



CIVITAS
Cleaner and better transport in cities
ARCHIMEDES

CASE STUDY



ROAD SAFETY MEASURES IN USTI NAD LABEM

SAFETY AND SECURITY



USTI NAD LABEM

Usti nad Labem is committed to improving road safety in the city. To achieve this goal, the city performed a road safety audit of the most critical locations, such as frequented roads and intersections, local schools and locations with many traffic accidents. Safety deficits were revealed and specific, suitable road safety improvements for individual localities were developed. The municipality launched campaigns to raise awareness about safety issues and the causes and consequences of traffic accidents. Traffic education of children in the city was enhanced and a website dedicated to safety issues was put into operation.

Municipal context

Usti nad Labem is an important industrial, business and cultural centre in the north-west of the Czech Republic. The city's population is around 94,000 in an area of 94 km². The city is home to the Jan Evangelista Purkyně University with eight faculties and a large student population. It was the former base for a large range of heavy industries, which deeply damaged the natural environment. Its care and improvement is now the major focus of the City's efforts.

Usti nad Labem is known as the "Gateway to Bohemia" thanks to its beautiful location in the deep valley of the Elbe River, (an important

international waterway) and is surrounded by the Bohemian Massif. The city is situated about 20 km from the German border. It has an advantageous position at a railway junction and in the near future, it will be fully connected to the D8 motorway, running from Prague to Dresden.

Usti nad Labem joined CIVITAS ARCHIMEDES in 2008 as a learning city with the main objective of developing an efficient transport system. Based on the results of numerous research studies, several public campaigns and the experiences of the leading cities of the project, the city developed its Sustainable Urban Transport Plan, which sets the direction for transport development in future decades.

MUNICIPAL PROFILE

LOCATION

Usti nad Labem, Czech Republic

POPULATION

94,300

LAND AREA

94 km²

CIVITAS BUDGET

EUR 1,600,000



USTI NAD LABEM IN CIVITAS

Usti nad Labem (Czech Republic) participated in CIVITAS ARCHIMEDES, an innovative collaboration between the cities of Aalborg (Denmark), Brighton and Hove (United Kingdom), Donostia-San Sebastian (Spain), Iasi (Romania), Monza (Italy) and Usti nad Labem (Czech Republic). ARCHIMEDES stands for “Achieving Real CHange with Innovative transport MEasures Demonstrating Energy Savings”

CIVITAS ARCHIMEDES

The ARCHIMEDES cities implemented a strong and coherent package of 83 activities to make transport more energy efficient, safer and more convenient. An increased share of clean engine technology and fuels has significantly contributed to achieving this goal. With a strong focus on education and trainings for students, citizens and practitioners, ARCHIMEDES cities greatly benefited from sharing their experiences and learning from each other. The project ran from 2008-2012.

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Introduction

With the growing level of motorisation, intensive traffic in the city causes more risks to vulnerable road users and increasing traffic accidents. Usti nad Labem is committed to improving its living environment, reducing the number of fatalities and injuries caused by traffic and consequently decreasing the number of road accidents. The city aims in the long term to increase the safety level on local roads, encourage walking and cycling and improve the urban space.

CIVITAS represented an opportunity to address the city’s priority of improving safety in the city and protecting its inhabitants.

Taking a closer look

A road safety audit was performed in the city to assess the existing state of traffic infrastructure in Usti nad Labem and to identify any visually detectable safety deficits. These findings served as input for proposing recovery solutions. Priority for their implementation was given according to the statistics of accidents, location, costs, speed, seriousness of safety deficits and importance of each road.

Based on the findings, major shortcomings were assessed and mitigating countermeasures were developed in order to reduce fatal and severe road accidents, primarily on busy roads and in sensitive city areas (such as near schools).

In addition, the measure involved a feasibility study of traffic calming restrictions in the city. Traffic calming measures and actions were identified, including traffic signs, construction requirements and related legislation. Forty-two localities suitable for implementation were identified and traffic calming measures were analysed. The developed solutions were

included in the SUTP of Usti nad Labem for future implementation.

