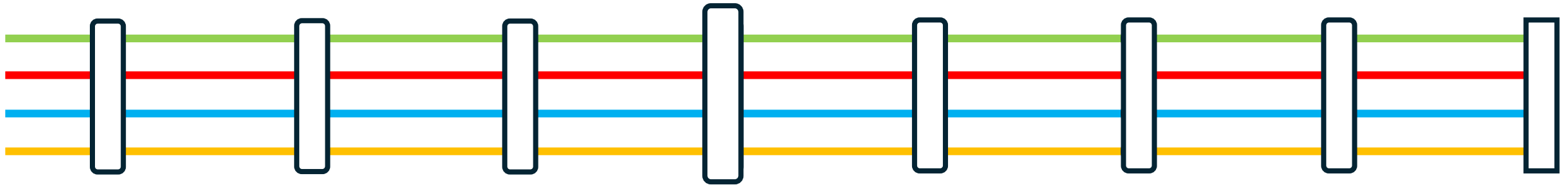


SCHOOLHOODs⁶

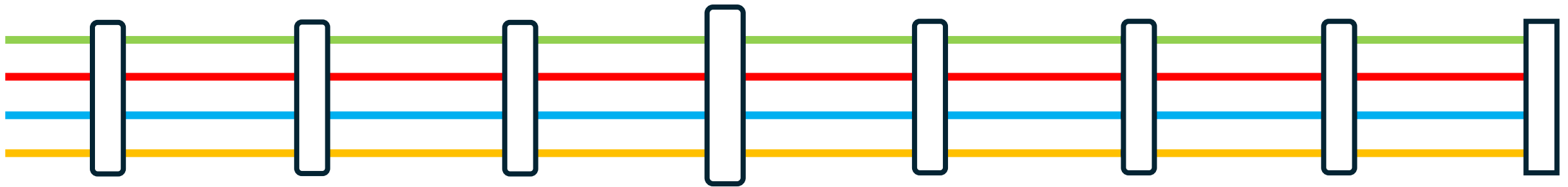
Fourth Quarterly Network Report







October – December 2024

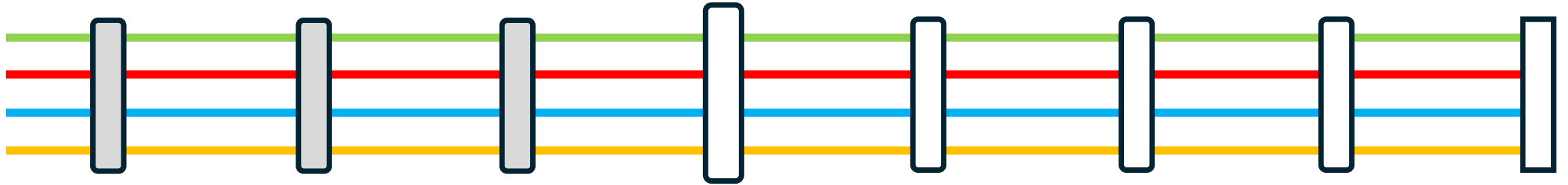
The SCHOOLHOODs network time table

Fourth stop – planning for actions



-  Line 1 - learning and exchange @ network level
-  Line 2 - putting things on the ground
-  Line 3 - what else is out there?
-  Line 4 - creative work with methods and tools

Connecting to our third stop!



Fresh from the summer break – yes, this extends well into September in quite a few of our countries – the SCHOOLHOODs team dived into the „fun part of the work“: collecting and concluding ideas for action.

Making good use of the September webinars, we felt more confident in addressing the so-called „soft measures“ like behaviour change actions. Which are a fields of intervention not easy at all, since behaviour change is one of the most difficult disciplines in many fields, not only transport.

With our fourth stop, we arrived at a well advance stage of the planning action phase in the scope of the integrated action planning process. The SCHOOLHOODs team used the first weeks after the summer break to deliver the Mid Term Reflection survey and form the basis for the respective meeting in November 2024.

Both, pushing for action planning as well as reflecting and improving our work programme, proved highly valuable to get ready for new tasks in the new year.



Line 1 – learning & exchange @network level



Our Site Visit to Parma – the mobility hub

In November 2024, the SCHOOLHOODs team did its second Site Visit to learn on good practises, their strengths but their challenges as well. The Site Visit took us to our partner City Parma, rich of good solutions and just recently the host of the CIVITAS Forum 2025.

