



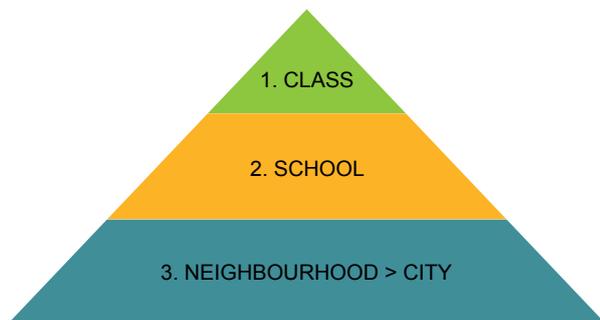
Policy factsheet 2

MOBILITY MANAGEMENT MEASURES FOR SCHOOLS

The Traffic Snake Game (TSG) is a campaign developed to encourage walking and cycling to school, with primary school children, parents and teachers being the main target group.

The basic campaign consists of two campaign weeks where children place dots on a banner every time they walk, cycle, use public transport or carpool to school. The aim of the game is to fill the Traffic Snake banner with dots by the end of the two weeks and reach the school target.

Evidence has shown that the campaign successfully increases sustainable transport modes and reduces CO₂ emissions. To spread this good practice across Europe, the Traffic Snake Game Network was established, which currently consists of national focal points (NFP) from nineteen European countries.



This campaign provides the perfect opportunity to implement travel focused policy measures for the benefit of schools and their local communities. This factsheet focuses on what can be done on a school level. Some actions can be implemented by the schools, but for others, support from the city is required.

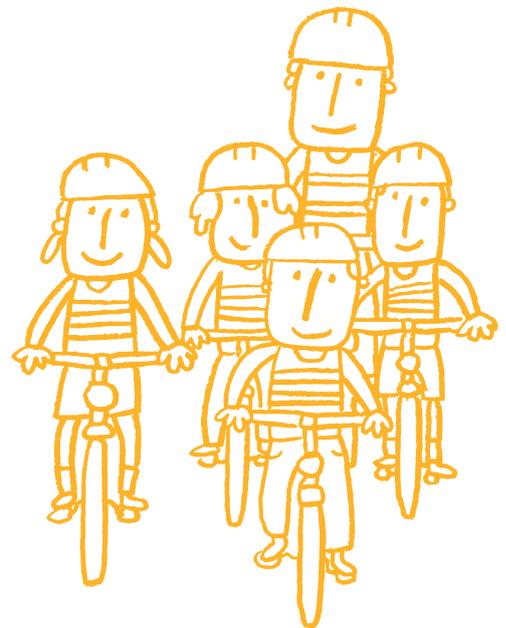
What is Mobility Management?

EPOMM (European Platform of Mobility Management) endorsed the following definition:

- Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour.
- At the core of MM are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes).
- MM measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high cost-benefit ratio."

The
**TRAFFIC SNAKE GAME
NETWORK**

The TRAFFIC SNAKE GAME NETWORK



Why Mobility Management for schools?

School traffic generates peak traffic during certain times of the day. Young children are some of the most vulnerable traffic users, with parents often driving them to school by car to ensure their safety, even if they live within a mile. The average trip distance is rather short compared to commuter traffic.

In school traffic we often face a number of challenges: how to make it safer (parent's first concern), convenience and freeing children from the back-bench and giving them the opportunity to 'get around' independently.

MM in schools is not only about changing the way we travel to make smarter choices. It's also about changing perceptions of children, parents and the general public with regard to the way we travel whilst also raising awareness.

