

CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IASI • MONZA • ÚSTÍ NAD LABEM

Monza

T41.1 – School Travel Plans in Monza

Monza

July 2011



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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for Clty-VITAlity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there are 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe will be funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the CIVITAS corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested street the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities proposed in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities proposed.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Monza

Monza is a city on the river Lambro, a tributary of the Po, in the Lombardy region of Italy, some 15km north-northeast of Milan. It is the third-largest city of Lombardy and the most important

economic, industrial and administrative centre of the Brianza area, supporting a textile industry and a publishing trade. It is best known for its Grand Prix.

The City of Monza, with approximately 121,000 inhabitants, is located 15 km north of Milan, which is the centre of the Lombardia area. This area is one of the engines of the Italian economy; the number of companies is 58,500, i.e. a company for every 13 inhabitants.

Monza is affected by a huge amount of traffic that crosses the city to reach Milan and the highways nodes located between Monza and Milan. It is also an important node in the Railways network, crossed by routes connecting Milan with Como and Switzerland, Lecco and Sondrio, Bergamo and Brianza. "Regione Lombardia", which in the new devolution framework started in 1998, has full responsibility for establishing the Local Public Transportation System (trains, coaches and buses) and has created a new approach for urban rail routes using an approach similar to the German S-Line or Paris RER.

Monza has recently become the head of the new "Monza and Brianza" province, with approximately 750,000 inhabitants, so will gain the full range of administration functions by 2009. Plan-making responsibilities and an influence over peri-urban areas will require the city to develop new competencies.

In this context, the objective of the City of Monza in participating in CIVITAS as a Learning City is to set up an Urban Mobility System where the impact of private traffic can be reduced, creating a new mobility offer, where alternative modes become increasingly significant, leading to improvements to the urban environment and a reduction in energy consumption (and concurrent pollution).

3. Background to the Deliverable

Monza has been the Italian coordinator for the international organisation "I Walk to School", since it was the first city in Italy to organise Walk to School Events in 2001. Since then, every year in Monza there is a Walk to School Week at the end of which five schools (one for each town district) are rewarded for their efforts in encouraging pupils to take up more sustainable means of travelling to and from school. In order to increase awareness about positive effects of pedestrian mobility in children, some schools have also experimented with different forms of sustainable mobility, particularly walking buses.

Participatory design workshops will be held in primary schools within the CIVITAS corridor to raise awareness among students, parents and teachers about the benefits of pedestrian home - school mobility and testing of forms of sustainable home- school mobility (walking bus, cycling bus, safe routes).

This measure covers 2 tasks.

Task 11.4.6 Development of a Walking Bus Route

Monza has undertaken research to design the scheme of pedestrian paths ("PEDIBUS") acting just like a Public Transport Line for children to walk to school. As a result of the research, stops and timetables were defined and agreed with the parents of the children involved. Key stakeholders such as the local police, teachers and school managers were consulted to coordinate the scheme with the school timetables, start and end times and also to discuss security aspects of the scheme. The study was completed in month 12 of the project and reported in Deliverable R41.1.

Task 4.16 School Travel Plans

Subsequent to the development of the routes Monza issued a subcontract for specialist support to develop participatory workshops as a final stage prior to the implementation phase. This subcontract includes, during workshops, visits in school from skilled staff in order to define, in concert with teachers and according to their didactic programs, how to project, together with pupils, pedestrian paths to school.

3.1 Summary Description of the Task

Implementation activities during the third year of ARCHIMEDES project were aimed at the organization of the walking bus demonstration as the primary element of the school travel plans in Monza, from April 2011 until the end of the school year. In particular, the following actions were undertaken:

- 1) Following the activities of the technical committee for coordination, liaison between parents and monitoring.
- 2) Involving head teachers, teachers and parents appointed of representative roles in the class meeting to plan activities.
- 3) ArchiLabs: participatory workshops for the development of themes and ways for a communication campaign aimed at convincing schoolmates to subscribe to the walking bus service.
- 4) Starting up workshops “Genitori amici del pedibus” (parents and friends of walking buses): meetings dedicated to parents of pupils attending the schools involved in the project and aimed at disseminating information, raising awareness on the topics of sustainable mobility and activating the walking bus up project.
- 5) Accurate definition of School Travel Plans:
 - design of routes, stops and timetables of walking buses, in close collaboration with the coordination table and on the basis of the indications emerging from the parents’ workshops;
 - defining a plan for each school (accompanying shifts and days of activation of individual lines), aimed at activating different plans from April until the end of the school year.
- 6) Supporting activities for parents and monitoring of the service.

4. School Travel Plans in Monza

4.1 Description of the Work Done

This section is dedicated to the detailed description of the work carried out in the Demonstration Stage.

4.2 ARCHILabs

ArchiLabs, participatory workshops were run to develop themes and methods for communicating campaigns aimed at convincing schoolchildren to subscribe to the walking bus service. This has involved a total of about 130 students from four schools and seven classes. These schools are as follows:

- Omero Primary School: classes 4 °E, 4 F, 4 °G;
- Buonarroti Primary School: classes 4 °A 4 °B;
- Manzoni Primary School: class 4°A;
- Citterio Primary School: class 4 °C.

Location maps are contained within Annex 1.

Each workshop lasted two hours for each class .and has followed the schedule:

- first meeting held from 16th to 20th of December 2010;
- second meeting, from 17th to 20th of January 2011;
- third meeting, 15th to 18th of March 2011 and
- the fourth meeting held from 18th to 29th of April 2011.

During the first two meetings, activities were originally designed to retrace with children what had been done in previous years of the project, in order to allow them to understand the context and purpose of the next steps. Following this first introductory workshop, students' attention was focused on how to operate the walking bus service, so that every child could be the spokesperson of the initiative with his/her family.

Further work was aimed at defining themes and topics to make children and parents aware about the importance of sustainable mobility and the promotion of the walking bus service: thanks to the design of slogans and drawings, classes have contributed to gather information in order to prepare a strong communication campaign about the launch of the walking bus routes in their school.

Ideas, themes, slogans and drawings have been of fundamental importance for the development of flyers aimed at raising the number of subscriptions to demonstration activities in each school.

More specifically, a flyer for each school was created, which:

- 1) described the walking bus service;
- 2) presented walking bus route proposals for each of the schools;
- 3) offered a registration forms to join the walking bus service.

(Please see Figures1-4 on the next page)

Il Pedibus è un servizio gratuito, in più si risparmia bevendo acqua (i piedi piuttosto che le macchinine).

L'iscrizione al Pedibus **può essere annullata** con una telefonata, fate comunque una prova.