First, we visited the Mobility Hub placed at the main train station in Parma. Infomobility, the municipal company running the hub, introduced us to the development plan for the train station areal and the hub as well as to the mobility services at hand. The hub connects to two bike sharing systems (conventional bikes and e-bikes), a large-scale bicycle parking facility with repair services, safe e-scooter parking facilities with charging options as well as the local and regional bus interchanges of the city. The building itself is a re-use case from the time of the main train stations renovation. Serving as the temporary rail station, it got reused as the hub after constructions finished. In the coming year, the development plans for the train station areal sees new constructions at the site of the hub, including to establish a new hub building right in front of todays re-use case.



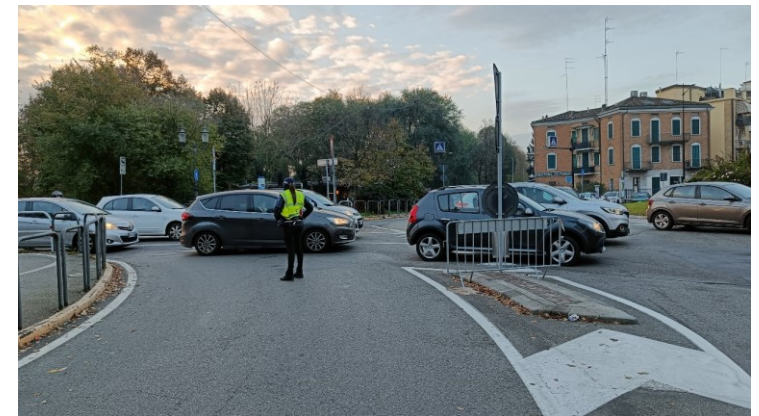
Line 1 – learning & exchange @network level



Our Site Visit to Parma – the school street

For the second good practise, the SCHOOLHOODs Parma team brought us to the largest school street implementation case in the city. The Viale Maria Luigia hosts four secondary schools creating a high traffic peak at school start time. The street works as a one-way starting at the Piazzale Marsala roundabout and ends at the Str. Ponte Caprazucca bridge crossing the Parma river. The street is closed for traffic other than related to schools in the morning supervised by the local police at its entrance – the roundabout.

The team could immediately see the effect: still walking down the street in the direction of the roundabout, traffic suddenly ceased around 7:30 AM, once the school streets got effective. We could witness how car drivers who wanted to enter the street got checked by the police for a permit paper (usually placed behind the windshield). Moped and moto cars (classified as mopeds) entered the street, since they are exempt from the school street closure. The Parma team brought our attention to one negative effect of the school street though: parents who bring their children to school stop in the roundabout to drop them off. Aside from the fact that pupils needed to „climb“ a barrier to access the sidewalk from the road surface, the roundabout got congested from the interrupted traffic flow.



Line 1 – learning & exchange @network level



Our Site Visit to Parma – the happy bus

Starting from the school street example, our hosts walked us to the bus depot of TEP, the local and regional public transport provider in Parma.

TEP (Trasporti Pubblici Parma), is owned to 50% each by the Municipality and the Province of Parma. It is running the local school bus service, the „Happy Bus“. The service covers the city area making use of 36 specific buses equipped for the need of children, like smaller chairs. It is dedicated at primary school pupils and the first graders of secondary school. The service works door-to-door and allows deviating start or end destinations from the main living address. In contrast to many school bus services, it covers both, the trip to school and the trip home. Parents can opt-in or -out to the service at the start, but as well during the school year. The Happy Bus has a social pricing scheme, which increases the monthly pay for the service connected to the household income. Prices are ranging from € 12 to € 49, while about 6% of the users do not have to pay at all.

In autumn 2024, the Happy Bus service saw 1,600 registered users. Costs per year are at € 2,2 Mio, with a public funding share of more than 80%.



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Line 1 – learning & exchange @network level



SCHOOLHOODs Mid Term Reflection meeting

In Parma, the SCHOOLHOODs team held its Mid Term Reflection (MTR) meeting, too. The basis for the work was the results of the MTR survey that addressed the state of play by each network city including their URBACT Local Groups individually.

The meeting followed a 3-step-approach:

1. The survey results got presented and discussed, focusing on the challenges reported by the network cities.
2. The team performed an exchange market on exactly these challenges paired with where other city partner can directly support.
3. Finally, the challenges got clustered and addressed in bilateral or group-wise actions as well as alternations of the network roadmap against the original programme.

