



# Promoting Sustainable Mobility in Home to School Journeys in Small and Medium Sized Cities. Case Study of Castelo Branco.

International Conference on Sustainable Urban Transport and Environment  
24-26 June Paris, France

## OUTLINE

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# Framework

## Importance of the home to school journeys

### Home to school journey represent a problem for the cities

High importance in urban commuting

High number of citizens involved such as students, parents, relatives, friends, ...

Relevant impact in urban environment (GEE Emissions, particle pollution, noise emissions, traffic jam, etc.)

### They are a permanent challenge to promote sustainable mobility

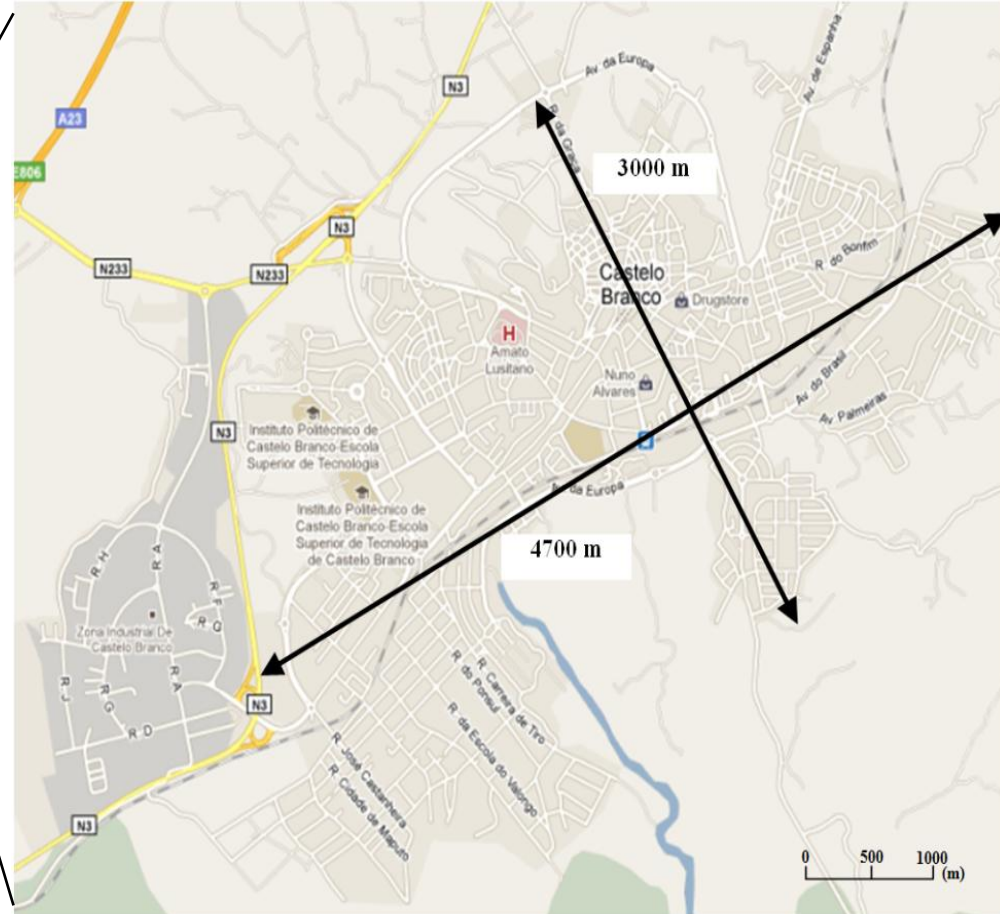
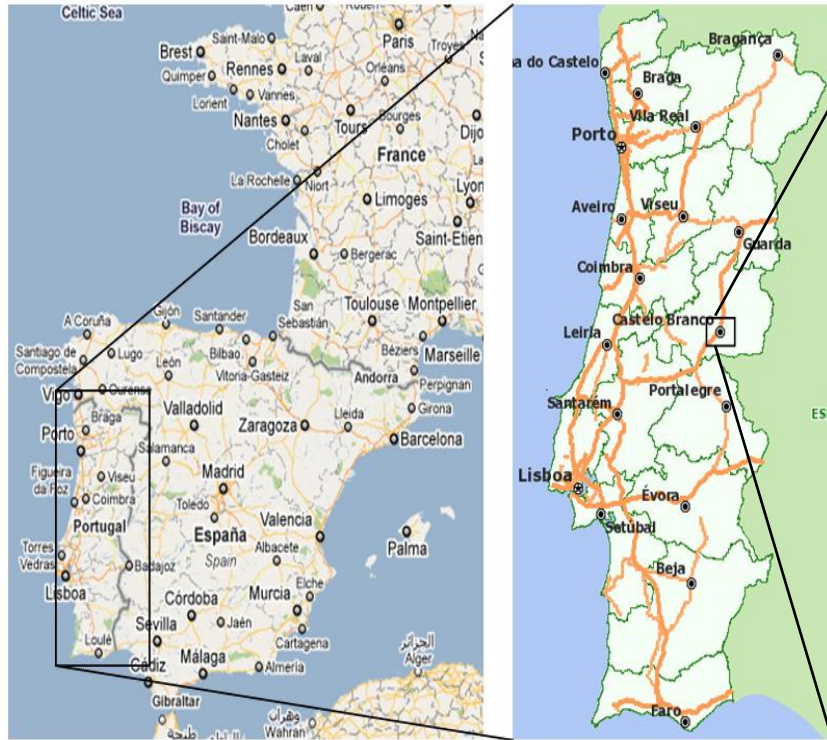
It's an opportunity to change the actual urban mobility patterns

