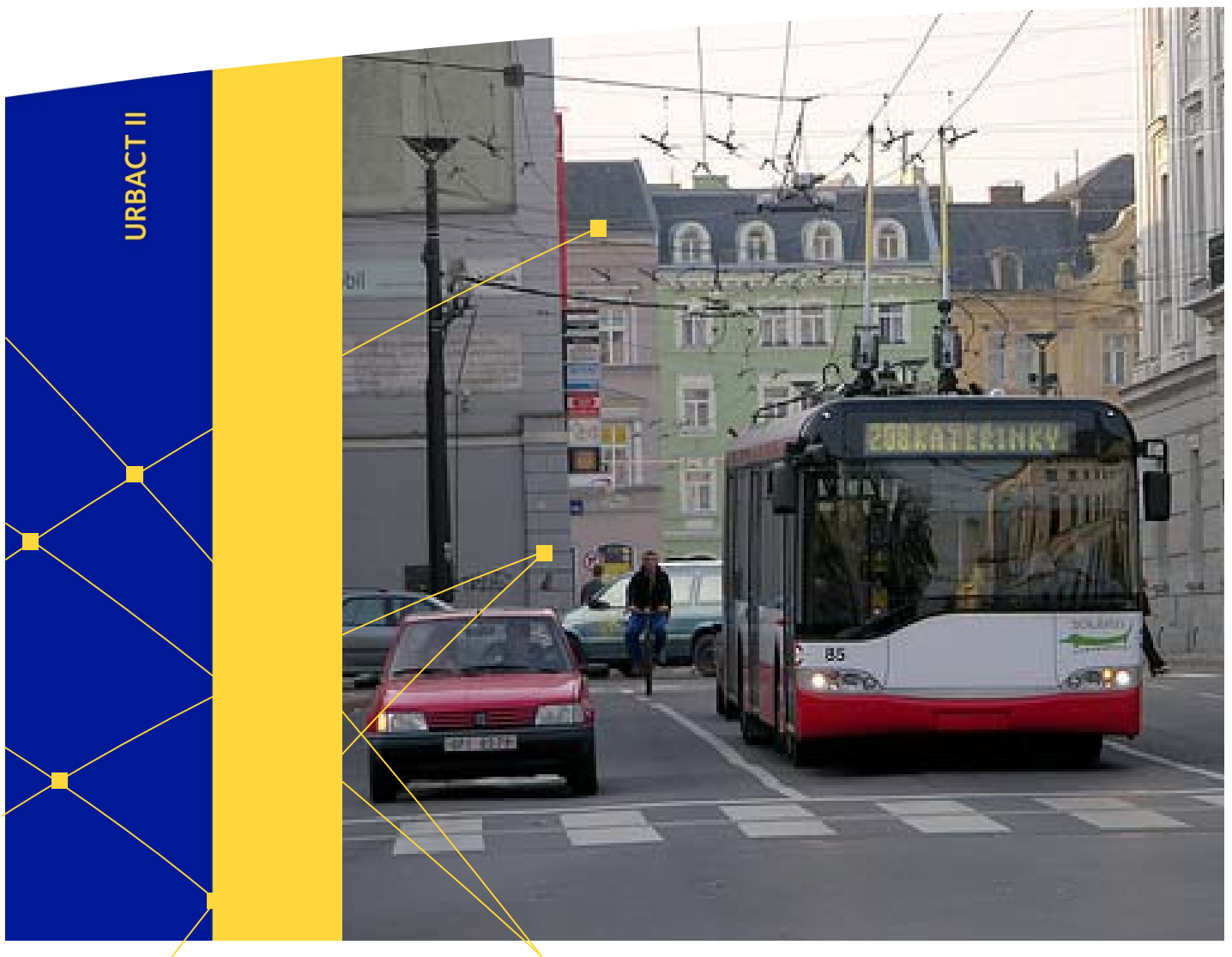




REPAIR Good Practice Example: Opava, Public transport marketing



Around 35,000 cars are used in the Centre of Opava everyday and about 53% stay within the city.

The E11 highway runs through Opava from Hradec Kralove and Sumperk and continues to Ostrava, Cesky Tesin and Zilina in Slovakia.

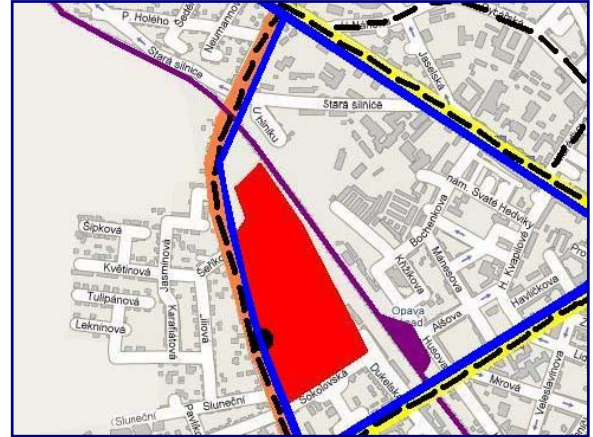
In Opava there is currently an important regional crossroad and 6 first level roads. A railway station is located just beside the Military site but there is no direct connection with Poland at present. The city centre is a pedestrian zone, which also permits the use of bicycles with no restrictions. A network of tracks for cyclists is currently under construction along with a connection to neighbouring cities, but there is still much to do.



The military site is easily accessible for cars and lorries but the inner road network of the site must be repaired. Visitors arriving by train have easy access, due to the station location right beside the site. The Mass Transport Network is good around the site and there is a stop for future users. There are also plans for a cycle route.

The plans for sustainable transport in Opava include: routes for bicycles, walkers and in-line skaters. Another aim is to have an Integrated Regional Transport System where people can use all the means of mass transport in the zones for lower prices. The regional authority runs this system.

Opava wants to use more sustainable transport methods to reduce emissions, noise and dust in the city, which is being created by cars and lorries. More sustainable transport will also serve to encourage a healthier style of living, along with safer modes of transport.



To obtain these things new routes for bicycles, walkers and in-line skaters with connections to all networks must be built and some routes have to co-exist safe with motor vehicles.

The Integrated Regional Transport System will be further developed, Mass transport being supported by not just lower prices (today a one way ticket costs 40 cents) but also by marketing tools. Building a connection with the Military Site users (possibly students and professors) will require offering wide possibilities of sustainable and low cost transportation.

The aim of the city marketing tools will be to encourage people to leave their car at home and use public transport because it is the better option, instead of being forced leave their car at home by rising prices in car parking and fewer parking places etc.

Positive marketing messages are the key to success in this venture, but it is probably the level of acceptance of residents that will contribute mostly to that success.

New building, improving service and positiver communication are the key activities here.

Contact: Petr Snejdar, Opava City
Tel. 00 42 05 53 75 63 55
Email. petr.snejdar@opava-city.cz

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/repair



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT

