WEBINAR
Mobility training for specific target groups
(University of the Basque Country)
22/01/2013
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Background & Objectives

High level / long term

- To stimulate the use of public transport
- To stimulate walking and cycling
- To stimulate car sharing and car pooling
- To promote eco-driving

Strategic level

- To reduce the level of private car use in the campus

Measure level

- To install a Mobility Management Team
- To define a Mobility Management Plan for the Campus
- To organise yearly awareness campaigns in the University Community
- To set up of an Observatory for mobility management.
Target group

- Students: the measure provide them a new sustainable way to travel to/from the university
- University staff: similarly to students, the way in which this University employees travel to/from the campus is assessed by the measure
Situation before CIVITAS

- UPV/EHU had not a specific plan to promote and to raise awareness on sustainable transport
- The subject of sustainable mobility was not one of the priorities of the University Executive Governing Board
- Complicated situation concerning the parking system since there was no specific regulation
- There were no awareness campaigns about sustainable mobility matters and the own communication tools of the University
Implementation

Stage 1: Install a mobility managing team in Ibaeta campus (October 2008)

Stage 2: Definition of the Mobility Management Plan (May 2009 – October 2010)

- Create the adequate structural conditions
- Information and awareness programs for all the students and staff
- Active participation in decisional structures and institutional bodies
- Actions to promote the use of public transport among the university community
- Bicycle scheme promotion in the campus
- Pedestrian scheme promotion in the campus.
- Car pooling promotion in the campus.
- Inclusion of “sustainable mobility” in every university’s learning processes
Implementation

Stage 3: Implementation of the elements of mobility plan
(May 2009 – September 2012)

- Yearly Eco-driving courses
- Sustainable Mobility and CIVITAS ARCHIMEDES reference in the framework of the Local Agenda 21 Master developed by UPV/EHU
- Master in Transport Systems
- Meetings with different education centres to explore barriers and drivers for a change towards sustainable mobility: Nurse Faculty, Psychology,. Engineers School, etc
- Car-pooling campaign coordination and development with the other two UPV/EHU provincial campuses.
- Proposal of a ‘Sustainable Mobility and Education for Road Safety’ common course for all students.
- Design of a transport and bicycle web site for the Ibaeta campus to promote this mode
- Constitution of the Observatory of Sustainable Mobility in Ibaeta
- Training of the Labour Risk Prevention Service in sustainable mobility items
Implementation

Stage 4: Awareness and communication activities (May 2009 – September 2012)

Stage 5: Support Action on evaluation (Oct 2008 – September 2012)
Training actions

• Yearly Eco-driving courses. These courses have been organised in collaboration with the Energy Dpt. of the Basque Government for students and University staff.

• Sustainable Mobility has been encouraged strongly after numberless efforts carried out by the research team created during the CIVITAS project.

• Sustainable mobility analysis has been included in master degrees such as Sustainable Development Postgraduate Course and Local Agenda 21 Manager.

• “Sustainable Mobility and Road Safety” subject has been included in several degrees, either as a trunk subject or an elective one, depending on the degree.

• Master Degree in Transport Systems has been approved for the academic year 2012-2013.

• Complementing this academic offer, seminars or workshops dealing directly with sustainable mobility are being held on a regular basis.
### Results

#### Modal Share - University Campus

![Bar Chart](image)

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>18.3%</td>
<td>N/A</td>
<td>11.5%</td>
<td>-7.2%</td>
<td>N/A</td>
</tr>
<tr>
<td>Motorbike</td>
<td>6.9%</td>
<td>N/A</td>
<td>3.6%</td>
<td>-3.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>Walking</td>
<td>11.5%</td>
<td>N/A</td>
<td>10.2%</td>
<td>-1.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>Bicycle</td>
<td>4.7%</td>
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<td>8.8%</td>
<td>3.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>Bus</td>
<td>40.4%</td>
<td>N/A</td>
<td>31.5%</td>
<td>-8.9%</td>
<td>N/A</td>
</tr>
<tr>
<td>Commuter rail</td>
<td>9.8%</td>
<td>N/A</td>
<td>5.3%</td>
<td>-4.5%</td>
<td>N/A</td>
</tr>
<tr>
<td>Metro</td>
<td>1.9%</td>
<td>N/A</td>
<td>0.3%</td>
<td>-1.6%</td>
<td>N/A</td>
</tr>
<tr>
<td>Combined PT</td>
<td>2.3%</td>
<td>N/A</td>
<td>1.5%</td>
<td>-0.8%</td>
<td>N/A</td>
</tr>
<tr>
<td>Car-pooling</td>
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<td>N/A</td>
<td>25.3%</td>
<td>24.0%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

28. Average modal split-trips
Thank you

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