a children's car seat and who, after the impact, slipped out of its mother's arms and flew out through the front shield. Surveys were undertaken and it was found that the campaign had during the last two years impact on about 42% of drivers, pedestrians and in particular on motorcyclists.

Figure 10 – Internet banner for the campaign “If you don’t think, you pay”



Source: www.novinky.cz

Czech Railways

This safety campaign organised in 2007 by the Czech Railways was focused on people carelessly moving on railways in the Czech Republic. The first part of this preventive action was initiated by a controversial billboard depicting children as cherubs. The aim was to notify parents about the need to stress to children the high level of risk associated with moving on railway sections which are prohibited for pedestrians. The next shocking poster showed a burning man on the roof of a train, who had been electrocuted by overhead wires. This action responded to the fact that an unusually high number of people were killed by an electric discharge after having climbed to the roof of a train. From 2006 to mid 2007, 15 fatalities were reported among young people. Other preventive actions were also prepared by the Czech Railways to coincide with the beginning of the school year in order to raise additional awareness of rail safety issues.

Figure 11 – Posters distributed to warn about high voltage of train conductors



Source: www.ceskedrahy.cz

Czech Railway Inspection

The Czech Railway Inspection is an independent authority for the professional investigation into the causes of railway transport incidents. At the beginning of the summer holidays in 2007, the Inspection prepared a preventive action with the objective of discouraging people from dangerous behaviour on railways. 12 warning graphics were prepared to appeal to people of all ages to comply with basic rules, such as not to enter railway crossings at a red light or not to use railway tracks as a short cut. In the form of table games, crosswords and puzzles, the campaign also focused on children and the issue of safety at railway crossings.

Figure 12 – Poster advising the use of underpasses instead of crossing railway tracks in order to avoid having to stay underground forever



Source: www.dicr.cz

Preventive Train

Since 2007, the Czech Railways have operated a special train for the Ministry of Transport and of the Railway Inspection. The preventive train is intended for pupils and students from Czech schools as well as the general public to view adverts and short films and discuss safety issues with experts. The issues include the risks of irresponsible behaviour mainly among young people, the consequences of high voltage burnings, crash-tests of a train hitting a car, etc. This train operates each year and educates mainly high-risk groups of people from 13 to 19 years old. The preventive train consists of three carriages, which also contains an exhibition of the history of the railways and a movie theatre. The presentations are undertaken in cooperation with the Police of the Czech Republic and they are free of charge for all participants.

Figure 13 – Preventive train for safer railway transportSource: www.ct24.cz

Points system

In accordance with a new law in the Czech Republic, which has applied since 1.7.2006, the points system was adopted to enable monitoring of the frequency of traffic rule violations of drivers of motor vehicles. The introduction of the points system was preceded by a six-month long extensive public campaign organised by the Ministry of Transport and by the establishment of a web portal dealing with new traffic rules (www.novapraavidla.cz). The media campaign which was introduced was initially aimed at defining the general framework and goals of new rules. The campaign then consisted of hundreds of billboards and advertising in mass media. Eight different radio adverts were repeated across fifty radio stations throughout the Czech Republic. Two TV series were also broadcasted regularly and about three million flyers were distributed as an annex to national and regional journals. The last phase of the campaign was introduced around a month before a new law came into force where the penalties for violations of the new rules were decreased. This was well accepted but also confused a large number of drivers who had already accepted previous phases of the campaign.

Figure 14 – Advice from the web portal recommending “controlling yourself”



Source: www.novapravidla.cz

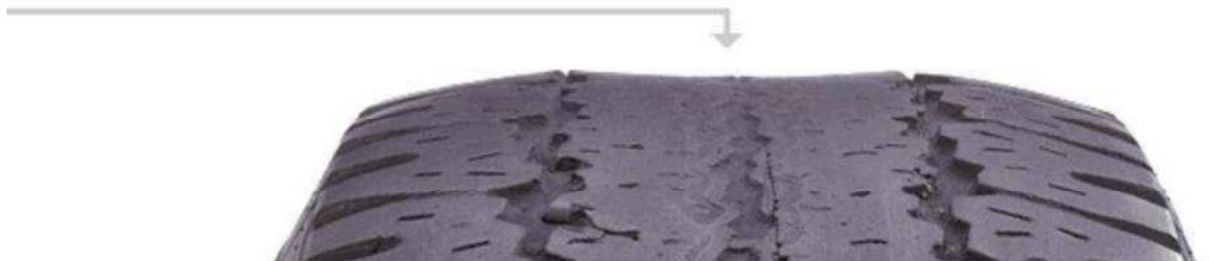
3.2.2 Road Safety Campaigns in Europe

European Road Safety Charter

The European Road Safety Charter is the largest existing platform for road safety, involving all the Member States of the European Union. It is part of the Road Safety Action Plan, which was initiated in 2003 by the European Commission with the ambitious goal of reducing the number of people killed on European roads by half by 2010. This Charter is not only a political document, but represents a summary of specific actions, assessments and awareness raising activities to be undertaken in order to reduce the number of traffic accidents with serious consequences. The Charter was signed by more than 2,000 bodies. The European Commission plays a key role in encouraging all stakeholders (institutions, associations and companies) to share suggestions and experiences across Europe to improve the traffic situation.

Figure 15 - European Road Safety CharterSource: www.erscharter.eu**Bridgestone Campaign "Think before you leave!"**

Although it is clear that the performance of a vehicle is dependent on its tyres, not many drivers are used to assessing and controlling the tyre tread depth and internal air pressure before a trip. Statistics show that, in the European Union, every eighth motorist is at a high risk due to critically under-compressed tyres (0,75 bar or further below the recommended pressure value), and every third motorist drives with low-compressed tyres (at least 0,5 bar or further below the recommended pressure value) or with an insufficient depth to the tyre's tread. During the road safety campaign "Think before you leave!" implemented in the European Union in the year 2008, 31,178 vehicles were reviewed. This action drew attention not only to the serious consequences of driving with inadequate tyres, but also to the fact that due to low tyre pressure, tyres wear out much faster and drivers are forced to change tyres more frequently. This resulted in around 29.6 million unnecessarily changed tyres and about 3.9 billion litres of extra fuel consumed, valued at a total of about 7.8 billion euro.

