

# I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona

**UAB**

Universitat Autònoma de Barcelona

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UNIVERSITAT AUTÒNOMA DE BARCELONA

Topic: The role of parking in  
campus mobility management:  
the case of the Erasmus  
University Rotterdam



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



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# Erasmus University Rotterdam

- Facts and Figures (2015):
  - 8 Faculties
  - Circa 26,000+ students
  - Circa 2,700+ employees
  - Turnover: M€ 554
- Two campuses: Erasmus MC and Woudestein





Erasmus MC



Erasmus Woudestein

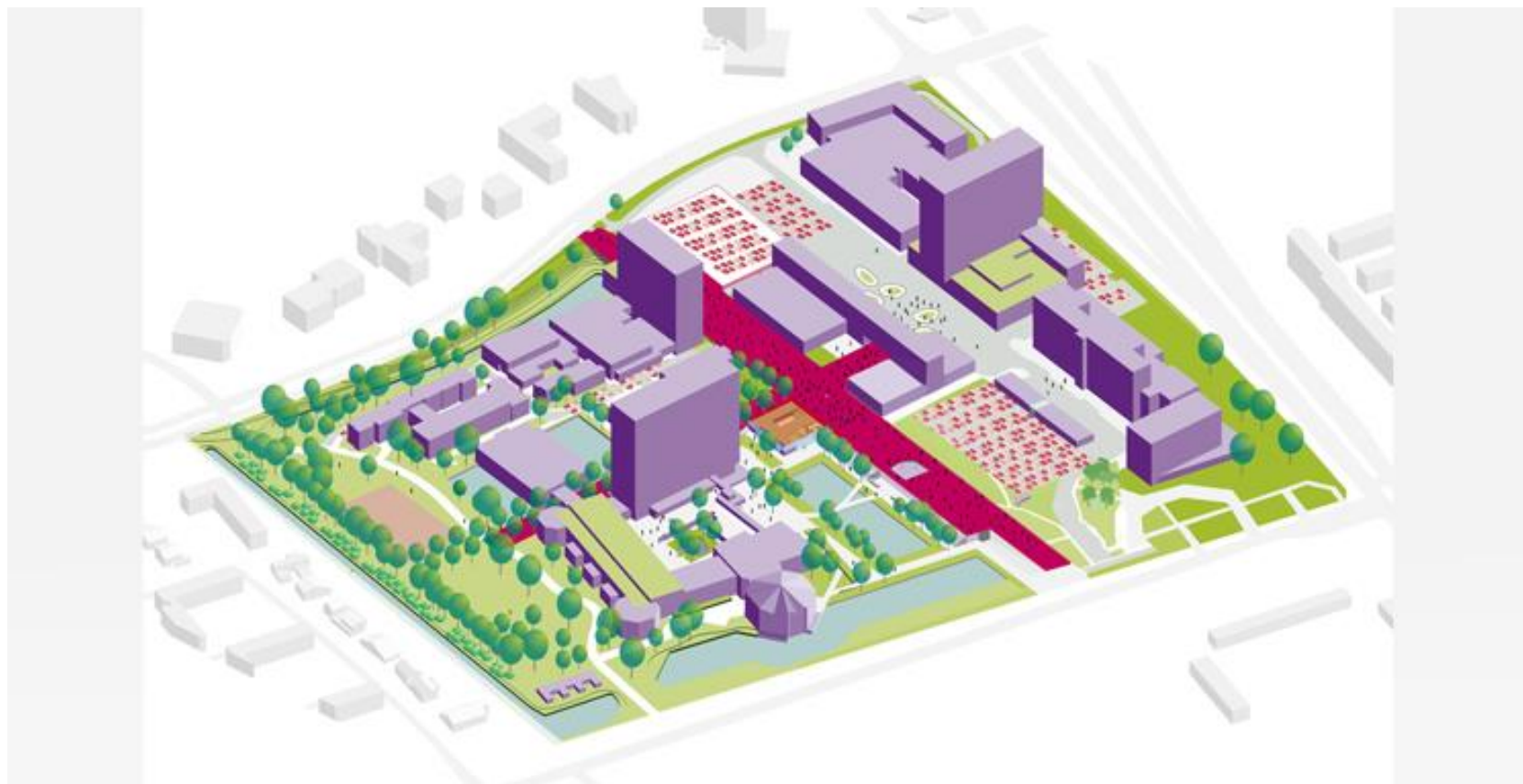


