City of ZLÍN, Czechia

Martin Habuda

www.zlin.eu

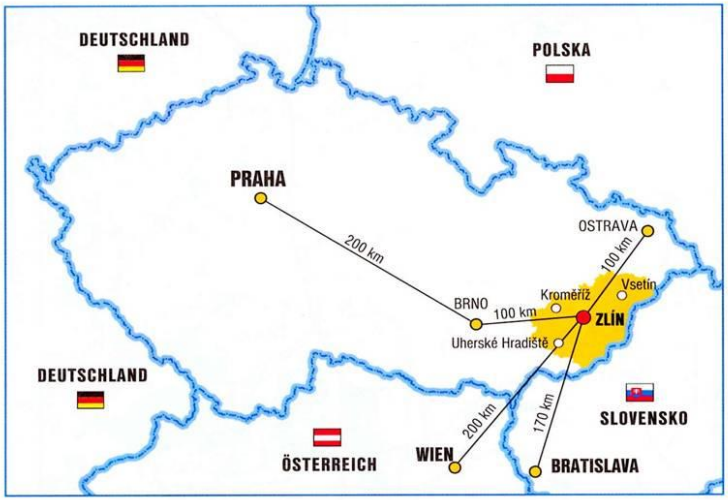
My expertise and interests

- My organization: municipal authority of Zlín (Magistrát města Zlína), Project coordination department

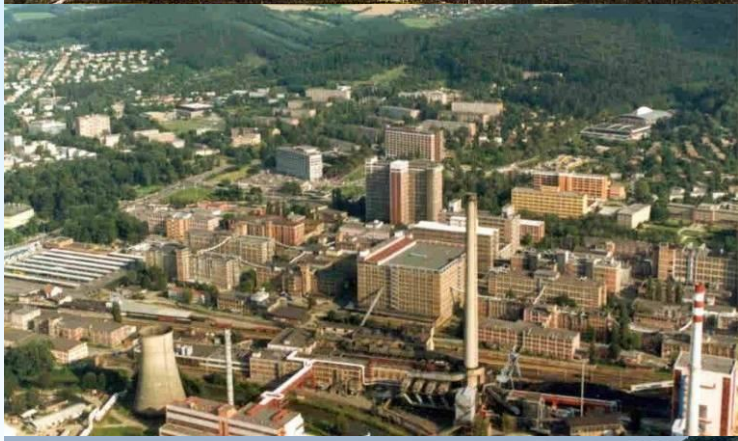
- My position: project manager and cycling coordinator
  - coordination of the strategic planning and strategic management of the city
  - coordination and promoting of urban cycling
  - participation on the Smart City development concept promotion
  - process engineering
  - fundraising

My city

- Economic, administrative, cultural and educational centre of the south-east Moravia
- Seat of the Zlín regional government
- 74 434 inhabitants
- Situated near the state boarder, reduced transport connection quality in the eastern direction