Figure 16 – Campaign focused on conditions of tyres.Source: www.tiresafety.com**Forum of European Road Safety Research Institutes (FERSI)**

The Forum of European Road Safety Research Institutes was established in 1991 in order to strengthen mutual cooperation among individual European institutions. Such cooperation ensures that problems in the field of road safety in Europe are examined and evaluated using the best scientific methods and that the results of such examinations are implemented in the most appropriate and efficient manner, both at a national and European level. FERSI projects are always focused on a particular area (for example safety and behaviour of motorcycle riders, secure infrastructure, police politics, etc.). The conclusions serve as an important source of information for the European Commission, national and intergovernmental bodies in terms of defining the needs and solutions for research into road safety and eliminating safety measures which are not effective.

Figure 17 – Symbol of the Forum of European Road Safety Institutes



Source: www.fer.si.org

Campaign for Safe Road Design

Unfortunately, fatal or severe injuries are common on European roads. Traffic accidents cost €160 billion annually, which is 2% of GDP. The costs within individual European states are often higher than the cost of basic schools or hospitals. However, international research suggests that there are plenty of opportunities for safety improvements on European roads. Two-thirds of all accidents within the European Union happen outside the built-up areas of municipalities. The number of serious traffic accidents can be reduced by up to half if safety measures were properly implemented, such as safe pedestrian crossings, guard rails along roads, turning lanes at junctions or clear indications of dangerous road sections given to drivers. Together with addressing drivers with safety information, this campaign is aimed at achieving the ideal model – safe drivers in safe vehicles on safe roads. One of the targets is to initiate discussions about the fact that it is not possible to accept fatal accidents comparable to rail or air transport. For example, the number of fatal accidents in the EU territory currently equates to one medium-sized plane crashing each day.

Figure 18 - Sign for the campaign Safe Road Design



Source: <http://www.saferoaddesign.eu>

Think!

This safety campaign implemented in Great Britain provides British drivers with information on road safety and traffic. The aim is to enhance safe behaviour of drivers and reduce the number of road fatalities and serious injuries on British roads. Individual parts of this project are focused on various issues that have been carefully identified. One activity is aimed at motorcycle drivers as they present only 1% of all drivers in GB, but 21% of all deaths on British roads. Another activity is aimed on speeding as one of the major risk factors. Other actions were targeted against driving under the influence of alcohol or narcotic substances, against using mobile phones while driving or towards wearing seatbelts. Also, fatigue behind the wheel, as the cause of about one fifth of road accidents, is one of the issues addressed by the campaign. The project "think!" also involves pupils in order to raise a generation of responsible drivers.

Figure 19 - "Think!" Campaign



Source: <http://think.direct.gov.uk>

3.2.3 Road Safety Campaigns in the World

Make Roads Safe

The FIA Foundation (www.fiafoundation.org) is an independent UK-registered charity which manages and supports an international programme of activities promoting road safety, environmental protection and sustainable mobility, as well as funding specialist motor sport safety research. The FIA Foundation coordinated a global safety campaign "Make Roads Safe" initiated in June 2006. The main aim of this campaign was to appeal to the international public to take urgent steps towards reducing the number of traffic accidents on the roads around the world. In 2006, the first Global Ministerial Conference on road safety was held and the United Nations officially endorsed the Decade of Action for Road Safety 2011 - 2020. During this decade, the aim is to continue the campaign to ensure that safety on roads is a priority for politicians, automobile companies and transport planners and to halve the number of deaths resulting from traffic accidents by 2020. The campaign is supported by more than 150 organisations around the world (motor transport organisations, NGOs for road safety and international organizations).

Figure 20 – Make Roads Safe

Source: www.makeroadssafe.org

Road Safety Partnership

The Global Road Safety Partnership (GRSP) brings together governments, government agencies, the private sector and civil society to address issues of road safety in developing countries. The direct costs of the growing number of accidents are primarily in terms of health care, businesses and families. GRSP combines road safety features at a global, national and local level.

As an example, there was a research centre for road accidents founded in Thailand in 2001, which has been significantly supported by Volvo manufacturer, which became one of the GRSP partners. In 2003, it was decided to give priority to problems relating to accidents involving motorcycles. During the campaign, safety helmets were distributed to novice motorcycle drivers in driving schools and to motorcycle taxi drivers. Within the effort to increase usage of motorcycle helmets during the years 2004 - 2005, the Government in cooperation with insurance companies subsidised motorcycle helmets (1/3 of the price is paid by the Government, 1/3 is paid by an insurance company, 1/3 is paid by the owner). Similarly, the emphasis was laid on reducing the high number of accidents involving drivers under the influence of alcohol.

In addition, GRSP produced a manual that provides practical advice to road safety practitioners on how to achieve a much higher proportion of users of two-wheeled vehicles wearing helmets. It follows on from the World report on road traffic injury prevention, which described evidence that setting and enforcing mandatory helmet use is an effective intervention for reducing injuries and fatalities among two-wheeler users. The manual is one of a series of documents produce by an informal consortium (WHO, the Global Road Safety Partnership, the World Bank, and the FIA Foundation for the Automobile and Society) that aims to provide guidance to countries on how to implement some of the recommendations identified within the World Report, and thus improve their overall road safety record.

The manual is for use in countries that want to improve the rates of helmets use among users of two-wheelers, locally or at national level. It is targeted at governments, nongovernmental organizations and road safety practitioners. As well as providing the

necessary background evidence that will be useful to anyone starting a helmet programme, it provides technical advice on the steps needed to assess the helmet situation in a country, on how to design and implement a helmet use programme in response to such an assessment, and on the need to evaluate the programme so that the impact of what has been implemented can be assessed, and so that the programme can be improved accordingly.

Figure 21 - Global Road Safety Partnership



Source: <http://www.grsproadsafety.org>

Share the Road Safely

In January 2000, the Ministry of Transport in the USA established the authority of the Federal Motor Carrier Safety Administration (FMCSA) in order to increase the safety of vehicles on highways. One of the objectives was to reduce the number of deaths resulting from collisions with freight vehicles and buses by 41% by the year 2008. To achieve this goal, FMCSA launched the program "Share the road safely" teaching safe traffic behaviour to drivers on roads with trucks and buses. Share the Road Safely is aimed at improving awareness, in particular among users of highways, in order to reduce the probability of collisions and to mitigate their consequences. The web page of the programme provides information to drivers on how to increase safety for themselves and their family on highways.