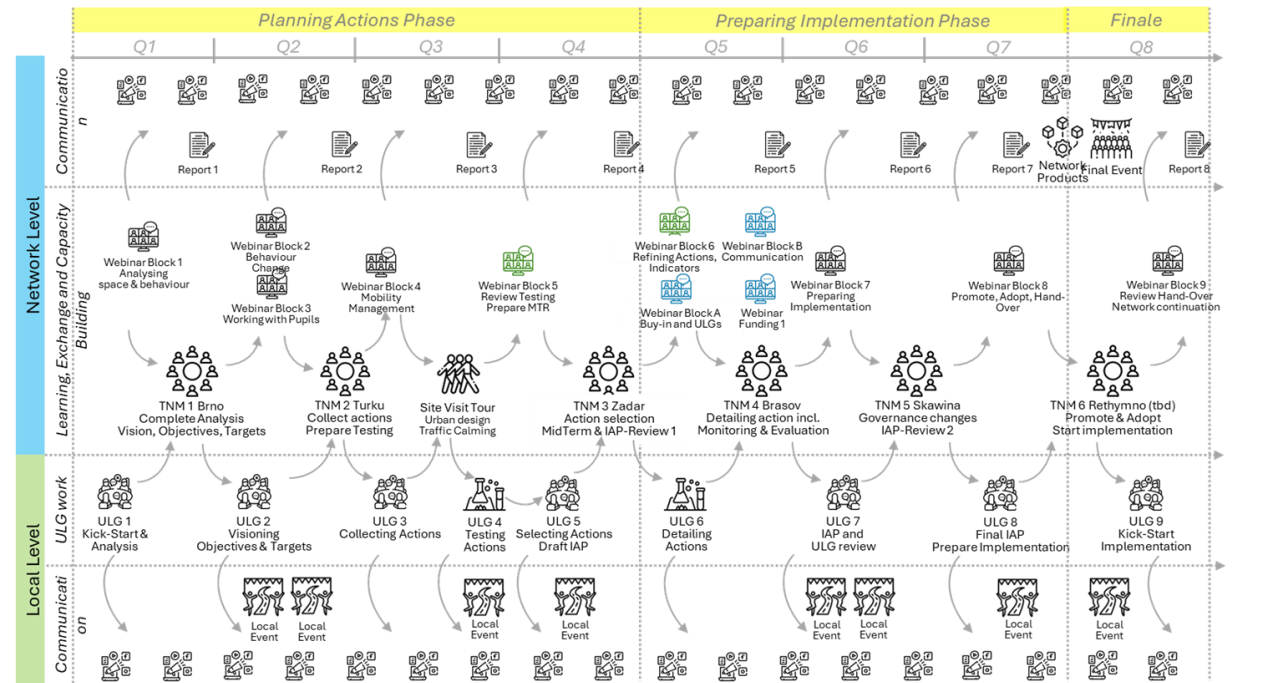


Line 1 – learning & exchange @network level

SCHOOLHOODs Mid Term Reflection meeting

The main results of the MTR teamwork were to add webinars that

- support the development of the IAPs
- add hands-on knowledge of practitioners to applying school streets and school environment development
- detail actions for gamification and creative campaigns
- strengthen political-buy-in for the network policy challenge
- support facilitation to ULG work with parents and their children in a joint setting
- explain social media use at local level as well as modern communication means beyond guidelines and briefings
- deal with strategic public procurement and financing strategies



Line 1 – learning & exchange @network level

Working on a real case – the Barcelona kids-path

In December 2024, the SCHOOLHOODs team met in Zadar for the last network meeting of the year. The focus was on a peer-review of the IAP drafts and on getting ready for the „planning for implementation“ phase starting with 2025.

The first task, however, was a workshop in the light of „how to design school environments“. The team could make use of a real-world case from Barcelona: parents of the Les Corts neighbourhood want to create a „kids-paths“ connecting a range of schools and children-oriented public facilities to safeguard that children can use public space in the roads connecting the facilities without fears (also of their parents) and road safety risks.

The SCHOOLHOODs team split in two groups and worked on activities and installations for the kids-path following these three main tasks:

- Make a route easily identifiable and navigable!
- Make the route safe!
- Make a comfortable, fun and playable route!



Line 1 – learning & exchange @network level

The Barcelona kids-path – ideas of the workshop

Make a route easily identifiable and navigable!