Two transformations of the city of Zlín

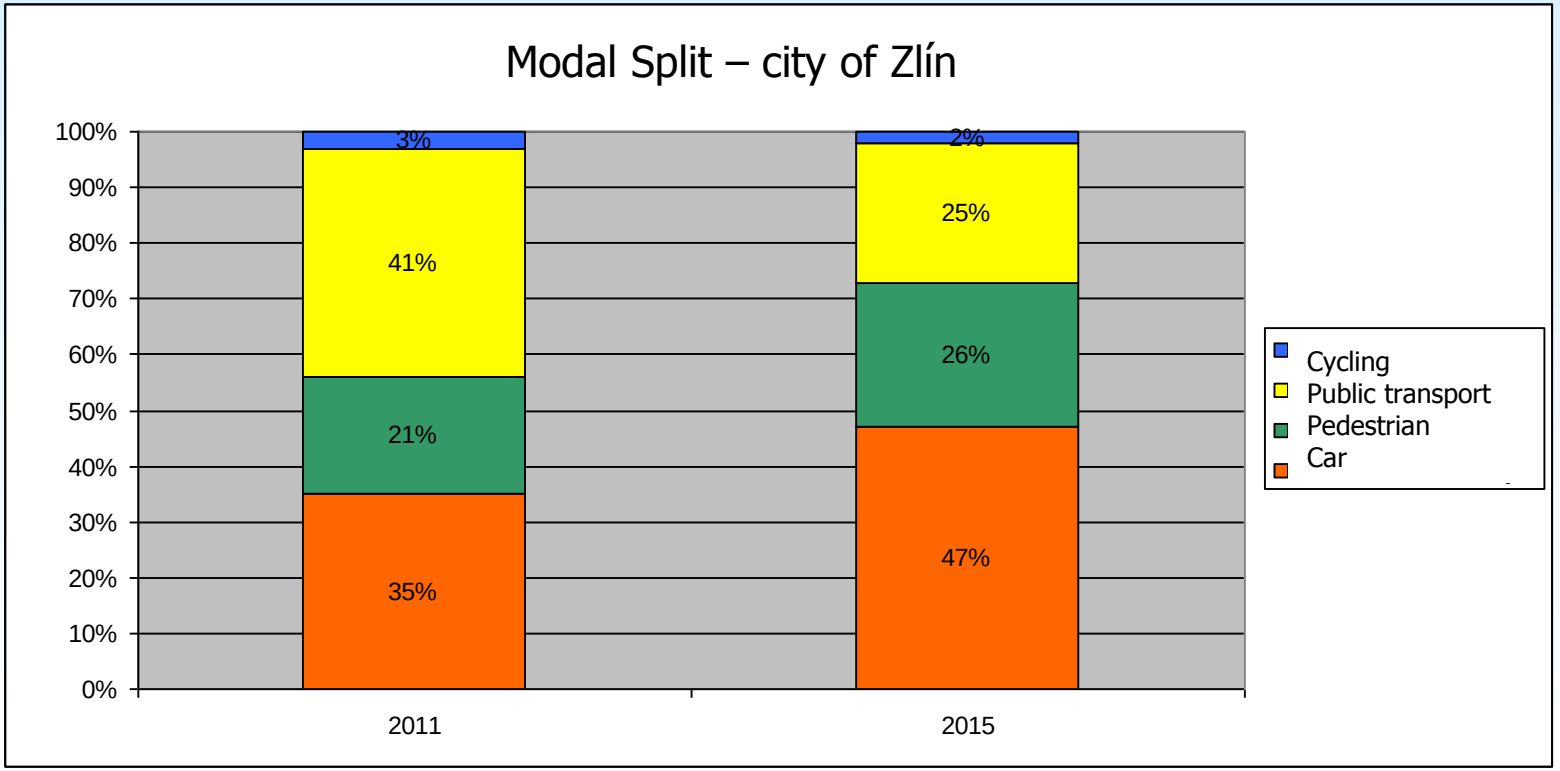


- End of the 19th century – an insignificant small town
- 1st half of the 20th century – massive industrialization (1894 - Bata Shoe Organization founded in Zlín)
- At the turn of the 20th and 21st centuries – deindustrialization, development of the business, services, science, research, educational institutions, creative industries, IT companies ...

Urban mobility in Zlín - situation

- Concentration of main roads in the city centre - due to geographic conditions
- The problem of the constantly increasing intensity of car traffic + other related problems
- In the last ten years, a relatively massive investments in the development of a sustainable mobility system
  - modern and comfortable public transport vehicles
  - minimization of delays of public transport
  - new lines of public transport
  - new cycling infrastructure (network not completed yet)
  - barrier-free pedestrian communications
- No change in the trend of increasing car traffic…

Modal Split


Modal Split – city of Zlín
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
3%
41%
21%
35%
2%
25%
26%
47%
2011
2015
Cycling
Public transport
Pedestrian
Car

