

I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona



Universitat Autònoma
de Barcelona

8, 9, 10 March 2017

UNIVERSITAT AUTÒNOMA DE BARCELONA

Speaker: MARIA ROSA RONZONI
For the **Net of Italian
Universities MM**

Topic: **BEST PRACTICES IN
ITALIAN UNIVERSITIES**



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



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**POLITECNICO
MILANO 1863**

Mobility Management in Italian Universities: Regulatory Compliance and Mobility Best Practices

Results of a Preliminary Survey

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<https://twitter.com/CampusSos>

Mobility Manager and Home-Work Transfer Plan (HWTP)

The Environmental Law n. 27/03/1998 establishes as follows for (private and State-owned) companies located in pollution areas and **with more than 300 employees for local unit** or with a **total number of employees greater than 800 in different local units**:

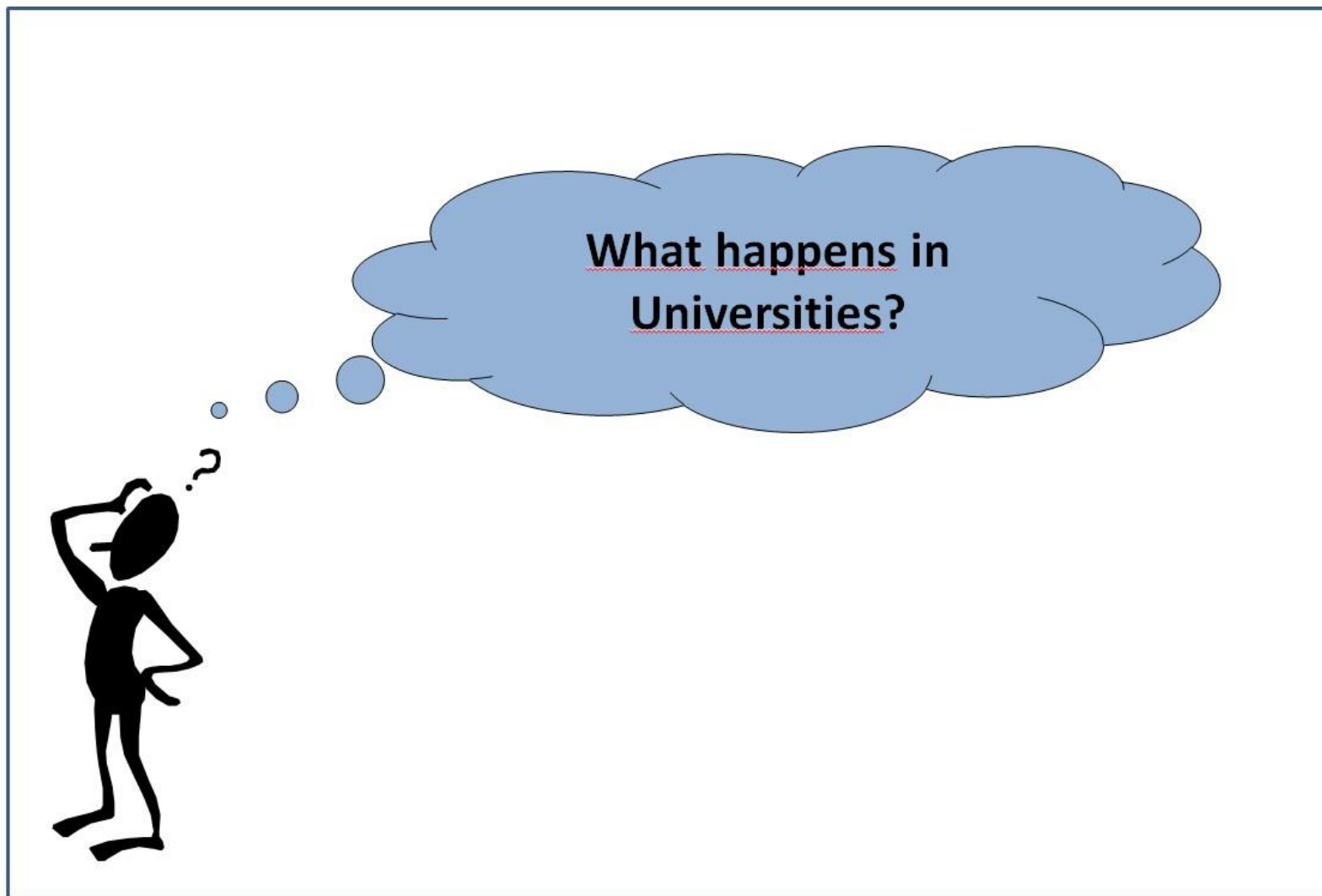
- Appoint a **Company Mobility Manager**
→ **TARGET: to develop a strategy for sustainable mobility and for reducing the use of private cars**
 - Adopt a **Home-Work Transfer Plan for its employees**
→ **Target: to reduce the use of private cars and traffic congestion through a better organization of working hours**
- **The Home-Work Transfer Plan must be sent to the local municipality every year**
- **The Home-Work Transfer Plan must be updated every year**





