



## Annex 1 – Action plan template

### Part I – General information

Project: DEvelopment of sustainable MObility management in European Cities

Partner organisation: Gmina Milanówek

Other partner organisations involved (if relevant):n/a

Country: Poland

NUTS2 region: Mazowieckie

Contact person: Aleksandra Żuraw

email address: [aleksandra.zuraw@milanowek.pl](mailto:aleksandra.zuraw@milanowek.pl)

phone number: +48 22 758 30 61

### Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: Transport development Strategy for area of  
Warsaw's suburban Garden Tri-city

## Part III – Details of the actions envisaged

### **ACTION 1 Construction of a bicycle road along Królewska Street**

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

Leipzig implemented within its borders, a Car-less city centre concept in the city centre. The effects of this concept are increased quality of the time spent by tourists and residents in the city centre, which is achieved the one hand by restrictions on cars, but on the other hand by facilitating cycling and walking. An important issue emphasized by the authors of the changes was the need to ensure appropriate quality of cycling infrastructure. This Action Plan places great emphasis on the issues of proper implementation of cycling infrastructure investments and their ongoing maintenance once they have been made available for traffic.

Similar assumptions guided the project of the Innovative cycle path in Ljutomer, although its main objective was to ensure high quality ergonomics of the infrastructure. Therefore, at the stage of designing this project, guidelines were used which emphasized the role of cyclists and pedestrians in road traffic priority for the comfort of their traveling.

The construction of the cycle path in Ljutomer and the solutions seen during the study visit in Leipzig became a direct impulse to plan the construction of the cycle path in Milanówek and then confirmed the legitimacy of this action and its positive social impact. Milanówek together with the neighbouring communes submitted an application for co-financing, which was granted. Thanks to this, the construction of a bicycle path in Milanówek will be co-financed by the European Union.

2. **Action** (please list and describe the actions to be implemented)

The construction of a bicycle road in the Milanówek's busiest street is a great opportunity to promote cycling as a form of transport. So far, cycling from Grodzisk Mazowiecki to Podkowa Leśna could have been partially performed using bike infrastructure, but in large part the cyclist was forced to avoid a busy road or take the risk of travelling on the main road.

The cycling route on Królewska Street within the voivodeship road 719 will enable safe and comfortable cycling between three municipalities: Milanówek, Grodzisk Mazowiecki and Podkowa Leśna. Each of these places accumulates in its area important trade, service and recreation points visited by the inhabitants of the neighbouring communes.

The new section of the road for bicycles will be a continuation of the existing route leading from Grodzisk Mazowiecki to Grudowska Street in Milanówek. It will connect the existing bicycle path with the planned bicycle path through the neighbouring commune - Podkowa Leśna. At the moment when the whole route is put into service, considerable media interest is expected, including regional media. An opportunity to intensify the results of the assumed increase in cycling traffic is to make it available in spring and summer, when the most favourable conditions for cycling are available.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Department of Technical Service of the City – investment implementation, monitoring

Local and regional media – investment promotion

Social Communication Team – investment promotion

4. **Timeframe:** 2020

5. **Costs** (if relevant): About 300 000 euro

6. **Funding sources** (if relevant):

European Regional Development Fund (Regional Operational Programme of the Mazowieckie Voivodeship for 2014-2020), state budget, own funds of Milanówek

## **ACTION 2 Eco-mobilisation of local community members**

### **1. The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The City Cycling campaign is organised in Leipzig once a year and lasts for 21 days, during which participants try to use their bicycles as often as possible: e.g. when riding to work or in their free time. Its main goal is to reduce carbon dioxide emissions. As part of the campaign, the city authorities use marketing and promotional tools that on the one hand enable them to reach out to citizens in a straightforward way, and on the other hand make it easier for them to engage in sustainable mobility initiatives. The success of the campaign is ensured by a well-designed and well thought-out campaign and event strategy.

In Milanówek's conditions it was possible to adapt some of the ideas to social activities: Eco-mobilisation, Cycling promotion campaign and development of the Safety Town offer. The detailed scope of these activities is diametrically different, but in each of them it is planned to create a synergy of organized events with competitive factors, similarly to Leipzig.

Traffic Snake Game, on the other hand, uses elements of gameplay - its application in Slovenia by the end of 2016 resulted in the majority of trips to and from school during its operation being ecological and sustainable (75%), 15 p.p. higher than before the start of the whole campaign. The game involved 121 schools from 41 cities, involving 21 778 students. This snake game helps to break the motoring vicious circle by motivating schools, children and parents to walk to school, cycle, use public transport or drive in a larger group.

