

I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona

UAB

Universitat Autònoma de Barcelona

8, 9, 10 March 2017

UNIVERSITAT AUTÒNOMA DE BARCELONA

Speakers: Antonio Gomera, Ana de Toro

Topic: Usefulness of a bicycle loan system as catalyst for changing habits in transportation: the "A la UCO en Bici" Program of the University of Córdoba (Spain).



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



LIFE project number LIFE15 GIC/ES/000056 This is funded by the European Union. It reflects the author's view and the agency is not responsible for use that may be made of the information it contains.

BACKGROUND (I)

A LA UCO EN BICI

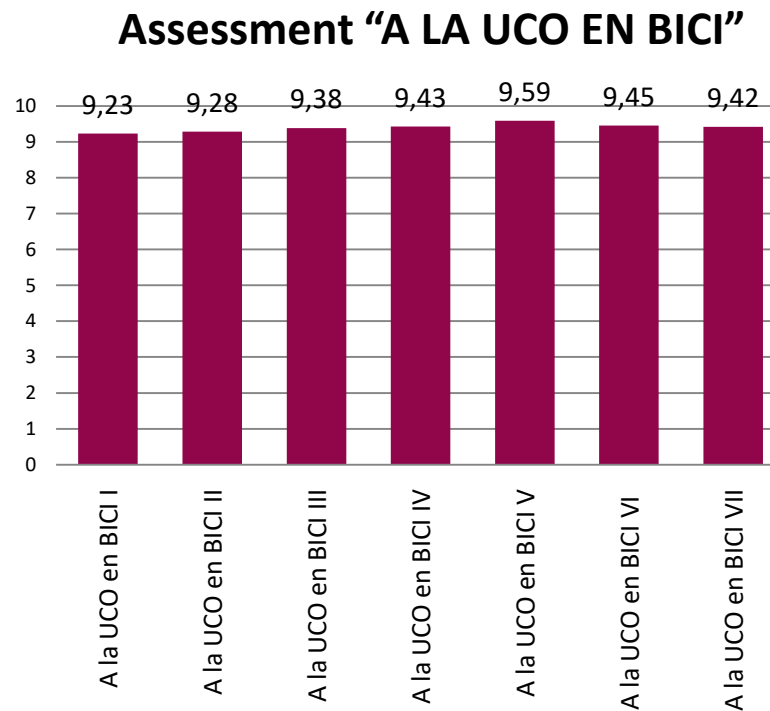
= "To the University of Córdoba (UCO) by bike"

- * **University Bicycle Loan System**
- * **Launched by** the Environmental Protection Service (SEPA) of the University of Córdoba (UCO, Spain)
- * **Target:** students and workers
- * **Fleet:** 50 mountain bikes equipped with a road safety kit (vest, helmet, lights)
- * **Term:** one academic year (from September to June)
- * **Security deposit:** 80 €
- * **Start date:** 2009
- * **Current edition:** 8th



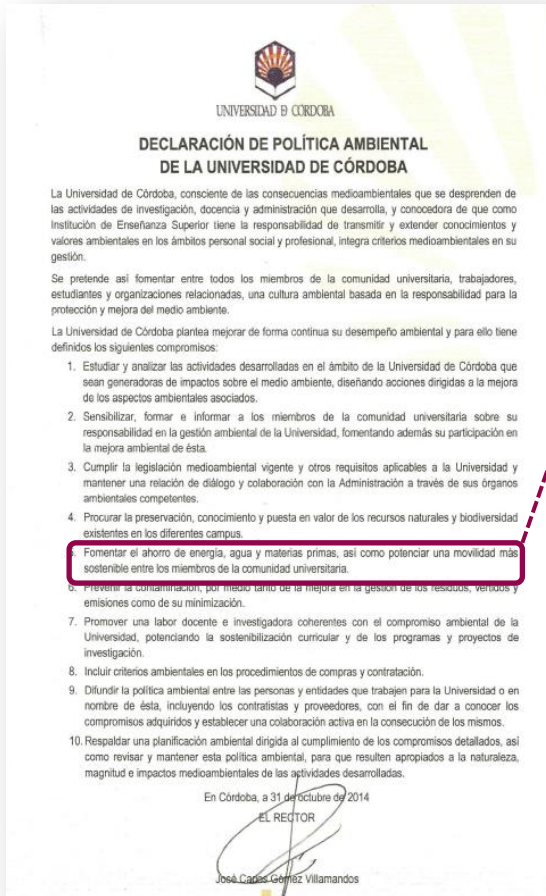
BACKGROUND (II)

