WP5 – Pilot actions

Project-level summary report

The individual pilot reports are available separately as part of A 5.1.

Title of the pilot action	City of origin	Country of origin	Specific walkability issues present
Walking orientation	Varna	Bulgaria	awareness raising
Measurement and analysis of human flow in certain areas			mobility studies
Teaching kids about road safety			awareness raising, traffic safety
Movement – This is health			awareness raising
Organizing a walking event under the CityWalk project			
Designing informative signs for pedestrians	Nyíregyháza	Hungary	signage, awareness raising
Community-based planning of the pedestrian-friendly transformation of Dózsa György Street			street design, participative planning, awareness raising
Technical Study for the Development of Conditions for Pedestrians in the City of Stříbro	Stříbro	Czech Republic	mobility studies, participative planning
Park&Ride underground parking lot	Oradea	Romania	parking, transport mode mix, public transport
Transforming the Aurel Lazar Street into a pedestrian zone			land use, street design
Signalization in Oradea			signage
Why is WALKING so important?	Žilina	Slovakia	awareness raising
Fairy tale route with interactive map	Kamnik	Slovenia	
Map of parking facilities within a walkable distance			parking, transport mode mix
Interactive motivational workshop			awareness raising
Design and signpost a highlighted walking route	Ptuj		signage
Design of routes and signs	Valjevo	Serbia	
Construction and installation of pedestrian, bicycle and tourist signs			
Organization of workshops and events			awareness raising, traffic safety, cycling

Installation of a pedestrian counting machine	Weiz	Austria	mobility studies, awareness raising
Implementation of a pedestrian guidance system			signage
'Grey area' parking places	Varaždin	Croatia	parking, cycling
In-Pavement LED Crosswalk Lighting Markers in Vrazova Street			traffic safety
Design and signpost walking route – Walk City			signage

Varna (Bulgaria)

1. **Walking orientation: get to know Varna better with the CityWalk project**
   tags: awareness raising
   Children and their parents (approx. 110 participants) had the opportunity to understand street traffic and cope with the dangers – they interacted with other people by walking together and learned to respond to the behaviour of others. These are all skills and competences that help people live in a city and participate in urban life.

2. **Measurement and analysis of human flow in certain areas – pedestrians and cyclists**
   tags: mobility studies
   A camera was installed in important intersections to measure car-flow, human-flow and the number of cyclists. This way, the city could analyse the modal split in certain zones which can be a base for further developments. One of the important findings was that pedestrians prefer to go around a particular small area because they think it is not safe – the city made a plan to improve it and make it more attractive and pleasant.

3. **Teaching kids about road safety**
   tags: awareness raising, traffic safety
   The goal was to organize lectures on safety for the youngest road users (three events within two weeks). Street signs, pedestrian walkways and traffic lights were discussed. The children were provided with reflective vests, met many cyclists and

observed the right clothing to ensure their safety. A short open-ended quiz was also conducted.


4. **Movement – This is health**

   tags: awareness raising

   The pilot action contained two parts: the first focused on sports activities (golf lessons), whereas the second on a walking and cycling tour in the city centre. All participants had to collect six stickers from six different checkpoints – after they finished, there was an event in the Sea Garden where two bicycles and 500 other gifts were distributed among the participants (approx. 2,500 people).


5. **Organizing a walking event under the CityWalk project with an open air pedestrian workshop on road safety**

   tags: awareness raising

   A car-free day was initiated in Varna, accompanied by this pilot action. The citizens had the opportunity to fill in two different questionnaires in order to evaluate the current walking infrastructure and share their vision on what needs to be done in order to be improved (more than 200 questionnaires were filled in in less than 6 hours). The participants were given T-shirts with the CityWalk logo and refreshments.

Nyíregyháza (Hungary)

1. **Designing informative signs for pedestrians**

   tags: signage, awareness raising

   Empirical research in recent years points out that when people try to estimate physical distances in time, they often come up with false results. To correct this misconception, Nyíregyháza prepared a concept paper for clear, plain signs that remind people that they are not too far from the places they go to almost every day – these signs emphasize the length of the walk in minutes instead of distance, and also highlight the environmental and health benefits of walking and cycling.

2. **Community-based planning of the pedestrian-friendly transformation of Dózsa György Street**

   tags: street design, participative planning, awareness raising

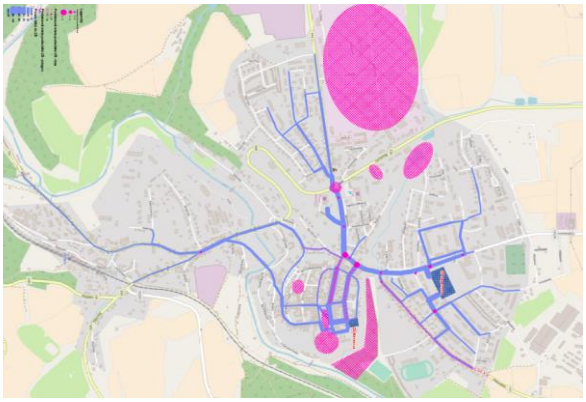
   The city organized a community event (a 'picnic') by closing off a part of the street from motorized traffic to elaborate a uniform concept for the whole Dózsa György Street with the help of the citizens. The event raised awareness about walkability through highlighting the importance of a healthy lifestyle, meanwhile gathering the participants' opinion regarding possible modifications.

