



**CiViTAS**  
Cleaner and better transport in cities

**ARCHIMEDES**

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

## **Donostia – San Sebastian**

### T83.1– University Mobility Management Plan in Donostia – San Sebastian

Donostia – San Sebastian

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# 1. Introduction

## 1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

**CIVITAS I** started in early 2002 (within the 5th Framework Research Programme);  
**CIVITAS II** started in early 2005 (within the 6th Framework Research Programme) and  
**CIVITAS PLUS** started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

### Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

### Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

### Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

## 1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

## 1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

### 1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

## 2. University of the Basque Country

The University of the Basque Country / Euskal Herriko Unibertsitatea is the fruit of so many attempts along the history, so that the Basque Country had a university that gave answer to the multiple needs that emerge in a dynamic and modern society.

Acquire his current nature in 1980, on the precedent of the ancient University of Bilbao and inspiring in the Basque University of 1936. Adopts an emblem designed by Eduardo Chillida and incorporate to the same a famous verse of Iparragirre -Eman ta zabal zazu- that refers to the universal vocation of the basque culture. Today the UPV/EHU shows a strong reality. Compound by more of 50.000 people -16.000 in Ibaeta campus-, is responsible of 95% of the investigation that develop in Euskadi and has generated already a chamber of million of titled in the most diverse areas of the knowledge.

Distributed in three campus -one by each one of the historical territories of the current Autonomous Basque Community - that groups to 31 faculties and schools, the UPV/EHU realizes a decisive contribution to the reality of the Basque Country, until the point that this would be today inconceivable without the daily contribution of this institution and without the rich and intense intellectual debate that generate to his around.

### 2.1 Objectives in CIVITAS

The CIVITAS project is a perfect opportunity to expand our Sustainable Urban Transport Strategy. With the package of CIVITAS measures the University of the Basque Country wants to:

- Reduce the level of private car use in the university campus
- Stimulate the use of public transport
- Stimulate the use of public transport
- Stimulate walking and cycling
- Stimulate car sharing and car-pooling
- Promote eco-driving

## 3. Background to the Deliverable

The work described in this deliverable forms part of measure 83 Mobility Management for the University of the Basque Country in the campus of Ibaeta (Donostia-San Sebastian).

### 3.1 Summary Description of the Task

Task 4.8 involved the University in developing and implementing a Mobility Management Plan in Ibaeta campus. To achieve this, the University of the Basque Country (UPV) has installed a Mobility Management Team that has been developing and implementing the initial stages of a Mobility Management Plan for the University campus of Ibaeta.

An important element is the setting up of collaborative 'Observatory for Mobility Management'. This is a space for common work and exchanges of experience and monitoring of mobility management measures. It is an expression of the political, financial and social will to foster the process of working out and implementing the Mobility Management Plan, and the possibility of extending it further in order to get other transport plans off the ground. Invitations to participate will be given to different public institutions and private entities or NGOs with an interest in the subject.

## 4. Mobility Management for University Campus in Donostia- San Sebastián

### 4.1 Description of the Work Done

The Basque Country University (UPV/EHU) has recruited a Mobility Management Team that is promoting changes in the organisational model of the University, wherever possible, in order to make the use of collective transport and other energy-saving transport means easier. The team is meeting regularly to stimulate the plan and analyse the improvement aspects.

In January (2009) a Mobility Manager for Gipuzkoa Campus in Ibaeta was contracted to develop mobility management actions in the framework of ARCHIMEDES project who is now coordinating and stimulating the mobility management team and the main actions related with the Mobility Plan and awareness raising campaigns.

In this sense the Mobility Management Plan is continually being developed and adapted for the University campus of Gipuzkoa in Ibaeta.

Assessing the viability, the strategic lines and specific actions of the Mobility Management Plan took many months so that it was presented for the first time to the Gipuzkoa Campus Vice- Chancellor at the end of September 2009.

The initial actions within the plan are mainly directed to data collection and awareness raising aims, to be followed later by actions aimed at changing travel patterns.

Following the initial meeting, the mobility manager for the Gipuzkoa campus in Ibaeta and one of the members of the Mobility Management Team met up twice more with the Vice- Chancellor to discuss and modify some aspects of the plan in recognition of previous work carried out by the Campus Commission. In particular these discussions covered items such as the general contents, timing and budget, together with specific initiatives that have been identified as appropriate for inclusion based on the strong interest in car-pooling actions, because the university's parking management system is giving her a lot of trouble.

#### 4.1.1 Mobility Plan Outline

The University has produced a document outlining their Mobility Management Plan. It summarises the stages in the process as follows:

- Participation and involvement of students, staff, researchers and professors
- General objectives set, relating to:



- Increasing awareness.
- Increasing accessibility by all modes.
- Creating opportunities to use means of transport other than private car.
- Promoting new patterns of travel.
- Specific objectives set, relating to:
  - Promote social debate and transport patterns change
  - To put this matter in the first place of the Labour Security and Risks policy
  - Promote sustainable ways of transport at the university
  - Put in order the university workers timetables and turns to favour the collective transport.
  - Create a place for experience exchange and work as the Mobility Observatory to implement the results in other social and economic spheres
- Results form a survey of university's community (students, staff, researchers and professors) and discussion groups.
- Targets for a reduction in car commuting and an increase in other sustainable modes use by university's community.
- Measures for public transport, cycling, car-pooling and car parking designed to help achieve the stated targets.