I nostri figli si **divertano**, incontrano nuovi amici e crescono insieme.

Imparano le regole dell'**educazione stradale**, ad essere **autonomi e responsabili**.

I bambini sono già assicurati con l'**assicurazione scolastica** per il tragitto casa scuola.

Gli accompagnatori saranno assicurati con apposita assicurazione da parte del Comune.

Accompagnatori non per sempre: si può sospendere la propria disponibilità.

Per informazioni sul Pedibus contattate:

Sincretista Vittoria
Comune di Marostica, Settore Mobilità
Tel. 0378 2431699

Valeria Fatti
CREDA onlus
Tel. 0399.903947 info@creda.it

I rappresentanti di classe dei genitori della Scuola Citterio

L'Insegnante Scienze di classe IV C

Mamma, papà a scuola con il Pedibus lasciatemi andare perchè ho tanta voglia di partecipare!

“I genitori della Scuola Citterio amici del Pedibus vi invitano ad iscrivervi perchè...”

Nei genitori **risparmiare tempo prezioso** se possiamo accompagnare il gruppo di bambini, altrimenti li affidiamo a genitori che conosciamo che li porteranno a scuola.

Il Comune e l'Associazione CreDA supportano i genitori, gli accompagnatori e i bambini iscritti per **risparmiare quanto e gli inquinati** che potranno verificarsi durante il periodo di attivazione del servizio.

Il Pedibus è promosso nell'ambito del Progetto europeo Civitas Archimedes (Le città di Aalborg [DK], Brighton & Hove [UK], Donostia - San Sebastian [ES], Iasi [RO], Uster nad Labem [CZ] e Monza stanno sperimentando azioni per favorire comportamenti sostenibili e trasporti efficienti a scala urbana e contribuire così a ridurre l'inquinamento e rendere la mobilità cittadina più sostenibile e sicura.

Vieni anche tu, inquinare meno e ti diverti di più!

Il Pedibus è un gruppo di bambini che al mattino va a scuola a piedi, seguendo percorsi sicuri, accompagnato da genitori volontari, che si rendono disponibili anche per una sola mattina alla settimana.

Il Pedibus ha già trovato alcuni accompagnatori: Simona Pennati e Anna Rolfo della IV C, Gianfranco Uboldi di IV A, Simona La Gioiosa di IV A e Paolo Siccaga di V C. Mettetevi in gioco anche voi!

AD APRILE IL PEDIBUS PARTE, ISCRIVETEVI!

ISCRIZIONE AL PEDIBUS SCUOLA CITTERIO

Completare il modulo di iscrizione e consegnarlo alle insegnanti entro giovedì 24 marzo 2011.

Io sottoscritto/a
Nome*
Cognome*
Via*
Comune*
Tel.
Cell.
e-mail

Indirizzo mia/la figlia/o al pedibus
Nome*
Cognome*
Classe* Sezione*

Scego la linea
 ARANCIONE AZZURRA
 VERDE GIALLA

PERMANA NUMERO

Sono disponibile ad accompagnare il pedibus
 Sì, giorno/la settimana in cui sono disponibile
 Verrò rendermi disponibile ma ho turni variabili, contattatemi telefonicamente
 No

FRMA

* dati obbligatori per l'organizzazione del servizio. Il trattamento dei dati forniti avviene attraverso strumenti manuali ed informatici, con modalità strettamente correlate all'organizzazione e alla gestione del servizio. I dati saranno trattati nel rispetto del regolamento (CE) n. 1370801 e del regolamento dell'articolo 1, paragrafo 1, lettera c) del regolamento di una richiesta al Comune di Marostica, Settore Mobilità.

Come iscriversi al Pedibus

Scegliere la linea più comoda, anche a casa o che percorra il tragitto che fare in macchina per raggiungere la scuola.

Completare l'iscrizione per vostro figlio/a.

Se vi è possibile segnalare la vostra disponibilità ad essere accompagnatori, il Comune e l'Associazione CreDA organizza i turni di accompagnamento.

Completare il modulo di iscrizione alle insegnanti di classe entro giovedì 24 marzo 2011.

A tutti gli iscritti sarà consegnata la tabella di marcia del Pedibus, con i bambini partecipanti, gli orari alle diverse fermate, i nomi e i telefoni dei genitori accompagnatori.

LINEA VERDE
Fermata 1 - ore 8:05
via Anselmotto, 504
Fermata 2 - ore 8:05
via Anselmotto, 504
Fermata 3 - ore 8:05
via Roma ang. Perini
Fermata 4 - ore 8:20
via Roma ang. Sargoli

LINEA ARANCIONE
Fermata 1 - ore 8:05
via Anselmotto, Perini
Fermata 2 - ore 8:05
via Anselmotto, Perini
Fermata 3 - ore 8:15
via Roma ang. Perini

LINEA AZZURRA
Fermata 1 - ore 8:05
Via Tosco (Supermercato)
Fermata 2 - ore 8:08
via Tosco (Supermercato)
Fermata 3 - ore 8:15
via Tosco (persegna Inal)

LINEA VERDE
Fermata 1 - ore 8:00
Piazza S. Caterina ang. Muraletti
Fermata 2 - ore 8:10
via Citterio ang. Roma
Fermata 3 - ore 8:15
via Roma ang. Sordani

Figure 1 – Citterio School flyer

Il Pedibus è un servizio gratuito, in più si risparmia bevendo acqua (i piedi piuttosto che le macchinine).

L'iscrizione al Pedibus **può essere annullata** con una telefonata, fate comunque una prova.

I nostri figli si **divertano**, incontrano nuovi amici e crescono insieme.

Imparano le regole dell'**educazione stradale**, ad essere **autonomi e responsabili**.

I bambini sono già assicurati con l'**assicurazione scolastica** per il tragitto casa scuola.

Gli accompagnatori saranno assicurati con apposita assicurazione da parte del Comune.

Accompagnatori non per sempre: si può sospendere la propria disponibilità.

Per informazioni sul Pedibus contattate:

Sincretista Vittoria
Comune di Marostica, Settore Mobilità
Tel. 0378 2431699

Valeria Fatti
CREDA onlus
Tel. 0399.903947 info@creda.it

I rappresentanti di classe dei genitori della Scuola Omero

Le Insegnanti Compensi e Rita della classe IV

Partiamo dalla fermata del pedibus e ci uniamo con tanti bambini per andare a scuola...

“I genitori della Scuola Omero amici del Pedibus vi invitano ad iscrivervi perchè...”

Nei genitori **risparmiare tempo prezioso** se possiamo accompagnare il gruppo di bambini, altrimenti li affidiamo a genitori che conosciamo che li porteranno a scuola.

