



MIASTO I TRANSPORT 2014

**KONFERENCJA
NAUKOWO-TECHNICZNA
MIASTO I TRANSPORT
2014**

FROM CHAOS TO ORDER:

the manifesto for a safe, sustainable and autonomous mobility in home-to-school routes"

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What is the Manifesto

A new working method shared between all actors of the mobility sector, aiming to change behaviours in home-to-school mobility

A common framework in which put everything about the policies of school mobility

Concept:

We can change mobility behaviours only if all the involved “city components” are committed to find a solution.

In other words...

Introducing mobility management in home-to-school mobility



“From chaos to order: The Manifesto for a safe, sustainable and autonomous mobility in home - to- school routes”

Background

Inhabitants (31/12/2012): 170.086

Motorization rate: 630 cars/1000 inh.

Km of cycling network: 196 (115m/100inh,
1st city in Italy)

Children from 6-11 years old:

8.166

No. Primary Schools:

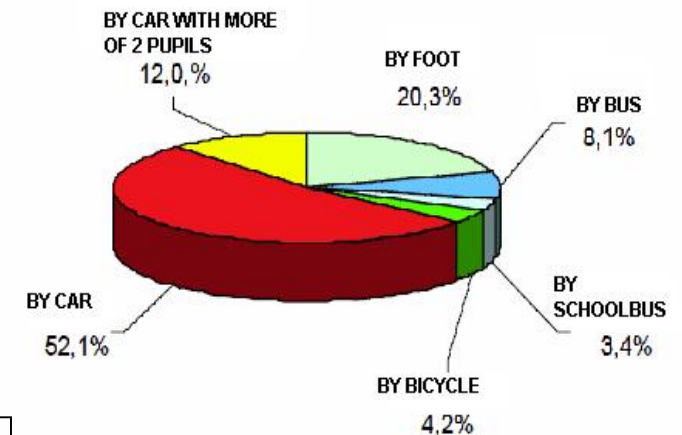
40

No. Secondary Schools (1st grade):

10

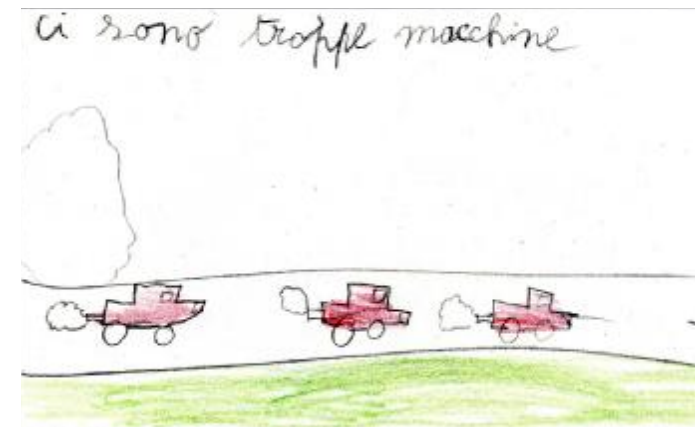
- In 1971, 80% of children went to school by foot or bicycle

- In 2008, over 2/3^d of children go to school by car every day



Criticalities

- Little **physical activity** and **social life** for children when they go to school by car
- Little **autonomy** for children
- **Chaos, pollution** and **road accidents** in schools areas



Challenges

- **Reduce road accidents** and **traffic** near schools
- Convince all involved actors to do their best to **change means of transport** for children
- Double the number of children going to school by “**bici-bus**”
- Take action with a **comprehensive approach** in sustainable home-to-school mobility



Aims

The Manifesto was written in April 2009 with the following aims:

- As a new **working method shared** between **all actors** of the mobility sector
- As a tool to **involve all of the schools** of the city in the mobility theme
- As a tool to **endorse schools and families** activities
- To **network experiences** and future projects and optimize the city's resources
- To take part in competitions submitting an overall project



Contents

6 strategies...

