

Walking Bus / School & Traffic

Summary: Klimaschutzagentur is coping with the increasing traffic in front of schools as noticed by teachers, parents and NGOs. Central approach is to promote the excellent MM-instrument “Walking Bus” encouraging target group members to have their children walking in organized and accompanied groups until they are able to cope themselves with daily traffic situations. Thus not only avoiding fossil emissions but giving knowledge about the climate protection issue, problems resulting from individual car traffic and eco-friendly travel modes at very early age.

Target Audience				Actions			
X	Children		Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people	X	Cycling		Car Pooling
	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other	X	Flexible mobility services		Eco Driving
	Old Age Pensioners			X	Travel Awareness Event(s)	X	Walking
	Decision makers			X	Mobility management		Other
X	Local and regional authorities				Public Passenger Transport		

Implementation Process

Step by step process of implementation for the project:

- 1. Identification of problem in close exchange with NGOs and regional authorities***
 - 2. Conceiving project approach Walking Bus with partners***
 - 3. Coordinating partners who offer and implement the Walking Bus at schools***
 - 4. Production of appropriate info-leaflets and brochures, networking***
 - 5. increasing awareness by organising participation at events and presentation of basic problem and MM-approach. Collecting estimation of success probability.***
 - 6. Surveying knowledge of target group etc. according to SUMO-model***
 - 7. Increasing efforts and co-operation with partner organisations***
 - 8. More individual addressing the target group is necessary. Project / MM-offer will go on in 2009 with handling schools one by one and finding committed manager.***
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Barriers, Pitfalls or Unexpected Successes

Project partner did receive funding of third party and didn't feel to cooperate, thus no common communication, pr-efforts, few feedback about development. Partner changed personnel in the middle of project, not mentioning to successor arranged cooperation. partner changed own plans shifting main focus away from MM-offer. Target group parents partly not convinced about MM-offer or not willing to commit.

Due to schedule and formal demands of target group authorities difficulties at following project approach. Few feedback to surveys. Also, surveys took far too much time to prepare, conceive and evaluate. Few experience in surveys at co-beneficiary, thus bad data base.

Info-Material was highly requested: all prints out of stock. Knowledge in target group good or very good. Target group representatives express high interest, but do not have resources to implement MM-offer.

National implementation did not concentrate on ONE approach, thus very quick exhaustion of resources. Unclear targets resp. motivation about this in project conception. (conference vs. actions with schools) (from another point of view: too few resources for national implementation)

Impact of the Results of the Project

Results of the project in terms of the results achieved versus the initial targets

- 1 Quite large boost to awareness level of problem and MM-offer***
- 2 Satisfying press echo***
- 3 MM-offer implemented in parts of target group institutions (schools)***
- 4 impact on parents using car decreased by 14%. Effect is slightly lower than expected (-20%) probably due to various circumstances described above.***
- 5 Definite signals of interest by teachers and authorities to have a reprise of the approach in 2009 with more exact look at the details and individual restrictions.***