

I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona

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8, 9, 10 March 2017



Breda University of Applied Sciences

UNIVERSITAT AUTÒNOMA DE BARCELONA

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THIS IS NOT ABOUT MOBILITY
This about creating places for the city, for students, for employees and for the neighbors



The conference is in the Framework of the European Project about sustainable Mobility: U-MOB LIFE.



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Ir. Ineke Spapé

- NHTV: Dutch University for Applied Sciences
 - 8000 students
 - 15% international
 - 800 employees
 - Near city centre Dutch city of Breda
 - 450 cars and 3000 bikes
- Professor integrated mobility and urban planning and mobility management

Content

1. Positioning: NHTV? Breda?
2. Our New Campus
3. Why? Current parking and travel behavior
4. Goals and strategy
5. Travel style groups
6. Moma package of measures
7. Lessons learned (so far)

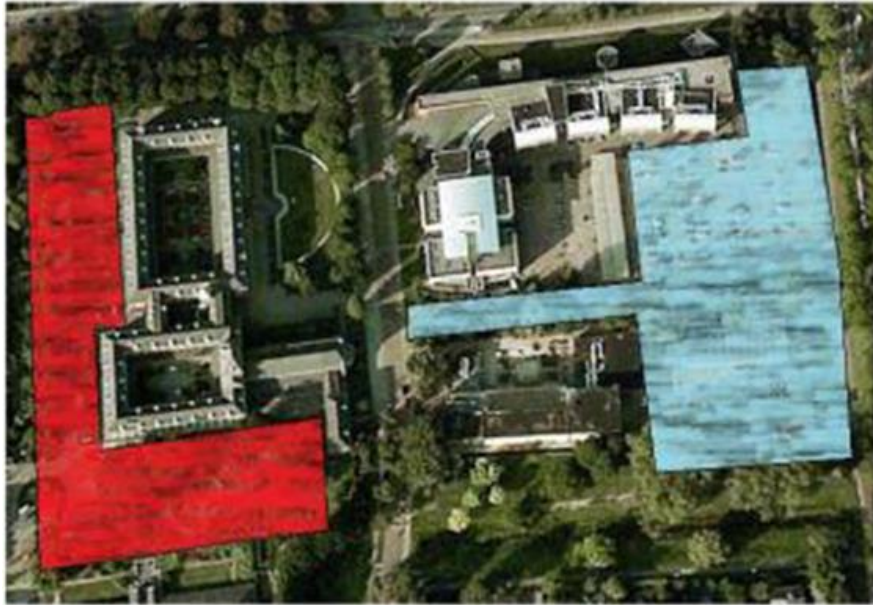
1. Positioning





2. Our New Campus
2019:
Green, great public space
Contribution to city
Entrepreneuring students
High-quality staff
Happy neighbors
Best University o.a.S





3. Why working on mobility?
If not....our campus is just a piece of asphalt

Scenarios	Parking ratio Municipality → 619	NHTV parking needs → 420	Current parking situation and moma measures → 330	Parking garage and moma measures → 225
Criteria				
Multimodality	-	+	++	++
Influencing behavior	-	+	++	++
Entrepreneurship in mobility	-	+	++	++
Green and sustainable	-	+	+	++

Current travel behavior

Building Mode choice	Main building employees	G building employees	Main building students	G building students
Car	48%	34%	4%	10%
Public transport	13%	20%	45%	58%
Cycle	35%	39%	40%	25%
Walk	5%	7%	11%	7

Too many cars....

Future problems with parking vehicles in neighborhood

Wanted: more bikes, more pedestrians and more PT

4. So we defined some goals....

- Saving money by:
 - realising many parking places LESS than planned
 - Using this money to execute mobility management and convince Board
- Doing research: professorship mobility management as ambassador
- With more green travel modes:
 - healthy staff, contribution to environment, climate change, CO2
- Seducing people with a phantastic campus area
- Presents for the neighbors:
 - no car parking problems because of our students and staff
 - playground for their kids and dogs
 - sports facilities and sports cafe for students and neighbors and sport people
 - Cycle community: repair, cafe, talks
 - Offering them car sharing, electric bike sharing, offices for meetings, student retail businesses, and good dining possibilities: hotel school!

