

HRANICE FUA PILOT ACTION

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1. Hranice region FUA

1.1. Description of FUA

Our FUA name is Hranice region with the surface of 325 km² and 34 492 inhabitants. FUA is situated in the easternmost part of Olomouc Region, in the area which is called Moravian Gate. The altitude of the territory ranges from 250 meters above sea level in Hranice at 502 meters above sea level in Potštátsko. It is very important traffic junction. There is one of the busiest highways in the Czech Republic going through the FUA and also international trains stop in Hranice railway station. The municipality of Hranice is in the middle of the FUA and it is administrative city for other 30 municipalities in this area. River Becva flows through the town.

1.2. Basic Mobility Situation

The main goal regarding mobility in our FUA is to set up mutual communication between stakeholders and not only from the public sector. The municipality of Hranice is the key player and owner of the development documents from different fields. Hranice has already set up the new system of public transport in the town - only electric buses are in the town. For the intercity transport are still use the “normal” buses. Several cycling paths were built up between municipalities for safer travelling (non-motorized transport). As it is mentioned above the busiest highway goes through the area and also the railway network is quite good. But anyhow the most common mean of transport is the car and the public transport is on the second place. People learn to use the public transport for their ways to work.

1.2.1. Modal split and target values

	Base year (2019)	2025
The share of pedestrians	35 %	36 %
The share of bikes	6 %	8 %
The share of public transport	16 %	17 %
The share of cars	43 %	39%

Table 1: Modal split for Hranice region FUA



2. Pilot action

2.1. Description of pilot action

Our PA is about incentive application for cycling, feasibility study of cycling path /lanes network in the town, plus information campaign about mobility and commuting.

Application: Hranice joins every year the competition called To work on bike. It is competition organized by non-profit organization from Prague and cities, towns can join it. The main goal of this competition is that people do not use cars or buses to go to work but whatever different: biky, scooter, board or they can walk. The competition is in May and people count how many kms they ride or walk and how often. What is not „user friendly“ , that each track they have to enter manually into the computer (special server). So it is about trust. We made the application where the users can find map with tips for safe journey on bike and then they can share their experiences with choosen route/was. We can have data gathered centrally and also data about the most using routes/ways.

The feasibility study focuses on cycling lanes network in the town. We have almost no cycling lanes trough the towncenter. The study is describing also the possibility for P+R - combination of different means of transport (multimodal transport).

Last part of our PA was the information campaign about mobility that lasted several months. It supported also the “production” of our SUMP. The internet page www.mobilita-hranice.cz was created and next to Hranice web pages we informed here about all actions which took place in connection with the preparation of the SUMP and the Smart Commuting project.

Due to the increasing number of vehicles in the city center and the fact that public transport is already free, the municipality wants to focus more on cycling in the city. Municipality of Hranice wants to create conditions for the development of a quality transport system based on the use of the technical and economic characteristics of the individual means of transport, to create conditions for reducing emissions, noise and other harmful substances in full compliance with European legislation with a view to minimizing impacts on public health and the environment. They also want to reduce the number of hazardous locations and accidents, increase road safety and reduce the number of traffic accidents. All above mentioned should bring the improvement the internal interconnection and organization of transport in the city, save time, reduce travel time and mainly traffic flow.

2.2. Implementation of pilot action

Activity	P4 Dec 2018 - May 2019	P5 June 2019 - Nov 2019	P6 Dec 2019 - May 2020
preperation of public procurement	x		
announcement of public procurement	x		
contract with supplier - information campaign	x		
- start of the information		x	



campaign			
contract with supplier of Feasibility study			
- information campaign running		x	
start of preparation of feasibility study			
contract with supplier of application for cyclists		x	
The application for cyclist - test phase			x

Table 2: Activities implemented

2.3. The results and effects of the pilot action

The Feasibility study is now prepared for Hranice municipality to act and start to prepare the actions lead to better situation for the cyclists in the town centre. As this study is the development document it is single result of our PA but with no immediate effect on the mobility in our FUA.

The information campaign has also no measurable results but we see this as the most effective part of our PA. A lot of informations were passed to the public and other stakeholders were involved in the process of our SUMP preparation and aware of our Smart Commuting project. The people are now more aware about what sustainability of the mobility means, why and how our city officials will deal with it.

The application for cyclist were published on our web pages but tested very limited due to continuous bad situation wrt coronavirus epidemic. The meaning of this application is to help the cyclist to drive safely in our FUA, to find maybe new routes/ways.

2.4. Sustainability and transferability of pilot action

The feasibility study sustainable same as the application for cyclist. Even the application needs some updates during the time. It could be also transferable that we can use it for larger area, not only our FUA or we can share it with neighbouring regions/FUAs.

The sustainability of the information campaign is in the web page www.mobilita-hranice.cz, which is now maintain by Municipality of Hranice.

2.5. Lessons learnt

We have learnt that communication and giving the information is very important part and that the changes of the commuter's habits will not come within one or two years. It is long time process.

2.6. The facts

Location of pilot action	Hranice
The cost for implementing pilot action	24.006 €
Partner contribution	3.601 €



EU co-financing	20.405 €
The result	N.1 feasibility study N. 2 information campaign N. 3 application for cyclist
Duration of pilot action (temporary or permanent)	Permanent
Contact for further information	www.mobilita-hranice.cz www.mesto-hranice.cz www.regionhranicko.cz

Table 3: Facts about Hranice's pilot action

3. Conclusions

We attach the greatest importance to the information campaign, one part of our pilot action activities. The question of sustainable mobility was raised up in our town for the first time and the public was not aware of the importance to prepare our SUMP. The “normal” residents see just the clearly visible problems with the transport - traffic jams, no parking places, no bicycle lanes, public transport timetable... and so on. But to solve each of these problems, we have to think in context and be prepared. The explanation and communication that SUMP we must have in Hranice was the key and maybe more important than the SUMP itself. The information campaign was very successful even the final period was a big effected by current situation with pandemic. Never the less we see it as very positive with effected results.

4. Photos

PHOTO 1



Figure 1: information campaign in the schools

PHOTO 2



Figure 2: information campaign – meeting with mayors about SUMP preparation

PHOTO 3



Figure 3: posters – information campaign for public