The Home-Work Transfer Plan

- Examines jobs arrangement, internal logistics and access to the job/study site with respect to transport services and connections viability
- Identifies strategies bearing advantages to all stakeholders of mobility



Mobility Management in Italian Universities: Preliminary Survey

In 2016 Sustainable Services of the Politecnico di Milano carried out a preliminary survey in accordance with the University Mobility Managers National Committee (CNMMU), on University Mobility Management activities

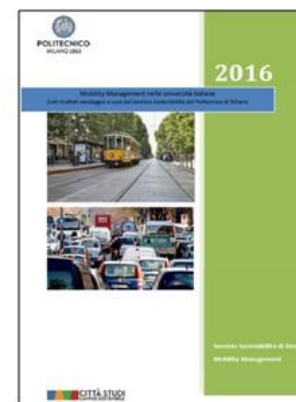
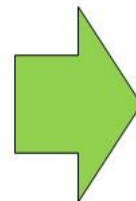
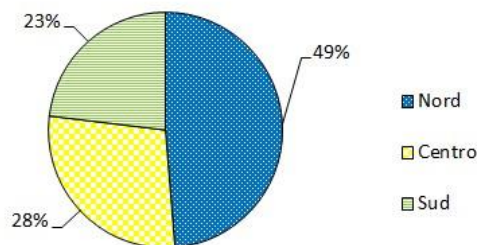


The questions to the Universities involved in the survey were as follows:

- Is there a Mobility Manager ?
- Is there a Home-Work/Study Transfer Plan (HWTP) ?
- In absence of a HWTP, has the University adopted specific actions of Mobility Management ?

81 Italian Universities contacted: 39 responded (48%)

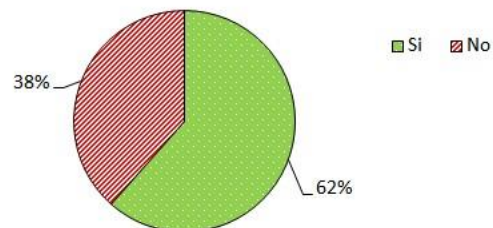
Location of responding Universities



Preliminary Survey: Results (1)

Mobility Manager:

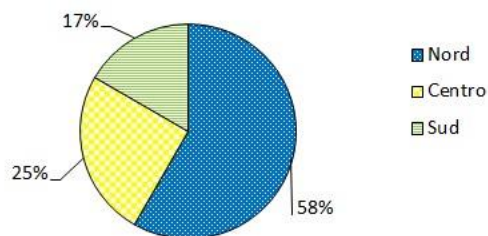
Universities with a Mobility Manager



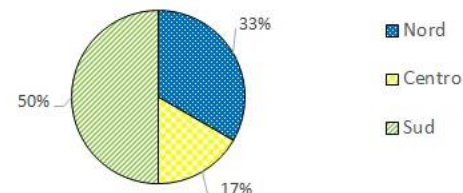
4 Universities appointed a Mobility Manager even if they are not required by law

15 Universities do not have a Mobility Manager; 6 of them should have it by law

Location of the Universities with a Mobility Manager



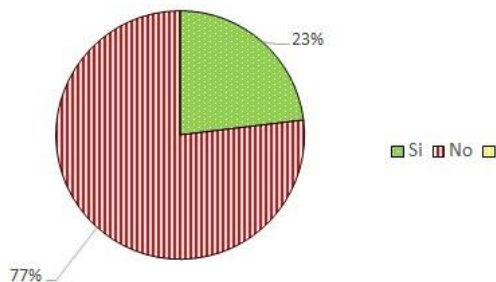
Location of the Universities with no Mobility Manager, although required by law



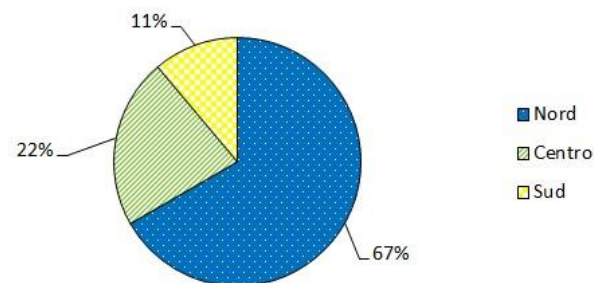
Preliminary Survey: Results (2)

Home-Work/Study Transfer Plan (HWTP):

Universities with a HWTP



Location of Universities with a HWTP



HWTPs have been adopted where there is a Mobility Manager



HWTPs are very few ... and very few are available

Among Universities with more than 40,000 students (called «MEGA Atenei»), only 3 have called for a HWTP (1 in the North, 1 in the Centre, 1 in the South)

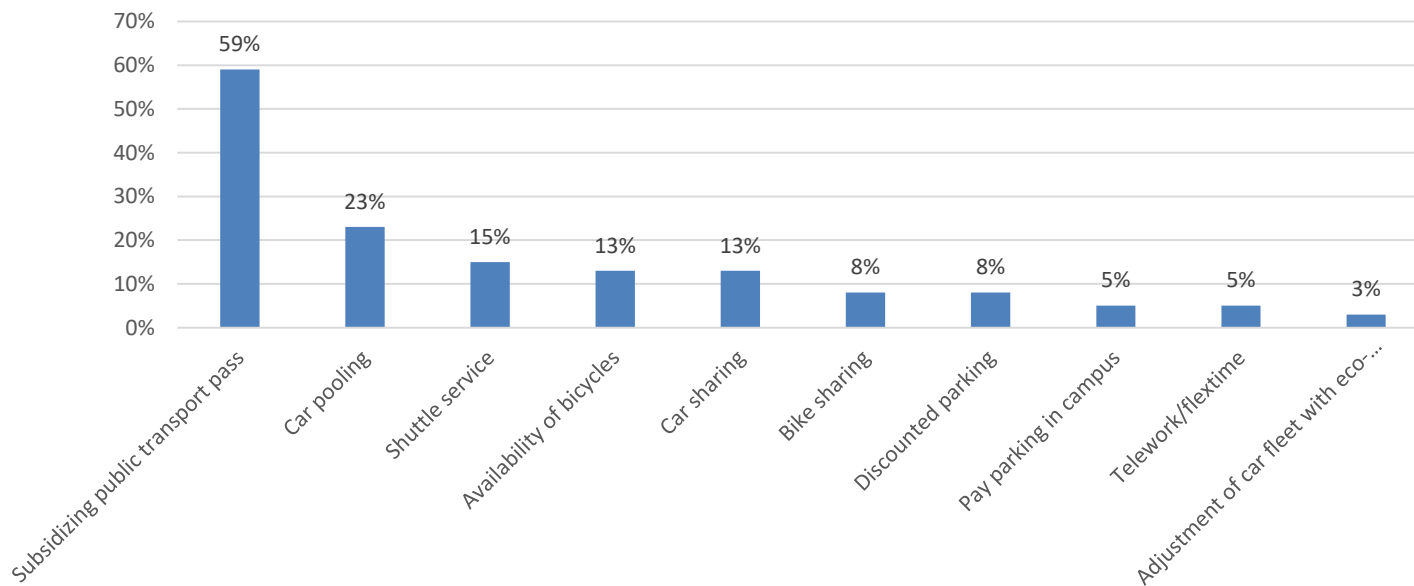
Preliminary Survey: Results (3)

Actions:

In Universities lacking a Mobility Manager, specific actions were taken to favour a more sustainable access to the campus by employees and students



Actions taken by participating Universities



Preliminary Survey: Results (4)

Conclusions:

- The Mobility Manager is quite a spread figure in the Italian University system;
- Few Universities adopt a HWTP;
- A lot of initiatives are taken despite the lack of a formal HWTP;
- Advertising campaigns and actions, often very creative and original, are carried out for sustainable transport
- There is little consideration for remote work and «lavoro agile»;
- Mobility Managers are required a specific training



About 50% of CRUI Universities are members of the **Rete delle Università per la Sostenibilità – RUS** → **Formalization of CNMMU** as a «**Tavolo Mobilità**» is under way

About 10% of CRUI Universities are members of the **International Sustainable Campus Network (ISCN)**, where sustainable mobility is a topic and a specific target of WG2: «*Campus-wide planning and target setting*»



A lot of work for the CNMMU and .. for all!



What is Politecnico di Milano doing ?

BIKE CHALLENGE MILANO 2015
13 settembre - 20 ottobre

MAGGIORE % DI PARTECIPAZIONE
3° CLASSIFICATO
Organizzazioni con > 500 lavoratori
Politecnico di Milano

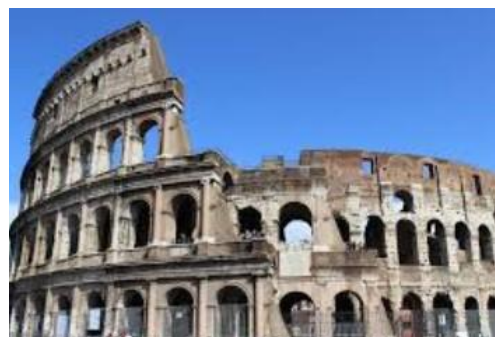
green move
ELETTRICO, APERTO, CONDIVISO, VICINO

VENTO
BUON 2016, BUON INIZIO DI RIVOLUZIONE
LEGGERA A COLPI DI PEDALE E PRESAGGIO

CITTÀ STUDI
CAMPUS SOSTENIBILE

PRO-E-BIKE
promoting electric-bike-delivery

POLITECNICO MILANO 1863



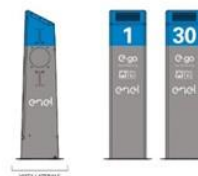
UNIVERSITÀ DEGLI STUDI DI ROMA TRE

E- GO Car Sharing ENEL - ROMA TRE

- Started in April 2016:
 - five years project – three stages:
 - first stage: service planning, infrastructural implementation, financial feasibility and demand analysis.
 - second stage: supervision of the starting phase and effective users response;
 - third stage: opening of the service to a wider area of Rome
 - Designed as a “one way” car sharing:



20 Renault Twizy
2 seats, life 60 Km



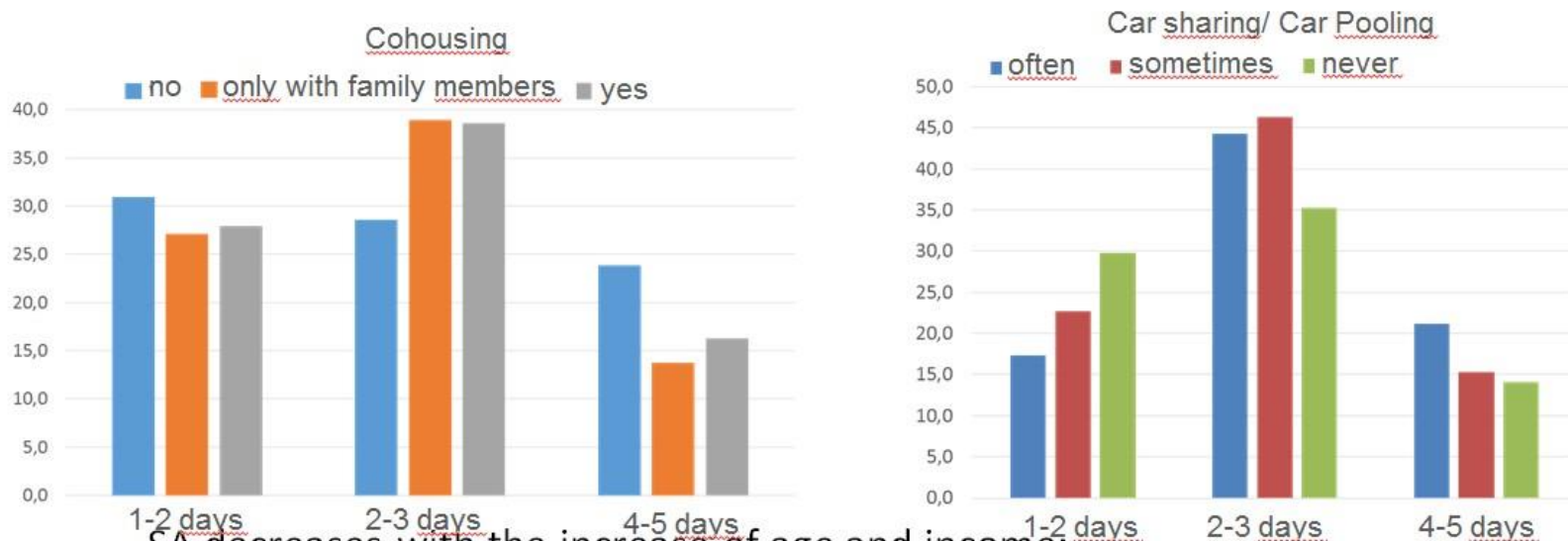
27 recharge st. in University
15 in the city near main
attraction points/transit
stations



10 Renault Zoe
4 seats, life 180 Km

Sharing attitude

- Cohousing and car sharing – car pooling use:



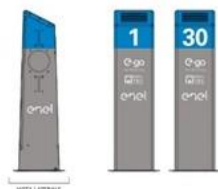
- SA decreases with the increase of age and income;
- Males are slightly more opened to share goods and services than females from our sample (respectively 60% full sharing attitude and 47% full sharing attitude);
- Green Attitude and SA are positively correlated.

E- GO CAR SHARING NOW

- ☐ Pilot test: from **mid-September 2016 to December 2016**:
 - ☐ 100 users resulted available from the *ex-ante* survey involved in using the service for free.
- ☐ From **January 2017** the service is **free floating**:
 - ☐ the fee is **0,20 €/min (Twizy); 0,23 €/min (Zoe)**
 - ☐ Students that end their trips in a **recharge station** gain **free minutes** benefit
 - ☐ counts for **400 members** and the following Infrastructures:



20 Renault Twizy
2 seats, life 60 Km



27 recharge st. in Campus
100 in the city



10 Renault Zoe
4 seats, life 180 Km



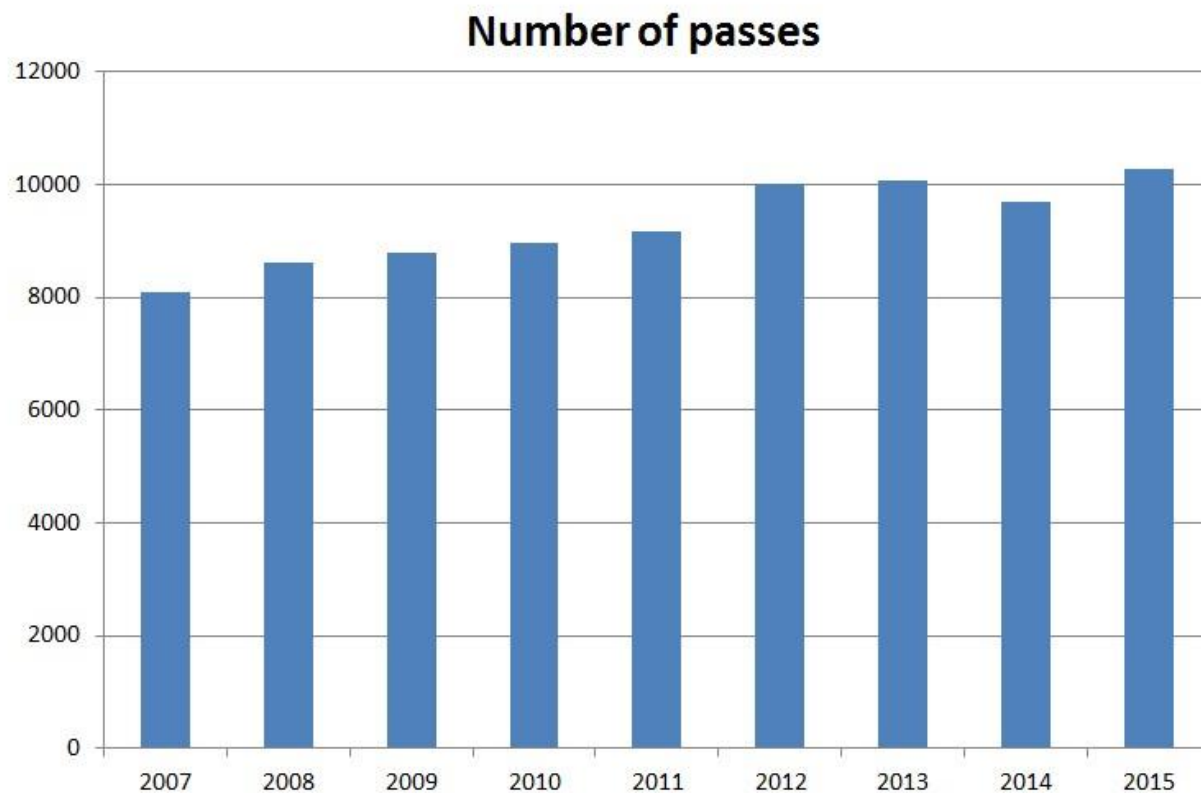
UNIVERSITÀ DEGLI STUDI DI PAVIA
Università di Pavia and Local public
transport

AFFORDABLE TRANSPORTS

- Agreement with TPL LINE SpA and Pavia's Municipality for a student UNIPASS Bus at a special rate
- The University funds through students' contribution about 80% of the expenses. Students only pay a yearly pass at the flat rate of € 13,00



Data on UNIPASS Bus





UNIVERSITÀ DEGLI STUDI DI CAGLIARI

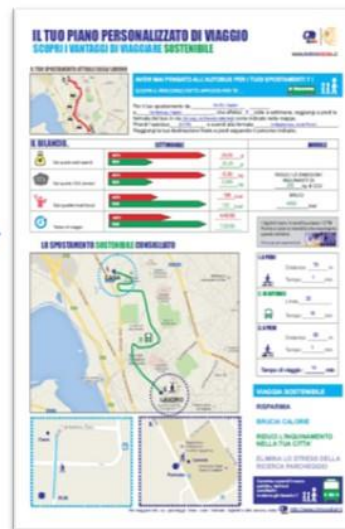
CITTADELLA MOBILITY STYLES

Where: Cittadella Universitaria and Policlinico Universitario di Monserrato (Cagliari)
(~10.000 people)

Target: **Drivers** that could potentially become **Metro** users for their home-work/study transfer

1. Advertising campaign to promote the use of the Metro to reach the Cittadella Universitaria (University Campus)

2. Mapping of car transfers and delivery of a Personalized Travelsplan assessing the benefits from Metro potential use



3. Comparison between before and after the delivery of the Personalized Travelsplan



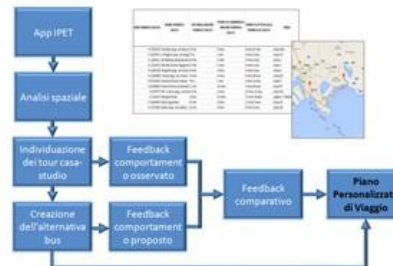
Persuasive Technologies

IPET (Individual Personal Ecotravel Technology)

App developed by CRiMM to design personal travel solutions alternative to private car through the use of smartphones.



Mapping (through app and GPS) the home-work/study transfer towards the Faculty of Engineering of a sample of students for 1 week.



Simulation of the sustainable alternative choice and delivery via app of the Personalized Travelsplan (PTP).

Persuasione attraverso la gamification

- Classifica e premi
- Badge
- Barra di riempimento
- Messaggi Persuasivi



Mapping (through app) the home-work/study transfer towards the Faculty of Engineering of the sample students during 1 week after PTP

Playcar – Car Sharing in Cagliari



**USA L'AUTO,
POI DIMENTICALA.**

Finalmente anche a Cagliari puoi scegliere di avere un'auto
dicendo addio a tutti i suoi costi fissi

USE THE CAR, THEN FORGET ABOUT IT

Reduced rates for University students



PIANO **UNI**
MENSILE MIN. 12 MESI

€0.99/h

€0.30/km

ABBONAMENTO: **STUDENT PASS**
7.99€ MESE **7.99/MONTH**

Il piano di Playcar per tutti gli studenti universitari! tariffe ultra vantaggiose e assoluta libertà di utilizzo!
Un'opportunità imperdibile specialmente per gli studenti fuori sede!

University Express (CTM, 2015)

The screenshot displays the CTM website interface. At the top, there's a navigation bar with links for Eng, Mobile, RSS, and various font sizes (XXL, XL, L, M, S). The main header features the CTM logo and a date 'mercoledì 26 ottobre 2016'. Below this, a horizontal menu includes 'HOME', 'LINEE', 'FREQUENZE', and 'PUNTI DI INTERESSE'. The central content area is titled 'Linea University Express' and shows a map of the Cagliari area with a highlighted yellow route connecting the 'Zona Industriale Casic' to 'Pirri'. To the right of the map, there's a blue box with the text 'NUOVE TARIFFE E ABBONAMENTI clicca qui'. Below this, there are links for 'Calcola il percorso Origine/Destinazione', 'Mappa della rete', and 'Muoversi in Bus'. The bottom right corner features icons for 'L'app di CTM', 'Punti vendita', 'Biglietti e Abbonamenti', and 'Proxy Card'. A sidebar on the left lists various company information and services.

