



# ARANJUEZ

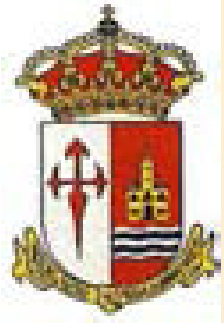
Real sitio y villa





Aranjuez is a town located in the south of Madrid.





















# MOBILITY TO SCHOOL: ARANDANDO WALKING SAFE TO SCHOOL



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## 1.- Feasibility Study



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In 2009 The City Council of Aranjuez requested an aid to CRTM for the realization of a study on the feasibility of mobility to schools



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## SCHOOL SELECTION

Six schools were selected to make the feasibility study. Four primary schools and two secondary schools were chosen

**Centros escolares seleccionados para el estudio y número de alumnos**

Centro	Titularidad	Numero total de alumnos
CP San Fernando	Público	485
CP San Isidro	Público	800
CP Santa Teresa de Jesús	Público	335
CP Vicente Aleixandre	Público	415
IES Alpajés	Público	900
IES Domenico Scarlatti	Público	660



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The Feasibility Study “Mobility to Aranjuez Schools” was launched on Wednesday 22nd September 2010.

After elaborating the feasibility study on Mobility to Schools in Aranjuez, they realized that it was necessary to set some improvement proposals focused on infrastructures, school mobility management and promotional information



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## 2.- PILOT SCHEME



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In October 2010 The City Council of Aranjuez requested once again for an aid to CRTM for the pilot experience of mobility to school.

– ARANDANDO–



unimos Personas



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The actions to developed have been carried out in a first stage through a pilot experience in San Fernando and Vicente Aleixandre Schools.

**Hereby you can see the location of each School**



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**To get a safe and coexistence school-way requires interacting in three areas: the school center, the district and the municipal services. These are the actions of the process.**



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## 2.1- PILOT experience Promotional Material



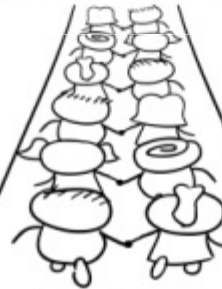
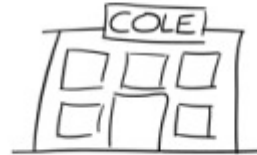
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Logo

arandando



andando seguro  
a los colegios de  
aranjuez



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## Mass Media

Some links to find out about ARANDANDO

[www.espormadrid.es/2011/03/arandando-caminos-escolares-en-aranjuez.html](http://www.espormadrid.es/2011/03/arandando-caminos-escolares-en-aranjuez.html)

[www.aranbike.es](http://www.aranbike.es)

[www.aranjuez.es](http://www.aranjuez.es)

<http://www.smilesproject.eu>

Besides, Arandando is in all local radio stations: onda Aranjuez, onda cero, cadena ser and in the main newspapers of the town



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## Websites

There are the websites with information about the schools feasibility project, ARANDANDO [www.aranbike.es](http://www.aranbike.es), [www.aranjuez.es](http://www.aranjuez.es), [www.smilesproject.eu](http://www.smilesproject.eu). Here you will find some information about its operation, objectives and development.



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## Arandando leaflet

50.000 leaflets designed to promote the mobility to school project, ARANDANDO had been created.