New infrastructure

Main issues of urban mobility development in Zlín

- Reconstruction of the railway crossing the city
- New central public transport terminal
- Continuation of the development of trolleybus and electric bus transport
- Completion of cycling infrastructure
- Change in parking policy
- New communications – removing traffic from laden locations

Issues of implementation of strategies

- We have a number of strategic documents
- Vision contained in the main development strategy of the city:

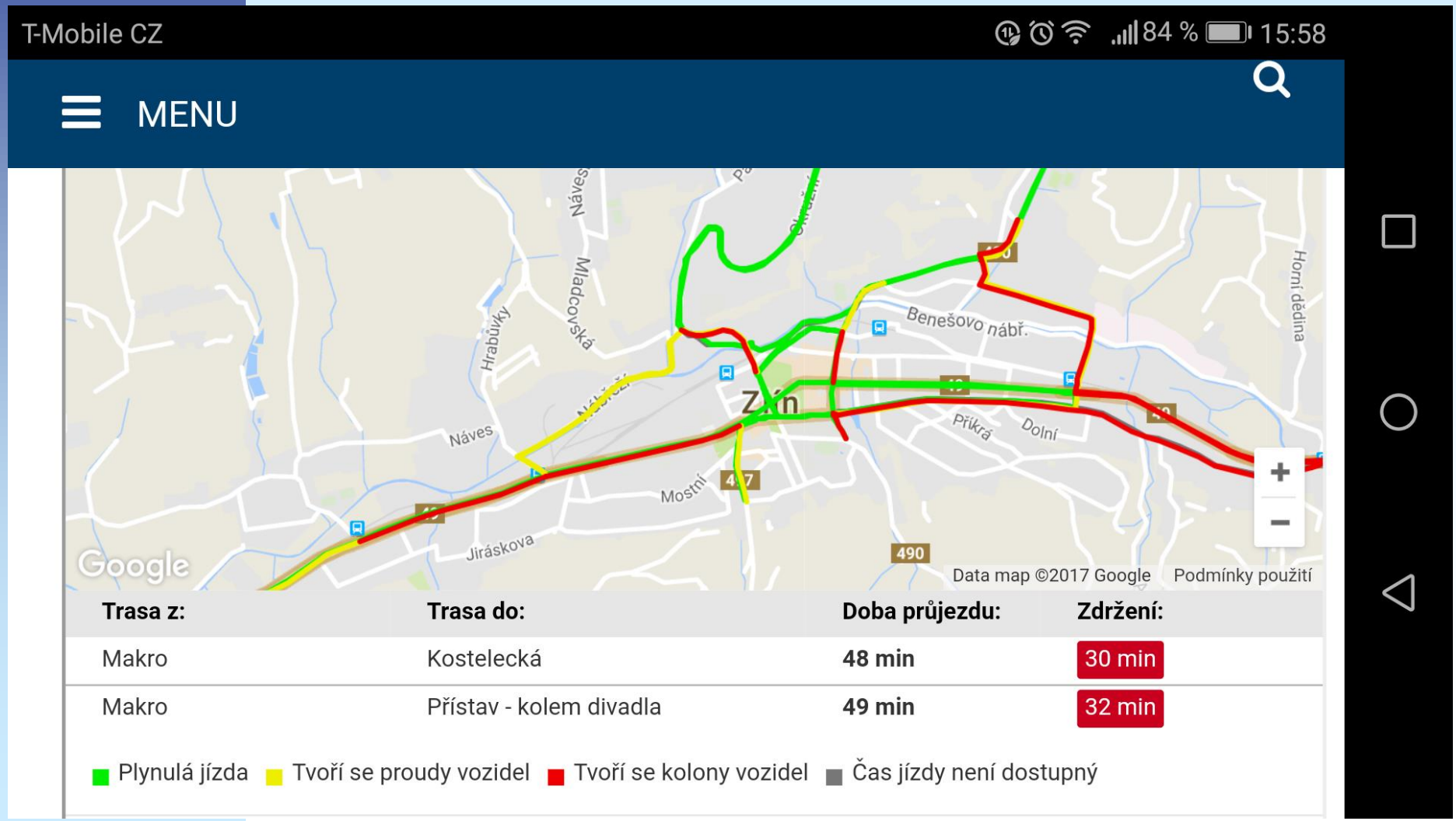
  Zlín - enterprising, smart, creative and sustainable city
- Generel dopravy (Master plan of traffic infrastructure)
- In the last period, little interest of politicians in the implementation of strategies
- Good knowledge of the problems and possibilities of their solutions versus ad-hoc projects

