



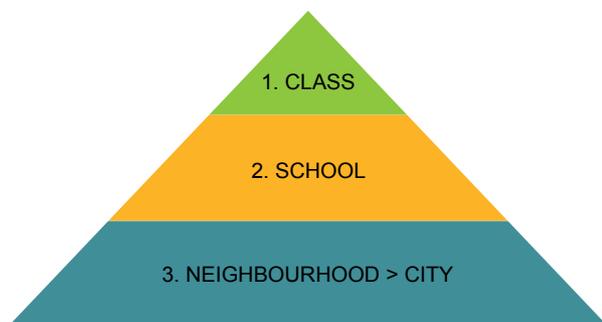
Policy factsheet 3

SUSTAINABLE MOBILITY IN SCHOOL NEIGHBOURHOODS

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 at a community level. Looking at the school locality could mean that more than one school will be involved. If you would like to work on this level, you should also involve the residents of the local community..

Why involve the community and different stakeholders?

Stakeholder and community involvement is integral to making changes in neighbourhoods. Whether you are planning a major redesign of a junction or implementing a community wide campaign, it is important to get input and support from locals.

Improving a neighbourhood will only really work if there is interest, input and commitment from a number of the residents, but there is usually a core group of three or four people. These are the 'community champions' - they lead the project and carry through. Many other residents will be keen and interested but not so active.

Often, residents develop a much stronger sense of community as they get to know their neighbours and work together. As long as people support each other, even disagreements can help to strengthen relationships in the long run.

The
**TRAFFIC SNAKE GAME
NETWORK**

The TRAFFIC SNAKE GAME NETWORK

Ideas of measures to include

Information

Inform and involve neighbours in the development of school travel plans.

Put all information about mobility in the neighbourhood on the city website.

Inform citizens via a letter about the organisation of mobility in their neighbourhood.

Organise an information day/afternoon for the community to inform them how they can walk and cycle safely.

Infrastructure

Implement 30km/h zones around schools in the neighbourhood. Install shared space¹ zone if there is insufficient space for cyclists.

Implement or move a zebra crossing.

Change/optimize parking e.g. install a Kiss&Ride² zone.

Remove obstacles from walking and cycling paths.

Re-designing streets to benefit the visibility of children.

Ensure there is sufficient lighting on the routes to school.

Change signalisation to allow for more crossing time.

Improve traffic light regulation.



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Organisation

To set up parent-stops which are easily recognisable “stations” for the cars of the parents. They are located further away from school to free the area of congestion and improve safety..

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



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Campaigns

Put banners, posters, traffic signs, wooden figures, made by children themselves at the school gate e.g. to ask drivers to slow down, to be careful, to not park on the sidewalk etc.

Change a parking space for a period into something more appealing like a small garden, a playground, a relax zone.

Promote the use of the zebra crossing and ask city officials to do more to make drivers stop when pedestrians wish to cross.

Save the sidewalk campaign: reward those who keep the sidewalk free of obstacles and discuss with city officials to keep the sidewalk free of ‘street clutter’ (eg, to give more attention to the design of pavements and reduce the possibility of using up too much space with street signs, lighting and electricity poles etc).

Cycle parade.



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1 Shared space is an urban design approach which seeks to minimise demarcations between vehicle traffic and pedestrians, often by removing features such as curbs, road surface markings, traffic signs, and regulations.

2 A Kiss and Ride Zone is a zone close to the school where parents may stop to drop off or pick up children.

The TRAFFIC SNAKE GAME NETWORK



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How to get people involved?³

A dedicated engagement strategy uses different formats and techniques (e.g. surveys, interviews and discussion groups) at different levels of use. There is no “one size fits all” approach to involving your stakeholders: this is dependent on your goals and objectives, the stakeholders you engage, and the resources you have.

To ensure successful involvement:

- consider your aims;
- consider the context of the issue to be discussed (level of general knowledge, complexity of the issue etc.);
- choose the level of stakeholder involvement (disseminating information is a one way process, stakeholder involvement is a two way process) — What degree of involvement do you expect from stakeholders?;
- take into account the different interests and activities of the different stakeholders;
- consider involving stakeholders at each project stage;

- use a combination of methods;
- satisfy any legal requirements; and
- use local resources.

Evaluation and follow-up should be given particular attention throughout the process. To make your evaluation activities effective:

- try to act as much as possible on the results of the stakeholder consultation;
- keep all stakeholders informed of how their input is used;
- evaluate both the process and the outcomes of the consultation; and
- ensure that you define the indicators for your evaluation before the start of the consultation process, allowing you to collect the necessary information along the way.

³ Source: CIVITAS guide on stakeholder consultation

More information?

Download the other two TSG Policy factsheets on ‘Mobility management measures for schools’ and ‘Sustainable mobility in the classroom’ 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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