



BUD_02: To promote more sustainable choice of transport for students based on their modal split patterns

Activities towards demonstration (How?)

Completion of the preparation activities

During July 2024 the definition of the modal split assessment and study will be developed by BKK and the communication of the assessment and the school's management involvement will be planned and timeline of the assessment will be defined. Collection of data (by online survey for students and on-site hands-up-survey in schools) should start during the beginning of school season September 2024.

Deployment and integration

N/A

Demonstration activities

Evaluation

Based on the already existing practice and capitalizing the results and learnings from the school-zone project, BKK will evaluate the collected data and compile it to an evaluation study. Results will be also disseminated internally within BKK via a workshop, involving departments responsible for mobility development, user experience and Based on the study, BKK will choose specific age groups (the ones that seem to be critical when young people are shaping their own opinion about transportation). Focus will be on schools where modal shift can be more likely achieved, e.g. in schools where many shorter car trips happen that could be more easily replaced by other sustainable modes.

Education

For the groups chosen, BKK will plan different education sessions to encourage the use of sustainable transport modes among students and to collect feedback on the modal split assessment conducted, to be able to fine tune it for systematic, upscaled use by the Strategic Data Management Department of BKK. Upscale of the school modal split assessment methodology is planned by BKK outside of the scope of UPPER. The results of this measure will be used not only to upscale the methodology of school modal split data collection but to finetune educational materials for the regular school visits of BKK, and also to feed the previously mentioned school-zone project that is to help schools to plan also physical changes (e.g. increasing safety, walkability, cyclability) to promote liveable and safe movement of children.

Communication

Communication activities are planned with schools to collect feedback about the modal split survey methodology, and to offer interactive lessons (for specific age groups) to be held by BKK experts in various topics related to sustainable urban mobility – based on modal split patterns of the actual schools participating in the survey. About the results of the data collection and the study with relevant information on the particular schools will be disseminated to school managements and explained when contacting them for feedback and further education activities.

