

## Objectives of the measure

- **At measure level:**
  - Encourage the use of PT among students at all school levels;
  - Influence student's mindset towards sustainability modes and boost kid's autonomy;
  - Reduce congestion.
- **Contributing to city level objectives of:**
  - Increase PT usage;
  - Reduce trips made by private vehicles.

## Description of the measure

- **Situation before:**

School mobility is one of the biggest triggers to car use. Parents prefer to use private car while taking kids to school and fail to understand that it contributes to congestion, poor safety, poor air quality and public space chaos around the schools. Consequently, children recognize no other forms of mobility since they are continuously carried around by car. The use of PT commuting to school is quite limited, thus it is necessary to increase and create a practice of using PT, from an early age.

- **General description:**

Through the implementation and dynamization of the two sub-measures, this measure intends to increase the number of students who go to school by bus.

- **Sub-measures description**

- **LIS\_04\_01:** The '*Amarelo*' pilot project proposes the creation of a free service of PT on-board monitors to assist school rides on selected routes in the existing general network. It allows parents to leave their children at the PT stop knowing that they arrive safely to school, as they are accompanied by monitors. Children are enrolled in the program by filling an online form, identify the school, the bus stop where they intend to enter the bus, and inform the time schedule that's more convenient. The child is then instructed to be at a specific time and place accordingly. The monitor, who is informed that the child is going to get on the bus, registers his entry. The children use their PT card, and when they arrive at the school stop, they are walked there (according on age, after primary school this action is not carried out). This is a joint venture with CARRIS, the transport operator, and the parish councils (the monitors).
- **LIS\_04\_02:** Expand '*Navegante Escola*' PT Ticket Card to kindergartens and high schools to promote PT use for a wider community of students in the city. Parents request the PT card on a platform, free of charge. This card is good to charge tickets for all the metropolitan area PT, including the free monthly tickets that Lisbon city resident students are entitled to. The PT card is personalized with the identification of the school;

- **Measure outputs:**

This measure will deliver:

- Analysis and report of the collected data;
- Adjust PT services and align them with the community needs, namely by offering routes and timetables that are adequate to school requisites.

- **Supporting activities**

- Communication of the activities in Municipality social media;

- Stakeholders (schools, parents, parish councils) involvement in the engagement activities;
- Organize meetings with the schools.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other measures in the city Lisbon aimed at school mobility:

- **LIS\_01:** Restrict car access in the city

## Target groups and/or geographical impact areas

- **Target groups:** For ‘*Amarelo*’ (LIS\_04\_01), school students covered by the chosen routes. For ‘*Navegante Escola*’ (LIS\_04\_02), students from all schools (younger than 18 years old and attending schools in the city).
- **Geographic impact area:** Lisbon city

## Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Carris:** Use the regular buses to transport children to school;
- **Municipality:** Decision maker in terms of continuity of the project and its expansion, communication;
- **TML:** Entity responsible for issuing PT cards;
- **School community:** Namely, the parents, teachers and students;
- **Parish councils:** Entity responsible for the day-to-day operation of “Amarelo”

## U-tools support

The implementation of this measure will be actively supported by one IT tools from the UPPER toolkit:

- **U-NEED:** This tool can be employed to assess current demands and suggest alternative routes for bus network, while considering the travel habits of the students.

## Link to other UPPER measures

This measure is not similar to measures from other cities.

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Design</b>	Data collection and geospatial analysis of schools' bus network service. Identification of potential partners and stakeholders (namely, schools and Parish councils).	<ul style="list-style-type: none"> <li>- Data collection of PT</li> <li>- Data collection of students</li> <li>- Data analytics routes</li> <li>- Identification the potential users (school and students)</li> </ul>
<b>Preparation</b>	Selection adequate schools for the 'Amarelo' pilot. Expand the production of 'Navegante Escola' card to kindergartens and highschoools.	<ul style="list-style-type: none"> <li>- Planning of the route, defining best times to arrive to school on time</li> <li>- On-board trial of the pilot, adjusting schedule to meet school entry time</li> <li>- Adjust platform to enlarge Navegante card production</li> </ul>
<b>Implementation</b>	Deployment of the 'Amarelo' pilots. Issuing of the new 'Navegante' Escola cards.	<ul style="list-style-type: none"> <li>- Implementation of the 'Amarelo' pilots;</li> <li>- Implementation of the 'Navegante Escola' PT cards;</li> <li>- Monitoring and analysis of results.</li> </ul>

## Sub-measures and preliminary indicators

Measure	Sub-measure	Impact indicators
LIS_04	<b>LIS_04_01:</b> <i>Amarelo</i> pilot project, a service of PT on-board monitors to assist school rides, on selected routes.	<ul style="list-style-type: none"> <li>- Number of students registered in the 'Amarelo' service;</li> <li>- Students' parents Satisfaction of the Pilot "Amarelo"</li> </ul>
LIS_04	<b>LIS_04_02:</b> <i>Navegante Escola</i> PT Ticket Card in kindergartens and high schools to promote PT use for a wider community of students in the city.	<ul style="list-style-type: none"> <li>- Number of requested '<i>Navegante Escola</i>' Cards;</li> <li>- Number of passengers validations using '<i>Navegante Escola</i>' Cards.</li> </ul>