Figure 22 - Share the Road Safely



Local safety issues

in 2009, the Council of Papakura region in New Zealand launched a public campaign encouraging drivers to adapt their driving to local weather conditions, especially during Easter, which was the worst period for traffic accidents each year due to the holiday rush as well as heavy rains. A billboard is installed 3 weeks before the rainy season to remind motorists to drive carefully. The disturbing advert features portraits of children that bleed from the eyebrows, nose, ears and mouth when it rains. The dramatic effect transforms fresh faces into car crash victims above the strap line: 'Rain changes everything. Please drive to the conditions'. When the sun shines they return to normal. The campaign was very successful and had a great impact on drivers – no one died as a result of traffic accidents during the rainy season. The campaign won a bronze lion at the International Advertising Festival in Cannes.

Figure 23 – Rain changes everything. Please drive to the conditions.



Source: <http://www.coloribus.com>

4 Traffic Speed Reduction Publicity Campaign in Usti nad Labem

4.1 Mobile Traffic Court

As part of the publicity campaign for safe driving, Ústí nad Labem acquired a mobile traffic court for the traffic education of children. This included 4 child scooters, mobile horizontal and vertical traffic signs, 2 mobile traffic lights, pedestrian traffic cones and safety stop disks for safe street crossing. The mobile traffic court supplements the permanent traffic court in the city operated by the Municipal Police and allows training in distant and less accessible areas. Thanks to the mobile court, preventive training is undertaken with all 4th grade pupils in Ústí nad Labem. Children are taught basic traffic rules and practice the correct behaviour in city traffic both as pedestrians and as cyclists. They learn how to move safely on the streets and how to read traffic signs and understand traffic signals. Major importance is placed on their safety on roads of the city.

Figure 24 – Launch of the mobile traffic court was supervised by the director of the Municipal Police Ing. Pavel Bakule and the site manager Ing. Dalibor Dařílek (on the picture).



Figure 25 - Children practice at the mobile traffic court



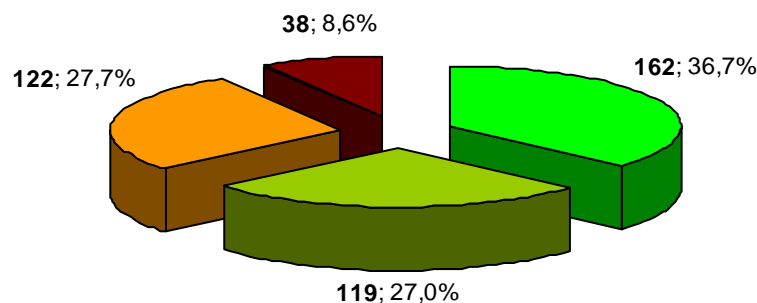
The CIVITAS team provided the municipal police with evaluation tests in order to assess the progress of children from their first to last lesson on the traffic court. A sample of these tests is provided in the Annex.

A total of 441 students have completed the tests to date. It was possible to achieve a maximum of 37 points and most of the questions were designed with 2, 3 or 4 choices with the remaining being opened-ended questions. Most of the children (36.7%) reached the excellent level of traffic knowledge and the average score was 26.7 points. Children with a result below 20 points had to repeat the training.

Figure 26 - Assessment scale

Points	Scale	No. of children	Percentage	
29 - 37	Excellent!	162	36,7	%
26 - 28	Good!	119	27,0	%
21 - 25	You should practise more!	122	27,7	%
0 - 20	Let's train again!	38	8,6	%

Figure 27 - Test results



4.2 Public Campaign

Ústí nad Labem implemented a CIVITAS public campaign to increase road safety levels in the city. Activities were aimed at encouraging drivers to reduce their speed, promoting the importance of safe driving and on the prevention of traffic accidents. The target group consisted of both drivers and non-drivers, especially vulnerable users. Part of the programme was devoted specifically to children and young families. Partners of the campaign were the statutory city of Usti nad Labem, the Municipal Police, BESIP (an integral part of the Ministry of Transport of the Czech Republic), the Police of the Czech Republic, the fire brigade of the city and paramedics.

Figure 28 - Invitation for the safety public event



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ÚSTÍ NAD LABEM

Bezpečná doprava ve městě
Přijďte se zúčastnit kampaně ke zvýšení bezpečnosti na silnicích v Ústí nad Labem!

forum
ústí nad labem

26. - 28. 5. 2011
Vstup zdarma

V areálu OC Forum pro Vás chystáme:

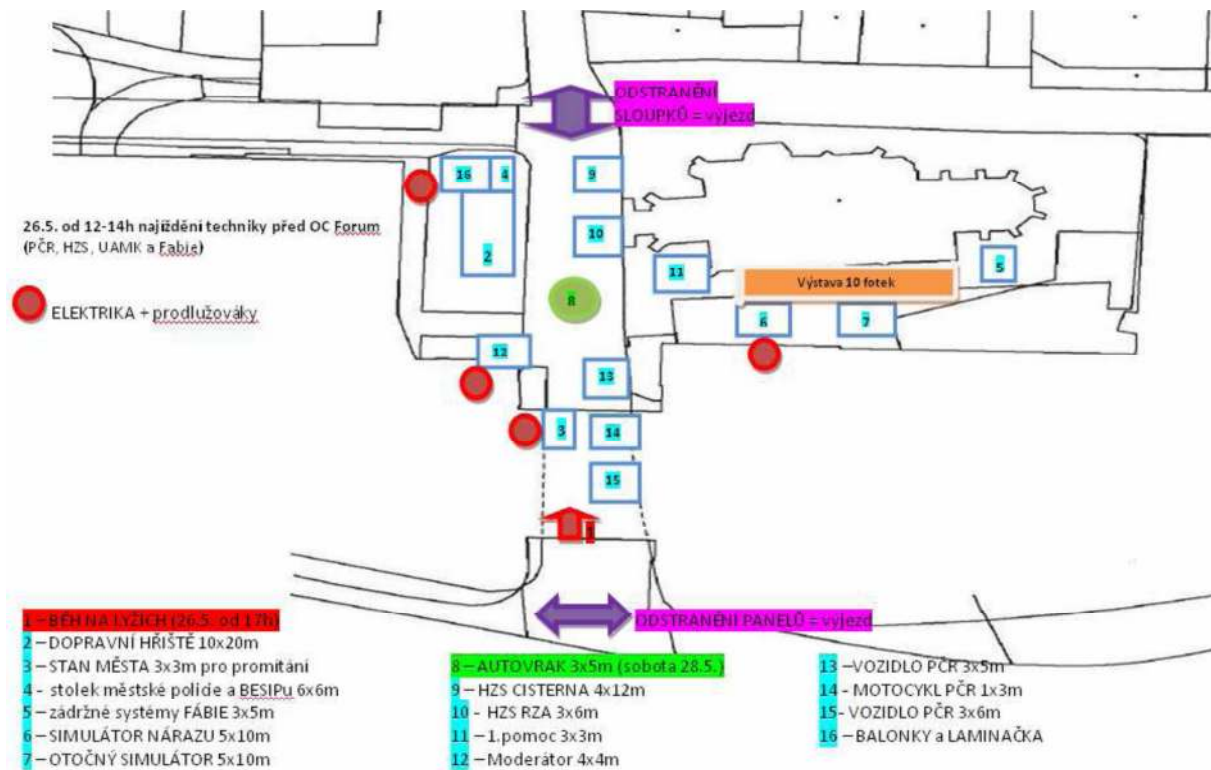
- Simulátor nárazu a otočný simulátor
- Ukázka dětských zádržných systémů
- Vyprošování z vozidla Hasičským záchranným sborem
- Ukázka hasičské techniky
- Ukázka speciálních policejních vozidel
- Policejní motocykl
- Testiky pravidel silničního provozu pro dospělé
- Mobilní dopravní hřiště pro děti
- Řidičské průkazy pro děti
- Odborné přednášky na téma bezpečnost dopravy
- Rady zkušebních komisí
- Instruktaž první pomoci
- Ceny pro děti i dospělé
- Živé moderování