Il Comune e l'Associazione CreDA supportano i genitori, gli accompagnatori e i bambini iscritti per **risparmiare quanto e gli inquinati** che potranno verificarsi durante il periodo di attivazione del servizio.

Il Pedibus è promosso nell'ambito del Progetto europeo Civitas Archimedes (Le città di Aalborg [DK], Brighton & Hove [UK], Donostia - San Sebastian [ES], Iasi [RO], Uster nad Labem [CZ] e Monza stanno sperimentando azioni per favorire comportamenti sostenibili e trasporti efficienti a scala urbana e contribuire così a ridurre l'inquinamento e rendere la mobilità cittadina più sostenibile e sicura.

...e se accetti pure tu, ci divertiremo molto di più!

Il Pedibus è un gruppo di bambini che al mattino va a scuola a piedi, seguendo percorsi sicuri, accompagnato da genitori volontari, che si rendono disponibili anche per una sola mattina alla settimana.

Il Pedibus ha già trovato una mamma accompagnatrice: Anna Bonassi della IV F è a vostra disposizione per qualsiasi informazione sul Pedibus e su come si fa ad essere genitori accompagnatori.

IL PEDIBUS PARTE AD APRILE ISCRIVETEVI!

ISCRIZIONE AL PEDIBUS SCUOLA Omero

Completare il modulo di iscrizione e consegnarlo alle insegnanti entro giovedì 24 marzo 2011.

Io sottoscritto/a
Nome*
Cognome*
Via*
Comune*
Tel.
Cell.
e-mail

Indirizzo mia/la figlia/o al pedibus
Nome*
Cognome*
Classe* Sezione*

Scego la linea
 ARANCIONE AZZURRO

PERMANA NUMERO

Sono disponibile ad accompagnare il pedibus
 Sì, giorno/la settimana in cui sono disponibile
 Verrò rendermi disponibile ma ho turni variabili, contattatemi telefonicamente
 No

FRMA

* dati obbligatori per l'organizzazione del servizio. Il trattamento dei dati forniti avviene attraverso strumenti manuali ed informatici, con modalità strettamente correlate all'organizzazione e alla gestione del servizio. I dati saranno trattati nel rispetto del regolamento (CE) n. 1370801 e del regolamento dell'articolo 1, paragrafo 1, lettera c) del regolamento di una richiesta al Comune di Marostica, Settore Mobilità.

Come iscriversi al Pedibus

Scegliere la linea più comoda, anche a casa o che percorra il tragitto che fare in macchina per raggiungere la scuola.

Completare l'iscrizione per vostro figlio/a.

Se vi è possibile segnalare la vostra disponibilità ad essere accompagnatori, il Comune e l'Associazione CreDA organizza i turni di accompagnamento.

Completare il modulo di iscrizione alle insegnanti di classe entro giovedì 24 marzo 2011.

A tutti gli iscritti sarà consegnata la tabella di marcia del Pedibus, con i bambini partecipanti, gli orari alle diverse fermate, i nomi e i telefoni dei genitori accompagnatori.

LINEA VERDE
Fermata 1 - ore 8:30
via Marescotti, 6
Fermata 2 - ore 8:35
via Marescotti ang. Magliacchi
Fermata 3 - ore 8:40
via Moggiolo ang. S. Alessandro
Fermata 4 - ore 8:45
Via S. Alessandro ang. Omero

LINEA ARANCIONE
Fermata 1 - ore 8:30
via San Rocco ang. Aquilino
Fermata 2 - ore 8:40
via San Rocco ang. Delfini
Fermata 3 - ore 8:45
via San Rocco ang. Sacco
Fermata 4 - ore 8:50
via Sacco ang. Omero

Figure 2 – Omero school flyer

Il Pedibus è un servizio gratuito, il più sicuro rispetto ai servizi pubblici (più pulito della macchina).
L'iscrizione al Pedibus può essere annullata con una telefonata, fatevi consigliare una guida.
Incontri figli a divertono, incontriamo nuovi amici e cresciamo insieme.
Impariamo le regole dell'educazione stradale, ad essere autonomi e responsabili.
I bambini sono già assistiti con l'assistenza scolastica per il tragitto casa scuola.
Gli accompagnatori saranno assistiti con apposita assistenza da parte del Comune.
Accompagnatori non per sempre, usate il servizio quando la prestate di comodità.

“I genitori della Scuola Buonarroti amici del Pedibus vi invitano ad iscrivervi perchè...”

Per informazioni sul Pedibus contattate:
 Simonetta Vittoria
 Comune di Monza, Settore Mobilità
 Tel.039-3837692
 Valeria Ratti
 CREDA onlus
 Tel.039-3837692 r.a.0393837692
 I rappresentanti di classe dei genitori della Scuola Buonarroti
 Cattedrante Massimo della classe IV

**STOP al traffico!
 Se a piedi andiamo,
 lo smog
 diminuiamo**

...e se accetti pure tu, ci divertiremo molto di più!

Il Pedibus è promosso nell'ambito del Progetto europeo Civitas Archimedes (Le città di Aalborg (DK), Brighton & Hove (UK), Dornbirn - San Sebastian (ES), Inns (NO), Ostend (BE) e Monza stanno sperimentando azioni per favorire comportamenti sostenibili e trasporti efficienti a scala urbana e contribuire così a ridurre l'inquinamento e rendere la mobilità cittadina più sostenibile e sicura.

Il Pedibus è un gruppo di bambini che al mattino va a scuola a piedi, seguendo percorsi sicuri, accompagnato da genitori volontari, che si rendono disponibili anche per una sola mattina alla settimana.

Il Pedibus riduce il numero delle macchine davanti a scuola e offre ai bambini l'occasione di fare movimento, passare un piacevole momento insieme e diventare autonomi.

ISCRIZIONE AL PEDIBUS SCUOLA BUONARROTI
 Consultare il modulo di iscrizione e consegnarlo alle insegnanti entro giovedì 24 marzo 2011.

lo sottoscritto
 Nome*
 Cognome*
 Via*
 Comune*
 Tel*
 Cell*
 e-mail
 Iscrive mio/a figlio/a al pedibus:
 Nome*
 Cognome*
 Classe* Sezione*

Sceglie la linea
 ROSA TURCHISE
 ROSA
FERMA DA NUMERO
 Sì, giorno/della settimana in cui sono disponibile
 Vorrò rendermi disponibile ma ho turni variabili, contattatemi telefonicamente
 No

FIRMA

*** dati obbligatori per l'organizzazione del servizio**
 Il trattamento dei dati forniti avviene attraverso il servizio di gestione informatica, con modalità di trattamento con finalità organizzative e alla gestione del servizio. I dati sono trattati nel corso di attività di gestione del servizio. I dati sono trattati e possono essere comunicati a terzi in base a richiesta del Comune di Monza, Settore Mobilità.