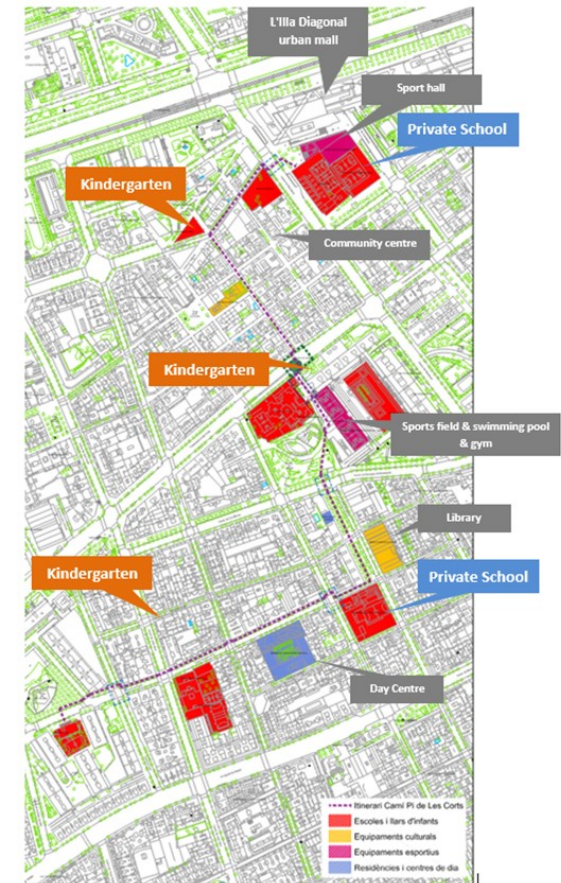
- Apply colour guidance scheme on the pavement leading to each destination (blueprint: airports)
- Put beacons and QR-codes along the path for guidance, support and gaming
- Put up visible signs to mark the entry to the kids-path

Make the route safe!

- Elevate crossings of the paths with roads & install a green-for-pedestrians default at traffic lights
- Lower the speed limit at crucial crossings to 20 km/h max.
- Dissolve parking space entry for the sport facilities from the path to a different access point
- Relocate parking at northern school/sport/mall focus point and create a shared space surface

Make a comfortable, fun and playable route!

- Create a theme for the path (e.g. the animal path) and do exhibitions with schools in public space
- Add pavement games/parkours to the path to make it more fun to go to school / other entities
- Upgrade playgrounds and extent them to public space – the kids-path
- Create a “super park” at the mid-position of kindergarten / sports fields & swimming pool



Line 1 – learning & exchange @network level

The IAP peer-review poster session

The SCHOOLHOODs team used the occasion of a network level meeting just a few weeks before the delivery date of the IAP drafts to run a peer-review exercise on their plans.

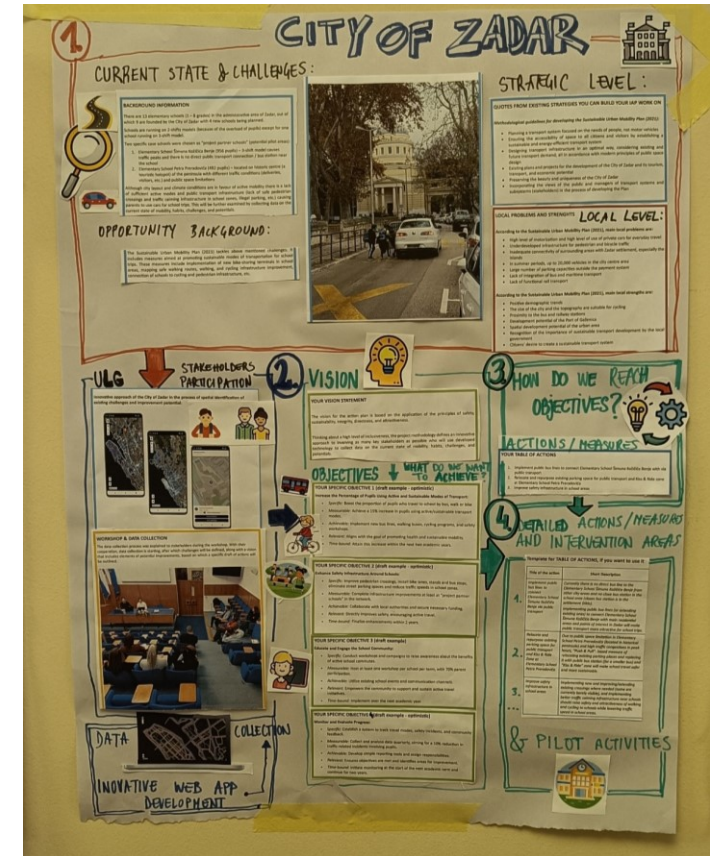
This was connected to some homework : each city prepared a draft IAP template with the content as at hand focusing on the IAP chapters background information, local problems and strengths, connections to existing strategies, vision statement, specific objectives, intervention areas, table of actions and detailed pilot action descriptions.