The measure’s implementation involved the realisation of public campaigns aimed at promoting speed reduction and safe driving. Public events were organised in the city centre to increase awareness about road safety issues. Educational leaflets were produced in an entertaining graphical format. The leaflets were designed separately for individual road user groups – pedestrians, drivers, cyclists and PT users. They described basic traffic safety rules for each target group through pictures and



Workshop for students about road safety issues at the University of Jan Evangelista Purkyně



rhyming slogans to be attractive and simple to remember.

Several workshops were organised, focusing on the safe traffic behaviour of young/potential drivers on the one hand, and elderly people on the other. The workshops included presentations, discussions on road safety issues and competitions with prizes for young students. The workshops were organised at the local university, high schools, retirement homes and the Senior Club of Usti nad Labem.

A new website dedicated to road safety in the city was launched and is available at www.bezpecnepousti.cz. The website includes individual sections with advice and recommendations for the safe behaviour of drivers, pedestrians and cyclists. It also contains an interactive map of dangerous locations in the city with safety warnings and videos.

To support its activities, the CIVITAS team participated in an international conference on safe transport in Prague, and promoted campaign events through local media, including newspapers, radios, local TV and a Facebook page. All campaign activities were supported by the distribution of safety gadgets and attractive educational materials, and promoted via various media.

The traffic court operated by the municipal police was made available for school and pre-school children in Usti nad Labem to learn basic traffic rules. Within CIVITAS ARCHIMEDES, this traffic court received new equipment to make learning easier and more entertaining. The improvements also facilitated a more attractive way of learning about safe traffic behaviour. In

addition to permanent training premises, Usti nad Labem acquired a mobile traffic court, which enables traffic education to take place in peripheral areas. Thanks to the mobile court, preventive training is undertaken by all primary school children in the city.

Results

The traffic calming solutions proposed within the measure present significant potential for improving safety levels in the city road network, decreasing traffic accidents and their consequences, and thus reducing injuries and fatalities. Within the safety inspections, approximately 53.5 km of roads in both driving directions was analysed for safety improvements and 229 safety deficits were identified.

In terms of potential hazards, two localities were assessed to be of severe traffic safety risk (1st degree) and 10 localities of high traffic safety risk (2nd degree). In total, 37 locations were revealed to present significant safety issues. Adequate solutions for improving safety in these critical areas with frequent road accidents were developed. Particular attention was given to



Traffic court, premises of the municipal Police in Usti nad Labem

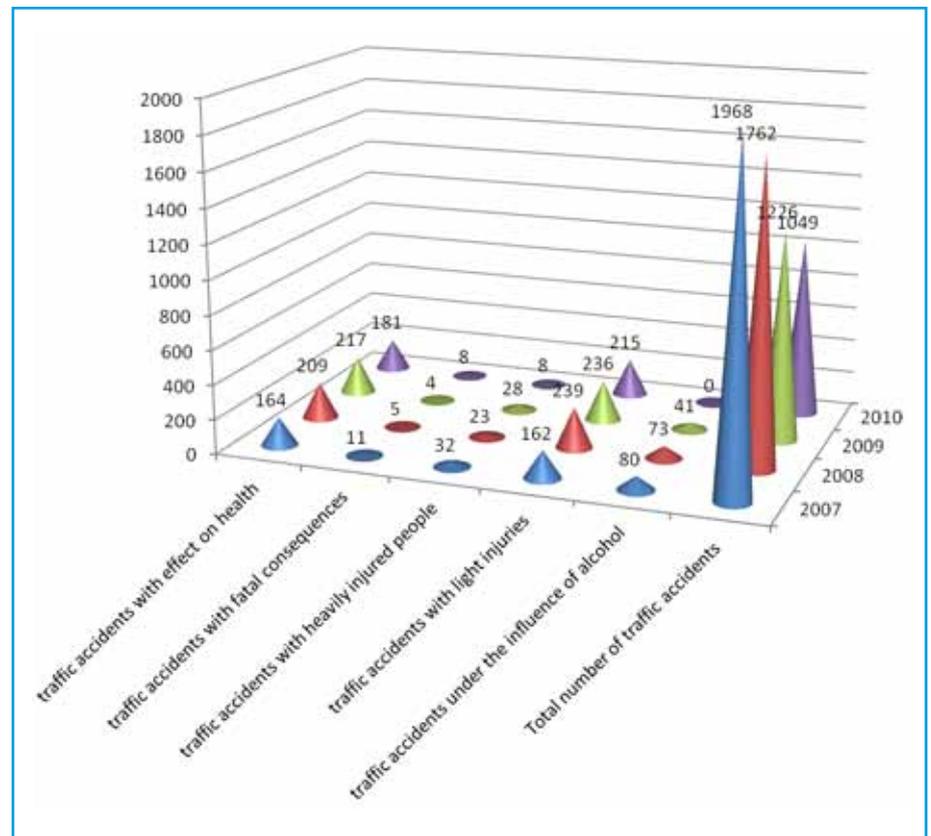
schools, with the objective of improving safety for children: 22 school and pre-school facilities were included in the project and assessed.