It's an opportunity to instill sustainable and healthier mobility patterns into young generations

### Public Intervention

In several countries this issue is integrated in political Agenda in which were made specific interventions in this thematic

# Case Study: City of Castelo Branco - Portugal



- ✓ Urban Area – 12,8 km<sup>2</sup>
- ✓ Population – 30 000 inhabitants
- ✓ Young Population – 30,2% of the resident population was under 25 years old (2001)
- ✓ Population density – 26 inhabit. /ha
- ✓ Residential density – 12,4 dwellings/ha
- ✓ 45 schools of all grades ; 12 000 students
- ✓ 16 000 persons are daily involved in to/from school journeys

# Culture of mobility - Castelo Branco (Sustainable Mobility Plan, 2008)

- ✓ More than 56% of the families had, at least, two cars
- ✓ Motorization rate (2008) +/- 700 veh./1000 inhabit (estimated)
- ✓ Between 1994 and 2004 the number of motorized vehicles has increased 44%
- ✓ 53% of the families had, at least, 1 bicycle at home
- ✓ 7 daily bus lines (Demand: 2000 passengers/day)
- ✓ Some of the private schools, especially in kindergarten, have their own private student's buses of small dimensions
- ✓ Doesn't exist a transport service to schools of public education
- ✓ Bus lines are not articulated with schools location and timetables
- ✓ Global Shift Modal (% of trips): Private Car - 52% ; Walking - 42%; Bus - 5,5%
- ✓ Journeys to/from work and school (% of trips): Private Car -73,4%; Walking -18,9%; Bus - 4,7%

# Project

*Home to school journeys in the city of Castelo Branco. Towards Sustainable Mobility.*

[www.est.ipcb.pt/mobilidadeescolar/](http://www.est.ipcb.pt/mobilidadeescolar/)

- ✓ **Ongoing Project:** From April 2010 until November 2011
- ✓ **Schools:** 18 different schools
- ✓ **Age group:** 6 to 14 years old
- ✓ **Scholar population:** 3554 students from the 1<sup>st</sup> grade until the 9<sup>th</sup> grade

Grade and age	Number	Percentage
1 <sup>st</sup> - 4 <sup>th</sup> grade (6-9 years old)	1513	42,5
5 <sup>th</sup> - 6 <sup>th</sup> grade (10-11 years old)	838	23,6
7 <sup>th</sup> - 9 <sup>th</sup> grade (12-14 years old)	1277	36,9

