



MAŁOPOLSKA
WOJEWÓDZKA
RADA
BEZPIECZEŃSTWA
RUCHU
DROGOWEGO

 MAŁOPOLSKA

Involving young road users in their safety

Katarzyna Dobrzańska-Junco (Malopolska Road Safety Council)



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2. Facing new traffic rules in Poland
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4. Sustainable, safe & inclusive mobility



Malopolska Road Safety Council



Małopolska Voivodship Road Safety Council is composed of 30 organizations responding directly to the Marshal of Małopolska including the commune self-governments of Małopolska (one of 16 voivodships in Poland), Traffic Department of Małopolska Voivodship Police Headquarters in Cracow and the Cities and District headquarters, Firefighters Voivodship Headquarters, Emergency Services, the Voivodship Road Authority in Cracow, the Board of Education in Cracow, Inspection of Road Transport in Cracow; the General Directorate for National Roads and Motorways in Cracow; the Małopolska Road Traffic Centers, Universities, media, as well as non-profit organizations.



Facing new traffic rules in Poland

Poland in 2021 introduced important law on personal mobility devices, according to which created 3 separate categories of micromobility devices:

UTO: Personal transport devices (e-skateboards, etc.)

UWR: Devices supporting movement (rollers, roller skates, skateboard, scooters – powered only by muscles) on public roads, in residential areas and in traffic zones (speed limit, minimum user age, etc.)

E-scooters

The new law introduces new obligations on riders, including:

- a speed limit of 20 km/h on all public roads
- riders are required to use bicycle lanes where available, if such lanes are not available, they may use roads, however if the road has a speed limit greater than 30km/h, they may ride on the footpath (as last option).
- **pedestrians have priority** over e-scooter or UTO riders, moving on a part of the infrastructure intended for pedestrian traffic.
- riders are obliged to give way to pedestrians and not to obstruct their passage.
- riders should limit their speed on footpaths to walking pace (approx 5km/h).



Facing new traffic rules in Poland

The new legislation **prohibits:**

- riding the e-scooter on a public road by a child under 10 years of age is prohibited in any situation, including whilst under the supervision of an adult.
- children up to 10 years of age are able to ride the electric scooter only in a residential area, under the supervision of an adult.
- riders from 10 to 18 years of age, are required to have the same qualifications as for cycling, i.e. a **bicycle card** or driving license of categories AM, A1, B1 or T.
- riding an e-scooter on a road with a speed limit greater than 30km/h,
- riding an e-scooter or a personal transport device (UTO) whilst under the influence of alcohol or a substance similar to alcohol.
- transporting other people, animals and objects with an e-scooter or personal transport device,
pulling or towing other vehicles with an e-scooter or personal transport device.
- using a telephone whilst riding.

Main violations in Krakow: riding under influence of alcohol, riding 2 or more persons on one device. Other problems to solve: lack of enough parking spaces for e-scooters, lack of important contracts with operators regarding road safety campaigns, still lack of duty of wearing helmets;

Facing new traffic rules in Poland



Bicycle card - in accordance with the Act on Vehicle' Drivers, one of the documents confirming the entitlement of a person who is under 18 years of age to ride a bicycle or e-scooter. A bicycle card can be obtained after reaching the age of 10 and passing the qualification exam. Such exams are usually carried out in a primary schools (4th grade), and the authority issuing the document is the headmaster of the school. For a person who has completed primary school, the card is issued by the director of the Provincial Road Traffic Center. The card is free of charge and indefinitely. Persons over 18 years of age are not required any document entitling them to ride a bicycle or e-scooter.

- Opportunities and development areas: parents-teachers-directors-children.
- New Regulation of the Minister of Education concerning traffic education in primary schools (signed on February 2023)



Involving young road users in their safety

„MAMO DROGA HULAJNOGA”

The project was initiated by Malopolska Road Safety Council together with Krakow Police, Public Transport Entity of Cracow (Zarząd Transportu Publicznego) as well as Fine Arts of Jagiellonian University.