Čtvrtek 15:00 - 19:00
Pátek 10:00 - 19:00
Sobota 10:00 - 19:00

V neděli 29. 5. 2011 Vás zveme na
Cyklozávody "Jezero Milada 2011"
V obci Roudníky
Stánky a program pro děti a dospělé po celý den
www.jezeromilada.cz



Figure 29 - Scheme of the location of individual activities of the public event



The public event was held in front of the largest shopping complex in the city centre over the course of three days (26. - 28.5.2011), which included both working days and the weekend, in order to reach as many residents as possible.

Figure 30 - Banner for the public event of the "Traffic speed reduction campaign"



In cooperation with the Police of the Czech Republic and BESIP (Ministry of Transport), reports from road accidents were presented to the public using pictures, videos and PowerPoint presentations, advice on safe driving within the speed limit and educational leaflets were also used.

Figure 31 - City stand for presentations and leaflets distribution



Figure 32 - Broadcasting safety information



During the public event, citizens could try traffic accident simulations on crash-test vehicles, where it was possible to experience the power of crashing at 30km/hour and a vehicle rolling over at a low speed. A proper retaining system for protecting children of all ages in a vehicle was presented to the public in a special model car.

Figure 33 - Impact simulation of a traffic accident

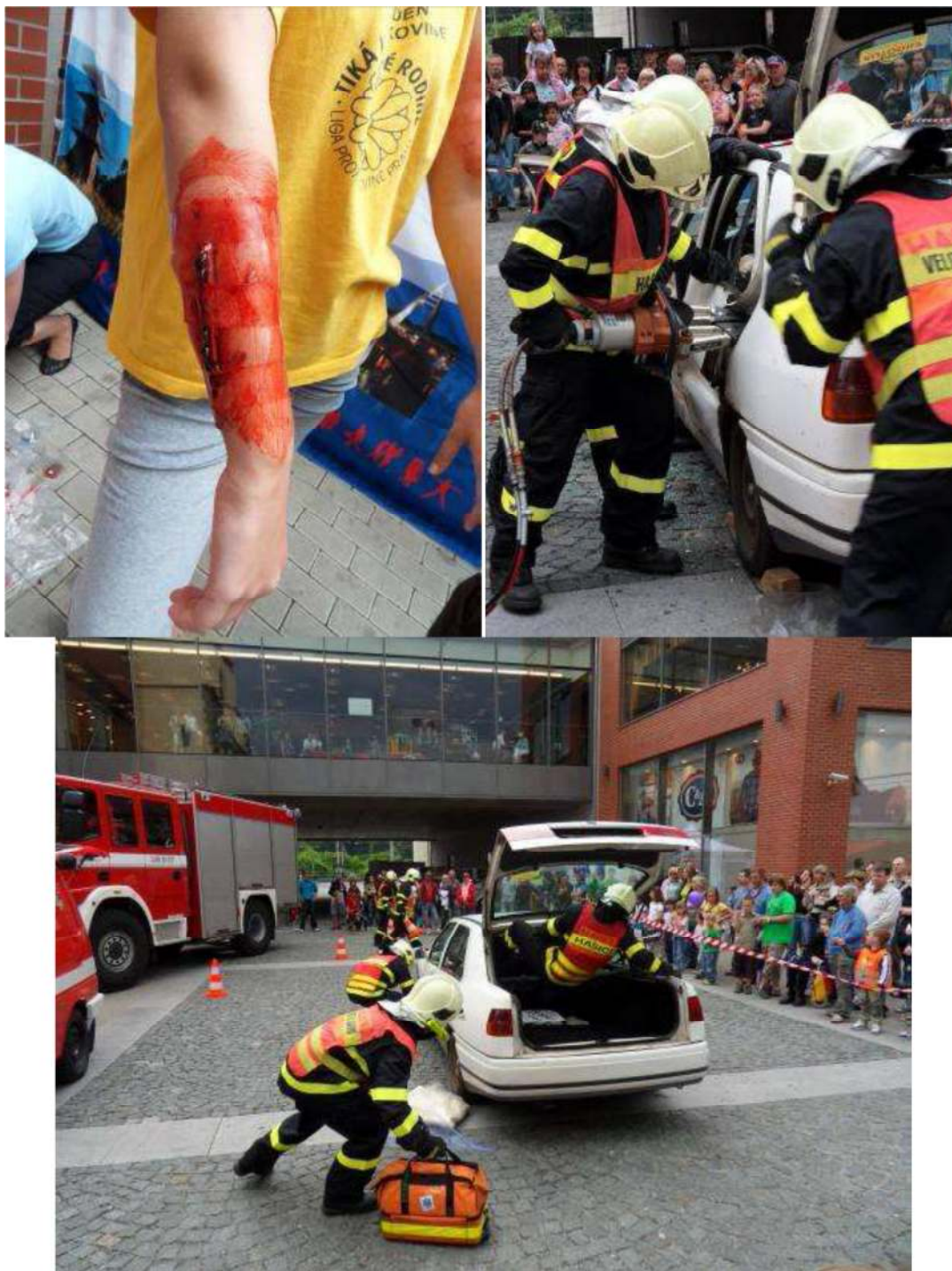


Figure 34 – Simulation of a turnover



The fire brigade provided information about their services on roads and simulated the evacuation of traffic accident victims from a wrecked vehicle by utilising a tanker truck, fast assistance car, VW Transporter and emergency vehicle Iveco Magirus.