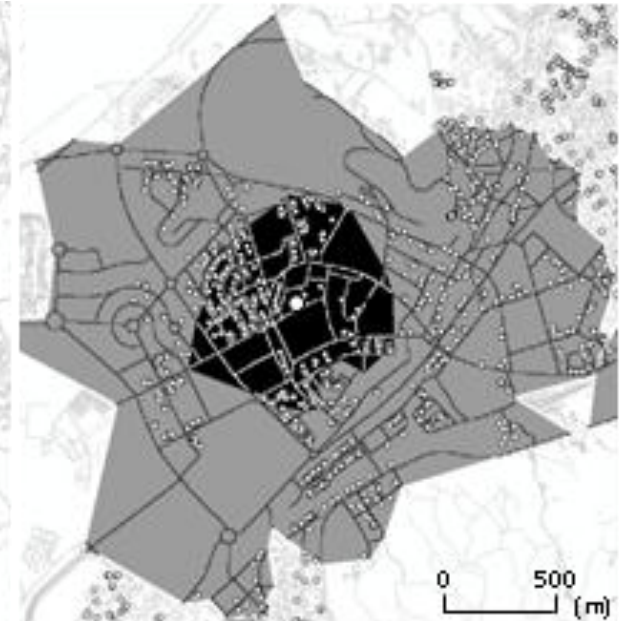
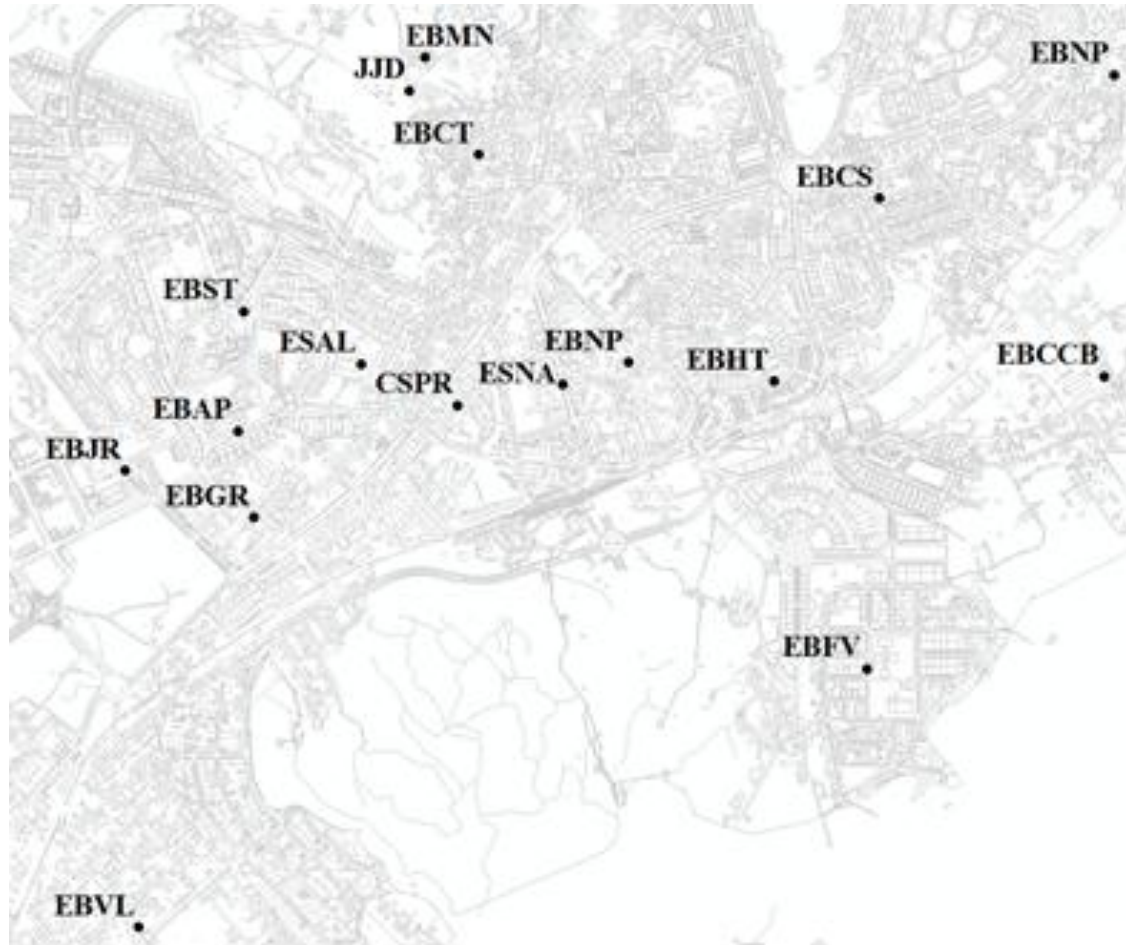
- ✓ **Partners:** Municipality of the city ; Local Transport Operator (TRANSDEV); Fundação Calouste Gulbenkian





## Aims

Promote sustainable mobility in home to school journeys within Castelo Branco

Study the solutions that may contribute to promote sustainable mobility in home to school journeys