Smart traffic technologies

- 40 intersections with traffic light control connected in automatic dynamic coordination
- Public transport dynamic preference in the intersections
- Information about position and delay of public transport vehicles
- Information about driving times in the network of main roads (outdoor boards, web)
- Mathematical transport model of the city
- and some other technologies

- Cooperation with local companies CROSS Zlin and Incinity
- Preparation of other projects

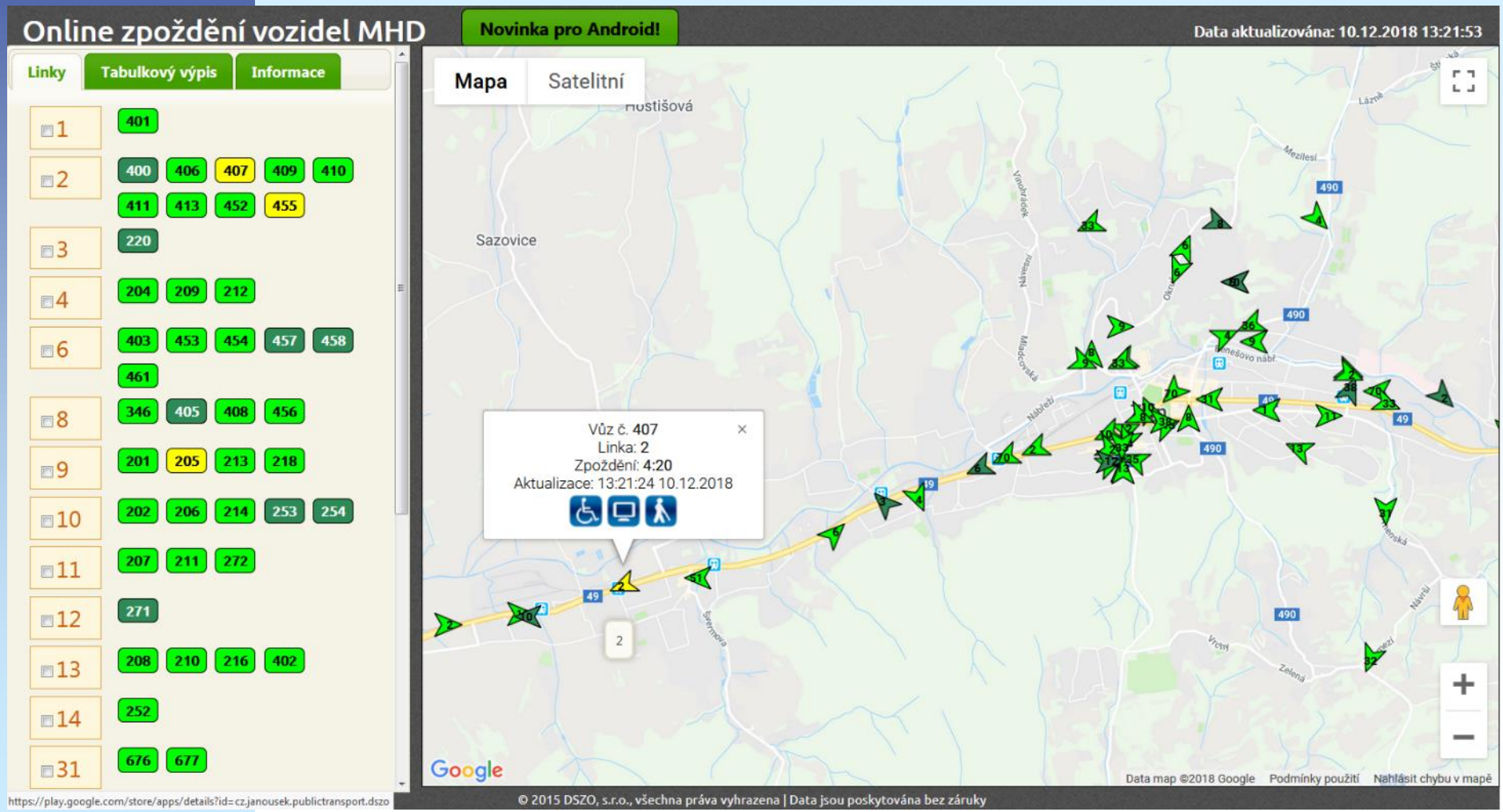
Information about driving times in the network of main roads