	ACADEMIC COURSE	FLEET	NUMBER OF APPLICATIONS	USERS' ASSESSMENT (out of 10)
A la UCO en BICI I	2009-2010	50	112	9,23
A la UCO en BICI II	2010-2011	60	126	9,28
A la UCO en BICI III	2011-2012	55	140	9,38
A la UCO en BICI IV	2012-2013	54	122	9,43
A la UCO en BICI V	2013-2014	50	118	9,59
A la UCO en BICI VI	2014-2015	42	117	9,45
A la UCO en BICI VII	2015-2016	45	117	9,42
A la UCO en BICI VIII	2016-2017	45	113	-



- * It is a service that is very satisfactory to its users
- * It is settled and systematized
- * The knowledge of this Program is widespread among the university community
- * It contributes to improving the knowledge and regard of the SEPA

BACKGROUND (III)



“To promote the saving of water, energy and raw materials, as well as to upgrade a more sustainable mobility among the members of the university community” (UCO’s Environmental Policy, 2014)

A LA UCO EN BICI

- * Materializes the **commitment** of the UCO in the promotion of a sustainable and healthy mobility
- * Increases, in at least 50, the **number of bicycles** and users of this transport
- * It gives the possibility to **test** the benefits of this means of transport without cost to the user
- * But ... is it a **facilitating factor** towards a greater use of the bicycle?

OBJECT OF THE STUDY

IS

A LA UCO EN BICI

**ACHIEVING A CHANGE OF HABITS AMONG
THE UNIVERSITY COMMUNITY TOWARDS
THE USE OF THE BICYCLE AS A USUAL
TRANSPORTATION?**

METHODOLOGY

USE OF THE BICYCLE. PREVIOS USERS "A LA UCO EN BICI"

Dear colleague , after 7 years of operation of the bicycle loan system of the University of Córdoba "A la UCO en Bici", we request your collaboration as a participant to complete this simple survey regarding on the use of the bike. It will take less than 1 minute. Thank you!

1. Sex
2. Current age
3. Course in which you participated in " A la UCO en Bici " (if you have done several years, indicate the last one)
4. Collective to which you belonged when you were a user of "A la UCO en Bici"
5. Before participating in "A la UCO en Bici", was the bicycle one of your means of transport?
 Yes No
6. In case yes, how often did you use the bike?
 Once a week
 Several times per week
 Every or almost every day
7. And is the bicycle today one of your means of transport?
 Yes No
8. In case yes, how often do you use the bike at this time?
 Once a week
 Several times per week
 All or almost every day
9. Comments/ suggestions