# EUR Woudestein Campus

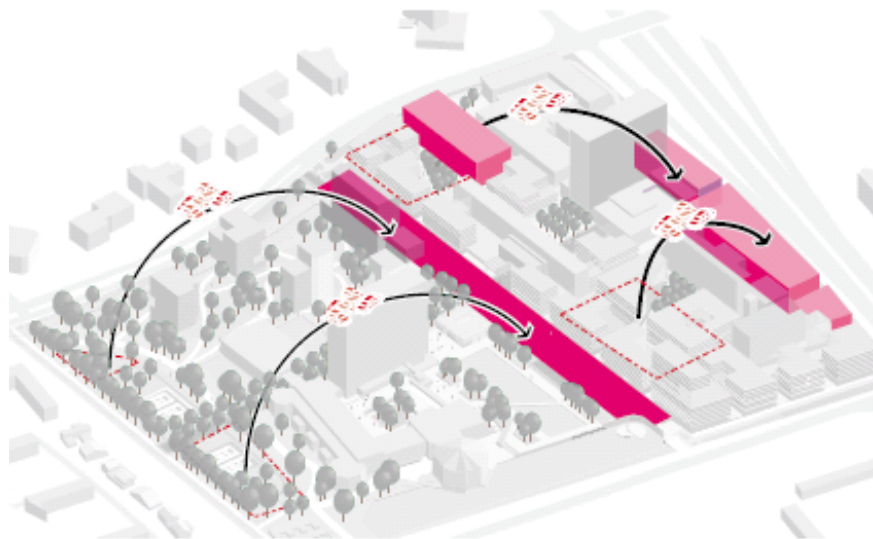


*Figuur 30: eindsituatie scenario "contrastrijke campus" (Bron: EUR 2008)*

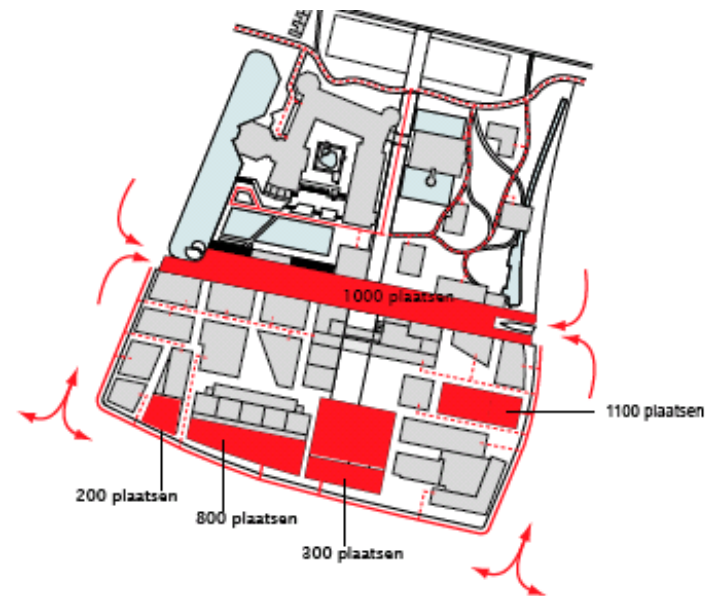
# Masterplan 2013 - 2028



# Parking in the Masterplan 2013 - 2028



Parkeren wordt van het maatzwaard gewaard en in gebouwde parkeervoorzieningen opgelost



Parkeergarages in het plan



## Campus in Ontwikkeling: Stappenplan



Situatie 2010



Situatie medio 2013



Situatie medio 2016



Mogelijke situatie 2020

# Mobility policy till 2012

## **Employees:**

- Home-work allowance of €0.19/km (national standard);
- Parking free of charge;
- Bicycle schemes (up to €750 gross salary to buy a bike every 3 years);

