

Mobility Management plan of The MUNICIPALITY OF GLAMOČ



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1. Introduction

This study was produced with the cooperation of RELOD – AEDA – BIC OF ATTICA and the Belgrade Municipality. RELOD team was formed by Mrs N. Lukić, Mr. V. Srecković, Mr. Y. Sofianopoulos and Mr. N. Vakirtzidis, whereas Mr. S. Solak participated on behalf of Glamoč Municipality.

Willing to face the challenges of post-war development and economical growth the Municipality of Glamoc wants to take part in the SEE MMS – South East European Mobility Management Scheme project.

One of the outputs of the SEE MMS project is the present Glamoc Mobility Management Plan 2011 - 2016, that was developed as a comprehensive and directive document describing how to implement Mobility Management measures in Glamoc in the next five years. It sets out the planned measures and responsibilities for implementation, how measures are to be implemented and a realistic implementation time schedule.

The Mobility Management Plan is considered as a dynamic process where a package of measures and campaigns are identified and planned on an on-going basis. The key principles of the Glamoc strategy include:

- the promotion of alternative modes of transport to the private car
- the need to increase security to cyclist in Glamoc
- the need to provide information about sustainable mobility and thus offer support to change travel behaviour

The Glamoc Mobility Management Plan consists of a package of activities to encourage and support more sustainable travel patterns and includes measures to promote and improve the attractiveness of cycling and walking as alternatives to drive-alone trips.

The fields of Implementation concern the areas of Biking & Walking and Information & Advice and building of awareness.

In particular the following activities are foreseen:

- A Survey on bikers/pedestrians needs with the primary purpose to quantify current behaviour and needs in e.g. cycle parking and service facilities for cyclists and extension of bicycle lanes network.
- The creation of bike lanes network in Glamoc and its surrounding to encourage the public to leave their car and to use bicycles for short to medium distances and thus to travel in a safe and sustainable way.
- Awareness campaigns for biking and walking which are currently not very well accepted or recognised as daily means of transport, aiming to encourage people to get more active through walking and cycling.

The planned activities in Glamoc will influence peoples' awareness, attitudes and travel behaviour - and encourage cycling and walking.

The combination of “hard policies” like e.g. the building of new bicycle lanes and “soft” awareness campaigns will maximise the benefits of the investments and the citizens as well as visitors will benefit from improved accessibility, cost savings, more choice, flexibility and time, reduced stress and less pollution, thus enjoy a higher quality of life in Glamoc.

2. MM Plan

WP 4 Act. 4.4

Mobility Management Plan for the City of Glamoc

Prepared for: Municipality of Glamoc

Date: 02 June 2011

Participants in MM - Working Group:

Chapter 1: Introduction

The municipality of Glamoc is planned to be a sole carrier of activities related to increase of non-automobile mobility in the area. Its departments for Cadastre/Property Issues and Social Affairs will be most directly involved in the development and implementation of the project.

1.1 The Mobility Management Plan for the City of Glamoc

Glamoc urban development has stalled since the end of Bosnia and Herzegovina civil war. Even then the city and its immediate surrounding were ill designed to accept volume of vehicular traffic, despite pronounced natural benefit of having enough space to develop. The municipal development plan tries to address this putting emphasis on bicycle and pedestrian mode of transport.

1.1.1 Why sustainable transport and MM plans?

Glamoc city and its neighbouring area lay in a flat plain that makes it easily accessible by bicycle and on foot. Lack of organised public transport increases level of usage of personal vehicle, which in part could be replaced with bicycle or pedestrian transport.

1.1.2 Local/Regional issues

Glamoc is geographically relatively isolated and the nearest neighbouring town is some 34 km away. However, Glamoc economical and agricultural area are all in radius of 15 km.

1.1.3 Benefits for the community

Decreased usage of motor vehicle and

1.1.4 The planning process.

Describe the process, working group, stakeholders involved, timeframe, etc.

Chapter 2: Feasibility / Existing Conditions

Glamoc has researched the current mobility and transport situation and trends, the transport policies and strategies, the financial framework conditions and the roles and responsibilities of the stakeholders involved.

In particular the current transport policies and strategies are formulated and delivered through:

- the Federation of Bosnia and Herzegovina Ministry of Transport, and
- the Canton 10 Government

The financial framework conditions provide the means of funding for Mobility Management measures and are therefore a crucial element in the planning process.

