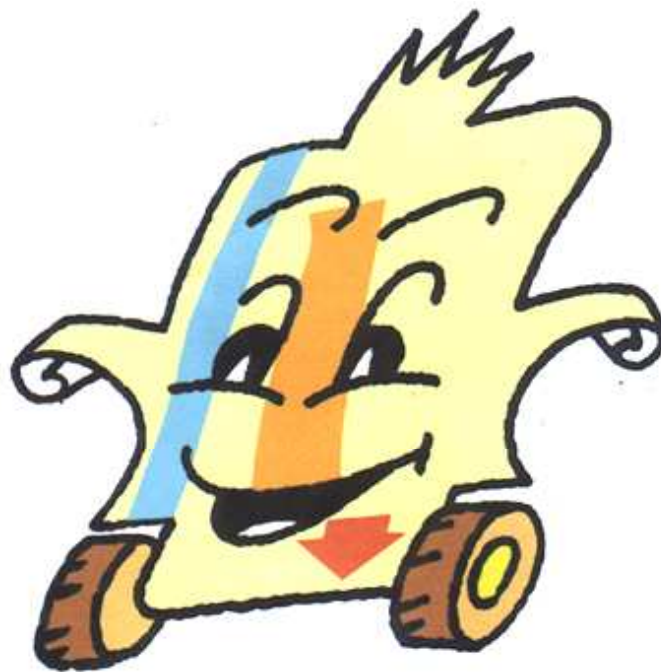


Public Transport Promotion to School Children in Rome, Italy



Public Transport Promotion to School Children in Rome, Italy

Problem description:

ATAC spa has carried out a travel awareness/education campaign within the EU project TAPESTRY. The campaign focused on raising children's awareness in opting for public transport as a solution to pollution problems and as a better way of enjoying their town. This means change the participants' attitude and their future behaviour by having them options for public transport and enhancing their civic consciousness in using public means of transport. All actions aimed at promoting the concept of sustainable mobility in the new generation which will be the next users of public transport. This is of special importance in a town like Rome where modal split is still too much showing high predominance of the personal car.

Description of the campaign / measure:

The campaign addressed 60 classrooms from 20 different schools in the city of Rome. (children aged between 9 and 12)

The following measures were undertaken:

- Visits to the depots where maintenance work is carried out on buses and trams;
- Educational interactive videogames promoting the use of public transport;
- Celebration party (1200 children took part in the celebration) Each class received the "Tapestry" poster and the students were given "Tapestry" T-shirts as well as a "Certificate of Participation".

The classes that won the contest were awarded prizes consisting of PCs, printers and scanners that have been given to the schools.

Who is the driving force behind it? Who is the beneficiary?

The driving force was the Agency for Mobility of Rome (ATAC spa) in synergy with Asstra (Italian Association for Public Transport – www.asstra.it) and the Municipality of Rome. The target group of the campaign were (directly) pupils in the primary and secondary school of Rome. Parents (and teachers..) were indirect target group of the campaign. Final beneficiary (in a long term perspective) are all the citizens of the city of Rome, when "TAPESTRY pupils" will become PT users instead of Car Drivers!

Main slogan / statement:

"Changing the School Run"

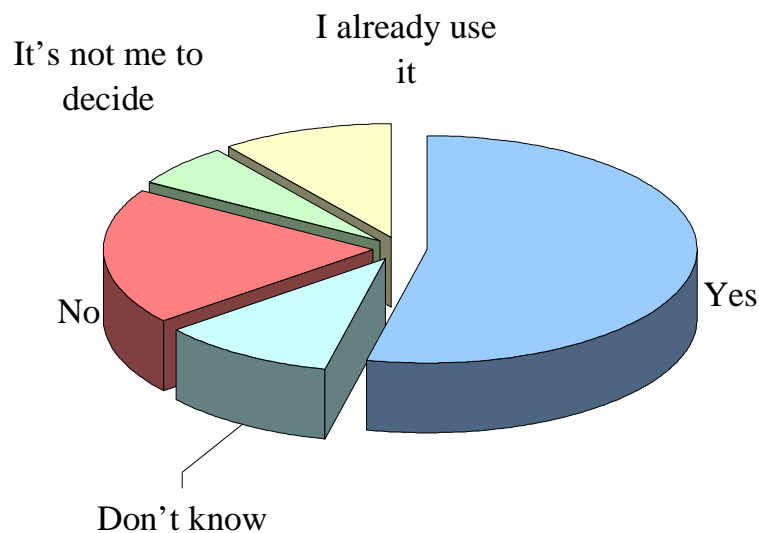
Results:

The campaign sorted effective results:
Increase in the use of public transport for home-school trips

Increase of the level of perceived security & reliability using PT
 In general pupils plan to use more public transport in the future

In the following picture the main results of the campaign are provided on the base of the methodology adopted to measure campaign effect (after-during-before).

After the campaign, the percentage of pupils who thought public transport was “boring” dropped from 85% to 68% (a decrease of 17%!), and public transport was seen as safe, cheap and a good way to avoid traffic problems. And 58% of them said that they would be ready to use public transport if they could travel together with their friends (as shown in the graph).



The “Tapestry” Atac project - came to its conclusion with great satisfaction of the students, in particular the younger ones, and of the teachers who on several occasions asked ATAC SpA to repeat the experience.

Opportunities / barriers:

Factors of influence and criteria of success:

- Involvement of the “right expert”
- Support of the relating “driving forces”

Possible barriers:

- Year School Programme which does not foreseen “mobility” education
- Not motivated teachers
- Low budget for marketing/awareness campaign which are usually very expensive

Time of implementation:

2 years



Examples:

Another school project has been carried out under the projects name PROVIDER (www.schoolway.net)

Link and or article for more information

www.atac.roma.it and under <http://www.eu-tapestry.org/>

Photos:

The following are photos taken during the visit at ATAC depots and during the celebration party organised for the students at the end of the project.