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## Posters

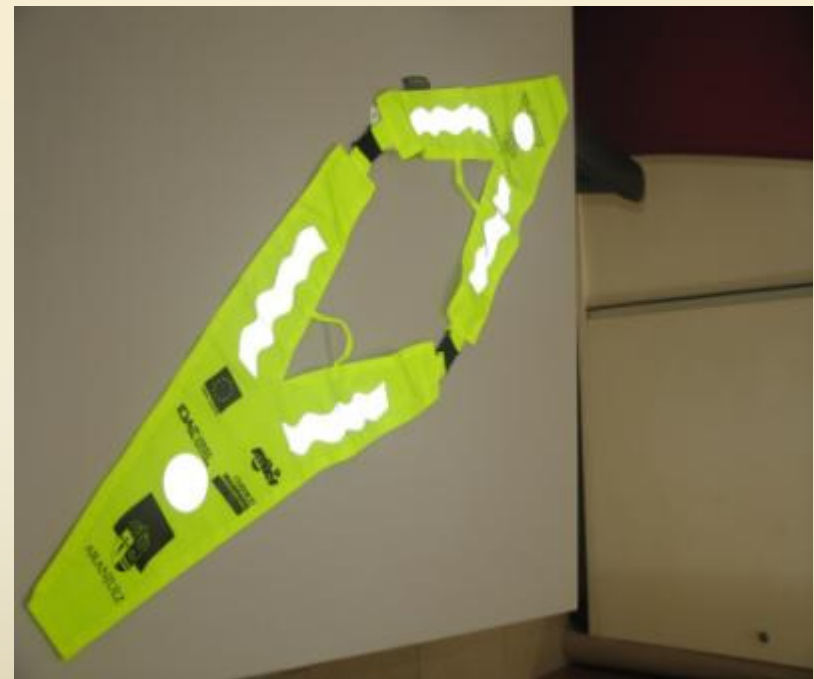
A poster was designed to inaugurate the Mobility to School Project “ARANDANDO”, which took place on March 2011, and to be used afterwards in the touristic fairs. Where City Council of Aranjuez participated with its own stand.

These posters are still being used in the different fairs and campaigns where “ARANDANDO” takes part.



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## 2.2- PILOT EXPERIENCE

### Trade Friend



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The participation of traders, associations and all the members of the district, is essential to contribute to establish a school way nice and safe. We asked them to identify as “trade friend” with a distinctive mark



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## 2.2- PILOT EXPERIENCE

Social Impact

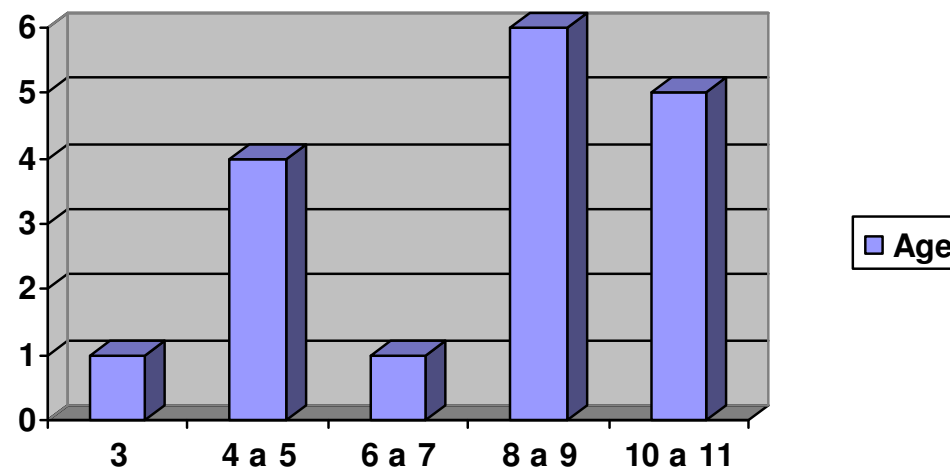


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### Arandando Pilot Experience had three routes with 60 children.

The following graphic shows the children's age registered in Vicente Aleixandre School route



*Fuente: Delegación de Transportes. Ayuntamiento de Aranjuez*

We can see that 33% of the children registered in Vicente Aleixandre School route are between 8 and 9 years old



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### 3.- SECOND STAGE



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In 2011, ARANDANDO has included two more schools, covering the demand of some other families from other districts and therefore, improving the infrastructure and reducing traffic jumps and pollution.



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**The objective of the city council of Aranjuez is to enlarge the number of school members every year until getting all the schools of the town involved.**



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Other actions we are developing this year on:

1. Speeches with the slogan “Move on foot and by Bicycle”
2. Proclaim Fridays as  
“Riding or walking to school day”



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3. Quizzes:
  - Draws, "The bicycle and me"
  - Writings. "I want to ride my bicycle"
4. Courses about Education in mobility
5. Tours by bicycle
  - Riding through the ancient woodlands of Aranjuez
  - Guided visit to the Old Town by bicycle



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# THANK YOU FOR YOUR ATTENTION

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