<https://brd.malopolska.pl/projekty/mamo-droga-hulajnoga/>

The campaign was invented in the visual part by students of the Academy of Fine Arts Jan Matejko in Krakow, Faculty of Industrial Forms - Department of Visual Communication. It was young people who created a message on the most important safety rules for both: cyclists and users of electric scooters using the peer-to-peer education method. The project was supervised by the Malopolska Road Safety Council. The campaign was also actively supported by the Public Transport Authority (ZTP).



Involving young road users in their safety

Campaign start: August 18, 2022

End of the campaign: the campaign is a long-term activity, planned for the following years.

Organizers: Malopolska Provincial Road Safety Council, Public Transport Authority in Krakow, Academy of Fine Arts Jan Matejko in Krakow, Faculty of Industrial Forms - Department of Visual Communication

The main goal of the campaign: expanding knowledge about safety rules when using urban electric scooters - disseminating the principles of mutual respect and proper use of e-scooters and bicycles.

Intermediate goals: increasing the safety of vulnerable road users, reducing the number of dangerous incidents involving people using e-scooters and reducing incidents related to improper leaving of scooters in public space.

Target groups: users of electric scooters and cyclists.

Campaign duration: 2.5 months in 2022, continuation of campaign activities in the following years.

Communication tools: BTL (leaflets), ATL (posters, press, radio), Internet (websites of organizers and partners), social media (Facebook, Twitter, Instagram). Press conference opening the campaign: August 18, 2022.

Evaluation of the campaign: December 2022



Involving young road users in their safety

1. KNOWLEDGE
2. CASE STUDY
3. BRAINSTORMING
4. ART WORKSHOPS
5. PRESENTATION OF THE PROJECTS
6. IMPLEMENTATION OF THE CAMPAIGN
7. EVALUATION



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IMPLEMENTATION OF THE CAMPAIGN

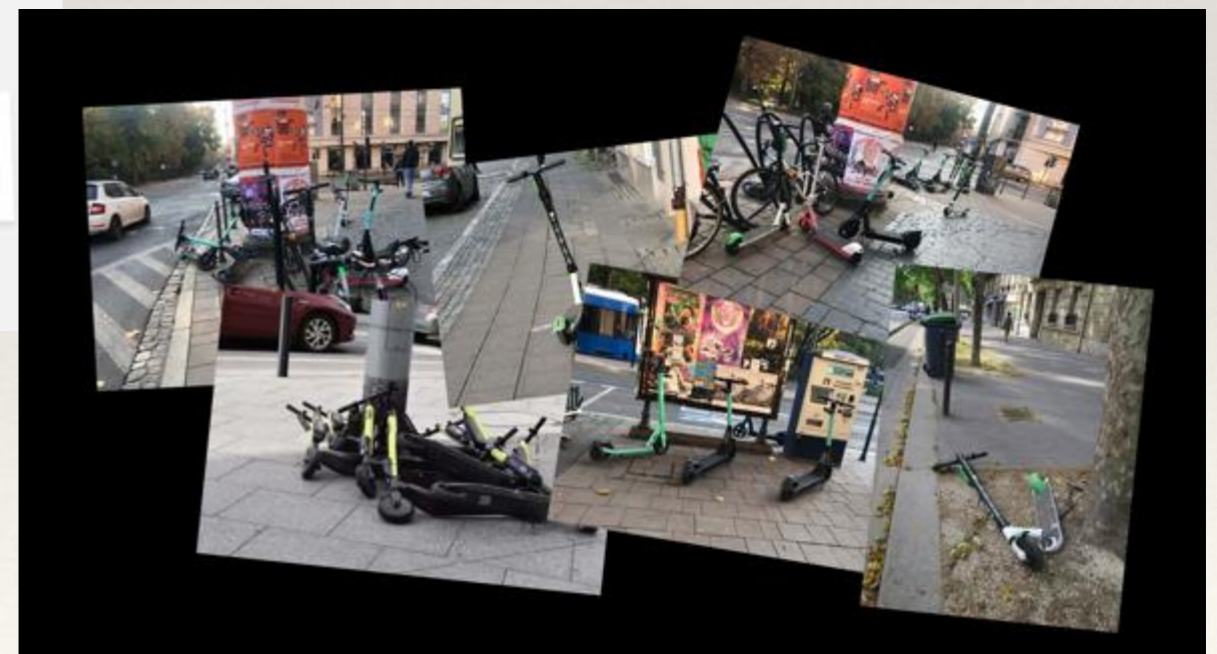
In this part, the campaign is based primarily on the visual message. It consists of animations and graphics that are visible in various institutions both in the city and on the Internet. It is worth noting that this is only the first stage of the campaign and long-term cooperation with the University, which is planned for several years. Mobility in the broad sense is subject to constant change. This is evidenced, among others, by the data shown by bicycle counters placed by ZTP in Krakow. They indicate that bicycle traffic in the first half of 2022 was 28% higher compared to 2019. And electric scooters are undoubtedly a permanent part of the urban landscape, gradually increasing their presence in Cracow. All this means that even greater emphasis shall placed on the safety and mutual respect of all traffic participants.