The first task was to create a poster out of the filled-in templates (print-outs were at hand) and connecting it with a sequence as well as illustrations and icons.

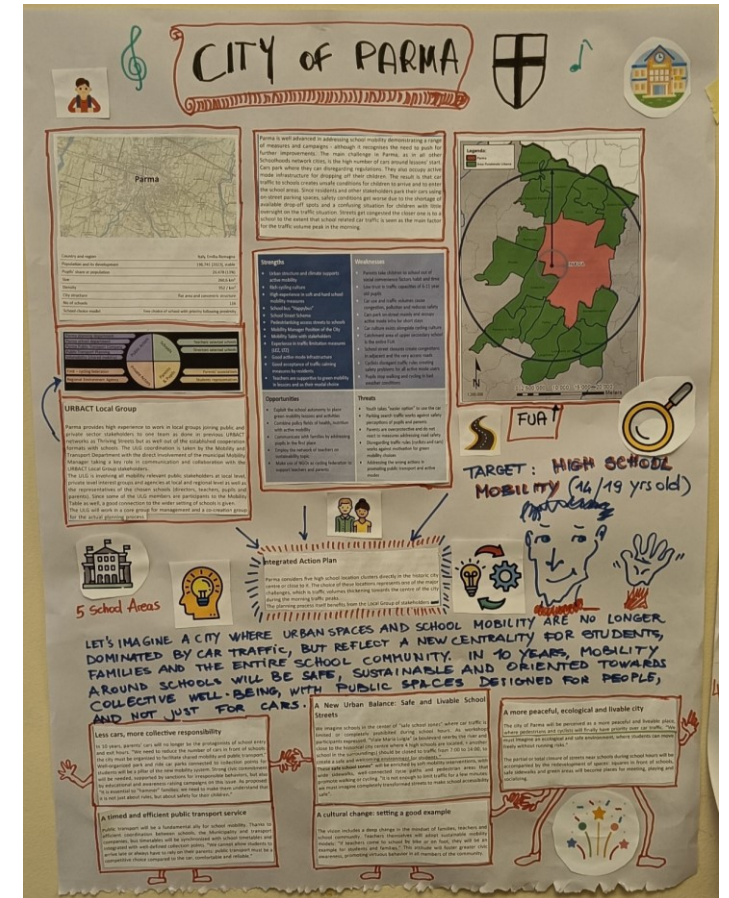
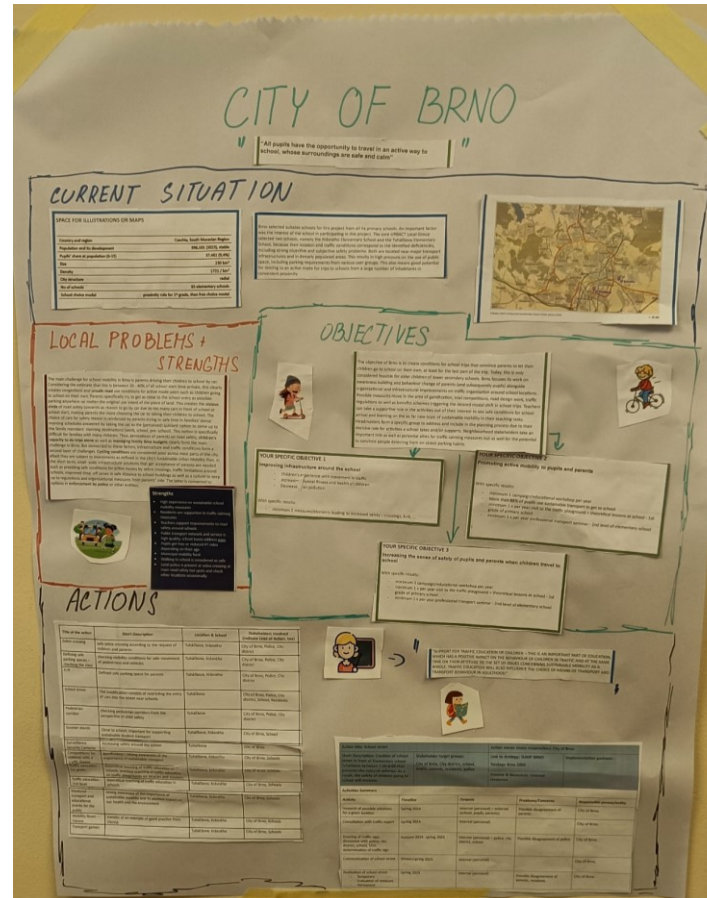