At national level it is nearly impossible to secure funding for local roads and pedestrian travel despite signed SAA agreement with the EU. The entity and cantonal funds only major and regional roads, respectively, and those funds cannot be used for other purposes.

Only at the municipal level the funding can be freely allocated for this purpose, e.g. the project can be made through only by means from the local authority budgets. The municipal authorities implement Mobility Management within their jurisdictions. The implementation by a local authority can be done through co-operation with other Authorities or developing agencies.

Chapter 3: Overall Goals

The Glamoc Mobility Management Plan serves as a guide for reducing vehicle miles travelled and the associated emissions, while also improving the conditions for the usage of bicycle and walking as sustainable modes of transport in every day's mobility in order to achieve a high quality of life and improved mobility for Glamoc

citizens and city visitors. The key principles of the Mobility Management plan include:

- The need to minimize traffic impact in the municipality of Glamoc
- The promotion of alternative modes of transport to the private car
- The need to provide information on affordable and sustainable mobility for inhabitants and visitors

To address the increasing mobility problems, and reduce the consequent negative impacts on the environment, the Glamoc Mobility Management Plan includes the implementation of a combination of measures and activities in:

- Infrastructure
- Information & Education
- Awareness & Marketing

The municipality of Glamoc will ensure safe mobility for pedestrians and cyclists through an building of bike lanes and pedestrian sidewalks.

A survey on bikers and pedestrians needs and demands will help to improve the bicycle/pedestrian infrastructure, several campaigns, competitions and events are foreseen and will raise awareness among the inhabitants and visitors of Glamoc as well as encourage them to change their mobility behaviour and make use of the new offers.

The Municipality aims to improve the mobility conditions for the residents and visitors of Glamoc and to achieve a measurable change in the shift towards more sustainable mobility within the next five years.

Chapter 4: Implementations / Activities

In order to improve access, reduce carbon emissions, safeguard health and reduce the dependency on the private car a number of viable alternatives to motorized transport must be provided. An increased bicycle use has many advantages, both for the individual and the environment and is crucial to improve the liveability of Glamoc.

In a first step the Municipality will implement a survey on Bikers / pedestrian needs and demands that will help to improve the bicycle infrastructure in a long-term perspective. Glamoc will also build almost from scratch the network of bicycle lanes and pedestrian roads and sidewalks. Number of awareness campaigns in schools, kindergartens, public services, private enterprises (e.g. events in pedestrian streets, organisation of events with bicycle race etc.) are planned to promote and support the investments in infrastructure.

Cycling policy is a permanent task and the Municipality of Glamoc will continuously improve in order to achieve a measurable shift from private car use towards more sustainable modes of transport and thus to reduce pollution and other traffic related problems within the Municipality of Glamoc.

4.2 Building awareness

Mobility starts off in the head. Everyday people have the chance to change their habits and to take a new decision on how to be mobile. But usually people do not question their habits and routines and this is where awareness building campaigns take place. The planned campaigns for Glamoc will influence peoples' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public transport. Together with "hard policies" like e.g. the building of new bicycle lanes, the awareness campaigns will maximise the benefits of the investments.

4.3 List of activities

Field of Implementation	Action/Activity
1	Survey on bikers/pedestrians needs
2	Construction of the network of bicycle lanes in Glamoc
3	Construction of the network of pedestrian roads and sidewalks in Glamoc
4	Awareness/ Marketing campaigns for biking/walking

4.4. Activities in Detail

4.4.1 Survey on bikers/pedestrians needs

A reliable baseline survey of habits, attitudes and needs will focus on pedestrian and cycling environment in the municipality of Glamoc. The primary purpose of the survey is to quantify current behaviour and needs in e.g. cycle parking and service facilities for cyclists and extension of bicycle lanes network.

Questions will also cover:

- demographic questions (gender, age, etc.)
- current modal choice, trip details, travel times, etc.
- reasons for the behaviour / habits
- openness to consider alternatives and factors that influence possible change

and will provide detailed knowledge about:

- basic travel behaviour
- reasons for current travel behaviour and factors that influence the choice of modes
- influence of infrastructure on travel behaviour
- and barriers to change and potential interventions

The survey results are the basis for further development of specific measures in the Municipality of Glamoc in a long-term perspective. They are essential to identify target groups that are receptive to change their travel behaviour and indicate how these audiences could be approached.