It is worth emphasizing that the main goal of the project is broadly understood road safety and expanding knowledge on safety rules when using urban electric scooters - disseminating the principles of mutual respect and proper use of scooters and bicycles.

As the statistics of the Traffic Department of the Municipal Police Headquarters in Krakow show, such a campaign is very much needed. The City Guard in Krakow also plays a very important role in supervision. Only in the last 3 months of autumn 2022, the Municipal Police of Krakow found 473 offenses for micromobility users.

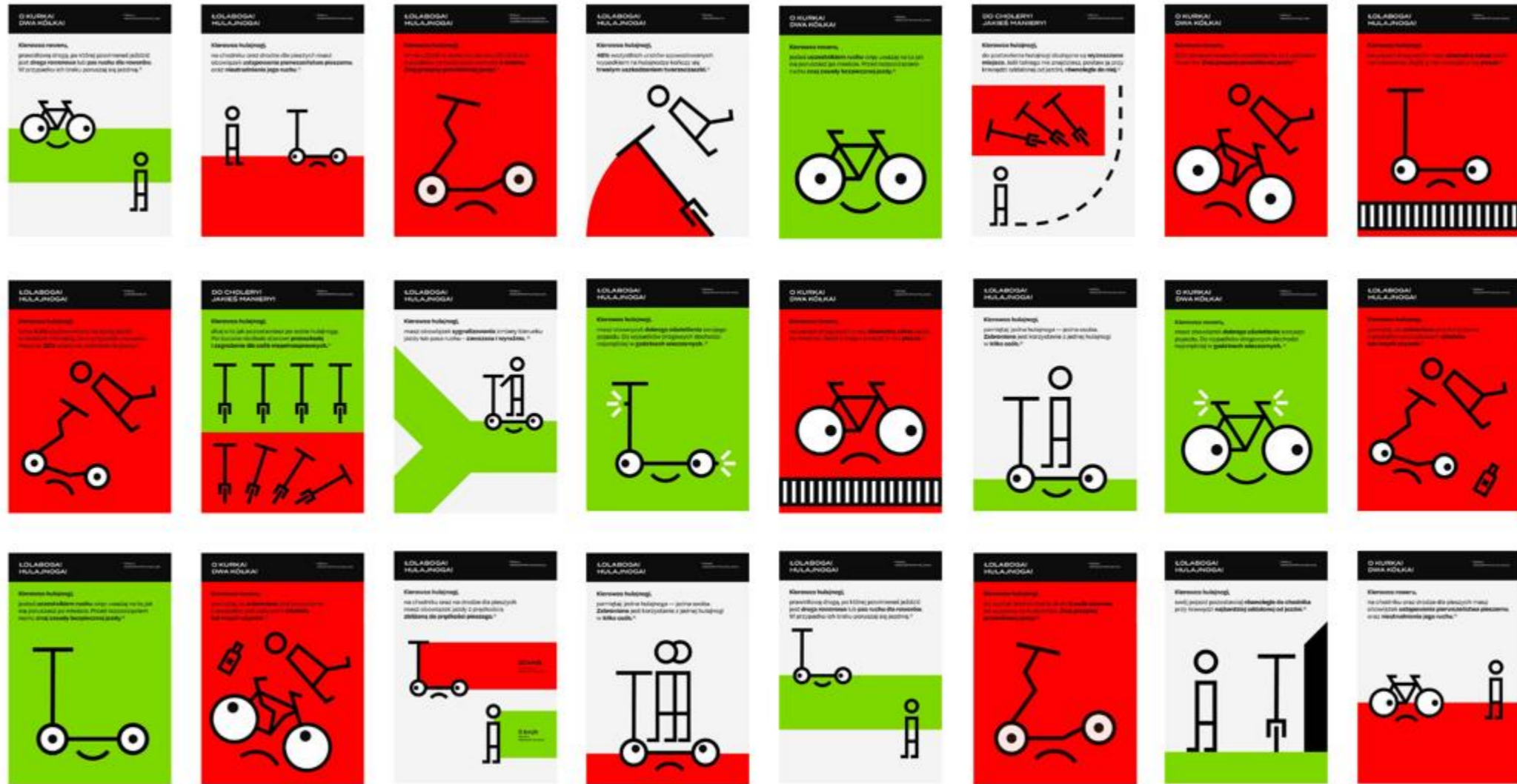


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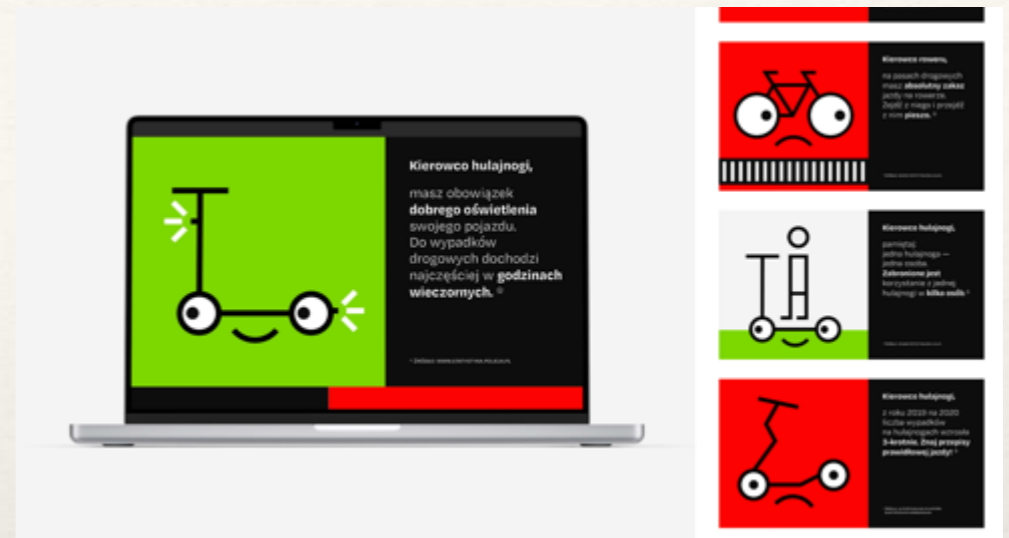