- Education
- Communication
- Promotion
- Safety
- Services
- Planning

... for 9 projects

- To school by “bici-bus” or “pedi-bus”
- Safety in home-to-school routes
- School buses and car pooling
- Health and movement every day
- Sharing rules to move safely
- Educational leaflets on sustainable mobility
- Let's collect green miles
- The School Mobility Manager
- Conciliating



Partnership

Who signed the Manifesto:

- + *Town districts*
- + *the Provincial School Office*
- + *the School Directors*
- + *the Road Safety Monitoring Office*
- + *the Mobility Agency of Reggio Emilia*
- + *FIAB (The Italian Federation of Urban Cyclists and Bicycle Tourism)*
- + *FIMP (Italian Pediatric Doctors Federation)*
- + *ARPA (Regional Agency for Environment)*
- + *AUSL (the Local Health Authority)*



The School Mobility Manager

... is the leading actor

Creating mobility experts into schools

“Talking to children to change parents’ behaviours”



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The School Mobilty Manager

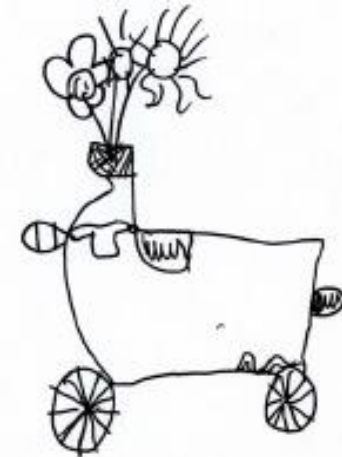
... is a teacher, identified by each school, who is sensitive to the issues of sustainable mobility.

The School Mobility Manager is offered periodically specific training on mobility by the office of the Area Mobility Manager (of the Municipality)



The School Mobilty Manager

- is a **link** between several actors (Municipality, school, associations, ...) and different persons (teachers, parents, experts, children, ...)
- is an **expert** in mobility and sustainability
- is a **consultant** who suggests the best activities for the pupils



Some projects and strategies...

Bici-Bus – Pedi-Bus



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Some projects and strategies...

Bici-bus – pedi-bus

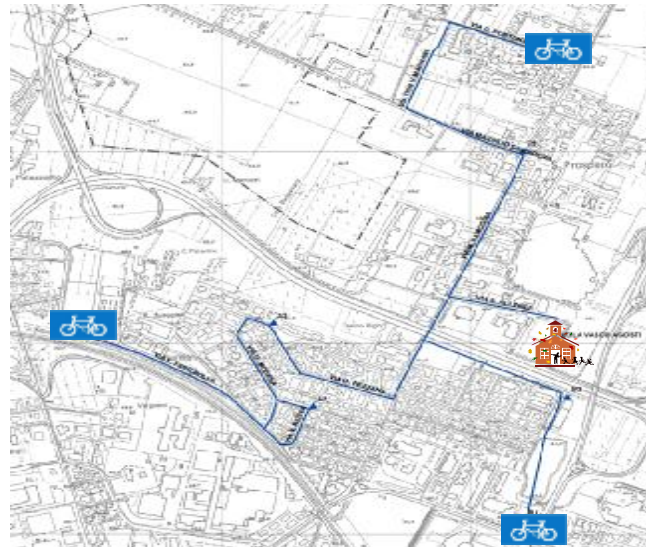
A free BiciBus/PediBus kit (helmet, waterproof tippet, fluo – color dickey, insurance against accidents) is given to each pupil

TOTAL SCHOOLS INVOLVED	16
PUPILS BY BICIBUS	510
PUPILS BY PEDIBUS	55
TOTAL PUPILS	565
BICIBUS ROUTES	35
PEDIBUS ROUTES	5
TOTAL 'HOME SCHOOL' ROUTES	40
KM COVERED BY BICIBUS	51,2
KM COVERED BY PEDIBUS	3,0
TOTAL KM	54,2



Some projects and strategies...

Road safety around schools



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Some projects and strategies...

Workshops with schools on cycling by
Cycling Associations



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Some projects and strategies...