Linea ROSA
Fermata 1 - ore 8.05
 via Buonarroti ang. Mantova
Fermata 2 - ore 8.20
 via Buonarroti ang. Mantova
Fermata 3 - ore 8.35
 via Buonarroti ang. Mantova

Linea TURCHISE
Fermata 1 - ore 8.20
 via Buonarroti ang. Mantova
Fermata 2 - ore 8.35
 via Buonarroti ang. Mantova
Fermata 3 - ore 8.50
 via Buonarroti ang. Mantova

Linea ROSA
Fermata 1 - ore 8.30
 via Buonarroti ang. Mantova
Fermata 2 - ore 8.45
 via Buonarroti ang. Mantova

Come iscriversi al Pedibus
 Scegliere la linea più comoda, vicina a casa o che incrocia il tragitto che fare in macchina per raggiungere la scuola.
 Compilare l'iscrizione per vostro figlio/a.
 Se vi è possibile segnalare la vostra disponibilità ad essere accompagnatori, il Comune e l'Associazione Civitas organizzano i turni di accompagnamento.

Completare il modulo di iscrizione alle insegnanti di classe entro giovedì 24 marzo 2011.
 A tutti gli iscritti sarà consegnata la tabella di marcia del Pedibus, con i bambini partecipanti, gli orari alle diverse fermate, i nomi e i telefoni dei genitori accompagnatori.

Figure 3 – Buonarroti school flyer

Il Pedibus è un servizio gratuito, il più sicuro rispetto ai servizi pubblici (più pulito della macchina).
L'iscrizione al Pedibus può essere annullata con una telefonata, fatevi consigliare una guida.
Incontri figli a divertono, incontriamo nuovi amici e cresciamo insieme.
Impariamo le regole dell'educazione stradale, ad essere autonomi e responsabili.
I bambini sono già assistiti con l'assistenza scolastica per il tragitto casa scuola.
Gli accompagnatori saranno assistiti con apposita assistenza da parte del Comune.
Accompagnatori non per sempre, usate il servizio quando la prestate di comodità.

“I genitori della Scuola Manzoni amici del Pedibus vi invitano ad iscrivervi perchè...”

Per informazioni sul Pedibus contattate:
 Simonetta Vittoria
 Comune di Monza, Settore Mobilità
 Tel.039-3837692
 Valeria Ratti
 CREDA onlus
 Tel.039-3837692 r.a.0393837692
 I rappresentanti di classe dei genitori della Scuola Manzoni
 Cattedrante Chiara della classe IV

**STOP alle auto,
 il Pedibus
 ci porta a scuola!**

Il Pedibus è promosso nell'ambito del Progetto europeo Civitas Archimedes (Le città di Aalborg (DK), Brighton & Hove (UK), Dornbirn - San Sebastian (ES), Inns (NO), Ostend (BE) e Monza stanno sperimentando azioni per favorire comportamenti sostenibili e trasporti efficienti a scala urbana e contribuire così a ridurre l'inquinamento e rendere la mobilità cittadina più sostenibile e sicura.

Il Pedibus è un gruppo di bambini che al mattino va a scuola a piedi, seguendo percorsi sicuri, accompagnato da genitori volontari, che si rendono disponibili anche per una sola mattina alla settimana.

Il Pedibus riduce il numero delle macchine davanti a scuola e offre ai bambini l'occasione di fare movimento, passare un piacevole momento insieme e diventare autonomi.

ISCRIZIONE AL PEDIBUS SCUOLA MANZONI
 Consultare il modulo di iscrizione e consegnarlo alle insegnanti entro giovedì 24 marzo 2011.

lo sottoscritto
 Nome*
 Cognome*
 Via*
 Comune*
 Tel*
 Cell*
 e-mail
 Iscrive mio/a figlio/a al pedibus:
 Nome*
 Cognome*
 Classe* Sezione*

Sceglie la linea
 VIOLA TIRIO
FERMA DA NUMERO
 Sì, giorno/della settimana in cui sono disponibile
 Vorrò rendermi disponibile ma ho turni variabili, contattatemi telefonicamente
 No

FIRMA

*** dati obbligatori per l'organizzazione del servizio**
 Il trattamento dei dati forniti avviene attraverso il servizio di gestione informatica, con modalità di trattamento con finalità organizzative e alla gestione del servizio. I dati sono trattati nel corso di attività di gestione del servizio. I dati sono trattati e possono essere comunicati a terzi in base a richiesta del Comune di Monza, Settore Mobilità.

Linea VIOLA
Fermata 1 - ore 8.18
 via Manzoni ang. Zingales
Fermata 2 - ore 8.35
 via Manzoni 13
Fermata 3 - ore 8.50
 via Manzoni ang. Zingales

Linea TIRIO
Fermata 1 - ore 8.00
 via Manzoni ang. Zingales
Fermata 2 - ore 8.15
 via Manzoni ang. Zingales
Fermata 3 - ore 8.35
 via Manzoni ang. Zingales
Fermata 4 - ore 8.50
 via Manzoni ang. Zingales

Come iscriversi al Pedibus
 Scegliere la linea più comoda, vicina a casa o che incrocia il tragitto che fare in macchina per raggiungere la scuola.
 Compilare l'iscrizione per vostro figlio/a.
 Se vi è possibile segnalare la vostra disponibilità ad essere accompagnatori, il Comune e l'Associazione Civitas organizzano i turni di accompagnamento.

Completare il modulo di iscrizione alle insegnanti di classe entro giovedì 24 marzo 2011.
 A tutti gli iscritti sarà consegnata la tabella di marcia del Pedibus, con i bambini partecipanti, gli orari alle diverse fermate, i nomi e i telefoni dei genitori accompagnatori.

Figure 4 – Manzoni school flyer

During the third meeting of each Archilab, each class developed its own communication campaign based on their individual flyer. Students from each class explained to fellow schoolmates how the walking bus service was, its features, benefits of participation and how to subscribe to the initiative through a “TGPEDIBUS” (an imitation of TV news concerning the Walking Bus): the highlight of the campaign has seen each student becoming a spokesperson in the dissemination of information relating to the service.

During the closing meeting of this round of workshops (the fourth meeting), held after the walking bus launch, the suggested activities have allowed students to retrace the experience on the one hand and to evaluate the characteristics of the walking bus on the other.