Recommendations were included in the action plan for future implementation within the SUTP of Usti nad Labem.

Campaign activities raised awareness about road safety issues and about the causes and

BACKGROUND INFORMATION

At the national level, the number of traffic accidents registered by the police is decreasing due to a change in legislation: accidents are reported only under specific circumstances of high material damage or damage caused to a third party. However, the level of traffic accidents between 2007 and 2010 remains more or less at the same level, as shown in the chart of the consequences of traffic accidents.



Development of consequences of traffic accidents in Usti nad Labem between 2007 and 2010



consequences of traffic accidents and helped to improve behaviour of road users. Adherence to traffic rules in the city increased by almost 5 percent.

Traffic training of children became a regular part of education of all primary school children in the city and is available to all potential users. During the year 2012, traffic education in road safety involved 5,840 children from 36 school facilities.

A website dedicated to road safety in the city was launched, providing an interactive map with safety warnings and other useful information about local road safety issues. During the campaign promoting road safety, the website was visited more than 500 times in one month.

Lessons learned

The traffic calming solutions proposed offer a wide range of possible improvements, from low-cost to high investment measures, which differ in their impacts and effectiveness.

An action plan identifying individual steps required for road safety improvements was developed and submitted to city authorities as a useful guide for increasing road safety.

Within the measure, a large number of safety deficits was revealed as a result of safety inspections. Such inspections should be periodically repeated to monitor the safety of roads in the city and the efficiency of applied measures.

Campaign activities raised awareness about road safety issues and about the causes and consequences of traffic accidents and helped to improve behaviour of road users. Similar low-cost activities, such as workshops, public events dedicated to road safety, and production of educational brochures should be repeated.

Educating children on traffic issues also proved to be very effective. Traffic training for children in the city and in peripheral areas was a useful tool for promoting safer behaviour.

Upscaling and transferability

Solutions developed to increase road safety in the city were targeted at the entire city territory. However, only the most critical locations in the city were assessed within the measure's

evaluation. Other areas, where traffic accidents occur, are suitable for up-scaling.

Safety inspections should be gradually performed in the entire road network of the city and should be periodically repeated. Consequently, based on the defined methodology, safety improvements should be applied in accordance with results of these inspections.

Within the measure, safety improvements for schools in the city were designed. The solutions are suitable for up-scaling to other public areas, especially those with high numbers of children and other vulnerable road users.

Public events and training activities encouraging safe driving and safe behaviour of road users. Increasing awareness about road safety issues and the causes and consequences of traffic accidents can be easily replicated by other cities with low budget requirements.

Budget and finances

Road safety improvements vary from low-cost solutions (such as campaign activities) to financially-demanding solutions (such as modifications of road infrastructure as part of traffic calming measures).

The budget used for road safety improvements in Usti nad Labem was around EUR 234,000.



Traffic education of children

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References or sources

All sources are available from the CIVITAS website: www.civitas.eu
Deliverable T14.1 Bus priority measures in Iasi
Deliverable T22.1 Access control to historic centre in Iasi
Evaluation results for measures 14 and 22



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