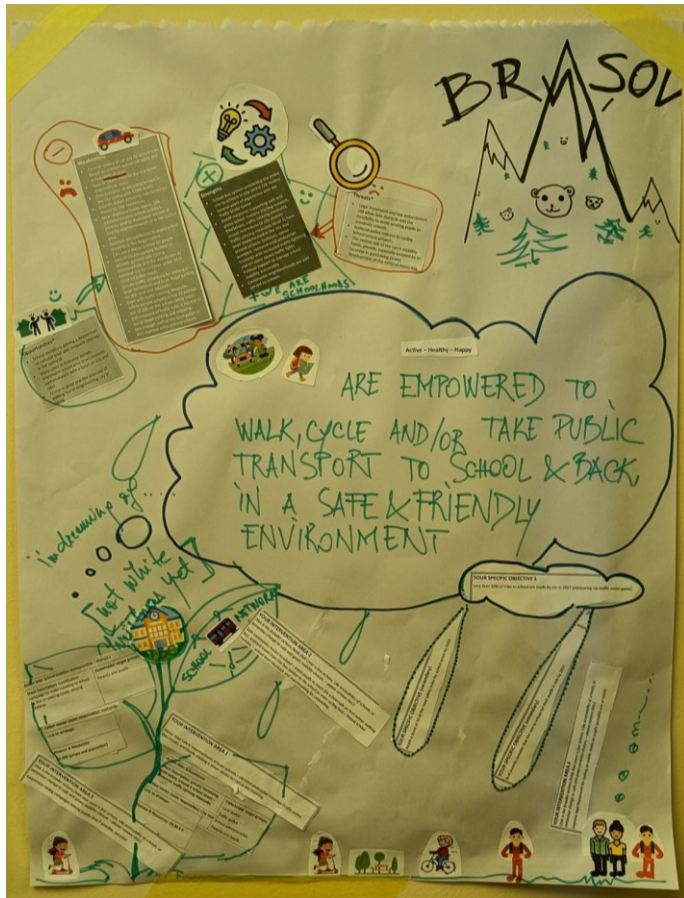
Once the posters were ready, they were put on a wall for a comment session with „what is missing“, „what do I like / want to use myself“ and „what needs improvement in the light of the intervention logic“.