#### 4.1.2 Mobility Plan Development

The process followed by University campus of Donostia- San Sebastian in developing their mobility plan has been:

- Formation of University Mobility Management Team to review mobility to work
- Mobility Manager contracting. Her function is to promote and coordinate all the process.
- Formation of discussion groups, one in each faculty composed by students, staff, researchers and professors (10-12 people).
- Analysis of the main sustainable mobility documents and the work done in other universities around the world.
- Analysis of the University campus of Donostia- San Sebastian specific features.
- University community mobility and travel survey.
- Mobility Management Team produces the plan putting into practice the results of the discussion groups and survey (800 people)
- Consultation on the plan, including public meetings with the university community, discussion groups, and professors contrast the plan with students in them lecture rooms using public participation specific and diverse dynamics and tools.
- Choice of the principles and strategic lines decided by ballots:

#### **Principles:**

- Leadership: the plan will rely on leadership and commitment from the Vice-Chancellor.
- Participation: the plan will provide the dynamics that allow to ensure the community of the UPV/EHU to take part in the plans design and implementation
- Security: the plan will promote secure models of mobility
- Sustainability: the plan will be ruled by sustainable criteria favouring non



motorized ways of transport as bicycle and pedestrian.

- Equity: the plan will favour those transport ways which could be accessible for everyone in the economic and social sense.
- Accessibility: the plan will improve the accessibility of every person in the UPV.

**Strategic lines:**

- Line 1: create the adequate structural conditions to guarantee the viability of the actions.
- Line 2: Information and awareness programs for all the students and staff.
- Line 3: The Basque University's active participation in all those decisional structures and institutional bodies to promote a deep change and effectiveness in mobility matters.
- Line 4: Implementation of those actions which promote the public transport in the community of the university.
- Line 5: Bicycle scheme promotion in the campus.
- Line 6: Pedestrian scheme promotion in the campus.
- Line 7: Car sharing and car pooling promotion in the campus.
- Line 8: The inclusion of the sustainable mobility in every university's learning processes.

**Definition of the Contents of the Mobility Observatory:**

- Information
- Change of values and transport habits
- Surveys and inquiries

Studies and mobility research

- Indicators

**4.1.3 Mobility Plan Actions**

The mobility manager and the management team are now working on a car pooling actions in a close collaboration with an NGO called VOYCONTIGO. Other actions then include:

- Set up a not for profit mobility NGO to promote the sustainable mobility in the University campus of Donostia San Sebastián called BATUBIDE.
- Sustainable Mobility initiatives start being introduced in coordination with the Donostia City Council.
- Set up public transport specific line: University Express
- New parking scheme commenced
- Promotion of the bike scheme
- Administration of mobility questionnaires with staff and students
- Awareness raising campaigns (Public transport to and from university; ecodriving course; car- pooling campaign design, specific talks with students and professors)
- Reinforce institutional relationship between University and mobility stakeholders as the Provincial Administration to disseminate information and promote a master's degree in Sustainable Transport.
- A common sustainable mobility course for inclusion in all degree courses in the Campus of Gipuzkoa.

## 4.2.-Type of impacts expected

These actions aimed at promoting a modal shift to environmental friendly and energy saving transport modes by rising awareness on the benefits of these modes and providing high quality information about available transport alternatives. In particular, the awareness raising campaign is expected to increase walking and cycling levels, as well as public transport use. This action will also promote a more efficient use of private vehicles by promoting car-sharing, car-pooling and eco-driving.

These aspects are in line with the overall strategy to reduce the number of cars entering the city and circulating within its neighbourhoods. More precisely, these actions will focus on a certain target group (students and university personnel), for which it is expected to reduce their number of motorized trips to the university campus. Furthermore, it is expected that students and university personnel will extend this sustainable habits to other activity fields (i.e. other trips).

As a result, this work will provide benefits in the form of better air quality, less carbon emissions and reduced noise levels, leading to a better health and quality of life for Donostia-San Sebastian citizens in general and for the Gipuzkoa campus in Ibaeta specifically.

## 4.3 Problems Identified

In 2008 elections for the vice-chancellor took place and this led to the postponement of the mobility manager's selection and that person's consequent employment contract, which has produced a little time-lag for all the related activities.

## 4.4 Risks and Mitigating Activities

The most important risk is non-acceptance of the message on sustainable transport by the University population. The UPV will lower this risk by organising yearly awareness campaigns and use the personnel working on Prevention of Labour Risks as multipliers of the message.

## 4.5 Dissemination Activities

In December of 2008 a dissemination seminar was organised under the title of Sustainable Mobility (see poster on the next page).

UPV will continue to organise annual awareness raising campaigns for the University community to communicate the mobility management plan in general and specific measures with the goal to change the habits towards more sustainable transport modes and towards more responsible and efficient car driving, where it is necessary.



The plan has not been formally been launched to staff and students yet because of the time taken by the discussions with the Vice- Chancellor and some exploratory consultation actions through focus groups with staff, students and professors.

Although the formal launch hasn't yet happened, the team has already been working on an awareness raising campaign. In this sense, there are some different actions, as a sustainable mobility and eco-driving course addressed to students and 15 hours duration equivalent to one school official credit. The same course will then be addressed to the staff organising according official schedule of the Labour Risk Prevention Service. (The course is ready to be included in the mentioned schedule and just waiting for the administrative answer.)

Working with CTSS the UPV/EHU has published 2.500 leaflets promoting the city public transport and the bus specific lines to and from the university. The same information has been distributed in posters and on TV screens in each faculty entrance. At the same time the European Commission's MOVE TOGETHER exhibition is going to be placed in the central building of the campus in January.



Finally, the team has an agreement with Gipuzkoa's Diputation (Provincial Administration) to distribute and interchange information related with bicycle programs, as BIZIKLETAZ magazine. It is been distributed in each faculty and it will contain articles related to the ARCHIMEDES project.

## 4.6 Future Actions

Implementation of the mobility management plan actions and evaluation according to the ARCHIMEDES evaluation plan.