# Methodology



-  Buffer 500 m
-  Buffer 1000 m
-  Schools location
-  Students' home

3320 students geocoded - 93,4% of the total

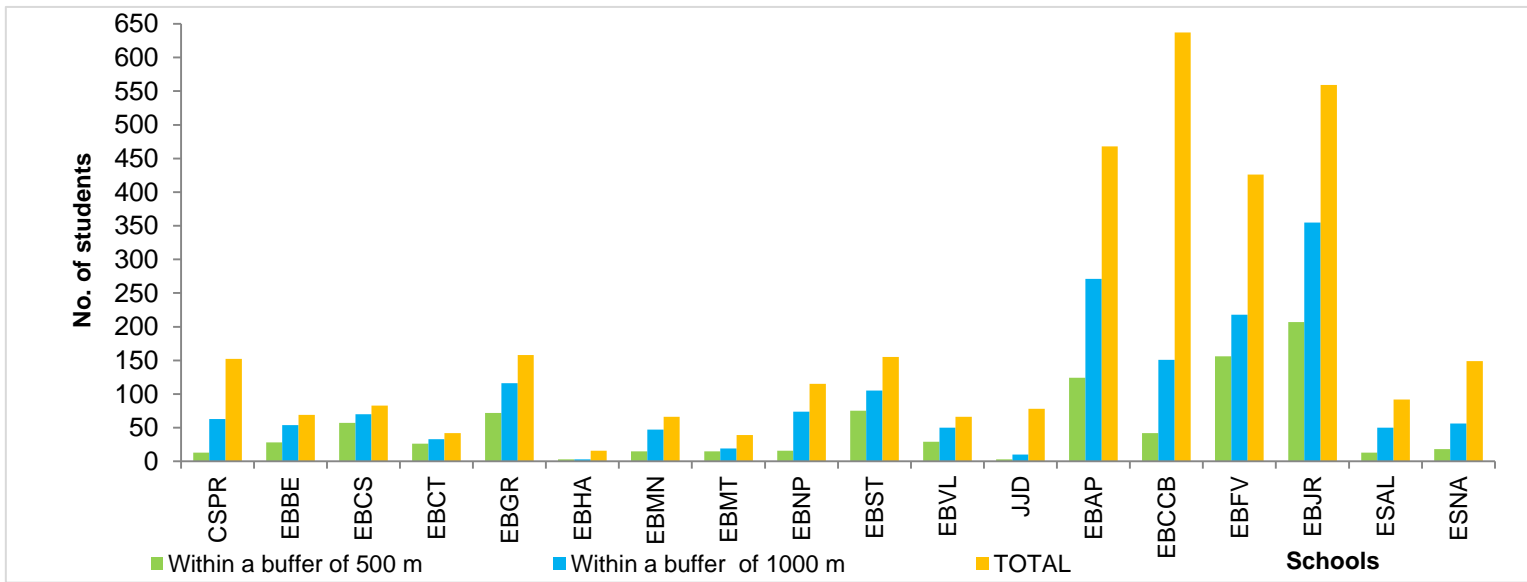
27% of the students – buffer of 500 m

52% of the students – buffer of 1000 m

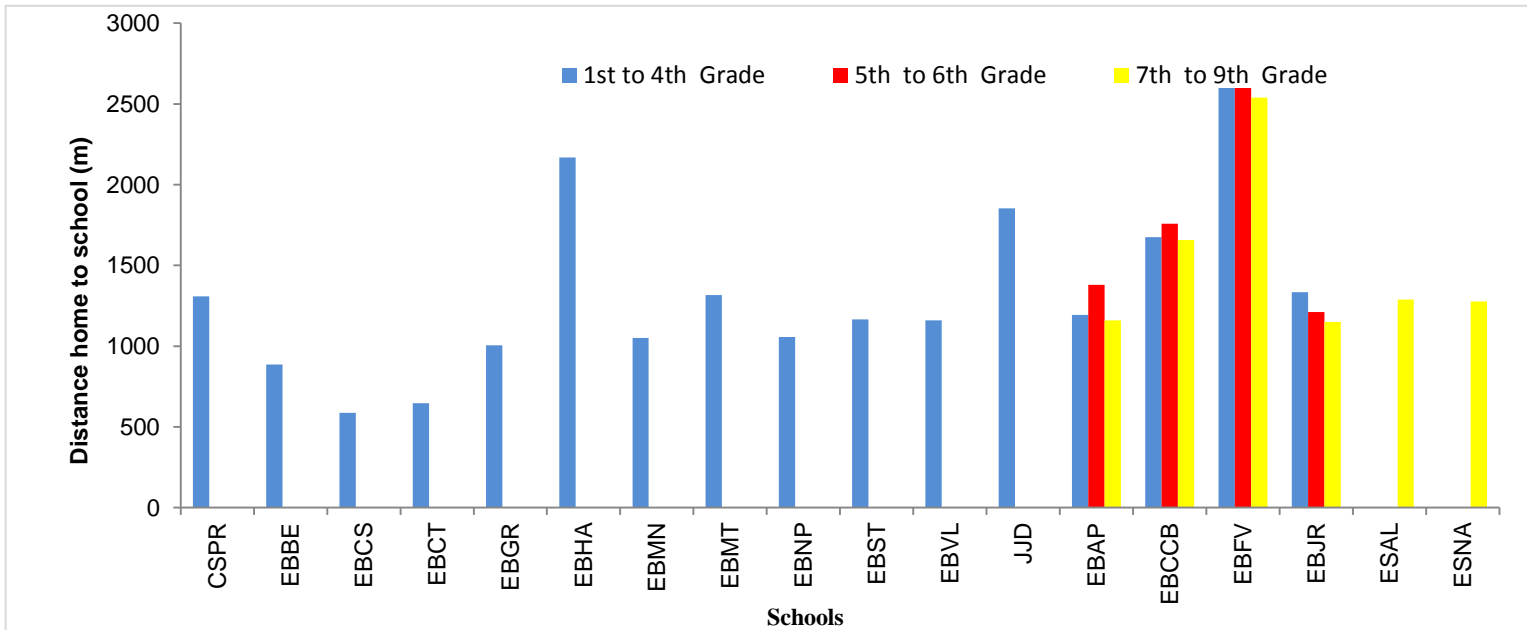
The average distance per student between their home and the school is 588 to 2709 meters