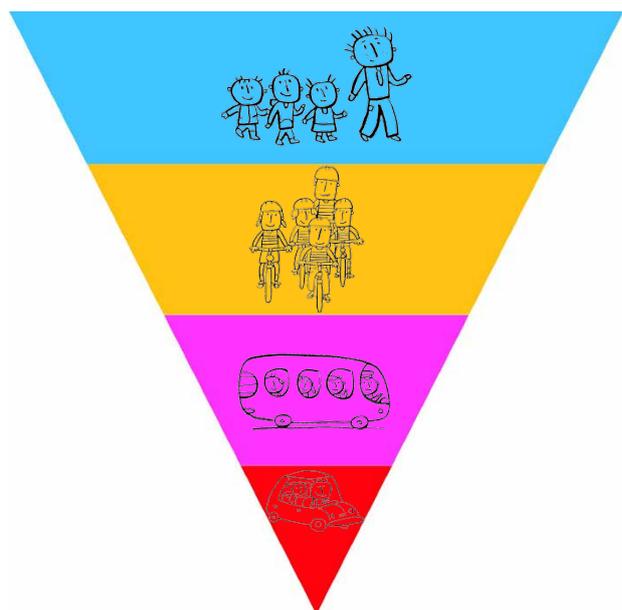
By walking and cycling, children become more aware of their surroundings and develop road safety skills as well as improve their ability to anticipate other road users. Furthermore, walking and cycling contributes to the recommended amount of daily exercise that children need. It also reduces congestion and parking pressure around the school environment.



Break the vicious cycle

Many parents find themselves in a vicious cycle. As car traffic increases, more unsafe situations occur, which adds to feelings of insecurity. As a result, parents only feel safe when driving their children to school by car, which in turn, results in more traffic in and around the vicinity of the school. Mobility management measures can help schools to break this vicious cycle.

In some European countries, there is a leading principle/hierarchy used in order to make decisions regarding improving (school) mobility and safety. This model is called WCPP, which stands for the priority that should be given towards the different transport modes: first priority for Walking, then Cycling. If that is not possible (for example if the distance is too long), then Public transport and only if the above are not possible, Private motorised transport (car sharing, car pooling, cars, motorcycles, etc.). This WCPP model can be applied not only to school travel, but also to other mobility decisions.



The TRAFFIC SNAKE GAME NETWORK

Step by step-plan

A school travel plan is a package of actions designed to encourage safe, healthy and sustainable travel to school. To develop a school travel plan five steps should be undertaken.

Step 1: Set up a working group with all relevant stakeholders

Involve as many stakeholders as possible at the start of the process, this will create strong support.

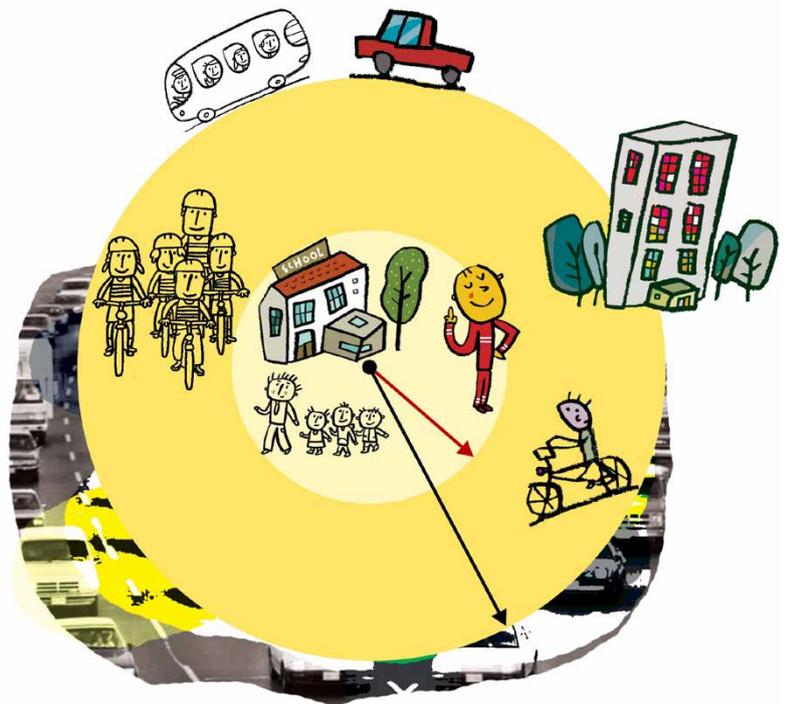


Possible stakeholders are:

- Parent boards
- Neighbours
- The Police (e.g. traffic police)
- Cycling organisations, other NGO's
- The city (mobility department)/ local authority
- Mobility manager of public transport provider.