Stříbro (Czech Republic)

1. **Technical Study for the Development of Conditions for Pedestrians in the City of Stříbro**

   tags: mobility studies, participative planning

   The pilot action addresses the safety and motivation of schoolchildren and was realized in 20 classes of 2 elementary schools. The team carried out lessons and obtained more than 400 filled-in questionnaires – the outputs were maps with cumulative risk spots and common routes. These were then used to prepare a technical feasibility study for evaluating and improving two selected risk spots: neither of them have satisfactory conditions for a K+R system. The neighbourhood in front of both elementary schools will also be optimized according to the requirements of safe walking.



Oradea (Romania)

1. **Park&Ride underground parking lot as an instrument for last-mile sustainable intermodal transport**

   tags: parking, transport mode mix, public transport

   The city developed technical documentation for an underground parking lot in the most crowded area in Oradea. In the proximity, there are bus stations, a tram station, public institutions and a lot of public events. People who use it will benefit from free of charge public transport on that day, based on the parking ticket. The parking lot will also be equipped with a station for charging the batteries of electric cars.

2. **Transforming the Aurel Lazar Street into a pedestrian zone**

   tags: land use, street design

   This pilot action consists of developing a technical design for transforming the Aurel Lazar Street into a pedestrian area, including the following measures:

   - interventions for the utilities networks (they are old and degraded);
   - pavement and terrain interventions on a total surface of 3,550 m^2;
   - 56 eliminated parking places;
   - 432 m^2 of new green areas;
   - two bike lanes; and
   - restricted car access for local residents.

3. **Signalization in Oradea**

   tags: signage

   The goal was to promote pedestrian routes to tourist attractions and therefore encourage walking. This was achieved through the design of information signposts on buildings, guiding and Info Point panels and archway signs at the major city entrances.

Žilina (Slovakia)

1. **Why is WALKING so important?**

   tags: awareness raising

   The city organized interactive walkshops where they walked along the most frequently used routes in the city. They also obtained feedback from the participants through questionnaires. For students, there was a competition involving the Walk'n'Smile app and solving a test.


Kamnik (Slovenia)

1. **Fairy tale route with interactive map**

   tags: awareness raising

   First, the city explored its cultural heritage, examined the area and selected suitable local fables and fairy tales. They recorded these in audio format and entered them into an interactive map. The ultimate goal is to encourage locals to walk through the route, listen to the fairy tales with their children and learn about the local cultural heritage. The route was tested by children from a kindergarten and a primary school.

2. **Map of parking facilities within a walkable distance**

   tags: parking, transport mode mix

   Most citizens try to park in the city centre because they want to be close to the institutions they want to visit. However, parking areas are too small in the city centre, so they should be directed to other possibilities. The city examined the area, made a list of parking spaces and created a map. The map also reveals what is the walking distance between the different parking areas and important facilities in the city. The aim is to show the citizens that they can leave their car at these places and walk to their destinations.

3. **Interactive motivational workshop (on the topic of walkability)**

   tags: awareness raising

   The city came up with the idea of an advocacy group – they have appointed a responsible person who will coordinate it in the future. With this workshop, they started the process of actively involving the local population, educating them about the difficulties related to walking, accessibility and cycling.

Ptuj (Slovenia)

1. **Design and signpost a highlighted walking route – walkcity speak**
   tags: signage
   Urban equipment plays a key role in improving the state of open spaces, therefore, the city has started to prepare a Catalogue of Urban Equipment in the old city centre of Ptuj. In line with this, they designed and produced new and modern info-touristic boards and signposts which should help all visitors of the city to easily orient themselves.

Valjevo (Serbia)

1. **Design of routes and signs**

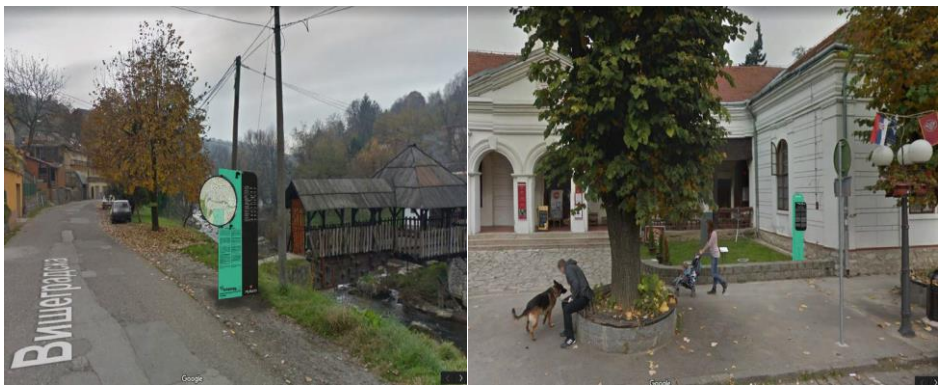
   tags: signage

   The pilot action focused on the most important thematic pathways for walking in the city of Valjevo, as well as on the main city locations, to indicate the traffic time between them for pedestrians and bikers. The implementation of the signs was included in the next pilot project (Construction and installation of pedestrian, bicycle and tourist signs).