# Results

## Number of students within the buffer of 500 and 1000 meters and the total by school

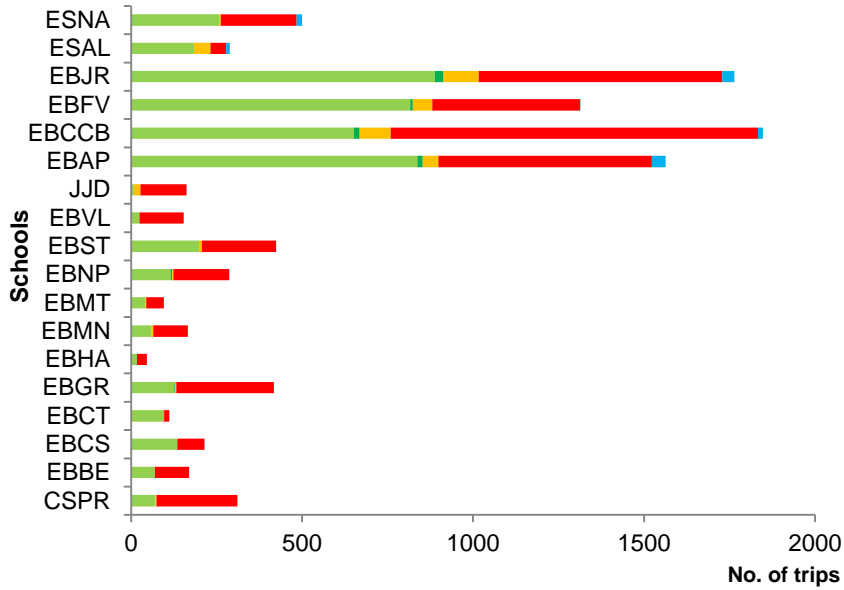


## Average distance of home to school by