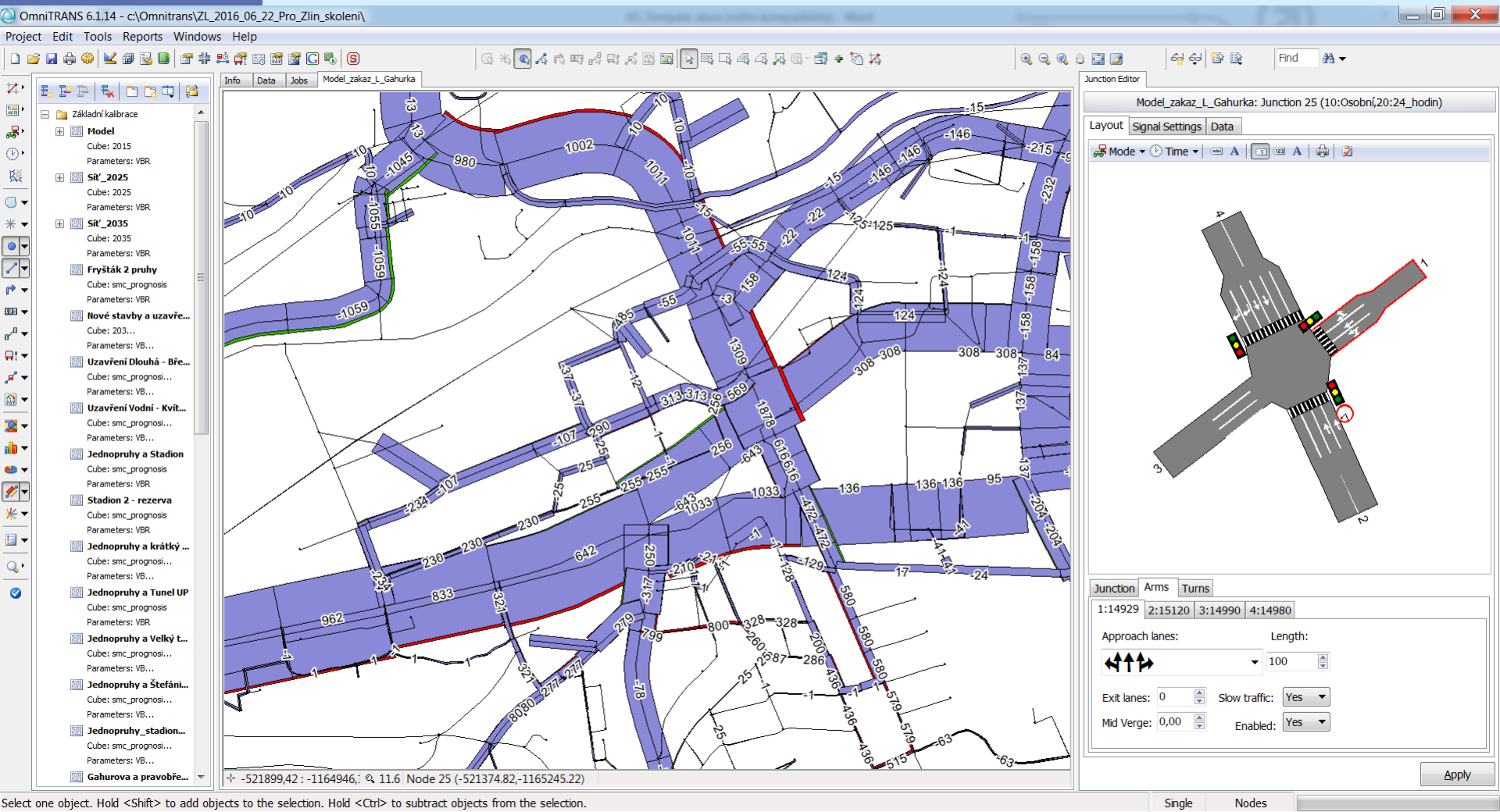
Trasa z:	Trasa do:	Doba průjezdu:	Zdržení:
Makro	Kostelecká	**48 min**	30 min
Makro	Přístav - kolem divadla	**49 min**	32 min