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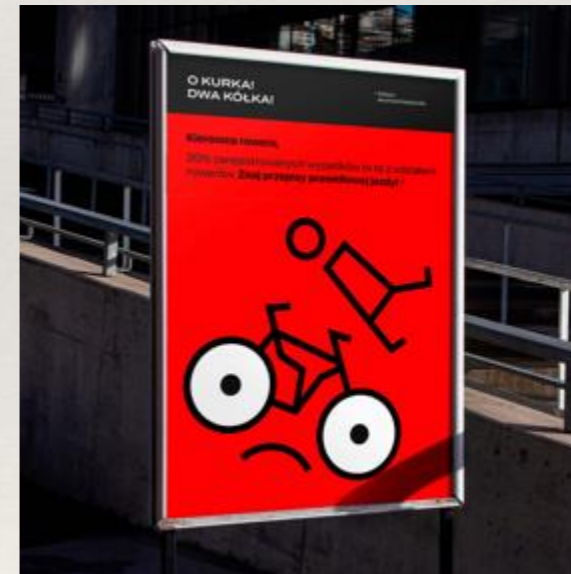
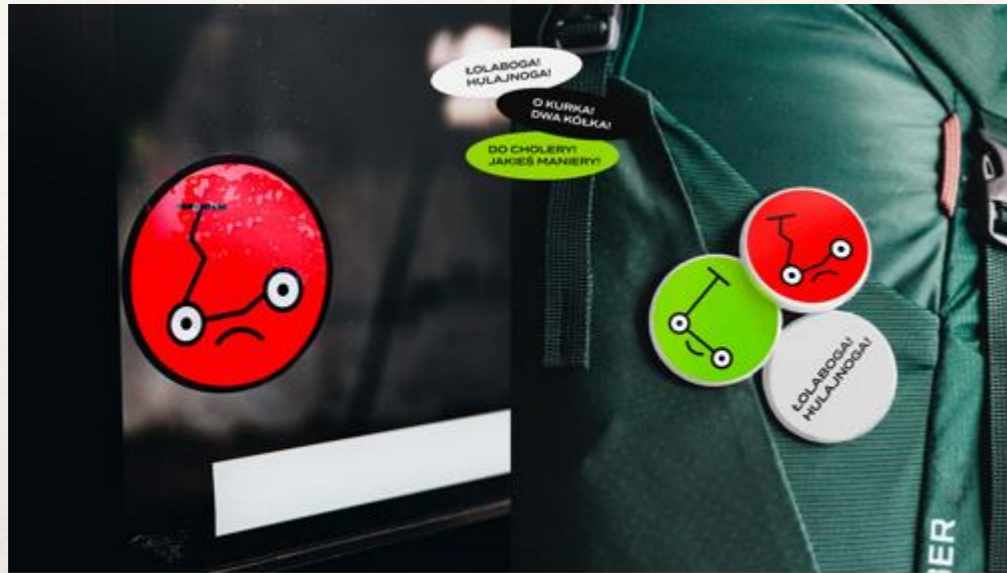


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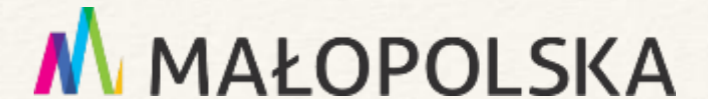


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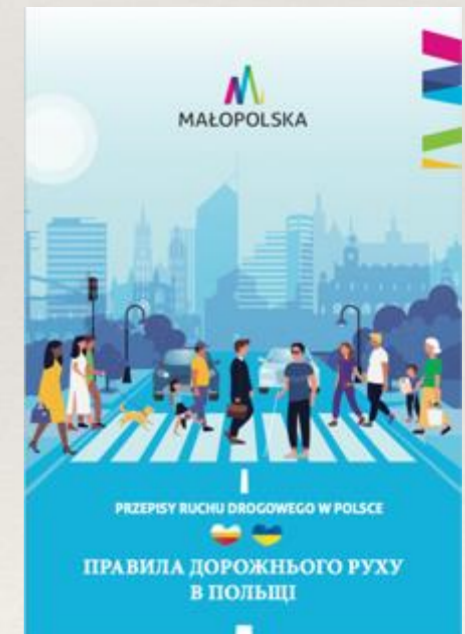


Sustainable, safe & inclusive mobility



Pro active approach towards changes in society: inclusive mobility
– road safety prevention for the citizens from Ukraine

- Cooperation with General Consulate of Ukraine in Cracow and the University
- Implementation of trainings and workshops regarding all traffic rules, prevention and mobility in the region of Malopolska including micromobility project
- Preparation of materials and tools available in Ukrainian language





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Thank you for the attention!



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URZĄD WOJEWÓDZKI W KRAKOWIE**



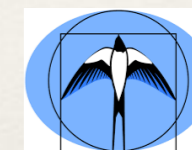
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KURATORIUM OŚWIATY
W KRAKOWIE



**Generalna Dyrekcja
Dróg Krajowych i Autostrad**



Politechnika Krakowska
im. Tadeusza Kościuszki



**Zarząd Dróg
Miasta Krakowa**



Centrum Inicjatyw
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MOTOPARK KRAKÓW



ZDW Zarząd Dróg Wojewódzkich w Krakowie
ul. Głowackiego 56, 30-085 Kraków

INSTYTUCJA WOJEWÓDZTWA MAŁOPOLSKIEGO

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