A new link between Cagliari CENTRE– Cittadella Universitaria

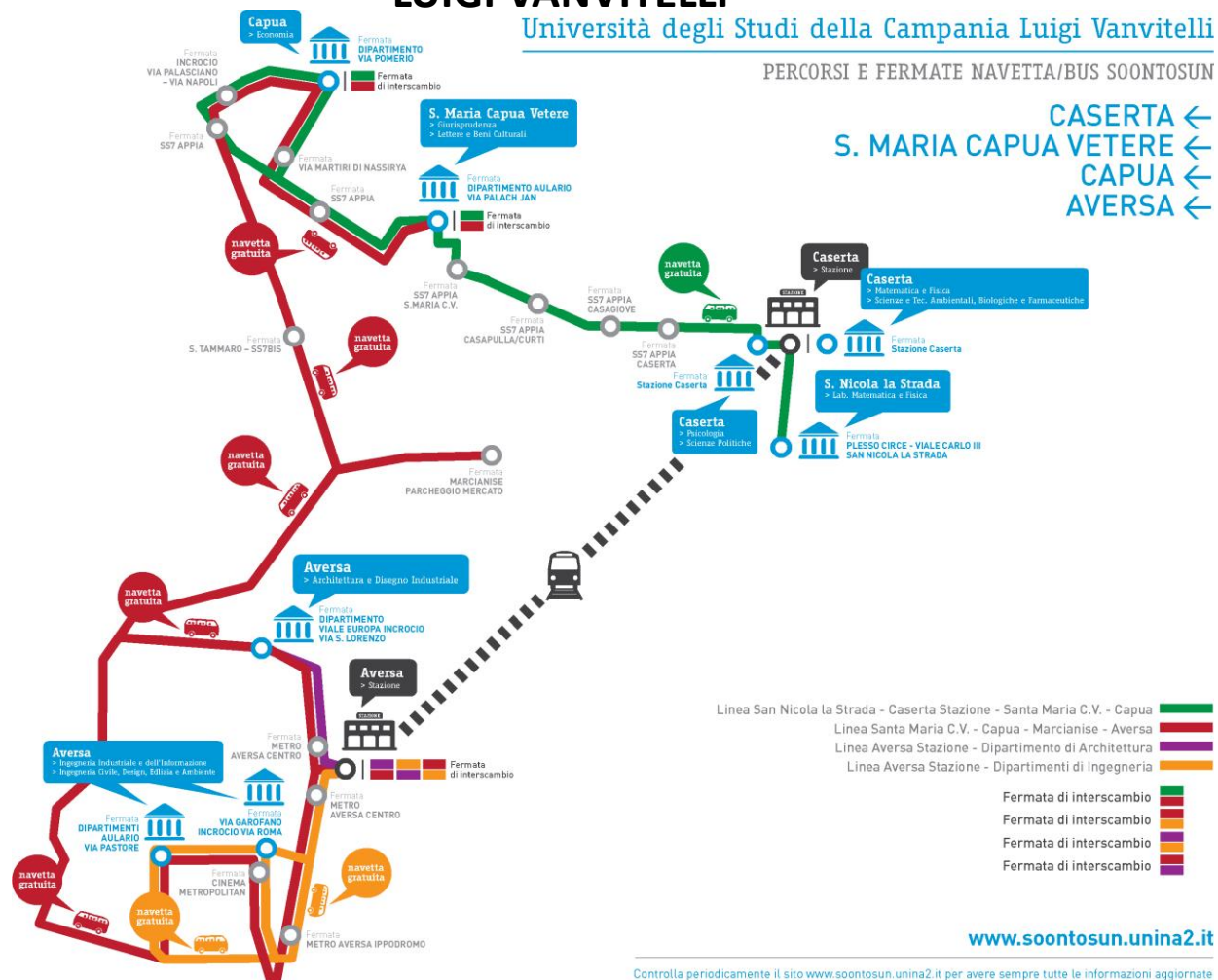


UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI

Università degli Studi della Campania Luigi Vanvitelli

PERCORSI E FERMATE NAVETTA/BUS SOONTOSUN

CASERTA ←
S. MARIA CAPUA VETERE ←
CAPUA ←
AVERSA ←



www.soontosun.unina2.it

Controlla periodicamente il sito www.soontosun.unina2.it per avere sempre tutte le informazioni aggiornate

Num. bus	Veicolo	dal 15/09 al 15/12		dal 15/01 al 15/06	
		Mattino	Pomeriggio	Mattino	Pomeriggio
1	Autobus urbano 1	Linea 1: Aversa Architettura		Linea 1: Aversa Architettura	
2	Autobus urbano 2	Linea 2: Aversa Ingegneria		Linea 2: Aversa Ingegneria	
3	Autobus urbano 3	Linea 3: Aversa Ingegneria	Linea 4: Caserta matematica e fisica	Linea 3: Aversa Ingegneria	
4	Autobus extraurbano 1	Linea 5: Caserta – SMCV - Capua		Linea 5: Caserta – SMCV - Capua	
5	Autobus extraurbano 2				

Linea	corse/giorno	km/giorno	€/giorno	giorni esercizio	km/anno	€/anno	€/2 anni
Linea 1: Aversa Architettura	16	88	194	150	13.200	29.040	58.080
Linea 2: Aversa Ingegneria annuale	16	80	176	150	12.000	26.400	52.800
Linea 3: Aversa Ingegneria dal 15/01–15/06	13	65	143	93	6.045	13.299	26.598
Linea 3: Aversa Ingegneria dal 15/09–15/12	4	20	44	57	1.140	2.508	5.016
Linea 4: Caserta matematica e fisica dal 15/09–15/12	13	75	166	57	4.298	9.455	18.910
Linea 5: Caserta – SMCV - Capua	11	286	629	150	42.900	94.380	188.760
Totale	73	614	1.352	657	79.583	175.082	350.164