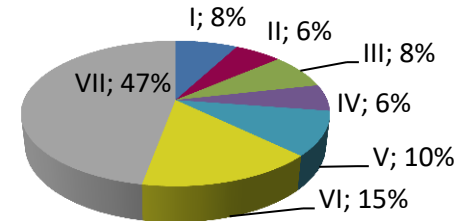
242 USERS CONTACTED



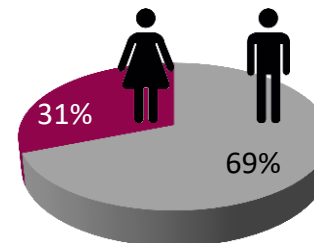
51 RESPONDED RECEIVED

RESPONSES DISTRIBUTION

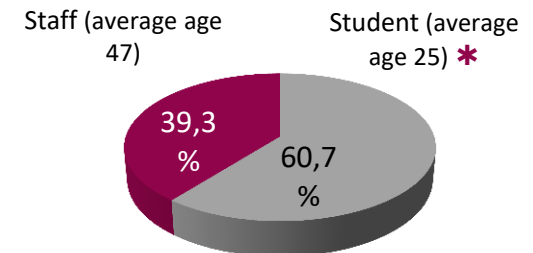
By edition



By sex

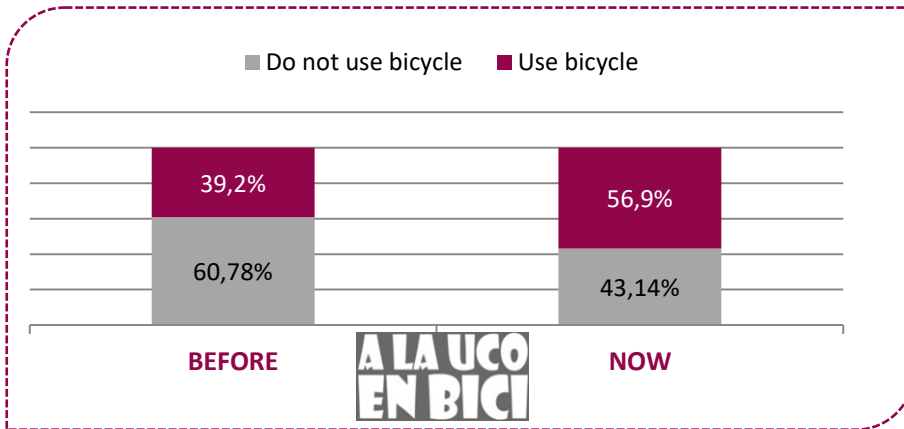


By collective

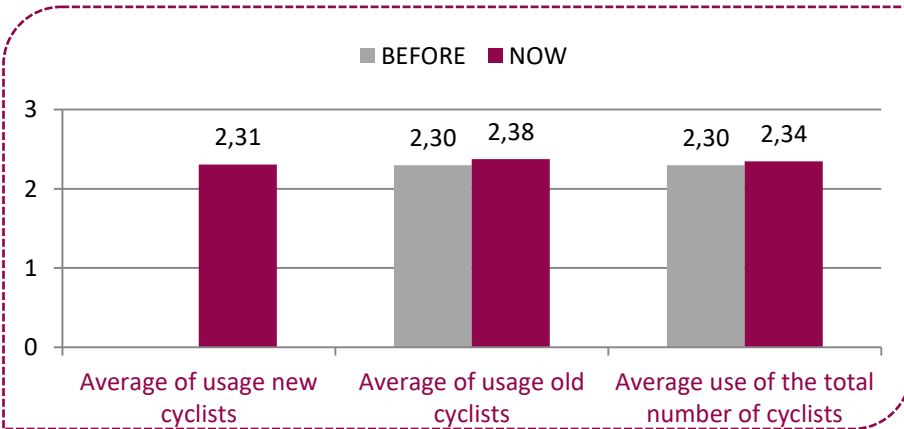


*19,6% International Programs students

DATA ANALYSIS (I)