Step 2: Analysis of situation

- Measure modal split (For example, the Traffic Snake Game measurement tool).
- Define what the potential is for walking and cycling in terms of distance to school.
- Define where the safety problems and bottlenecks are situated in the school neighbourhood and equally important on the routes to school.



Step 3: Planning

Discuss and plan together with your stakeholders which actions can be undertaken in the short (this school year) term and long term (next school years).

Step 4: Evaluation

Measure the impact (the Traffic Snake Game measurement tool can measure the impact on the modal split).

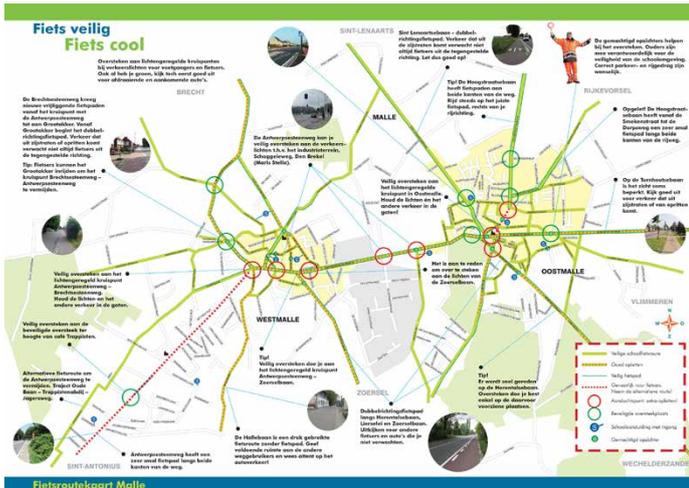
Step 5: Re-asses

Based on the evaluation outcomes, you follow the earlier steps again in order to address any successes and issues.

The TRAFFIC SNAKE GAME NETWORK

Integral approach

To change mobility behaviour, you should implement different types of measures. Below you can find examples of measures in the categories information, organisation, infrastructure, education and campaigns.



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Information

Make a map indicating safe routes to school. By compiling and publishing a city map for children and parents the school and the city demonstrate their appreciation and attentiveness for the concerns of children in their life- and traffic environment.

Put all information about mobility on the school website.

Inform parents via newsletter about the organisation of mobility in the school environment.

Organise an information day/afternoon for parents to inform them of how they can walk and cycle more with their children.



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Organisation

Place supervisors/traffic coaches at specific crossings to help children cross the street safely.

Appoint a contact person for traffic and mobility in your school.

Spread different travel modes and age groups in time and space.

Where possible, discuss with the city officials the possibility of adjusting the local public transport timetables to be in line with school hours.

Set up parent-stops which are easily recognisable "stations" for the cars of the parents. They are located further away from school to reduce congestion around the school and for the safety of children.

Initiate walking/cycling pools: adults and up to 7 children from the same neighbourhood walk/cycle to school together.

Maintain public transport stops close to the school.

Infrastructure

Install safe and covered bicycle sheds.

Re-allocate the school entrance if need be.

Speak to city officials about introducing child friendly pedestrian crossings and school warning signs.

Reduce speed limit around the school.

You can find more infrastructural measures in the policy factsheets on sustainable mobility in school neighbourhoods.



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Campaigns

Organise a bike bell concert or other similar events to raise awareness of cycling and issues of cycle safety.

Encourage pupils to wear a fluorescent jacket and a helmet.

Organise walk to school days or weeks during different periods of the year.

Shoe polish and bike wash.

Pimp your bike workshop.

A sustainable transport Cycle parade.

Education

Develop a traffic learning plan where you define for each class level what they should learn concerning traffic and mobility.

Define a traffic educational route in your school area, where the older pupils can practise their traffic skills on a regular basis.

For the category of education we refer to 'Policy factsheet 1: Sustainable mobility in the classroom.'

More information?

Download the other two TSG Policy factsheets on 'Sustainable mobility in school neighbourhoods' and 'Sustainable mobility in the classroom and the school' at our website. You can also have a look at the TSG Roadmap: an overall TSG policy guide that outlines the fundamentals of how the campaign can encourage a walking and cycling school policy within the school, around the school and on a city level.



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