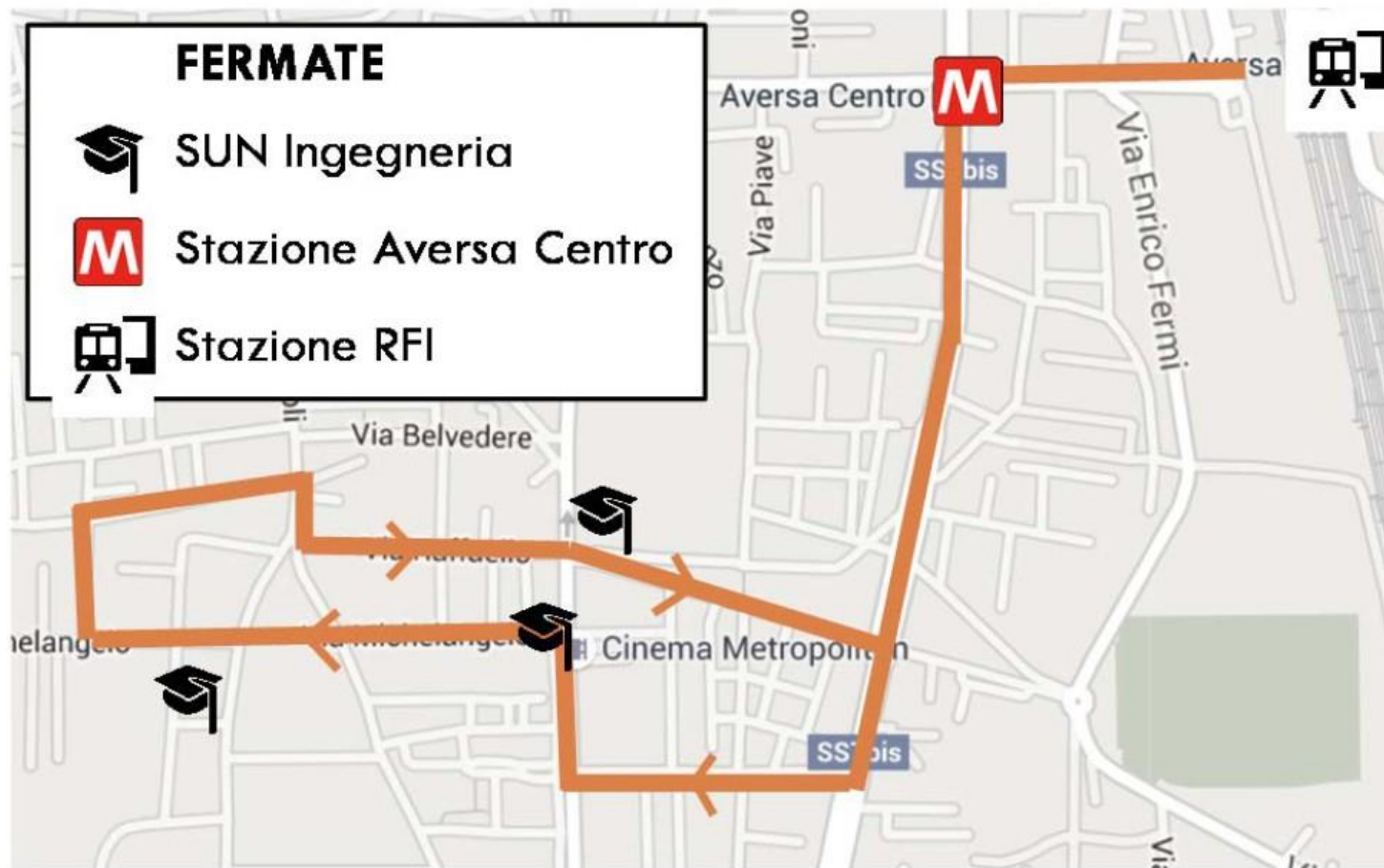
Linea 1: Aversa Architettura



Percorso Linea e orario partenze bus

Orario di partenza da stazione RFI	
id.	ora
1	08:30
2	09:00
3	09:30
4	10:00
Orario di partenza da Architettura (via S. Lorenzo)	
5	13:00
6	13:30
7	14:00
8	14:30
9	15:00
10	15:30
11	16:00
12	16:30
13	17:00
14	17:30
15	18:00
16	18:30

Linea 2: Aversa Ingegneria



Orario di partenza da stazione RFI

id.	ora
1	08:30
2	09:00
3	09:30
4	10:00

Orario di partenza da Ingegneria (viale Michelangelo)

5	13:00
6	13:30
7	14:00
8	14:30
9	15:00
10	15:30
11	16:00
12	16:30

Percorso Linea e orario partenze bus

UNIVERSITÀ DEGLI STUDI DI BRESCIA

Purchase of 200 bicycles to give on a gratuitous loan to non resident students



UNIVERSITA' DEGLI STUDI DI BRESCIA

Build a bicycle maintenance shop and new bicycle parking

The **BICYCLE MAINTENANCE SHOP** is located in Via Branze, 38 close to the Faculty of Engineering



**More bicycle and a new
covered bicycle rack**