Figure 35 - Rescue simulations





Police of the Czech Republic presented their special vehicles (highway control VW Passat, monitoring vehicle Škoda Yeti, motorcycle Yamaha FJR) and radars which monitor the vehicle speed of local drivers. The Police trained the public about the dangers of fast driving, especially in the city.

Figure 36 - Presentation of rescue and controlling vehicles



Figure 37 – The current and historical monitoring vehicle of the Municipal Police



Paramedics taught first-aid treatment and how to save lives in traffic accidents. They notified the public about the common injuries caused by traffic accidents in the city due to speeding.

Figure 38 - First aid training



A mobile traffic court equipped by CIVITAS for the Municipal Police was utilised for the public campaign. Children were encouraged to learn to recognise traffic signs and correct traffic behaviour. After successful participation in the mobile traffic court, children were awarded a “Cycling license” and given CIVITAS presents, such as reflective and protective accessories and cycling equipment.

Figure 39 - Mobile traffic court at the public event



Figure 40 - Taking tests on traffic behaviour



Figure 41 - Rewards for successful participants



The event was promoted via the Internet (the official city website), social networking (facebook.com), on billboards, posters and in local media. The event was supported by a cross country ski race across the city centre to promote non-motorised city transport in an entertaining and unusual way.

Figure 42 - Cross country ski race for prices



The results of the public campaign were processed as part of the study of speed reduction in Ústí nad Labem.

4.3 Support Actions

4.3.1 Website Application

Within the CIVITAS ARCHIMEDES public campaign for traffic speed reduction in Ústí nad Labem, a website was produced to inform about safety issues on roads in the city. The website is available at www.bezpecne-po-usti.cz or www.bezpecnepousti.cz.

Figure 43 - Home page of the web site dedicated to safety issues of roads in Ústí nad Labem



The website includes individual sections with advice and recommendations for safe behaviour of drivers, pedestrians and cyclists. It also contains an interactive map of dangerous locations in the city with safety warnings, which was developed specifically for this application. Technically, this is a standard web page based on a platform of the admin interface *CMS Made Simple*, and thus it is compatible with all common Internet browsers. The graphical environment was designed to be easy to use. Administration is possible via online access.

Information presented on the website was obtained primarily from the following CIVITAS ARCHIMEDES tasks conducted by the city of Ústí nad Labem: 11.5.3 - Safety Audit, 6.10 - Cycle Transport Improvements, 11.5.5 - Improvements to Public Spaces, 11.4.5 - Understanding Public Transport Users, 11.3.4 - Strategic Traffic Management and 11.5.4 - Traffic Speed Reduction.

Results were presented as simply as possible for the benefit of the wider public. The goal of the web site is to establish a useful preventive tool for increasing safety on roads, reducing the number of road collisions and decreasing their consequences and improving compliance with traffic rules in the city, primarily the speed limit.

Information is provided in the following structure:

Accident Rate

This chapter is devoted to statistical data on accidents in the city of Ústí nad Labem. It lists localities with a frequent occurrence of accidents and reports on the findings of the safety audit carried out on each location.

Figure 44 – Dangerous locations in the city

Domů

Nehodovost:

Místa smrtelných nehod

Nehodové lokality

Bezpečnostní závady

Komunikace s nejvyšší intenzitou dopravy

Bezpečně pěšky

Jak se chovat jako chodec

Bezpečně do školy

Zvyšování bezpečnosti chodců

Bezpečně na kole:

Povinná výbava

Legislativa k pov. výbavě

Legislativa k provozu

Světelná signalizace

Dostupnost zastávek

Bezpečnostní testy pro malé i velké

Fotogalerie

Interaktivní mapa

Užitečné odkazy

Nehodové lokality

V zadané lokalitě města Ústí nad Labem, byla vyhledána místa a úseky s kumulací dopravní nehodovosti, které byly následně podrobeny dopravně bezpečnostním inspekcím se záměrem identifikace bezpečnostních deficitů a doporučení sanačních opatření. Kumulace dopravních nehod, způsob vzniku nehod a následky byly určeny pomocí protokolů o dopravních nehodách a dle údajů z geografického informačního systému „Jednotná dopravní vektorová mapa“. Ze získaných dat o nehodách v silničním provozu v Ústí nad Labem bylo provedeno vyhodnocení pro rok 2009 a následně porovnání s minulým rokem 2008 (+/-). Za období od 1. 1. 2009 do 31. 12. 2009 bylo zaznamenáno celkem 1620 dopravních nehod, při kterých bylo **usmrceno 8 (-1) osob, 39 (0) osob těžce zraněno a 320 (-27) osob lehce zraněno.**