## **Students:**

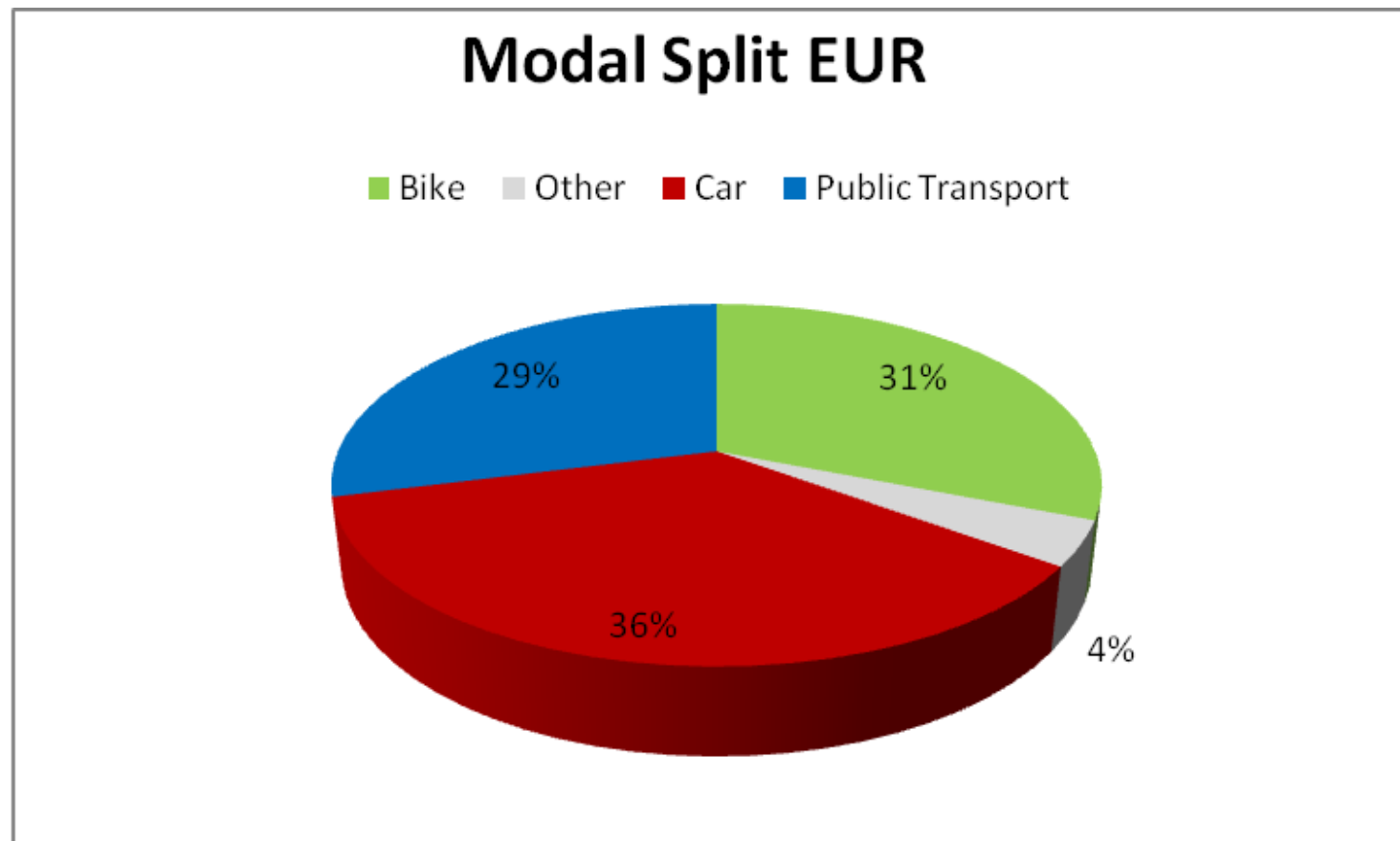
- No specific policy;
- Paid parking; 50 students a year can get a parking card