Do not talk about mobility or parking!

And we defined a strategy: 4 pillars....

1. Rewarding:

- seducing people, rewarding them, not punishing

2. Research: Know more about and use this knowledge of target groups:

- using research as fundament
- and translate it into travel style research

3. Using partners:

- students to have bright ideas: FreshBrains. Projects, minors, courses, theses studies, internships.....: 2,5 years
- Using ambassadors within NHTV
- Using city, bus company, professorship partners
- Offering neighbors more value, no troubles

4. Using package of 3 pillars: Hardware – Orgware - Software

Sjjjt.... do NOT talk about mobility or parking!



Hardware

- Bike-Sharing System
- Super Cycling Highway
- Cycle Parking (close)
 - Park&Walk
- Parking fees cars



Orgware

- Broad project team
- Cooperation with external and internal partners
- Employers Approach
- Entrepreneur students



Software

- Campaigns and events
- Cycle community/cafe
 - Rewarding
 - Apps
- Ambassadors
- ViPP-Branding

So it is MUCH MORE than just mobility or parking!

5. Research base: Travel Style Groups

		Behaviour	
		I do travel in a sustainable way	I don't travel in a sustainable way
Attitude	I do want do travel in a sustainable way	Cherish -Conscious no car use -Practical traveller -Public transport user	Convince -Unhappy traveller -Motivated traveller
	I don't want do travel in a sustainable way	Seduce -Desire for car use	'Dead horse' -Conservative car user -Image traveller

	Group	Employees	Students
Travel style			
Practical traveller		32%	33%
Motivated traveller		27%	10%
Public transport user		2%	13%

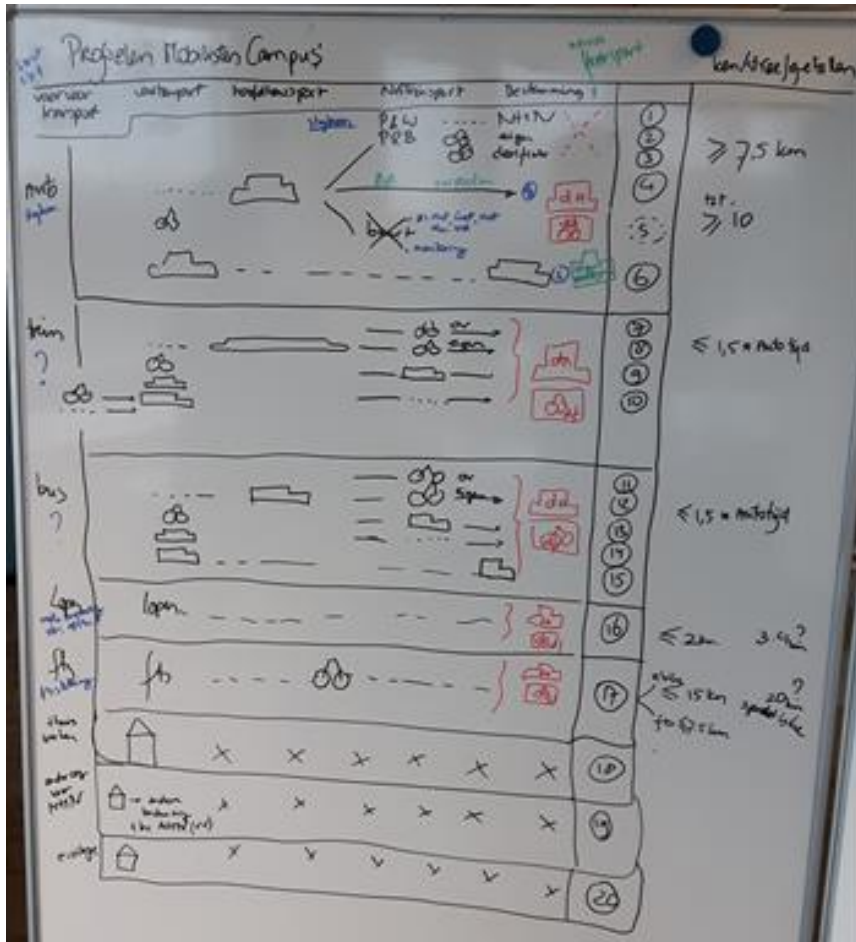
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Desired travel behavior

