# I European Conference on Sustainable Mobility at Universities

# Universitat Autònoma de Barcelona

Universitat Autònoma de Barcelona

# 8, 9, 10 March 2017

Speakers: Eva Campos Díaz María Teresa Tormo Lancero

UNIVERSITAT AUTÒNOMA DE BARCELONA

**Topic:** Development of Sustainable Urban Mobility Plans in University Campuses in MED Countries



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







1st European Conference on Sustainable Mobility at Universities Barcelona, 8-10 March 2017

# **Development of Sustainable Urban** Mobility Plans in University Campuses in MED countries

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CAMP-sUmp

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Mediterranean

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Project co-financed by the European

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Fondazion

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#### Introduction

- University Campus in MED Area, with a territorial average extension of 430.000 m<sup>2</sup> and an average of 35.000 between students and employees, are historically related with their urban area since they are always close to city center than built in the suburbs
- As a result, each University Campus is similar to an urban model and in most cases could be used as a test area for mobility policies and tools
- In MED countries, contrarily to North Europe, there is a lack of use of sustainable mobility modes and intermodality for university students even in case of favorable conditions: temperate climate, orography, possible implementation of dedicated infrastructure







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## Objective

The CAMP-sUmp project **aims** to improve a sustainable urban planning instruments as SUMP (Sustainable Urban Mobility Planning) through innovative mobility strategy for students flows inside the MED University Campus and their interconnection and integration with the urban area

#### Objectives

- Increase awareness of decision makers about current mobility in university area and its interconnection with mobility planning
- Improve capacity of public administration on sustainable mobility planning in University Campus
- Improve the management of mobility of University and city in a unique integrated planning







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# Methodology

- Each project partner will analyze its framework site in order to obtain a defined state of art of data, policies and planning instruments with regard to mobility to/from/inside the Campus and its integration with urban mobility
- A transnational action plan for university sustainable mobility plan will be drawn and implemented including
  - a road map for decision makers
  - an ICT model for management and interaction







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## Partners / Duration

#### Partners

- Magna Graecia Foundation Catanzaro University -Coordinator
- National Technical University of Athens
- University of Split, Faculty of Civil Engineering, Architecture and Geodesy
- University of Valencia
- University of Malta
- Alma Mater Studiorum University of Bologna

#### Duration

- Starting date: 1/11/2016
- Ending date: 30/4/2018





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## **Data collection**

- Local and transnational data, policies and planning instruments for analysis on students mobility flows to/from and inside Campus and its integration with urban mobility
- List of services of students mobility related to urban services and policies
- Questionnaires



• Interviews





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#### Data collection – Campus mobility situation

- Partners' campus mobility data, policies and planning instruments to/from/inside the Campus, as well as the campus integration with urban mobility haven been collected regarding:
- Stakeholders
- Current mobility situation
- Mobility practices

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### **Data collection – Questionnaires**

#### Structure

- Current mobility
- Desired mobility
- Mobility problems
- Proposed measures/policies/tools
- Participant information

#### Sample

- At least 100 participants per Campus
  - 10% Academic/Faculty
  - 20% Administrative staff
  - 50% Undergraduate students
  - 20% Postgraduate students







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#### Data collection – Interviews

#### Structure

- Current mobility situation
- Needs, future plans and priorities
- Strengths, Weaknesses, Opportunities and Threats

#### **Thematic Areas**

- Parking management
- Soft modes Infrastructure
- Public transport
- Car related issues
- Road infrastructure
- Environment and energy
- Mobility management
- · Freight Infrastructure and Management
- Information and communications technology (ICT) tools
- Sustainable Urban Mobility Plans (SUMPs)





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#### Framework analysis

#### SWOT and GAP analysis

 Investigate campus locations, current transport modes (private or public), ICT services and mobility services

#### **SWOT Analysis**

- Analyze weakness & strengths of mobility current situation in campus and related urban area
- Identify opportunities & threats of sustainable mobility planning instruments (SUMPs) applied to existing Campus mobility planning
- Analysis will include mobility needs and expectations with participatory approach, exploiting new technologies instruments (web, apps, university's online radio, etc.)

# SWOT Opportunities Threats

Strenghts



#### **Gap Analysis**

 Provide a list of effective sustainable mobility instruments and polices to be used for solution of critical congestion





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### **Action Plan**

The transnational Action Plan for sumps will:

- take into consideration the differences between MED areas and capitalize partners' experience on sustainable urban mobility, planning instruments and exchange of good practices
- be based on the cooperation between universities and local authorities
- be In line with EU guidelines
- contribute to application of sustainable mobility planning instruments for the management of mobility flows at university campus level
- include technical, organizational solutions and tools
- include a monitoring system
- be transferable across EU countries and in MED area







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### Roadmap model for sustainable university mobility plans

- Elaboration and sharing of a road map for implementation of the action plan to ensure commitment of decision makers, consistency and social, economic and environmental sustainability
- The proposed road map model will:
  - describe steps and tools
  - ensure commitment for decision makers, consistency and viability of the action plan implementation in term of social, economic and environmental sustainability
  - **improve capacities** of public administration on sustainable mobility planning in university campus







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### **ICT instrument model**

- The ICT model will include a mobility data-warehouse, decision support system (DSS), with real-time interfacing to the external databases available, and will enable
  - synergy planning
  - management
  - monitoring
- Existing ICT for students mobility management will be mapped
- Analysis of technical requirements and of institutional settings for an integrated ICT platform model will be performed
- Obtain new communication model for university campus mobility, its management and monitoring







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## Conclusions

- The project starts from the capitalization of each MED partner
  experience on students mobility flows and on SUMPs and measures
- The innovative approach will apply multi-criteria methods, evaluation of alternatives, ICT solutions (ITS and DSS System), transnational and local most effective policies and instruments of sustainable mobility
- These **solutions** will also reduce the congestion of urban city and will improve the quality of air and life in MED area
- CampSump project is a great **opportunity** for Campuses in MED countries to develop a new urban mobility plan







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#### Feedback

We would appreciate your interest in the project and feel free to ask us during the conference for any related question.

One of CAMP-sUmp activities is to mail our outputs to **24000 contacts**, so we have to start collecting email contacts. **If you are interested** contact us:

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