The survey will also raise awareness by informing people about options available and will stimulate to think and talk about habits and alternatives. It will be introduced through a poster and leaflet campaign two weeks before starting the survey. After collection of data and analysis, the results should be available in a summary data report 10 weeks after start.

Through future repeat surveys changes can be identified and are an important tool to prove the effect of the measures implemented.

Timeline:

The development of the questionnaire and the creation of promotional material will start in January 2012 and after consultation on content will be published and distributed with a clear return-by date in March 2012. After analysis the results should be available to publicise by the end of May 2012.

Responsibility and Budget:

The Municipality of Glamoc is in charge of planning, implementation, data analysis and promotion of the results and will provide an appropriate budget.

4.4.2 Extension of the network of bicycle lanes

Cycling in Glamoc is recognized as very important in achieving a balanced transportation system and promoting an active and healthy lifestyle. Numerous studies have shown that bicycle lanes improve safety and promote proper riding behaviour: Bicycle lanes define road space, decrease the stress level of bicyclists and signal motorists that cyclists have a right to the road. Well-designed facilities ensure proper behaviour and decrease the likelihood of crashes.

Nevertheless, there are no bicycle lanes in Glamoc so far. The new construction will encourage the public to leave their car and to use bicycles for short to medium distances and thus to travel in a safe and sustainable way in and around Glamoc.

Timeline:

The implementation started in 2012 and will be finished in 2014.

Budget:

Municipal own funds, Loan and eventual higher level of state organisation funds.

Responsibility

The Municipal administration is in charge of the construction and the Municipal Council for the approval of implementation. Furthermore the municipal administration has to approve the streets as pedestrian area if that is found necessary. The Municipality of Glamoc is responsible for the Implementation.

4.4.3 Extension of the network of bicycle lanes

Walking & hiking in Glamoc is recognized as very important supplement to vehicular transport and leisure activity and part of healthy lifestyle. Numerous studies have shown that sidewalks improve safety and promote proper pedestrian traffic behaviour: Well-designed facilities ensure proper behaviour and decrease the likelihood of crashes.

So far there is a 0.7 km of sidewalk, all located in the city centre. The extension of the sidewalk network in Glamoc will encourage the public to leave their car and to use their own foot for short distances and thus to travel in a safe and sustainable way in Glamoc. Furthermore, sidewalks and pedestrian roads that connect centre of Glamoc and its several recreational sites at the outskirts of the city will offer even more opportunities for citizens to walk.

Timeline:

The implementation started in 2013 and will be finished in 2015.

Budget:

Municipal own funds, Loan and State funds.

Responsibility

The Municipal administration and the Municipal Council are responsible for the approval of implementation. Furthermore the municipal administration has to approve the streets as pedestrian area. The Municipality of Glamoc is responsible for the Implementation.

4.4.4

Besides infrastructural measures it is of utmost importance to build awareness for biking and walking which are currently not very well accepted or recognised as daily means of transport.

An event calendar will be developed, offering at least one event per month (organisation of regularly events like bicycle races, bicycle flee-markets, bikers breakfast, etc.) aiming to encourage people to get active through walking and cycling and to enjoy a way of keeping fit and healthy while also contribute to environmental improvement through small lifestyle changes. The foreseen events will take place in public services, schools and private enterprises but also in pedestrian streets and main squares and will aim:

- to provide the public with positive and motivational messages about the health and environmental benefits that can be obtained from becoming physically active
- to raise awareness of the health benefits of regular moderate physical activity
- to encourage a positive attitude towards physical activity and increase levels of participation in walking and cycling, among the target audience.

All activities will be supported by printed material like e.g a booklet entitled “10 good reasons for walking and cycling in Glamoc” and will be produced together with separate leaflets, posters and promotional items such as T - Shirts, certificates, badges, stickers, etc. following a Corporate Design developed for the campaign.

Articles and advertisement in newspapers and magazines will support the public relation activities. Close cooperation with e.g. health insurance, bicycle lobby groups, medical services and private enterprise is intended.

Timeline:

The event calendar will be developed between March and May 2012. A tender for the creation of the brand “Glamoc goes mobile” and the proper Corporate Design has to be finalised by late June 2012.