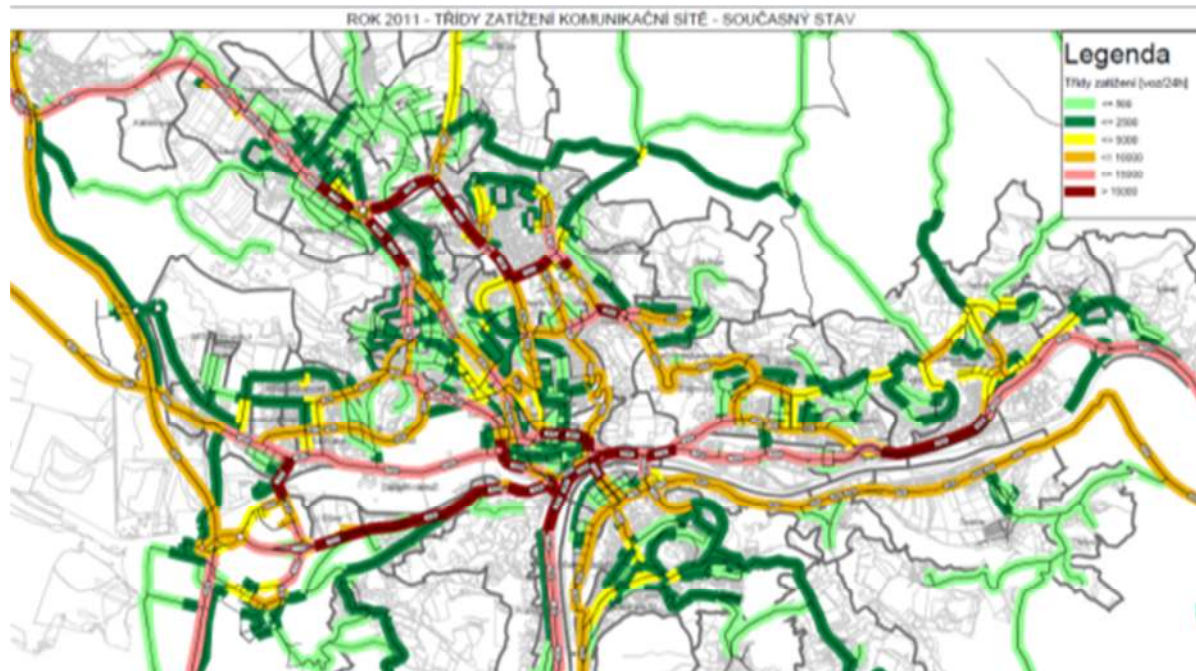


Na základě analýzy nehodovosti byly identifikovány a popsány nehodové lokality. Během bezpečnostních inspekcí byla tato místa podrobená dopravně bezpečnostnímu hodnocení, během kterého byly shledány hlavní bezpečnostní deficity. Jedná se zejména o:

Traffic Intensity

Traffic intensity is based on graphical outputs of the transport model of the city, which displays the traffic load of individual roads in Ústí nad Labem.

Figure 45 – Traffic intensities on individual roads in the city



Safety of Pedestrians

This section is focused on issues of pedestrians in city traffic and describes safe behaviour for pedestrians. The specifics of calm zones are defined for residential zones, pedestrian zones and TEMPO 30 zones.

Figure 46 – Safety information for pedestrians



Bezpečí chodců podporuje řada opatření, zpomalovací prvky pro vozidla i zřizování zklidňených zón:

Pěší zóna

Jedná se o zónu, která je určena chodcům, vjezdů vozidel je zabráněno mnohdy fyzicky. Vjezdět mohou pouze vybraná vozidla, kterých je velmi málo (ŽS, zásobování ve stanovenou dobu, většinou v noci apod.) a řidiči jsou povinni jet pomalu ohleduplně. Chodci se pohybují po celé ploše pěší zóny a jejich pohyb by neměl být vozidly narušován. Pěší zóna se většinou vyskytuje v historických center měst. Pěší zóna se označuje dopravní značkou IP 27a a její konec pak IP 27b.

Obytná zóna

Jedná se o plochy komunikací, které jsou určeny pro pohyb chodců, cyklistů i motoristů dohromady a předpokládá se vzájemná ohleduplnost. Řidiči musejí jezdit pomalu, maximální rychlostí 20km/hod, proto se v obytných zónách vyskytuje množství prvků zklidňujících dopravu (zvýšené prahy, šířky, zúžení apod.). Plochy pro chodce i pro vozidla jsou v jedné výškové rovině, odděleny barevně, druhem povrchu (většinou dlažbou s různou strukturou). Tyto zóny se nacházejí převážně v obytných oblastech. Obytná zóna je vyznačena dopravní značkou IP 26a a ukončení IP 26b.

Zóna *Tempo 30*

Se realizuje na stávajících komunikacích se zvýšenými chodníky. Žádoucí je vybudování zpomalovacích prvků, aby byli řidiči nuceni dodržet maximální povolenou rychlost. Chodci se pohybují po chodnících a přecházení komunikací pro vozidla se řídí běžnými pravidly provozu. Hlavní rozdíl oproti obytné zóně je ten, že „zónu tempo 30“ lze snadno a rychle zrealizovat na stávajících komunikacích především v obytné zástavbě bez hlavních dopravních tahů. Zóna *Tempo 30* se vyznačuje dopravní značkou IP 25a a její ukončení pak IP 25b.

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Safety of Cyclists

This website section is devoted to safe cycle transport, including legal requirements for safe cycling and principles for improving safety of cyclists in Ústí nad Labem.

Traffic Control

This part of the website informs about traffic management and utilisation of telematic systems in the city.

Traffic Training

Tests on traffic education are available for practising knowledge of traffic rules.

Photo Gallery

This section contains thematic photos from the city, including examples of the correct and incorrect implementation of safety features on local roads and pictures of localities where accident often occur.

City Public Transport

This website section informs about PT services as a safer means of transport compared to individual car transport.

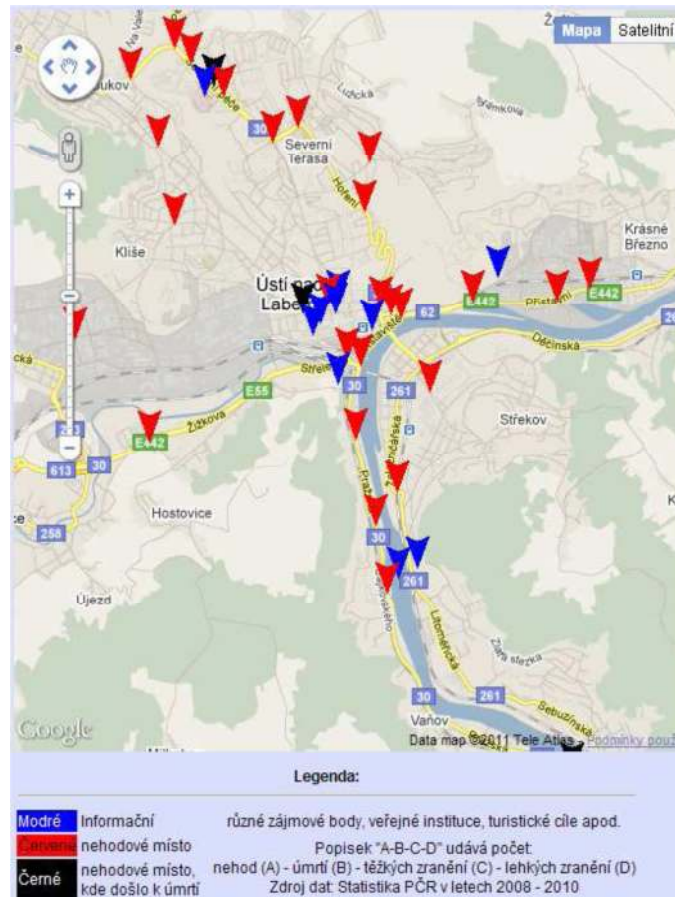
Figure 47 - Accessibility of PT stations within 300 metres in Ústí nad Labem



