

Jens Leven 2005:

Evaluation der verkehrspädagogischen Projekte Busschule und Busbegleiter der Rheinischen Bahngesellschaft AG, Düsseldorf

Abstract

For about ten years public transport companies in Germany have been increasingly taking on tasks for young people in the area of mobility education. One emphasis is in the areas of "Busschule" and "Busbegleiter". These projects aim at preventing accidents in public transport on the way to and from school as well as decreasing vandalism damages and promoting general marketing success. The Rheinbahn, the transport company of the City of Düsseldorf, puts these projects, which are carried out in Meerbusch in cooperation with the police and the City of Meerbusch, into practice. All children of the 5th grade of all schools take part in the "Busschule". There they learn for example how to safely use public transportation. Every year about 30 children of the 8th grade are trained to become a "Busbegleiter". Among other things this training includes an Anti-Aggression-Training. One major purpose of training these students is to prevent accidents and to sustain order.

Up to now the effectiveness of the projects has barely been quantified. Bochum Gelsenkirchener Strassenbahnen AG (BOGESTRA) and Berlin transport services AöR (BVG) have gained first results. The ministry of traffic, energy and spatial planning of the state of Nordrhein-Westfalen financially supports the evaluation of the effectiveness of the projects. The pedagogical evaluation of the traffic-related projects "Busschule" and "Busbegleiter" from Rheinbahn in Düsseldorf was to determine the benefits of these projects. A methodology including assessment questionnaires was developed to measure positive effects. The following items were examined:

- accidents,
- ongoing development of vandalism damages,
- consequences for the customer satisfaction and customer loyalty,
- corporate image,
- mobility behaviour and
- general satisfaction within the projects of all involved persons.

In addition, all essential parameters of the investigation were gathered in order to assist other interested public transport companies to evaluate their own projects. The results of the evaluations indicate that there is a high degree of approval and satisfaction with the projects of Rheinbahn among students, parents, teachers and the driving staff. Findings show that now student transport is running more peacefully. Accidents where students are involved and damages due to vandalism decreased. But there are also fields in which these projects missed their targets. For the traffic-educational projects of the Rheinbahn a positive benefit-cost-relation was calculated. Furthermore, numerous results were achieved which reflect additional advantages but cannot be expressed in facts and figures, such as positive personal development of the "Busbegleiter" or increased self-efficacy within critical situations.

The survey also exposed further potentials to optimise the projects. In particular financing problems are preventing an extensive expansion.

Finally, the study makes several proposals for measures to be taken in order to transfer the traffic-pedagogical projects. The report contains an detailed list of helpful bibliographical references. The appendix includes results of an extensive nationwide survey of public transport companies who accomplish traffic-pedagogical projects for students. (222 projects).