Workshops with schools on sustainable mobility



tutta mia la città

LABORATORI E ATTIVITÀ PER BAMBINI DELLE SCUOLE PRIMARIE
sulla mobilità urbana e i temi ad essa collegata

"From chaos to order: *The Manifesto for a safe, sustainable and autonomous mobility in home - to- school routes*"

Some projects and strategies...



Learning about sustainable mobility:

get out of school... and let's color the neighbourhood!



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Some projects and strategies...

Learning about sustainable mobility:
get out of school... and let's distance cars!



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Some projects and strategies...

Talking to parents



LABORATORI "OPEN" PER TUTTI I CITTADINI

Vari luoghi della città

DOMENICA 3 MARZO 2013, ORE 10

Centro Malaguzzi, Piazzale Europa

La moderazione del traffico. Principi, finalità ed esempi.

Servizio Politiche per la mobilità, Comune di Reggio Emilia

Percezione della realtà a 30 e a 50 km/h

Prova Pratica

DOMENICA 14 APRILE 2013, ORE 10.45

Biblioteca Panizzi

Il movimento quotidiano

Conversazione con la dott.ssa Claudia Spaggiari, Pediatra, sui temi della mobilità, dell'autonomia e della salute dei bambini.

Carta di identità della bicicletta

Impariamo a conoscere il nostro mezzo di trasporto e costruiamo insieme il suo documento pop-up

Laboratorio per bambini da 7 a 10 anni

In collaborazione con Tuttinbici-Fiab

DOMENICA 21 APRILE 2013, ORE 10

Piazza San Prospero

Laboratori di manutenzione della bicicletta:

impariamo a tenere in ordine il nostro mezzo. Piccola manutenzione per catena - freni - luci.

Laboratorio da 0 a 99 anni.

In collaborazione con Tuttinbici-Fiab



DOMENICA 12 MAGGIO 2013, ORE 15

Piazza Fontanesi

BIMBIMBICI.

Pedalata cittadina per bambini e famiglie.



Servizio Politiche per la Mobilità

In collaborazione con
Circoscrizione Ovest

Istituto Comprensivo "Kennedy"

Ciclo di incontri

**"GENITORI
SI DIVENTA"**



martedì 16 marzo 2010 - ore 20.45

scuola primaria "Leopardi" - via Kennedy, 20

"Muoviamoci bene"

interverranno

dott. Gianni Bartoli, pediatra FIMP - Il movimento quotidiano: non solo palestra e piscina ma anche percorso casa-scuola

Mitia Davoli, pedagoga e Tiziana Monticelli, servizio Scuole del Comune di RE - Imparare con la bicicletta

martedì 13 aprile 2010 - ore 20.45

scuola primaria "Leopardi" - via Kennedy, 20

"Muoviamoci sicuri"

interverranno

arch. Alessandro Meggiato, dirigente servizio Politiche per la Mobilità del Comune di RE - La moderazione del traffico: caratteristiche e finalità

Gianfranco Fantini, associazione "Tuttinbici-Fiab - Il progetto Scuola"

Per informazioni:
Comune di Reggio Emilia - Politiche per la Mobilità
tel. 0522 456 338 / 58 51 90
E-mail: mobility.manager@comunicapio.re.it

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Availability of
pediatricians to talk to
parents

Some projects and strategies...