Finally, cities grouped in pairs to discuss the comments in a speed-dating format.

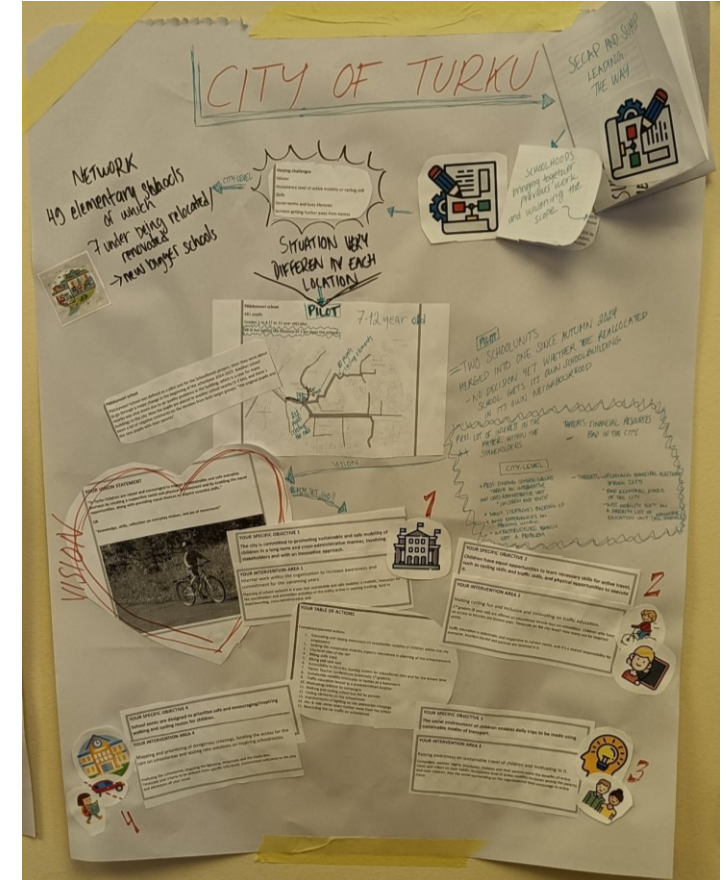
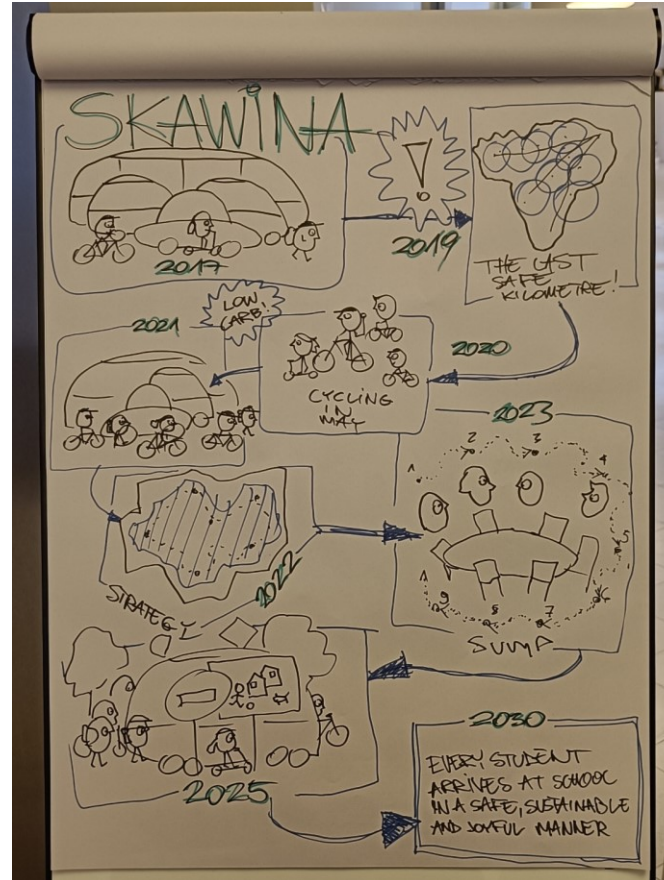
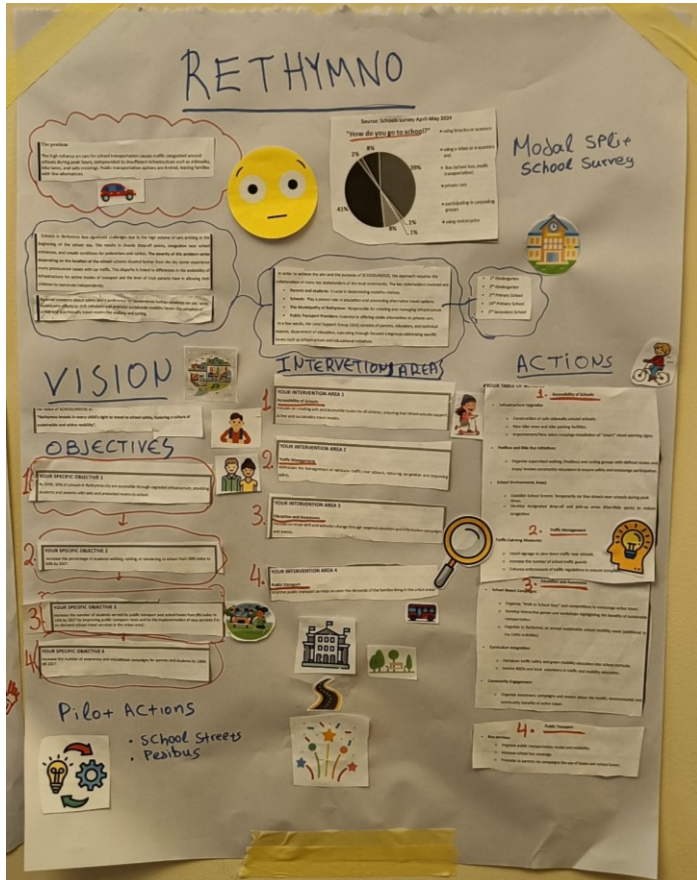
Please note: the most frequent comment was on „good ideas to use for the own IAP“!



Line 1 – learning & exchange @network level



Line 1 – learning & exchange @network level



Line 2 - putting things on the ground



Rethymno ULG ready for action!

