



The **TRAFFIC SNAKE GAME NETWORK**

Minutes Webinar 2

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1. Introduction

Alongside the website and workshops, the TSGN webinars are another important information source and empowerment tool for the National Focal Points. These webinars will be organised a total of six times during the project lifetime.

The webinars have four primary goals:

1. To inform
2. To train
3. To help
4. To discuss

Most webinars consist of different presentations on certain topics to provide knowledge to the NFP's. The recordings of the webinar and the presentations you can find on [dropbox](#).

Agenda		Date: 2-12-2014	
<i>Item</i>	<i>Speaker</i>	<i>Time</i>	
Intro by moderator	Willem Buijs (DTV)	14:00 – 14:05	
Mobility Management for schools	Willem Buijs (DTV)	14:05 – 14:25	
Discussion	All	14:25 – 14:30	
Parents and traffic safety around schools	Lies Lambert (M21)	14:30 – 14:50	
Discussion	All	14:50 – 14:55	
Q & A	All	14:55 – 15:00	

2. Participants

<i>nr</i>	<i>Last Name</i>	<i>First Name</i>	<i>Role</i>	<i>NFP</i>
1	Alves	Mario	NFP	Portugal
2	Buijs	Willem	Core/Moderator	Netherlands
3	Catincescu	Leea	NFP	Romania
4	Carvalho	Marta	NPF	Portugal
5	Duhorane	Laure	NFP	France
6	Gelaziene	Lina	NFP	Italy
7	Lambert	Lies	Core	/
8	Lindenau	Miriam	NFP	Germany
9	Jacquemin	Patrick	NFP	Belgium
10	Ramanauskiene	Vaiva	NFP	Italia
11	Scheid	Matthias	NFP	Austria
12	Smodiš	Jerneja	NFP	Slovenia
13	Veziryianni	Georgia	NFP	Greece

In total 13 people took part in the webinar. Two people were present from the core group, all others were the target group – National Focal Points. The webinar lasted 1 hour.

3. Presentations

To start, Willem gave a short explanation on the use of the polls and on the goal of the webinar.

3.1 Mobility management for schools (Willem Buijs)

Poll 1/4: Do you know what mobility management is? Yes 50%, No 50%.

Willem first of all gave an explanation on what mobility management is. It is a cost effective instrument for bringing mobility more in line with sustainability. Instead of travelling by car, more sustainable modes of transport are promoted (walking, cycling, public transport, carpooling). Car demand is managed through behaviour change and the promotion of sustainable transport.

Poll 2/4: Do schools make mobility management plans in your country? 67% some, 34% none.

Schools are an important traffic / mobility generator. Traffic is very time-bound: 15 minutes in the morning, around lunch break and when school finishes. A School Travel Plan (STP) can be created to manage mobility around the school. The STP and the TSG strengthen each other.

Within the STP six steps are to be taken. These steps are comparable to the steps taken within the TSG, but they are more extensive. The TSG can be used as the backbone for the STP:

1. Describe the school and school surroundings: how many pupils, teachers, location, bus stops, dangerous intersections, parking places
2. Modal split: how do people travel. This can be done via a survey or raise-your-hands
3. Summarise problems: traffic safety, bike shelter, parkings, pedestrian crossings, delivery of goods at shops in the area by trucks, use the opinion of teachers and the police
4. Set up SMART targets: like is done with the TSG
5. Action plan with targets, time plan and finance
6. Monitor and review

Poll 3/4: Are your schools playing the deluxe version of the TSG? 10% no, 80% some, 10% most

Regarding the deluxe version of the TSG, you need a SMART formulated plan. The activities should be broader than only the TSG. An example could be to link the TSG to the curriculum on traffic and environment. It is also recommendable to have a project group with other stakeholders.

In conclusion, the STP and the TSG are a perfect match. Health, environment and safety are the main targets of both. Involve teachers, parents, the police and the municipality and connect it to the curriculum.

3.2 Parents and traffic safety around schools (Lies Lambert)

Marjan gave a presentation on how parents can be involved in the TSG and in traffic safety around the school.

Poll 4/4: Do parents play an active role in the schools in your country? 10% yes, 70% some, 20% no

The car is often considered to be the most safe transport mode. Parents bring their children to school by car and they park the car everywhere, even on curbs. This generates dangerous situations around the school. It is very important to change the behaviour of the parents and this can be done via their children. This can be done via two ways:

1. Parent involvement: parents act in the interest of their own children and are willing to switch to a more sustainable transport mode to support their children at school during the TSG.
2. Parent participation: parents become committed to the context of the school. They commit to participate on behalf of all the children in the school.

Parents can be involved in different ways. It is very important to inform them and communicate clearly. Parents need to be informed on what is expected from them. This can be done via notes, letters, etc. The game needs to be explained to them. Parents should also be given the opportunity to organise themselves. It is also important to know the skills of the parents who you would like to involve. Ask them personally to do something which they are good at.

Parents can commit themselves in different ways. They can change their travel behaviour. They may engage their child in a cycle train or walking bus project. They could attend a parent information evening on cycling. They could be asked politely not to park on the curbs, pedestrian crossings, etc and to rethink their daily traffic behaviour. Parents could be organised in such a way that they for example help children to cross the streets. Parents could also be involved in the development of an STP.

It can be concluded that children are the trigger to changing the travel behaviour of their parents. They can influence their parents, who are in turn the key issue in sustainable behaviour. Parents are more willing to engage if it is for the sake of their own child.

3.3 Questions & Answers

No questions were asked.

3.4 Messages

The Regional Workshops will be held in Spring 2015. DTV will provide some dates in the near future.

At the moment over 300 schools have registered to the TSG. 100 of these schools have already played the game, which is very good.