Themes and information about geographic location and activities undertaken have been collected to prepare a letter which has been handed out to representatives of other cities participating in ARCHIMEDES gathered for the Consortium Meeting in Monza on May 11th, 2011 in order to activate, with schools that are working on the same themes, a path of mutual understanding, exchange of information and sharing best practices on ongoing projects.



Picture no. 5 – Children during ARCHILabs

4.3 Parent Workshops

Through the involvement and awareness of parents appointed as representative of the classes, a series of in-depth meetings and information activities was organised. These meetings were aimed on the one hand at the presentation of the project, and on the other at testing organisation with particular reference to the communication campaign and key issues to be submitted for inclusion in the flyer from the point of view of parents: as a matter of fact, this activity was aimed at raising interest from as many families as possible not only by showing benefits of the walking bus from the children’s point of view, but also by sharing the importance of the measure for the environment, children’s autonomy and safety during their home-school journey etc.

Meetings were organised according to the following schedule:

- Omero school, 3 meetings: Dec. 13 2010, Jan. 17, Feb. 7 2011;
- Buonarroti school, 2 meetings: November 30 2010, Jan. 20 2011;
- Citterio school, 3 meetings: Nov. 29 2010, Jan. 24, Feb. 7 2011;

Manzoni school, two meetings: Nov. 24 2010 and Jan. 31 2011.

In each school, the first meeting focused on the general presentation of the ARCHIMEDES project, and the detailed plan of demonstration activities aimed at testing walking bus routes in each school. The following meetings were an opportunity to propose topics to be addressed in the communication campaign and to assess, from the point of view of adults, walking bus routes. More specifically, useful information emerged about the routes to be tested in each school, according to the adults' experience both as car drivers and pedestrians along those routes.

Omero School

The paths resulting from the analysis of the students' place of origin (home-destination) have been considered suitable by parents involved in the workshop. During meetings, there was some general criticism concerning narrow streets of the neighborhood, more specifically in the areas surrounding the school.

Moreover, it was pointed out that in Sauro Street, Omero Street and Mogadishu Street there are several violations of parking rules, since at the time of entry and exit from the schools in the area (nursery, primary and secondary schools with different entry/exit times), many illegal and antisocial parking behaviors can be noticed (second row, occupation of parking places reserved for disabled people or to school bus, parking in no parking areas), especially on rainy days, when parents driving their children to school are not willing to leave them far from the entrance of the school.

Citterio School

Citterio School has been the first primary school in Monza which has tested the walking bus service, so parents were already used to this kind of demonstration activity: no difficulties have been reported by parents of children attending the school along the proposed routes.

Buonarroti School

No difficulties have been reported by parents of children attending the school along the proposed routes, despite some narrow streets in the neighborhood. There have been no critical aspects highlighted.

Nevertheless, the area is affected by the presence of men at work for extensive street works due to the construction of a tunnel aimed at improvements in traffic flow between Buonarroti Street and Industrie Road.

These works are causing difficulties and inconvenience especially to families of children attending the school but living on the side of Buonarroti Street located south with respect to Industrie Road, which are compelled to use their car to take children to school, as shown in the two following figures

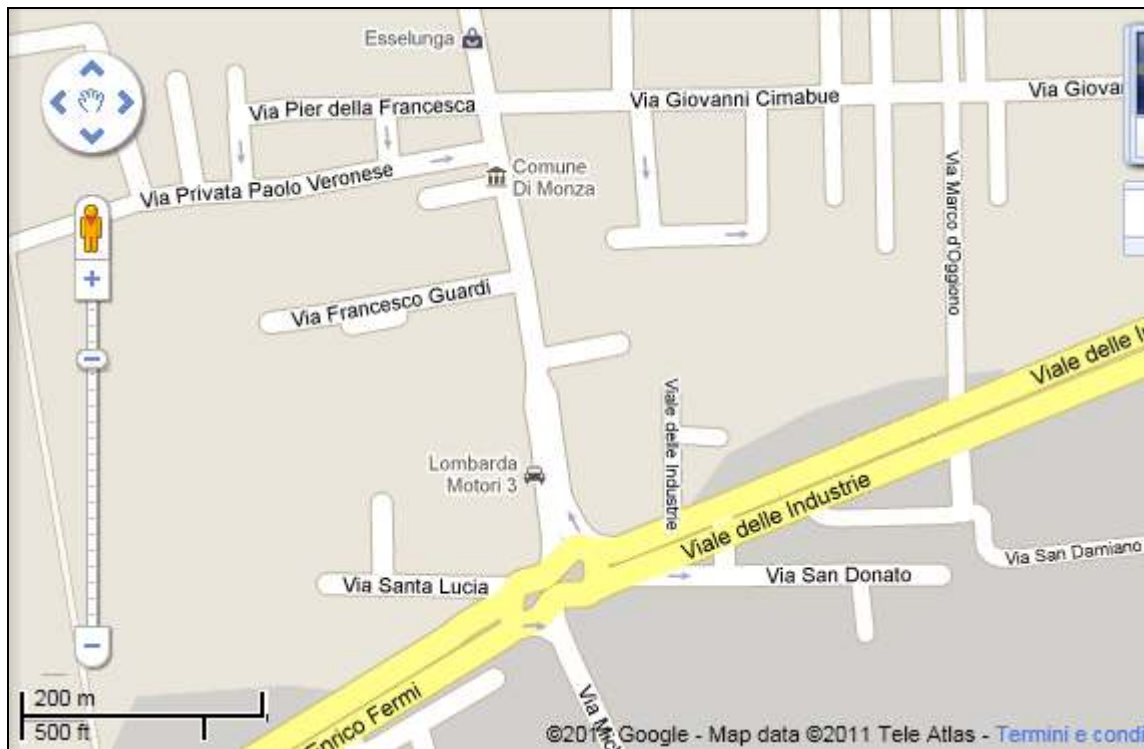


Figure 6 – Road network surrounding Buonarroti school



Figure 7 – Satellite view of the area

Manzoni School

The street walkability of the district has been evaluated positively by the parents participating in the workshop, who have emphasised two general aspects: first of all, there is a need to enhance the road signs, with particular reference to the visibility of pedestrian crossings (Guardini street). A second aspect is to improve the presence of traffic flows through the district, with particular reference to the axis of Mameli Street (where the school is located), used as the axis of easy access to highways and Industrie Road from the near city of Brugherio.