Interactive Map

Source data for the interactive map is based on the results of the CIVITAS ARCHIMEDES task 11.5.3. Safety Audit. The information is presented in a graphical way which is clear to the general public. The map shows locations with frequent traffic accidents and indicates the number of accidents, number of seriously injured people and number of deaths. It points out accident rates by differentiating colour shades: black shows deaths and red shows injuries. It also shows topography of the city and local public buildings to enable easy orientation of the map.

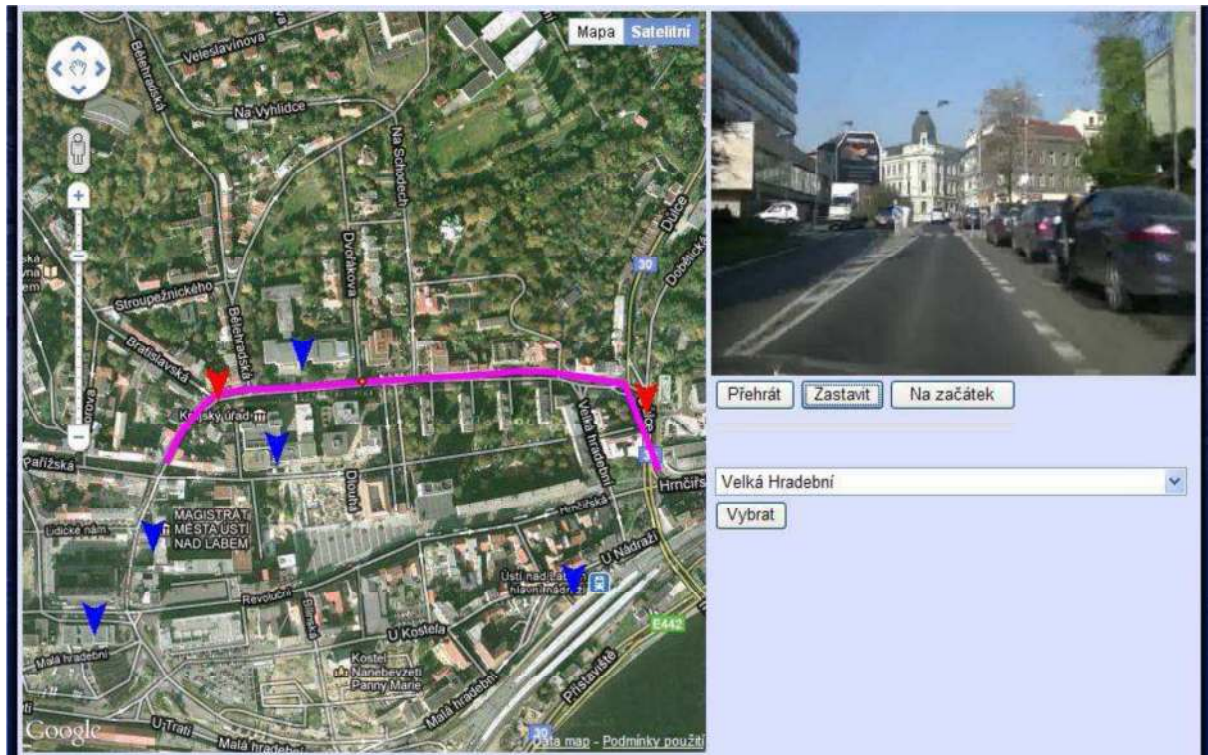
Figure 48 - Accidents in the city



The web site includes videos of all significant roads captured during the safety audit in the city. The current position in the video is marked on the map and the location is synchronised with GPS coordinates. There are plans to include descriptions of the dangerous spots directly within the video – this function has been technically prepared and its functionality is currently being tested.

The application is runs with a background of Google maps, which can be switched between street maps or satellite maps, both with possible smooth scaling and names of streets, etc.

Figure 49 - Videos from the safety inspections of major roads in the city



Important Links

The web page also includes links to other web sites concerning CIVITAS ARCHIMEDES in Ústí nad Labem, which are:

- www.usti-nad-labem.cz/CIVITAS: Section devoted to CIVITAS ARCHIMEDES on the official city web site;
- www.facebook.com/CIVITAS.ul: Facebook group established for CIVITAS ARCHIMEDES in Ústí nad Labem;
- <http://cyklomapa.usti.cdsww.cz>: Web portal for cyclists in the Ústí region implemented within the CIVITAS ARCHIMEDES task 6.10 Cycle transport improvements;
- <http://bezbari.usti.cdsww.cz>: Web portal showing access routes in the city for people with mobility restrictions implemented within the CIVITAS ARCHIMEDES task 5.12 Mobility Improvements.

4.3.2 Cycle Race

The fourth year of the Milada Lake Cycle Race was held on 29th May 2011. CIVITAS ARCHIMEDES joined the event to increase awareness of its activities in Ústí nad Labem. The CIVITAS stand included promotional materials and leaflets about safe transport in the city. Discussions about improving conditions for cyclists in the city and issues of safe transport and TEMPO 30 zones were initiated with race participants as well as visitors of the event. Winners of the race in individual categories were also awarded CIVITAS ARCHIMEDES promotional gifts.