2. **Construction and installation of pedestrian, bicycle and tourist signs**

   tags: signage

   This pilot action consisted of the construction and installation of 35 pedestrian, bicycle and tourist signs at several locations in the city of Valjevo (at major city points, key routes, directions and intersections), addressing the lack of adequate signalization and providing important and useful information for citizens and tourists alike. All sings are bilingual – Serbian and English.



3. **Organization of workshops and events**

tags: awareness raising, traffic safety, cycling

The city held the following events (this is a non-exhaustive list):

- lectures/workshops for primary school students about safe cycling;
- promotional lectures/workshops about cycling and its advantages in relation to other modes of transport for secondary school students;
- lectures/workshops for the older population about traffic safety;
- an educational theater performance in the field of safety for pre-schoolers;
- workshops for the promotion of active modes of transport, health and healthy lifestyle;
- promotional campaigns (Through the City by Bicycle; Through the City on Foot); and
- a CityWalk promotional event (Get Moving).

Weiz (Austria)

1. **Installation of a pedestrian counting machine**

   tags: mobility studies, awareness raising

   The city of Weiz decided to promote walking more in the city centre by visualising how many citizens walk already in the indicated area every day. This was accomplished by installing a pedestrian counting machine at one of the most frequented spots in the inner city – the location was determined by analysing the pedestrian flow. Besides making the daily and annual number of pedestrians and cyclists visible, background statistical evaluations and traffic flow analyses are also possible based on the data.

2. **Implementation of a pedestrian guidance system**

   tags: signage

   The city also complemented the pedestrian counting machine with a guiding system: an informative sign indicating important facilities within a 5- and 10-minute walking radius and additional panels with the walking distance in minutes. Paths only available for walking and cycling are specially marked on the map. The design is self-explanatory – no additional explanation is needed to understand it.

Varaždin (Croatia)

1. **'Grey area' parking places**

   tags: parking, cycling

   There were several problems identified in the city before the pilot action: some pedestrian areas in the city centre are occupied by motor vehicles, while the bicycle storage facilities are old and unsafe, with a lack of a wide network connecting them. Three important locations were chosen as suitable places for intervention: bicycle parking slots were installed at the place of former car parking places. Due to the pilot action, the infrastructure of bicycle storage in the city has been improved.


2. **In-Pavement LED Crosswalk Lighting Markers in Vrazova Street**

   tags: traffic safety

   According to the 'Analysis of the current urban mobility situation in city of Varaždin', Vrazova Street is a 'black spot' for pedestrians and cyclists, therefore, one of the pilot interventions took place within this area to improve the conditions regarding them and to reduce motor vehicle transport (especially heavy vehicles). To achieve this, LED markers were placed on four crosswalks, involving the local law enforcement to gather their opinion about the safety of the area. As a result of this action, motor vehicle traffic decelerated, and the number of pedestrians/cyclists increased.

3. **Design and signpost walking route – Walk City**

tags: signage

This pilot action addressed the better signalization of the city centre's pedestrian area (the tourist, historical and cultural attractions). When determining the target points, locations that are attractive and accessible to visitors during the whole year were identified. As part of the Walk City route, an emphasis were placed on the special features of Varaždin. The signposts are set in such a way that they only minimally 'enter' the space and do not represent a visual obstacle in relation to the cultural monuments themselves. The outcomes were 55 information signposts on info pillars, 7 info pillars and 2 info point panels.

Evaluation

(on a 1-6 scale, where 1 is the worst and 6 is the best result)

Based on the self-grading template prepared by the WP leader and filled in by the partners, we can agree that **the pilot actions were successful in the partner cities** – all of them come **recommended to other interested parties** due to their – mostly – **low-budget implementation and quick-yielding effects**. Although small actions can generally have only small-reaching consequences, combining some of these pilot actions can be the **integrated solution** to several currently prevalent problems in urban mobility *(to group together the pilot actions based on their priority areas, see the table at the beginning of this report)*.

Criteria	Definition	Score
Clear and relevant need	The pilot action addresses a clearly identified need, a barrier that hinders walkability.	5.74
Relevant solution	The pilot action offers a relevant solution – addresses the need(s) identified.	5.57
Strategic relevance	The pilot action is in line with the walkability strategy developed for the city.	5.83
Cost effectiveness	The pilot action offers a cost-effective solution to the needs identified.	5.65
Adaptability in other cities	The solution offered by the pilot action can be easily and quickly adapted in other cities.	5.83
Quality of project planning	The pilot action was implemented along a well-thought-through plan.	5.70
Quality of project delivery	The project was delivered to a high professional quality.	5.70
Total score		**5.72**