Stimulating healthy competition between different groups was adapted in Action 2, extending the scope to all residents and modifying the bonus-motivators. Eco-mobilization of residents is an activity inspired also by the Bicycle May campaign, already carried out in Milanówek only with the involvement of schools.

### **2. Action** (please list and describe the actions to be implemented)

The objective of the action is to promote cycling as a means of transport and to promote ecological attitudes. The action is based on the deeply rooted identity of Milanówek connected with the garden town. The motivator to use the bicycle is encouraging with new plantings of greenery, setting up new bicycle racks and prizes mobilizing residents to take part in the action.

The action is to use an existing mobile application, which allows tracking the number of kilometres driven by users. It is assumed that schools or groups of inhabitants of particular parts of the city, etc., in which competition will take place, will participate in the action - groups of inhabitants or children in schools, who will ride the largest number of kilometres on bicycles, will be awarded. Depending on the availability of land, these will include planting trees, shrubs or flowers, as well as bicycle racks. Small prizes will also be provided for individual users. If possible, they will be invited to become ambassadors in the Cycling Promotional Campaign.

### **3. Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Social Communication Team – Investment promotion, Preparation of detailed action regulations, Technical adaptation of the software for the purposes of the action, Testing - pilot implementation, Distribution of information and applications, Purchase and award of individual prizes
- Department of Environmental Protection and Green Management - Implementation of works in accordance with the results of the competition
- Milanówek Cultural Centre - Announcement and conduct of the competition, Purchase and award of individual prizes
- Parents' councils in schools - Preparation of detailed action regulations, Technical adaptation of the software for the purposes of the action, Distribution of information and applications, Announcement and conduct of the competition, Purchase and award of individual prizes
- Department of Technical Service of the City - Implementation of works in accordance with the results of the competition

4. **Timeframe:** 2020-2021
5. **Costs** (if relevant): about 2500 euro
6. **Funding sources** (if relevant): Own funds of Milanówek

### **ACTION 3 Cycling transfer parking**

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The aim of the Portofino Park&Bike project was to encourage residents and tourists to leave their cars and visit the eastern part of the Ligurian Riviera, the project partner municipalities and the coastline in a sustainable manner. To achieve this, an electric bicycle sharing system based on solar charging stations was built. This guarantees sustainable mobility with virtually no environmental impact. As recommended by the authors of the idea, the system is simpler to implement in small towns than in large ones, due to shorter distances and higher safety level on roads with low traffic.

The Action Plan uses the idea of ensuring environmentally friendly forms of transport, the principles of an economy of sharing and a functional approach. Within the framework of Action III, it is planned to create a bicycle parking lot, which together with the Cycling Promotion Campaign directly refers to the good practice described above. Moreover, the location of a roofed bicycle shelter in the close vicinity of the railway station will allow convenient access to it by bike, its safe leaving and further traveling by public transport (railway, public transport).

2. **Action** (please list and describe the actions to be implemented)

With the construction of the Park and Ride in Milanówek along Warszawska Street in the vicinity of the railway station, there is an opportunity to improve bicycle traffic, especially in those types that are used to access other forms of transport.

An investment in a city bike sharing station not included in the Action Plan (complementary to this action) will increase the options available to reach the railway station and city transport stops. This model will be particularly attractive for occasional travellers: tourists, interested parties and customers. The city bike sharing station is planned for the second of the planned transfer parking lots in Milanówek, therefore its implementation may take place after 2021.

The park&ride will also be equipped with bicycle parking facilities, including a safe and comfortable roofed bicycle shed. Currently, cars are parked along the street, between trees, often sticking out of the lane, which threatens road safety. The whole investment will increase the comfort of travelling for passengers of public and individual transport.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Department of Technical Service of the City - Selection of the contractor
- External contractor - Conduct of works
- Social Communication Team – investment promotion

4. **Timeframe:** 2020-2021
5. **Costs** (if relevant): About 280000 euro (including bicycle parking about 4600 euro)
6. **Funding sources** (if relevant):  
European Regional Development Fund (Regional Operational Programme of the Mazowieckie Voivodeship for 2014-2020), state budget, own funds of Milanówek

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**Date:** 16.12.2019

Zastępca  
Burmistrza Miasta Milanówka

**Signature:** \_\_\_\_\_

*Ryszard Raban*

**Gmina Milanówek**

05-822 Milanówek  
ul. Kościuszki 45,

REGON: 013269150, NIP: 5291799245

**Stamp of the organisation (if available):** \_\_\_\_\_