End of October, the URBACT Local Group of our Lead Partner City Rethymno gathered for its 4th meeting.

The ULG connected the planning process steps of setting specific objectives with collecting fitting actions that will help the city to come up to its objectives. For this, the group analysed to what extent the specific objectives meet the S.M.A.R.T. framework (Specific, Measurable, Attainable, Relevant, Time-bound). And what types of action support the objectives and the overall goal to promote sustainable and active school commutes.

Moreover, the group supported the two case schools of Rethymno in setting up the pilot actions to the extent of being ready for a “go”.

The coming steps for the ULG are to group and evaluate the listed actions and create a priority ranking to select the most effective and feasible ones that will form the centre of the coming “planning for implementation” step in the process to create the Integrated Action Plan.



Line 3 - what else is out there?



Bogota – more than a pedibus

The idea of a PediBus, or WalkingBus, is one of the favourite actions discussed by the SCHOOLHOODs team at webinars and network meetings.

The Colombian Capital, Bogota, runs a PediBus programme to make the trip to school safe AND entertaining. Starting from the challenge that kids need to walk to school on narrow sidewalks with little protection from traffic, the city started a PediBus programme, as you can see it in other cities as well.

The difference however is that pupils do not only get „walked“ to school, the „bus drivers“ run a set of „microgames“ along the trip, like „I Spy“ alterations, „Sounds Lotteries“, „Steps Auctions“ or some mathematics challenges. The children can collect points from playing the games and receive reward stickers and badges for point that display their success.

The PediBuses get used by parents as well, walking along with their kids. And finding the experience valuable, stating for example that they learn or regain discipline in following traffic signs and rules from their PediBus journeys.



[Click me for the Bloomberg Cities article!](#)

Line 4 - creative work with methods and tools

The Card Game „From actions to impact“

SCHOOLHOODs picked up the Card Game invented by the URBACT III APN Maps! and altered it to the specific policy challenges of school mobility for the Zadar network meeting. The intention of playing the game was to highlight how to identify the impacts of an action, connect this to how to measure them as well as to what extent the impacts of the action contribute to addressing the IAPs specific objectives and ultimately its vision.

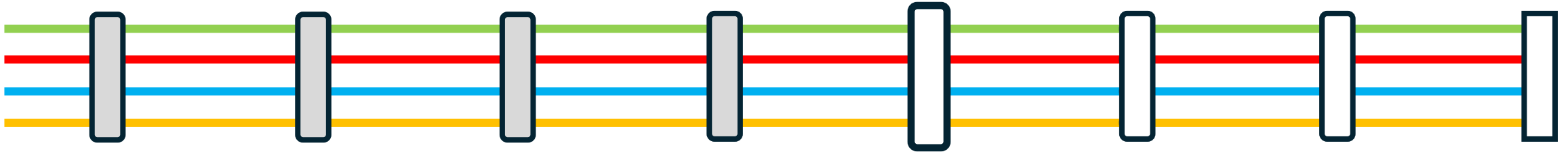
The team formed 3-person groups and discussed the impacts of a chosen action per group member. For this, everybody familiarised with the impact cards first and came up with a proposal on selected impacts to the discussion. The groups then added missing impacts, voiced doubts on proposed impacts and gave feedback if they reflect on the IAPs objectives and vision. The result was a clear idea on the impacts for the discussed actions.

The second step was to pick out one of the impacts and create an „evaluation sheet“ for it. The sheet documented the relation to the action and specific objective(s) as well as the output and result indicators, their baseline and target values and the data sources to measure them.

We highly recommend any action planning initiative to use the Card Game of MAPs!



The look ahead – our next station



At the end of the year, SCHOOLHOODs looks back at an intense and triggering experience on our journey to create green, safe and happy ways to school. Finetuning the local challenges, setting up visions and objectives to overcome these and matching that with ideas on actions to take, we are ready for the big change: to finalise the ideation on how to address our challenges and start making our ideas implementation ready.

With 2025, the “planning for implementation” phase starts and the SCHOOLHOODs team will focus its work on the final selection of actions for the IAPs, on detailing these to the level of starting implementation as well as providing robust monitoring, funding and governance structure to kick-start implementation for real at the end of 2025.

A lot of work remains to be done, but thanks to our progress and the update of the network roadmap out of the Mid Term Reflection, we are looking forward to our joint story in 2025!



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Stay tuned to learn more about **SCHOOLHOODS**

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