Regarding the information to be included in the communication campaign the following issues have been highlighted as essential if they are to be included in the registration flyer:

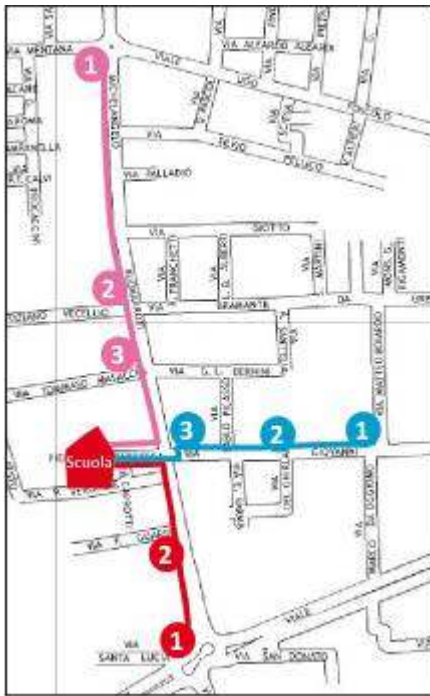
1. Service Description: the walking bus is a free service that helps parents who work, allowing them to make children become responsible and to make sure they improve their awareness. It is also an opportunity for socialisation among children and parents.
2. Map of routes: to clarify areas of the city included walking bus lines, stops and times.
3. Advantages of the experiment: participation in the walking bus allows parents to be less nervous and anxious regarding how their children go to school, children to be on time, to enjoy the socialisation and independence and to have a less sedentary life.
4. Encourage parents to participate: parents are identified as testimonials of the walking bus, companions of the different routes that are included in the registration form and can become points of reference in order to reassure even the most fearful and apprehensive parent and give information after the distribution of registration forms in schools.
5. Commitment for environment: walking bus demonstration as an opportunity to help understand the importance of educating children to develop a more sustainable mobility in order to do something useful for the district where people live, helping to reduce pollution through a simple, effective and practical action.

4.4 School Travel Plans

On the basis of studies and on the analysis of the flow of catchment areas of each participating school (conducted during the research stage of the measure and described in Deliverable R41), information emerged that has been used to define walking bus routes, stops and timetables for the demonstration stage of the measure.

Moreover, in accordance with the table of technical coordination of the project, the routes proposed for the demonstration of walking bus were brought to the attention of Public Works Department of the Municipality of Monza in order to estimate interventions for safe and timely resolution of critical issues: in particular, some maintenance of road signs in areas adjacent to schools and walking bus routes have been provided, with particular attention to pedestrian crossings for which provision was made for the installation of appropriate lighting for the road signs.

The following is a breakdown of walking bus routes designed for each school:



Buonarroti School

Pink Line

- Stop 1 | h. 8.05 | Buonarroti street corner Mentana street
- Stop 2 | h. 8.10 | Buonarroti street corner Vecellio street
- Stop 3 | h. 8.15 | Buonarroti street corner Masaccio street

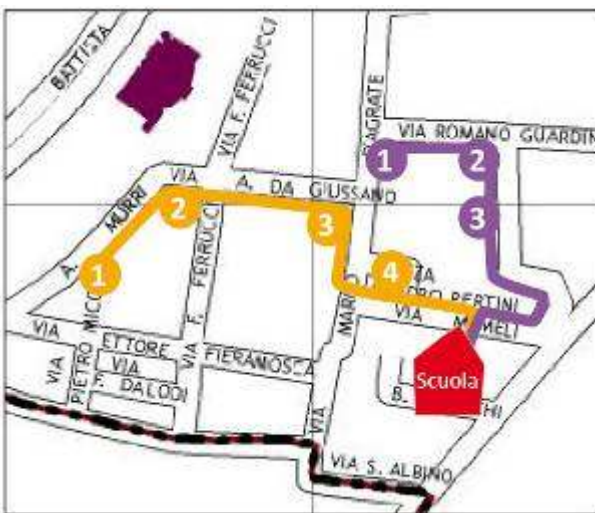
Turquoise Line

- Stop 1 | h. 8.10 | Cimabue street corner Boiardo street
- Stop 2 | h. 8.15 | 19 Cimabue street
- Stop 3 | h. 8.20 | Cimabue street corner Buonarroti street

Red Line

- Stop 1 | h. 8.10 | Buonarroti street corner S. Lucia street
- Stop 2 | h. 8.15 | Buonarroti street corner Guardi street

Manzoni School



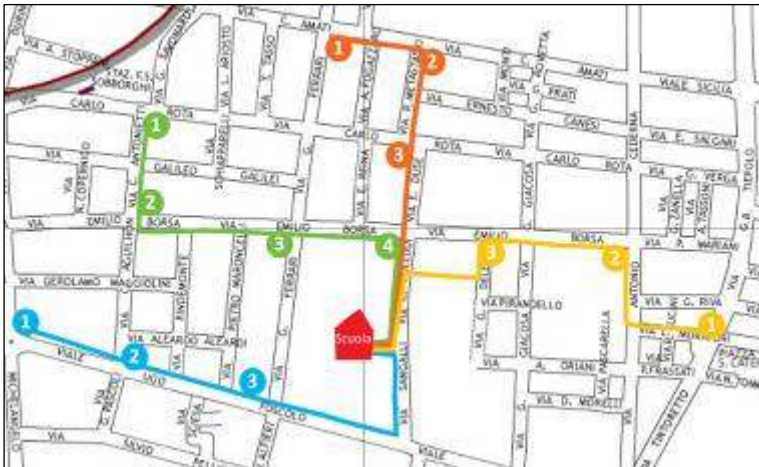
Gold Line

- Stop 1 | h. 8.00 | 12 Murri street (parking)
- Stop 2 | h. 8.05 | Da Giussano street corner Ferrucci street
- Stop 3 | h. 8.15 | Da Giussano street corner D'Agrate street
- Stop 4 | h. 8.20 | Pertini Square

Purple Line

- Stop 1 | h. 8.10 | Guardini street corner D'Agrate street
- Stop 2 | h. 8.15 | 13 Guardini street
- Stop 3 | h. 8.20 | Guardini street (parking)

Citterio School



Blue line

- Stop 1 | h. 8.05 | 1 Foscolo street
- Stop 2 | h. 8.10 | 21 Foscolo street
- Stop 3 | h. 8.15 | 39 Foscolo street

Green line

- Stop 1 | h. 8.00 | Antoniotti street corner Rota street
- Stop 2 | h. 8.05 | Antoniotti street corner Borsa street
- Stop 3 | h. 8.15 | Borsa street street corner Ferrari street
- Stop 4 | h. 8.20 | Borsa street corner Sangalli street

Orange line

- Stop no. 1 | h. 8.05 | Amati street corner Ferrari street
- Stop no. 2 | h. 8.10 | Amati street corner Metastasio street
- Stop no. 3 | h. 8.15 | Rota street corner Duse street

Yellow line

- Stop 1 | h. 8.00 | S.Caterina square corner Muratori street
- Stop 2 | h. 8.10 | Cederna street corner Borsa street
- Stop 3 | h. 8.15 | Borsa street corner Deledda street

Omero School



Sapphire Line

- Stop 1 | h. 8.10 | 6 Mercadante street
- Stop 2 | h. 8.15 | Mercadante street corner Mogadiscio street
- Stop 3 | h. 8.20 | Mogadiscio street corner S. Alessandro street
- Stop 4 | h. 8.25 | S. Alessandro street corner Omero street

Amber Line

- Stop 1 | h. 8.10 | San Rocco street corner Aquileia street
- Stop 2 | h. 8.20 | San Rocco street corner Cellini street
- Stop 3 | h. 8.25 | San Rocco street corner Sauro street
- Stop 4 | h. 8.30 | Sauro street corner Omero street

5. Main Outcomes

After the distribution of information flyers and the collection of subscriptions for each school, school travel plans have been defined identifying and co-ordinating the different walking bus lines according to the number of students who subscribed to each route.