Plynulá jízda | Tvoří se proudy vozidel | Tvoří se kolony vozidel | Čas jízdy není dostupný

Information about position and delay of public transport vehicles



Mathematical transport model of the city



Fundraising for sustainable urban mobility projects in Zlín

- IPRÚ Zlín 2014-2020 (Integrated Zlin development plan 2014-2020)
- Total allocation: ca. 38 million € (European fonds)
- Strategic target 1: Sustainable mobility
  - ca. half of total allocation is reserved for sustainable urban mobility projects in Zlin and neighbour towns and villages
- Specific targets:
  - 1.1 Improvement of quality and efficiency of public transport system
  - 1.2 Promotion of attractiveness of cycling and pedestrian traffic
  - 1.3 Improvement of agglomeration connection to superior road networks

IPRÚ Zlín 2014–2020

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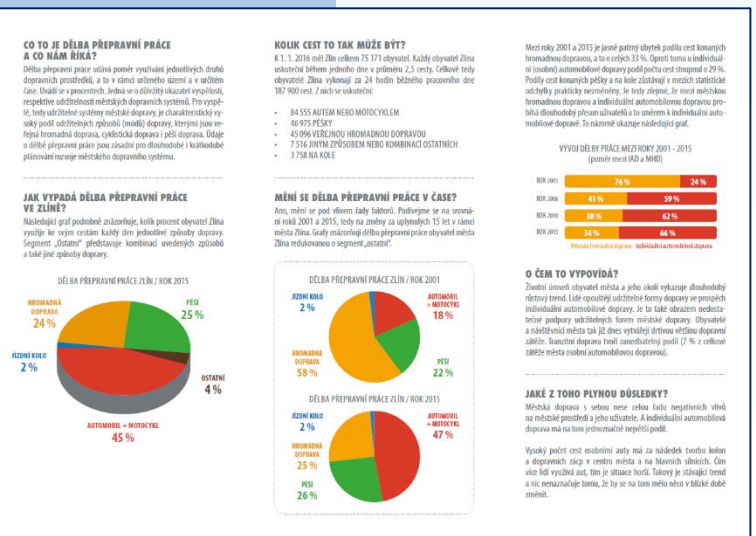
Project Zlín in the movement

- A campaign to promote pedestrian, bicycle and public transport
- Realised in 2016 - 2017
- Very small budget ca. 45 thousand € (financed by the state and the city budget)
- Target groups: inhabitants of the city, politicians and professional public



Project Zlín in the movement

- Activities
  - Preparation of information and educational materials and publicity materials
  - Events, competitions
  - Outdoor advertising
  - Contact campaign - seminars, workshops, roundtables

Project Zlín in the movement

zlín.

Enjoy a pleasant time in Zlín

Thank you for your attention

My contact information:

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