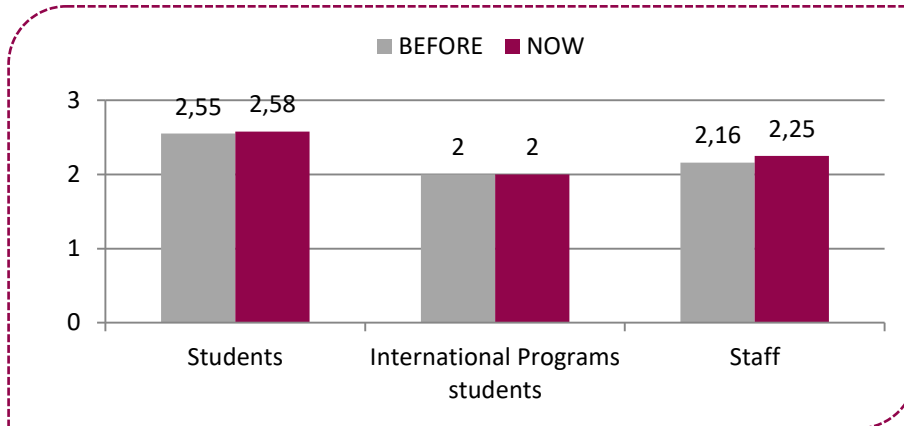
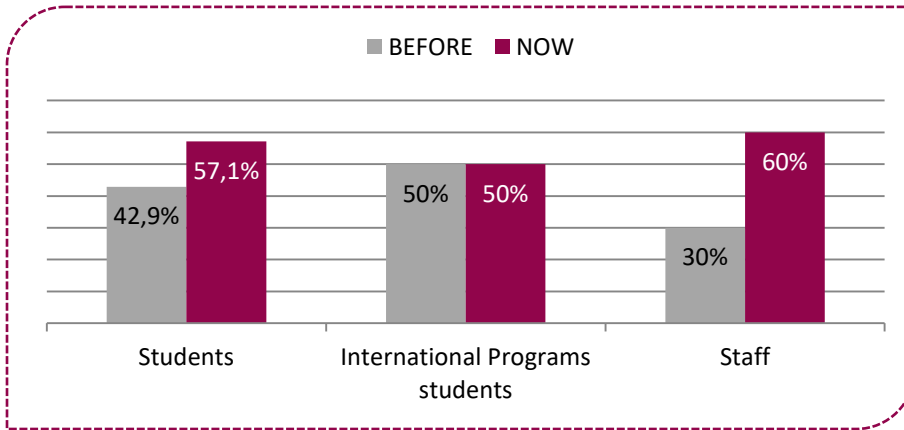
After using A LA UCO EN BICI, 45.2% of the non-cycling respondents have turned it into one of their means of transportation.
The total proportion of bicycle users increased from 39.2 to 56.9%



New bicycle users use it an average of 2.3.
Among those who already used the bicycle, after participating in A LA UCO EN BICI, there is a slight increasing in the average use.

* 1 = use of 1 day / week 2 = use of several days per week 3 = use of all days of the week

DATA ANALYSIS (II)



The results doesn't seem to show significant differences based on sex or edition.

Differences are appreciated based on collectives:

A LA UCO EN BICI seems to contribute to changing the habits of bicycle using among the UCO members but not the students of international programs.

The proportion of staff who begin to use the bicycle after the Program looks bigger than in the case of students, so it could be read that in this initiative there is a greater impact of change of the habit among staff.

The increase in frequency of use is also slightly higher among staff rather than students.

* 1 = use of 1 day / week

2 = use of several days per week

3 = use of all days of the week

CONCLUSIONS

- * The results show a change and strengthening in the habit of using the bicycle as means of habitual transport.
- * Almost half of the users of the program that previously did not use the bike, after participating in it have started using the bike with a remarkable frequency of use.
- * Those who use both before and after have increased their frequency of use.
- * It is advisable to continue monitoring the effectiveness of subsequent editions given the limited number of responses obtained in this first approach.
- * This methodology can be extrapolated for the assessment of the effectiveness of other bicycle loan systems.

FINAL THOUGHTS

I am very satisfied with the program "A la UCO en bici" and the repairs or doubts that have appeared have been quickly solved, which is highly appreciated. Congratulations!

There is no better way to prove the utility of a bike in this city.

I am very grateful for all the facilities you have given to me. Greetings, see you next time!

Great initiative.

To mi view you give a perfect service.

I find it a great idea that should be extended, especially for those who do not have our own means of transportation.

Thanks to the bike provided by SEPA, I am thinking about buying one for using it in Cordoba.

Thanks to this initiative I have realized that most of the routes in the city of Cordoba are affordable to be made by bike. After participating during several years I bought a bike and it is my usual transport.

- * We consider this experience effective in enhancing and rooting the use of the bike among the university community.
- * This kind of initiatives should not be seen as a mere rent or transfer, but as an opportunity to strengthen environmental awareness and facilitate the change of transport habits (motivate+facilitate).
- * Everything leads to the responsibility of the university as a promoter of changes in habits towards sustainability.



THANKS FOR YOUR ATTENTION!

Antonio Gomera Martínez, Ana de Toro Jordano
Environmental Protection Service (SEPA)
Córdoba University (Spain)

www.uco.es/sepa

sepa@uco.es



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



LIFE project number LIFE15 GIC/ES/000056 This Project is funded by the European Union. It reflects only the author's view and the agency is not responsible for any use that may be made of the information it contains.