school and school grade

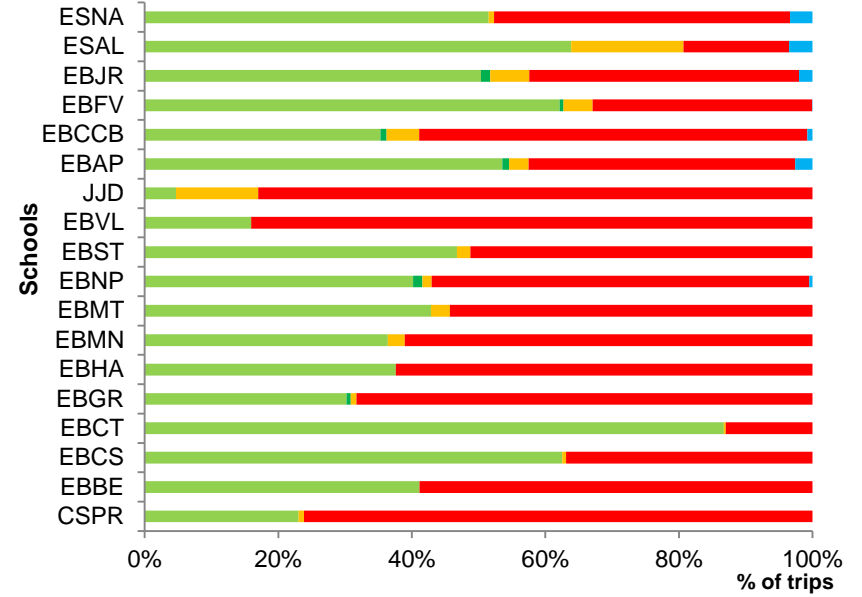




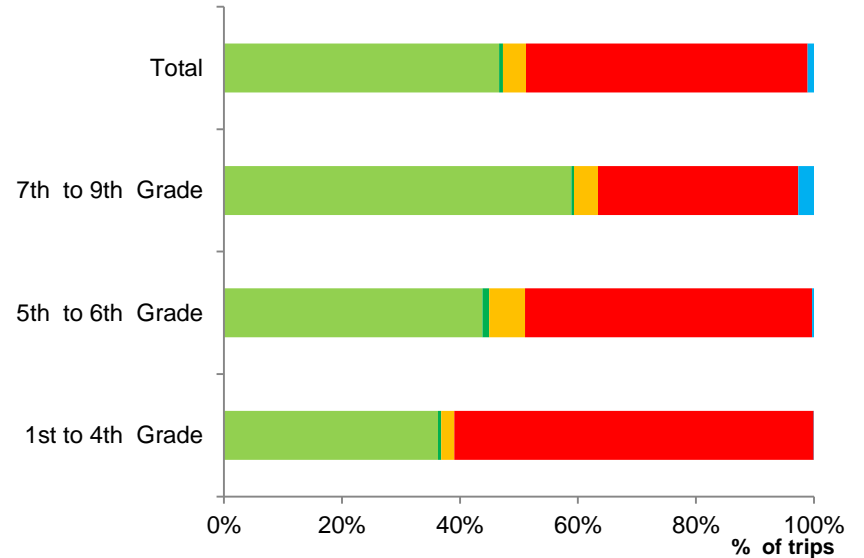
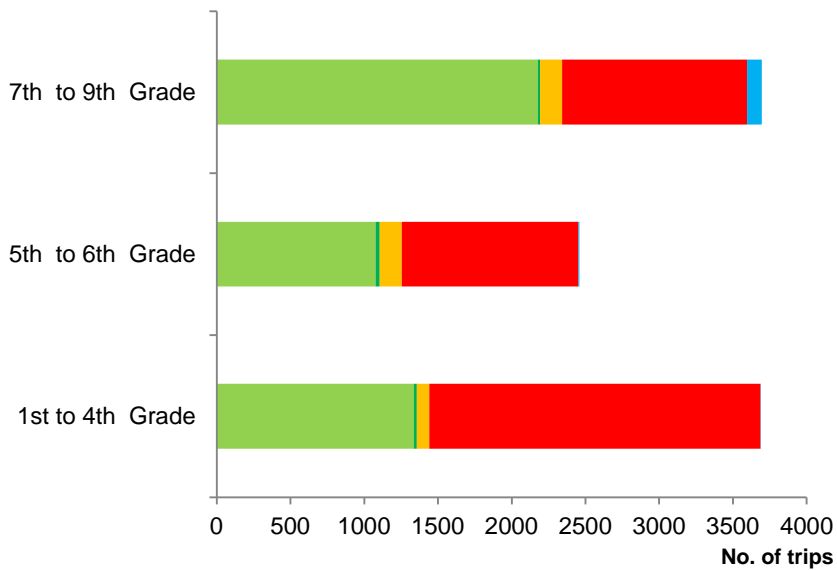
### Number of trips by school