Through telephone or e-mail contacts with the families which have joined the service, the availability of parents to cover the assistance shifts over the course of the week has been

checked, in an attempt to make every line activated on a permanent basis from Monday to Friday, so that the walking bus could become a daily and usual service. The composition of the shifts has meant that ten out of the eleven walking bus routes were operational from Monday to Friday, the exception being the yellow line of Citterio school (active only on Thursday and Friday).

Once defined, the assistance plan was distributed to all families of enrolled children and presented in a special organisational meeting for each school involved. This was also an opportunity to point out the rules of the service whose activation date was scheduled for Monday April 11, 2011. It was also the opportunity for parents who were not available to assist the walking buses, but nevertheless enrolled their children to the demonstration activity, to meet accompanying parents.

After the service activation, constant telephone contact with parents has enabled supervisors to monitor the progress of the experiment and to solve, if necessary, small problems or inconveniences. For example, two weeks after the launch, according to the needs for parents and supervisors, the Pink Line's timetable (Buonarroti school) was significantly modified, in order to be better adapted to the needs of the group.

Members have used the walking bus on an ongoing basis throughout the launch (from April to June 9th 2011). Therefore the experience has become a daily routine for the participants and different groups are well established and motivated.

Nice weather is an incentive. According to all the participants a further component of the success of the experiment was good weather that has certainly encouraged participation in the walking bus.

In order to promote the visibility of the groups, parents of children attending Citterio school have furnished colored bibs for subscribers to ensure that the groups could be more visible. The distribution of a small gadget, useful for carrying out the service, has helped the children to increase the sense of belonging to the group.



Figure 8 – Walking buses in action

Detail of the number of subscribers and of accompanying parents are shown in the tables below:

CITTERIO SCHOOL			BUONARROTI SCHOOL		
	Start	Closing		Start	Closing
Green Line	18	18	Pink line	17	17
Blue Line	15	17	Red line	4	4
Orange Line	8	9	Turquoise line	20	23
Yellow Line	2	2			
TOTAL	43	46	TOTAL	41	44
%	11,8%	12,6%	%	22,7%	24,3%
Parents	16	17	Parents	14	14
MANZONI SCHOOL			OMERO SCHOOL		
	Start	Closing		Start	Closing
Gold line	16	16	Sapphire line	17	17
			Amber line	21	22
TOTAL	16	16	TOTAL	38	39
%	13,3%	13,3%	%	23,8%	24,4%
Parents	7	8	Parents	12	12
Overall Total					
TOTAL PUPILS	138	145			
TOTAL PARENTS	49	51			

6 Communication Activities

Apart from the design and distribution of the flyers, press releases for newspapers and websites have been prepared to communicate the launch of the demonstration stage of this measure.

In the ARCHIMEDES city newsletter, a box has been dedicated to the launch of school travel plans and ARCHIMEDES city website has been updated with the information.



Figure 9 – ARCHIMEDES city newsletter opening page



Figure 10 – ARCHIMEDES website page dedicated to the launch of school travel plans



Figure 11 – Il Giorno (national paper with local news) press release



Figure 12 – MB News website



Figure 13 – Il Cittadino MB (local newspaper) website

7 Problems Identified

1. **PARTICIPATION:** children who took part in the walking bus form about 10-15% of the school population. Parents are confident that for the next school year, walking bus can be consolidated also through getting in touch with those parents who already walk to school and which might join the walking bus groups.
2. **LACK OF INTEREST:** the majority of parents of different schools involved were not particularly interested in the initiative. Parents who have enrolled their children think that the effects of the walking bus are not fully clear at this stage, so for the next school year the suggestion is to communicate those benefits more clearly (this measure can bring socialisation, autonomy, physical activity, development of a network of mutual cooperation between parents, a tool for the conciliation of time devoted to family and to working, reduction of traffic and CO₂ emissions.)
3. **LACK OF TURNOVER:** there is the need to recruit more parents to operate the walking buses. In some cases the entire demonstration has burdened on the availability of a few parents who do not know if they can sustain this commitment for all next year. This problem is present especially in the case of accompanying parents of children attending the fifth class, will change school next year. As a result a number of walking bus lines

could not be reactivated in the same way, so new efforts have to be made to find new parents.

4. **DIFFICULTY IN CHANGING HABITS**. Some parents do not participate because they have already have an established timetable which is difficult to change or that they are resistant to change,
5. **PRE-SCHOOL SERVICE**: parents have to sign up, before the end of the 2010-2011 school year, for pre-school service and for school-bus service when they don't know yet whether the walking bus will be activated or not.
6. **HEAVY RUCKSACKS**: sometimes rucksacks are too heavy and this often represents a deterrent to take part in walking bus.
7. **WEATHER CONDITIONS**: inclement weather can surely affect participation: generally people do not want participate during rainy and bad weather.

8 Future Plans

For next year, the last and final of the ARCHIMEDES project, activities will be dedicated to retracing and strengthening the experience of the last part of this school year. In particular, the aim is the development of communication aspects and of documentation to promote the experience by a local point of view: more specifically, the experience of the four schools involved will be exploited for other schools of the city with the aim of having even more children walking to school and less traffic during peak hours.

Moreover, there is a strong request coming from teachers and pupils to establish a direct contact and exchange of information, ideas and projects with children of other European cities involved in ARCHIMEDES project.

To achieve both goals, schools are expected to use web platforms that allow direct contact and exchange of real-time information (e-mail, Skype).

Demonstration of walking bus services will continue, with the expectation that, following the success achieved during Spring 2011, in the fourth year walking buses will be operational for the entire school year. The involvement of a larger group of parents is expected through workshops and enhancement of the experience from pilot classes to promote the initiative, gaining new subscriptions to the service: fresh efforts will be made in communicating the activity, trying to recruit new parents who will participate actively to the demonstration stage showing them the good results of this first period of implementation. .