Communication

Manual for children



Initiatives involving schools

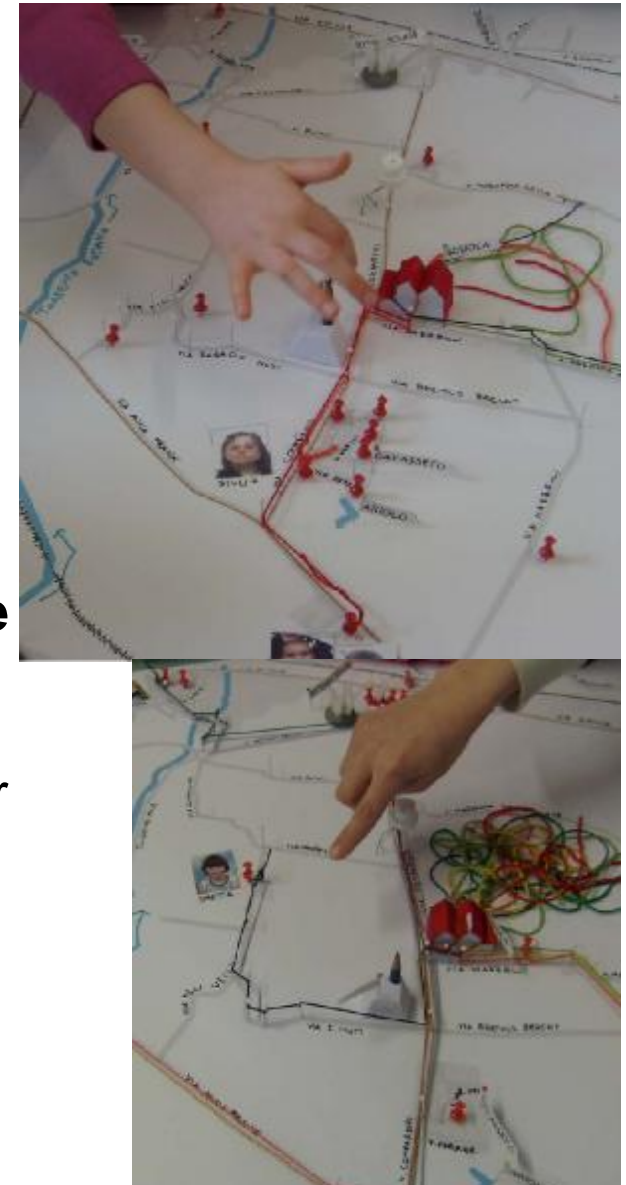


"From chaos to order: The Manifesto for a safe, sustainable and autonomous mobility in home - to- school routes"

Results

The main results of the implementation of the Manifesto are:

- Over 500 children go to school by “**bici-bus**”
- 60% of children go to school in a **sustainable** way *(by foot, bicycle, public transport or car pooling)*
- Network of 51 **School Mobility Managers** for 54 schools
- “**Safe Home-to-School**” project: national government fundings for 10 projects of traffic calming in home-to-school routes and for the promotion of sustainable mobility in schools



Key success factors

- This measure can be **replicated** in other cities.
- The approach to mobility must not be only communicative or only technical, but an **integrated approach** must involve as many actors as possible
- We can improve sustainable mobility with:

infrastructural projects and works

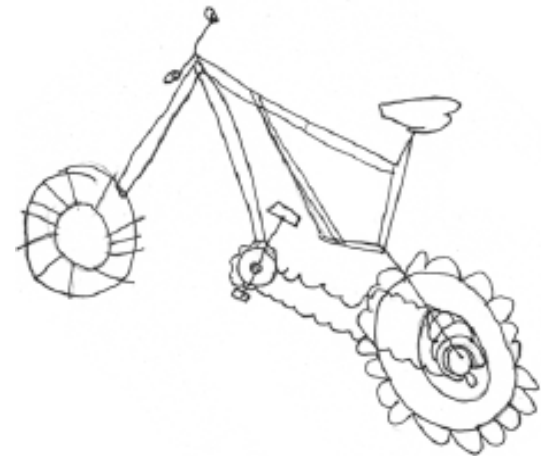
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initiatives and measures to encourage and motivate citizens to change their behaviour toward more sustainable and/or collective mobility patterns



Conclusions

- Policies regarding the change of mobility behaviours need a **comprehensive approach** and an adequate **involvement** of all actors, in particular schools and families
- Designing the urban space, particularly for pedestrian safety, is very effective if joined by a **participation process**
- **Talking to children** is the best way to convince adults and families



Thank you for attention!

Alessandro Meggiato

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www.comune.re.it/nuoveideeincircolazione



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