Figure 50 - Start of the race



Figure 51 – Winners in the children’s category with CIVITAS presents



4.3.3 Promotion

CIVITAS ARCHIMEDES in Ústí nad Labem established a project page on Facebook available at www.facebook.com/Civitas.u in the effort to disseminate its ideas to young residents via the popular social network. Furthermore, the public campaign was promoted on the official city website (www.usti-nad-labem.cz), in local radio (Český Rozhlas Sever) and Internet TV (www.tv-usti.cz), in local press (Městské Noviny Ústí nad Labem), on billboards and posters and by invitations distributed into mail boxes.

Figure 52 - CIVITAS on Facebook



The image shows a screenshot of the Facebook profile for CIVITAS ARCHIMEDES Ústí nad Labem. The page header includes the Facebook logo and login fields for email and password. Below the header, there is a navigation menu with options like 'Zařít', 'Informace', 'Foto', 'Diskuze', 'Učlovat', and 'Pol'. The main content area displays several posts from the organization, including announcements about a traffic safety campaign, a conference registration, and a local event. Each post includes a date, a 'To se mi líbí' button, and a 'Přidat komentář' button. The profile picture and cover photo both feature the CIVITAS logo and the text 'ÚSTÍ NAD LABEM'.

4.4 Future Plans

The Traffic Speed Reduction publicity campaign is planned as a long term activity which is continuously implemented mainly via the new web portal and as a short term activity realised primarily as a three day awareness raising campaign. Data on the web site will be regularly updated and supplemented to be useful and user-friendly for drivers, as well as cyclists and pedestrians. The interactive map will be further enhanced with new features. Similarly, promotional activities in local media and on the internet will be utilised for discussions on issues of safe transport within the speed limit. Activities based on the experiences of the Traffic Speed Reduction publicity campaign will be implemented as part of the CIVITAS ARCHIMEDES task 4.15 Drive Safely Campaign, which will be launched during Mobility Week in September 2011. This will include public discussions, presentations, workshops, brochures, visits at local schools, retirement centres and other methods of communication.

4.5 Conclusion

Currently, it is relatively difficult to organise campaigns with significant impacts on the target group. The problem is that the local population is overwhelmed by the supply of information and it is more difficult to reach them with the desired message. For the campaign launched with the big public event, long-term tools were utilised to communicate the importance of safe driving within the speed limit and to increase awareness about safe city transport. The aim is to continue in the efforts and to increase the effect of the campaign.

5 Annex – Sample Tests

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Testík z dopravní výchovy

Jméno upříjmoví	Škola	Besedné body	Klasifikace

Stupnice klasifikace -
 20 = výborný železák
 26 - 28 = dobrý železák
 21 - 25 = železák, radši si dopravní výchovu ještě trochu zopráš
 < 20 = železák, ty jsi vůbec neposlouchal, kraděj se dopravní výchovu pořádně naučit

1. Spoj čarou obrázek ke správnému telefonnímu číslu: (4 bodů)

150 155 156 158

2. Kolikrát se rozhlédneš při přecházení této silnice? (1 bod)

1x
 2x
 3x

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3. Naznač vlnovkou, po které straně silnice půjdeš směrem k autu: (1 bod)

4. Která dopravní značka ti prikazuje dát přednost v jízdě? (1 bod)

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5. Přifaď ke každé barvě správnou odpověď: (3 bodů)

červený puntík ●

oranžový puntík ●

zelený puntík ●

vybavení pro jízdu za snížené viditelnosti

doporučené vybavení

povinná výbava

6. Když přijedeš na kole k přechodu, po kterém přecházejí chodci, tak uděleš: (1 bod)

zastavím a nechám chodce přejít
 jedu dál a chodci se mi vyhnou
 sesednu z kola a jdu pěšky

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7. Když chceš přejít silnici a vidíš přechod A) pro chodce: (1 bod)

přejdu po přechodu
 přejdu kde chci

8. Představ si, že přecházíš po přechodu a rozsvítí se červená jako na obrázku. Co uděláš? (1 bod)

zastavím se
 vrátím se zpátky
 přejdu rychlou chůzí na druhou stranu


9. Když chceš přejít silnici a uvidíš podchod nebo nadchod, použiješ ho? (1 bod)

ano
 ne


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10. Můžeš přejít silnici po přechodu kdykoliv? (1 bod)
 ano
 ne, musím se rozhlédnout a počkat, až mi dají auta přednost

11. Pokud jedeš autem v autoseďadce, musíš být připoutaný? (1 bod)
 ne
 ano




12. Při nastupování do autobusu/trolejbusu: (1 bod)
 nechám nejřív vystoupit cestující
 snažím se dostat dovnitř co nejřív



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13. Přilbu a chrániče musíš nosit přič (1 bod)
 chůzi do školy
 jízdě na kole, koloběžce a bruslích
 když si hraješ na hřišti






14. Po silnici jedu na kole: (1 bod)
 co neblíže pravému okraji vozovky
 uprostřed jízdního pruhu na silnici
 po chodníku

15. Jak dám najevo, že chci na kole odbočit? (1 bod)
 nijak
 zakřičím
 zazvoním zvonkem
 ukážu nataženou paži

16. Kdo smí na stezku pro cyklisty? (1 bod)
 auta
 chodci
 pouze cyklisti
 všichni

17. Vybarvi správné dopravní značky a napiš, co znamenají: (za každou správnou odpověď 1 bod)

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18. Co to znamená, když před železničním přejezdem blikají červená světla? (1 bod)
 nesmím vstoupit na přejezd, protože se blíží vlak
 musím se rozhlédnout a rychle přeběhnout přejezd




19. Proč je dobré nosit reflexní oblečení, které odráží světlo? (1 bod)
 protože mě auto uvidí na větší vzdálenost a vyhne se mi
 aby mě kamarádi lépe poznali
 je hezké a sluší mi



20. Když budeš chtít rodičům zamávat z vlaku: (1 bod)
 můžeš se vyklonit z okna a mávat, dokud je uvidíš
 nesmíš se vyklánět, protože je to nebezpečné

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21. Co řekne cyklista na obrázku? (1 bod)



„Nezastavuj, jedeme, protože jsme dva“
 „Stůj, ten nákladák má přednost, jede zprava!“
 „Rychle projed' křižovatku, stihneme to před nákladákem!“

22. Jaké znáš povinné vybavení kola: (za každou správnou odpověď 1 bod max. 4 body)

23. Pokud budeš ke zraněnému volat sanitku, jaké informace uveďeš do telefonu? (za každou správnou odpověď 1 bod)

