

Contract No: EIE/05/186/SI2.421633  
**SUMO PROJECT SUMMARY SHEET**  
Project Title: Walking Bus in County Tipperary

### Task Statement

- start Walking Bus-projects in at least 12 primary schools (*average of partner-targets*)
- integrate and connect partner with similar approach, improve co-operation to give clear information to target group

### Task Objectives

- reduce significantly number of „parent-Cabs“ in front of primary schools (-20%)

### Target Groups

- 1. teachers 2. parents 3. authorities 4. children/ pupils 5. partner-organisations

### Instruments and Services

- 1. personal presentation of project idea in schools
- 2. mailing
- 3. leaflets and info-materials
- 4. events/ presentations/ meeting

### Duration

#### differs from partner to partner

- Klimaschutzagentur: 02/2006 – 07/2008
- Region Hannover 01/2006 – 12/2008
- VCD e.V. 03/2006 – 11/2006

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**Project Description:**

*Describe the current situation, major external factors and how the proposed action will make an impact*

School children are brought to schools by their parents more often recently increasing emissions and dangerous situations in front of schools.

Parents and teachers reported serious concern at local traffic association. Thus a project was planned to change the behaviour of parents and in part, the children.

The >Walking Bus< project encourages parents to have their children brought to school by two adults by foot in a major group that grows at every second corner along the school way.

Advantages are less emissions, less traffic and danger resulting from it, better mental and physical health of children participating, children arriving in time and meeting their friends while walking together, children learning to tackle traffic situations and get used to move autonomous in streets.

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**Targets for Assessment, Assessment Levels and Indicators**

		Activity	Target Groups	Indicator	Target	Result
Background	Y	▪ Briefing and consultation with partner-organisations	▪ Partner-organisations, indirectly teacher and parents	Problem-reports to the partner- organisations. The target groups report significant increases. Answers in Survey 1	▪ n/a	▪
	P	survey amount of parent-cab at schools	▪ (Support by teacher and partner organizations)	Amount of cars, average = 100%	▪ not given	▪ morning: 6,26 lunch-time 4,7
Services	A	▪ presentations at school and events ▪ website ▪ info-material ▪ PR	a) Teachers, pupils, parents, school administration b) Amount of requested materials	▪ a) Interested schools, which invite to have presentations = 300 + 30 ▪ b) distributed flyer = 3000	a) # of schools visited for presentation: 55 b) Print run out of stock	▪ a) 17% ▪ b) 100%
	B	▪ mailing with pre-formatted feedback	▪ Teachers, school administrations	▪ Amount of teachers, which know the WB	100 (50% of mailing answers)	▪ 70% of mailing answers = 140% of target
	C	▪ Fixed appointments with schools	▪ Teacher of class, school administration	▪ # of cooperating schools	20 + 3	▪ 14 + 4 schools = 78% of target
	D	Survey at group C: teacher (mailing survey)	▪ Teachers	▪ amount of target group (B-line), voting 'B' and 'A'	▪ at least 75%	▪ 65% = 85% of target
Travel options	E	Survey at group D ▪ (mailing, phone survey)	▪ Teachers	▪ amount of WB-projects	▪ 20% relating to 'D'	▪ <b>Survey 2 (Aug 2008)</b>
	F	Survey at group E (Survey by the teacher)	▪ Pupils	▪ amount of pupils at WB	▪ 'E' x pupils at class	▪ <b>Survey 2 (Aug 2008)</b>
	G	Survey at target group (mailing, phone survey)	▪ Teacher, pupils, parents	▪ Amount of target group, voting 'B' and 'A'	at least 30%	▪ <b>Survey 2 (Aug 2008)</b>
Effects	H	▪ Based on long-term surveys, done by teacher	▪ Teacher, pupils, parents	▪ Amount of active target group	▪ at least 30 %	▪ <b>Survey 2 (Aug 2008)</b>
	I	▪ Survey (traffic-observation)	▪ Teacher, pupils, parents (possibly by University)	<b>Amount of parent-cab</b>	▪ <b>-20% compared with P</b>	▪ <b>Survey 2 (Aug 2008)</b>

**SUMO Process Flow Chart**