### Percentage of trips by school

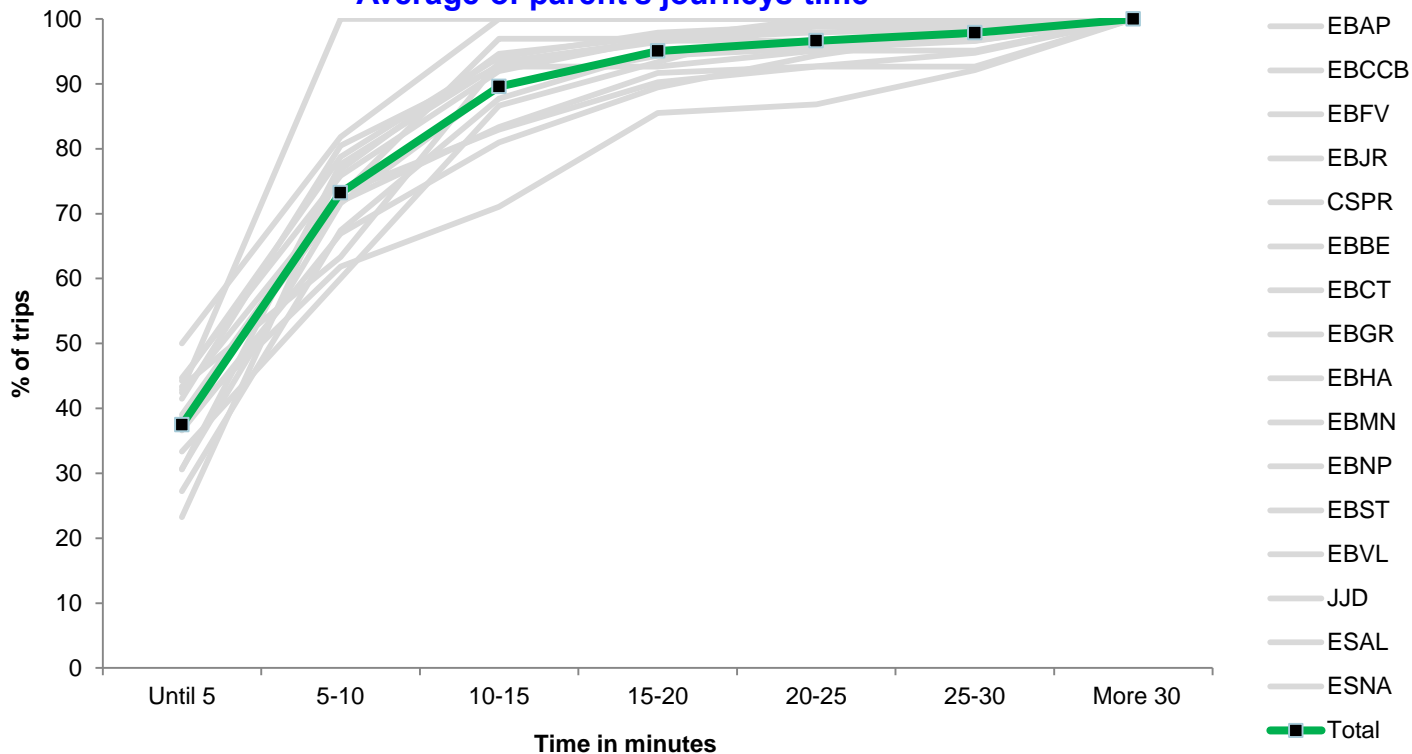


### Home to school journeys by school grade

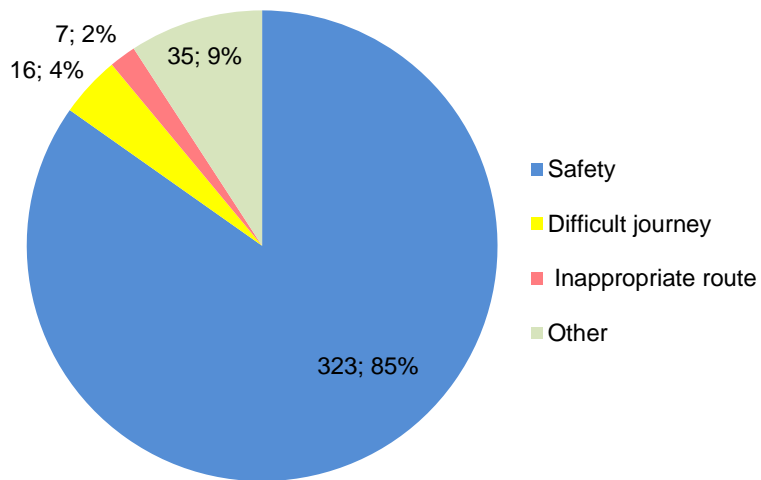


■ Bike 
 ■ walking 
 ■ Private car 
 ■ Bus 
 ■ Other

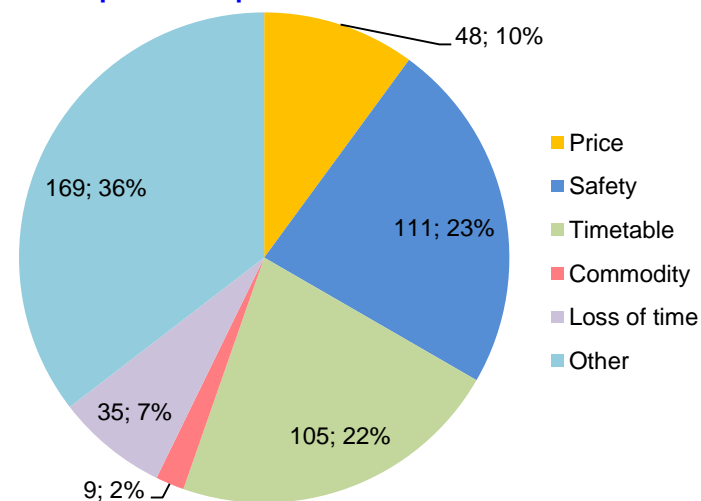
### Average of parent's journeys time



### Reasons of the parents to prevent that their children walk to school



### Reasons of the parents to prevent that their children use the bus



# How to promote sustainable home to school journeys?

The actions that were or are being developed in different countries may be distinguished in two types.

## Material and sectorial interventions:

- Streets geometry
- Road signs
- Transportation system



## Immaterial actions:

- Learning
- Awareness
- Information



**ALGUNS FACTOS QUE TALVEZ NÃO CONHEÇAS.**

O sustentável que conhecemos e usamos é baseado num modelo de desenvolvimento económico que se baseia no crescimento infinito - a partir de recursos finitos. Isto significa que temos de encontrar maneiras de produzir mais e mais com menos recursos e menos danos ambientais. Isto significa que temos de encontrar maneiras de produzir mais e mais com menos recursos e menos danos ambientais.

**CONVERSAS PARA O JANTAR COM OS FILHOS PEQUENOS...**

Como responder às perguntas dos filhos?

As crianças de 4 a 10 anos de idade são muito curiosas e querem saber tudo. É importante responder às suas perguntas de maneira honesta e simples. Não se trata de dar respostas perfeitas, mas de mostrar que estamos interessados e preocupados em aprender mais sobre o mundo.

Se quiseres saber mais sobre este tema, visita o site [www.quepasa.com.br](http://www.quepasa.com.br)

**SITES COOL QUE PODES VISITAR**

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**UM CARRO A MENOS**

**BE COOL!**

Conhece para a sustentabilidade? Mostra-te no trabalho de um futuro mais sustentável! Dá-nos a tua pegada ecológica!

**Programa Qualidade Ambiente**

*"A vida é como andar de bicicleta, é preciso estar em constante movimento para manter o equilíbrio."*

Albert Einstein

Se Einstein hoje fosse vivo diria também... Andar de bicicleta é essencial a uma vida saudável e a um ambiente equilibrado.

## Typology of Developed Activities at international scope

- a) Methodological guidelines for the elaboration of scholar mobility plans;