The arrangements to continue initiatives and evaluation activities of the measure will be developed in close synergy with the table of technical coordination.

Annex 1: Location Maps for the Participating Schools

Manzoni School, Mameli Street 18

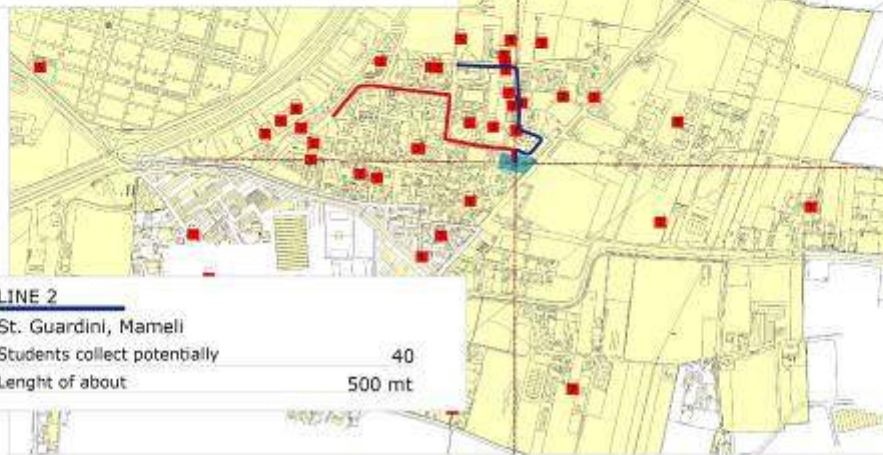
MANZONI SCHOOL

Number of students enrolled in the area	127
Students residing in the City of Monza	103
Students living in nearby municipalities	24
Students living beyond the radius of 800 mt from the school	33



LINE 1

St. Murri, Da Giussano, D'Agrate, Mameli
Students collect potentially 30
Length of about 600 mt.



LINE 2

St. Guardini, Mameli
Students collect potentially 40
Length of about 500 mt.

Buonarroti School, Pier della Francesca Street

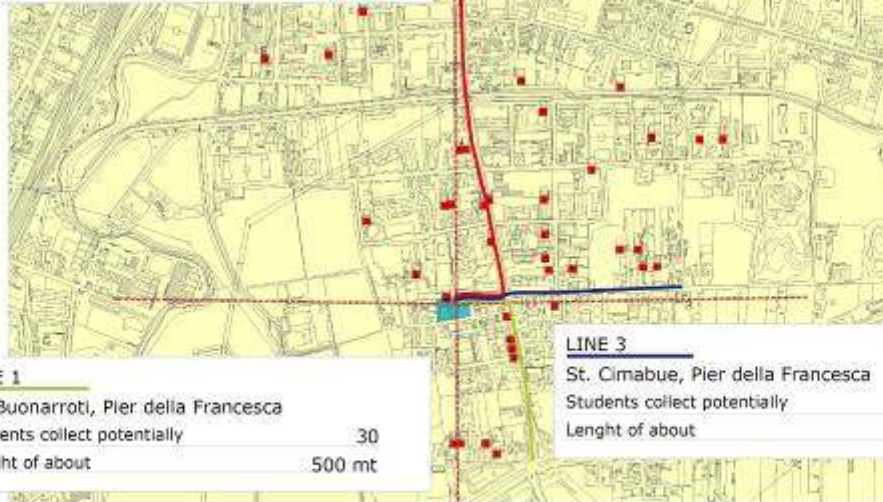
BUONARROTI SCHOOL

Number of students enrolled in the area	179
Students residing in the City of Monza	164
Students living in nearby municipalities	15
Students living beyond the radius of 800 mt from the school	89



LINE 2

St. Buonarroti/Mentana, St. P. della Francesca	
Students collect potentially	40
Length of about	900 mt



LINE 1

St. Buonarroti, Pier della Francesca	
Students collect potentially	30
Length of about	500 mt

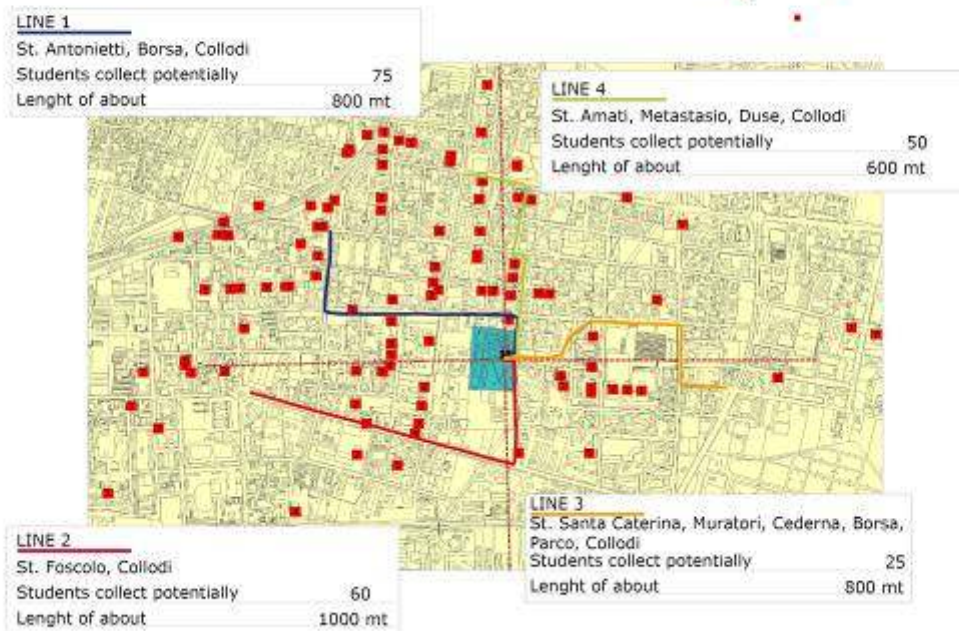
LINE 3

St. Cimabue, Pier della Francesca	
Students collect potentially	20
Length of about	600 mt

Citterio School, Collodi Street

CITTERIO SCHOOL

Number of students enrolled in the area	357
Students residing in the City of Monza	337
Students living in nearby municipalities	20
Students living beyond the radius of 800 mt from the school	127



Omero School, Omero Street

OMERO SCHOOL

Number of students enrolled in the area	144
Students residing in the City of Monza	137
Students living in nearby municipalities	7
Students living beyond the radius of 800 mt from the school	47

