



WHAT DOES MOBILITY MANAGEMENT FOR SCHOOLS MEAN?

Whether the daily crowding of school gates by “the school run”, dangerous situations within the school area caused by drivers conflicting with each other, communication gaps in the school transport services, a lack of maps for the way to and from school by foot or cycling or the dependent behaviour of children and young people in the environment, in our region the problems concerning the subject of mobility and schools are numerous and varied.

But the approach of Mobility Management for Schools can offer solutions. Measures help to make traffic to and from schools safer, more sustainable and environmentally friendly while fostering conscious mobility behaviour in children and youngsters. Therefore mobility concepts for single school sites or cross-municipality areas have been developed and implemented. They focus on an individual mix of actions which have been drafted together with schools alongside partners from local administrations and organisations.

The ivm – serving the Frankfurt RhineMain region for an integrated traffic and mobility management

Our task is the development of measures which lead towards an integrated traffic and mobility management. In cooperation with our stakeholders, namely the cities and districts within the Frankfurt RhineMain region, as well as the states of Hesse and Rhineland-Palatinate, we jointly put these measures into practice. Our aims are to:

- safeguard a lasting and sustainable mobility
- optimise regional transport and mobility services
- improve information for a more efficient use of mobility services
- provide our stakeholders with support in all matters related to traffic and mobility
- raise regional awareness

The ivm as the contact point for the regional Mobility Management of Schools offers information and consultancy on the subject of mobility for children and young people as well as supporting the development and implementation of suitable mobility concepts.

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MOBILITY MANAGEMENT FOR SCHOOLS

Shaping a sustainable future now.



THE ADVANTAGE OF MOBILITY MANagements FOR SCHOOLS

“Children are our future” is a valid motto for all areas of society and traffic and mobility is not an exemption.

Traditionally, the safety of children has played a dominant role in traffic and transport planning, yet the relevance and impact of mobility issues for children and young people goes far beyond safety aspects, such as influences on the development of their motor and cognitive skills, their general health as well as social behaviour. Whether accompanied or independent, mobility opens up numerous options for education and leisure. In a long term, mobility patterns and competences adopted in early years shape how grownups will move around in the future.

WHERE CAN SCHOOL MOBILITY MANAGEMENT BE APPLIED?

Successful school mobility management rests on three columns:

- **Infrastructure and traffic rules for safe, environmentally friendly mobility by foot, bike, bus and train**
- **Traffic education and mobility training that conveys all the relevant aspects of mobility in a continuous manner suitable for each respective age group**
- **Organisation and information that permits the successful cooperation of all stakeholders to enable an effective transfer of necessary knowledge.**

Approaches to solving these issues include setting up parent stopping places that channel parents on the school run, fostering cooperation between schools and local public transport companies, creating timetables which map out the way to school (for walking and cycling) or walking school buses. These measures are traditionally adopted at primary school but may also continue into secondary school and vocational college, becoming part of an educational process above and beyond just childhood and youth.

HOW WE PROMOTE MOBILITY MANAGEMENT FOR SCHOOLS

The ivm consults and supports its stakeholders on the subject of mobility and schools in identifying problematic issues, in building a network and the integration of all relevant players, in working out mobility concepts and the moderation of implementation processes. Major objectives are to firmly establish this issue in the long term and to encourage the networking of all players at local and regional levels.

Successful examples include the network “Schools and Mobility” (City of Darmstadt, County of Darmstadt–Dieburg), the mobility concept for the school site Hanau–Northwest (City of Hanau), the project “Sustainable school transport” (County of Offenbach) as well as the project “smart.mobil” (County of Wetteraukreis). A manual has summarised these experiences and the instruments developed so far.

THE SCHOOL BIKE PLANNER

With the school bike planner you can create a suitable bike route from home to school, either at home on the PC or on your way using a smartphone. The basis for this tool has been the currently rare specific bicycle maps for schools, for example which have been developed in Frankfurt by the project “Bike–im–Trend”. A main objective of the ivm is therefore the development of a bike route network dedicated to the needs of pupils wanting to take their bike to school. In the future, all secondary schools in the whole region of Frankfurt RhineMain should be incorporated. The school bike maps, as far as possible, will be drafted together with pupils under professional and educational supervision. Before being implemented into the web based bicycle route planner, each part of the new network will be reviewed by all relevant players such as the police, road administration and public transport associations. Hence, pupils should be interested in using the bicycle as an environmentally friendly transport mode as well as being motivated to be more active and lead a healthy lifestyle in general.

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