- b) Scholar mobility plans;
- c) Guidelines to implement Pedibus and Ciclobus;
- d) Good practice guidelines for home to/from school journeys;
- e) Institutional and social networks in this thematic (blogs);
- f) Permanent Forums;
- g) Awareness and learning actions of road safety, walk and bicycle in urban environment;
- h) Promotion of regular events about scholar mobility;
- i) Regular awareness campaigns;
- j) Methodological guidelines about the design of urban streets and road safety solutions;
- k) Introduction of road safety and sustainable mobility in scholar programs for different education levels;
- l) Legislatives and regulations changes connected to the thematic;
- m) Development of bikesharing and carpooling systems.

# Typology of Developed Activities in Castelo Branco Project

## Awareness material and events

Media – Articles  
Radio Programs  
Website and Blog  
Website and schools involved  
Awareness material (Flyers)  
Participation in events, workshops and local and national conferences  
Walk to school soundtrack and video

## Events

Mobility Contest (Mental Map to school, cartoons and flyers drawings)  
Mobility Games  
Mobility Day for school (Walk to school / Car Free Day)  
Mobility Week of scholar community (Walk to school/ Car Free Day in the same day)

## Learning

Workshops and Conferences with scholar community (parents, students and teachers) about sustainable mobility  
Develop projects with students about sustainable mobility in urban environment (noise, air pollution and road safety)

## Scientific and technical

Diagnostic  
Study of mobility alternatives (Conception, test and evaluation)  
Study of the solutions that improve the conditions of utilization and function of sustainable travel mode choices and public transportation penalizing travel individual mode choice (geometry, pavements, traffic control and traffic devices, road safety, etc.)  
National Seminar about the project  
National and international technical scientific events (congress, seminars and workshops)  
Papers submissions to technical and scientific national and international Reviews  
Guidelines and technical recommendations  
Project Reports

**Thank you for your Attention!**