Building Mode choice	Campus employees	Campus students
Car	33%	0%
Public transport	16%	51%
Cycle	45%	52%
Walk	6%	7%

Rewarding strategy per target group



- 20 profiles
- Ranking rewarding per profile
- Example car parking:
 - parking IN neighborhood: zero
 - Parking NHTV: € 0,25 p. day
 - Parking car parking Park & Walk: (300 meter): € 0,50 p. day
 - No parking: € 0,25 p. day more
- Walking, cycling, PT: rewarding

Example: Pilot Mobility Budget

- Reward sustainable travel behaviour
- Punish unsustainable travel behaviour
- Fixed commuting allowance based on distance from home to work and number of working days +
- Dynamic mobility budget based on travel behaviour
- Also for pedestrians and cyclists

1: Seducing walking routes



2: Cycle highway



3: P&W area



4: Avoid rush hour



Campus Design

5: Tilt time for classes



6: Mobility budget



7: Seamless traveling



8: Bicycle rent and repairation



9: E-bikes



11: Paid parking at the campus



10: Reward system



12: E-care share



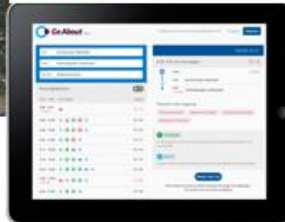
13: Happy neighbourhood



14: E-learning



15: NHTV app with multimodal travel advise



16: Work from home or on another location



17: Meetings with public transport providers



18: Stakeholder research and communication



6. The ViPP-plan: 18 Moma measures

H-O-S:

- Cycle community
- Cycle shop
- Sports cafe
- Car sharing
- E-bike sharing
- More busses
- Marketing plan

Hardware: infra

- Super cycle highway in front of NHTV (2017/2018): broadest one in Holland!
- Improving walking route to station (2018)
- Park & Walk on 300 mt. (2018)
- Parking fee cars in future (after 2020)
- Cycle parking decentralized (2019)
- Living Lab with e-cars and electric bikes together with 5 other organisations (2018)

Orgware: organisation, partnering, monitoring

- Mobility team of 6 persons: dedicated
- Working together city of Breda
- Organizing cooperation in provincial pilot: local employers approach: e-bikeproject in spring and e-cars in summer
- Involve stakeholders from the start, also neighbors
- Organizing cycling community and cycling cafe at campus in partnership with local cycle shop
- Organizing research to monitor results and to convince city (parking norms) and neighborhoods (parking problems). Student groups develop monitoring method

Pilot monitoring: tracking travel behaviour

Car



Bicycle

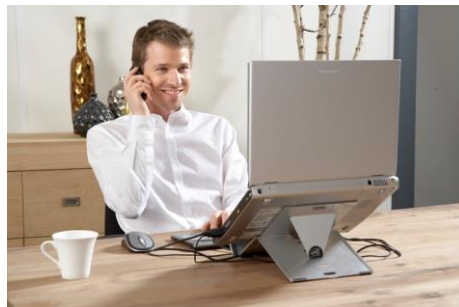


Public transport



If not tracked:
walk or

work from home/other location



Execute checks



Software: marketing and branding

- Communication is very important
- Do not communicate about expected problems
- Do communicate about profits and values
- Project example: mobility week:
 - 47% of parking place will be closed
 - Message: making space for nice events, like future campus

7. Lessons learned (so far...)

- Internal organisation: dedicated and broad mobility project group is needed:
 - HRM – Union – Facility management – Communication/PR – mobility experts – all faculties
- External organisation:
 - PT-authority – bus company – local government – neighborhoods – local retail
- Research before and after the project (effects) is crucial for gaining support within your organization
- Involve stakeholders from the start
- Taking parking spaces raises more place for public space with quality
- Not realizing parking spaces raises money for mobility management
- Besides hardware and organisation: communication theme and atmosphere is very important:

**So parking is key factor, but t is NOT about mobility,
it's ALL ABOUT A NICE CAMPUS**