Budget:

The costs will be covered from the municipality’s budget for promotional events and campaigns.

Responsibility:

The Municipality will work in cooperation with NGO sector present on the territory of the municipality in order to ensure smooth and targeted implementation.

4.3. Detailed action plan (Overview)

Please make use of the following table to provide an overview on your action plan e.g.:

Goal, Gap or Opportunity	Action	Target Group	Sub-actions	Support / Cooperation	Time line	Budget	Responsibility	Outputs / results
Quantify current behaviour and modal split as a basis for future development	Survey on bikers/pedestrian s needs	<ul style="list-style-type: none"> Citizens of Glamoc 	<ul style="list-style-type: none"> Design of questionnaire Design of leaflet / poster campaign Distribution to public and data collection Analysis Final report 	<ul style="list-style-type: none"> Urban planning department Lobby Groups 	May 2012	<ul style="list-style-type: none"> Municipality of Glamoc 	<ul style="list-style-type: none"> Municipality of Glamoc 	<ul style="list-style-type: none"> Basis for tailor-made activities Basis for future development Improved conditions for sustainable mobility

Encourage the public to leave their car and to use bicycles for short to medium distances	Extension of the network of bicycle lanes	<ul style="list-style-type: none"> • Citizens of Glamoc • Tourism 	<ul style="list-style-type: none"> • Finalise construction • Media / press work 	<ul style="list-style-type: none"> • Public Private Partnership 	On-going until 2012	<ul style="list-style-type: none"> • Municipal funds • Loan, State funds • Sponsoring 	<ul style="list-style-type: none"> • Municipality of Glamoc • Cantonal/FBi H administration 	<ul style="list-style-type: none"> • Improved safety for bicyclists and pedestrians • Increase in number of bicyclists/pedestrian • Decrease in single car use
Encourage the public to leave their car and to use walking for short distances	Extension of the network of sidewalks and pedestrian roads	<ul style="list-style-type: none"> • Citizens of Glamoc • Tourism 	<ul style="list-style-type: none"> • Finalise construction • Media / press work 	<ul style="list-style-type: none"> • Public Private Partnership 	On-going until 2012	<ul style="list-style-type: none"> • Municipal funds • Loan, State funds • Sponsoring 	<ul style="list-style-type: none"> • Municipality of Glamoc • Cantonal/FBi H administration 	<ul style="list-style-type: none"> • Improved safety for bicyclists and pedestrians • Increase in number of bicyclists/pedestrian • Decrease in single car use
Building awareness for biking and walking as daily means of transport	Awareness/ Marketing campaign for biking/walking	<ul style="list-style-type: none"> • Citizens • Public service • Schools 	<ul style="list-style-type: none"> • Development of event calendar • Public tender • Production of 	<ul style="list-style-type: none"> • Health insurances • Lobby groups • Medical 	Sept. 2012	<ul style="list-style-type: none"> • Municipalities budget for promotional events and campaigns 	<ul style="list-style-type: none"> • Municipality of Glamoc 	<ul style="list-style-type: none"> • Increased awareness • Encouragement and motivation • Improved positive

		<ul style="list-style-type: none"> Private enterprises 	<p>promotional material</p> <ul style="list-style-type: none"> Media / press work 	<p>services</p> <ul style="list-style-type: none"> Private enterprise 	 <ul style="list-style-type: none"> Public Relations department 		<p>attitude towards sustainable transport</p> <ul style="list-style-type: none"> Positive image Glamoc
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Chapter 5: Conclusion

Considering that Glamoc is a small city with a high potential for economical and cultural development and recognising the growing sensitivity of its citizens to environment, health and social cohesion, the Municipality of Glamoc is facing the challenge and takes the opportunity to improve the sustainability, accessibility and quality of life in Glamoc.

The Mobility Management Plan provides the guidance for the upcoming 5 years to improve infrastructure but also to implement education, information and awareness-raising campaigns to change values and attitudes towards sustainable, urban mobility.

Glamoc promotes healthy way of living and the rational use of private cars and motivates to use public transport and to try walking and cycling. The local transport infrastructure will be improved step by step as well as proper interconnections will be established where possible and necessary.

Municipality of Glamoc

2nd June 2011