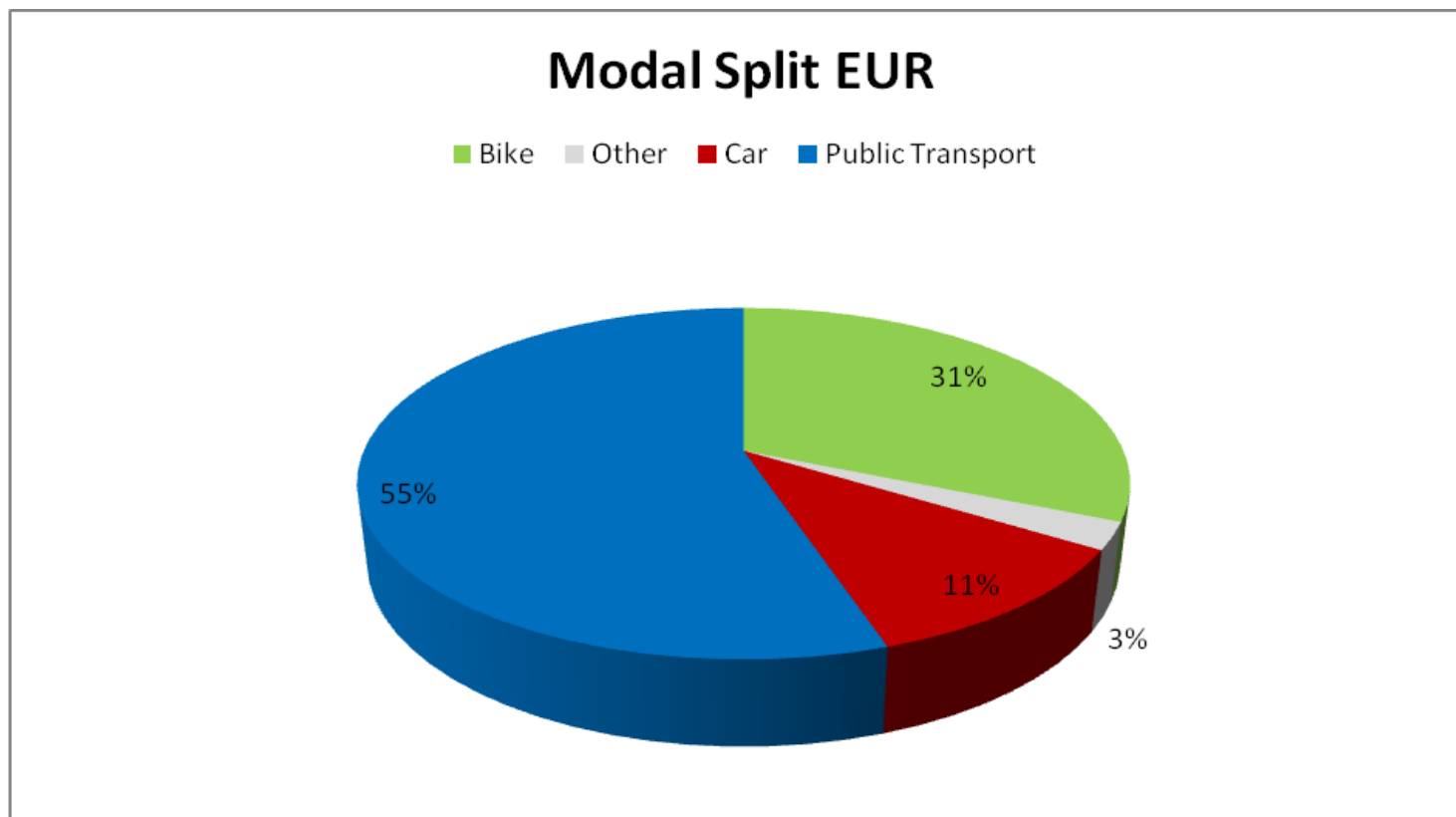
# Mobility surveys

- In 2010 (baseline), 2014 and 2016 the EUR conducted large online surveys among employees and students;
- Aim: to understand their travel behavior;

# Modal split employees (2010)



# Modal split students (2010)





# EUR Mobility 2010

To sum up:

- The EUR was doing well but we wanted to perform even better;
- Why should aim the EUR for a better performance?
  - Image/CSR;
  - Role model for the Kralingse Knoop (local area);
  - Financial savings;

# Parking in the Masterplan 2013 - 2028

- New parking garage:
  - Capacity: approx. 1,000 places
  - [Construction] Costs: approx. €40M
- Where is the EUR going to find the funding?
  - Paid parking for visitors is not enough;
  - The introduction of paid parking for all students and employees is necessary;
- Will this be enough to cover the costs?
  - Not at all, meaning car use is still subsidized!

## Parking in the Masterplan 2013 - 2028

- Does the EUR actually need such a huge parking garage?
- What can we do with €40M?
- Let's see... €40M ....2,700 employees... 30/40 years depreciation...?
- What if we subsidize people instead of cars...?
- How can you do it?





# EUR New Mobility Policy

## Goal:

Reduce the n. of employees and students travelling by car while increasing modal shift towards more sustainable forms of transport;

## Aims: in 2015 we aim at:

- max .25% of the employees travelling by car (2010 = 36%)
- max. 5% of the students travelling by car (2010 = 11%)
- After 2015 we will see if we can further reduce these %.

**Different policy measures are going to be introduced to achieve these aims**

# EUR New Mobility Policy (2013)

- Introduction of **paid parking for all employees [and students]**;
- **100% refund of cost for public transport**;
- Stimulate home working;
- Improvement of the bicycle facilities;
  - Bicycle parking;
  - Company bikes (e-bikes);
  - Showers;
  - Financial subsidies for E-bikes and E-scooters;
  - Repair service on campus;
- Improvement of travel information (personal travel advice, website, PT trial cards,...);

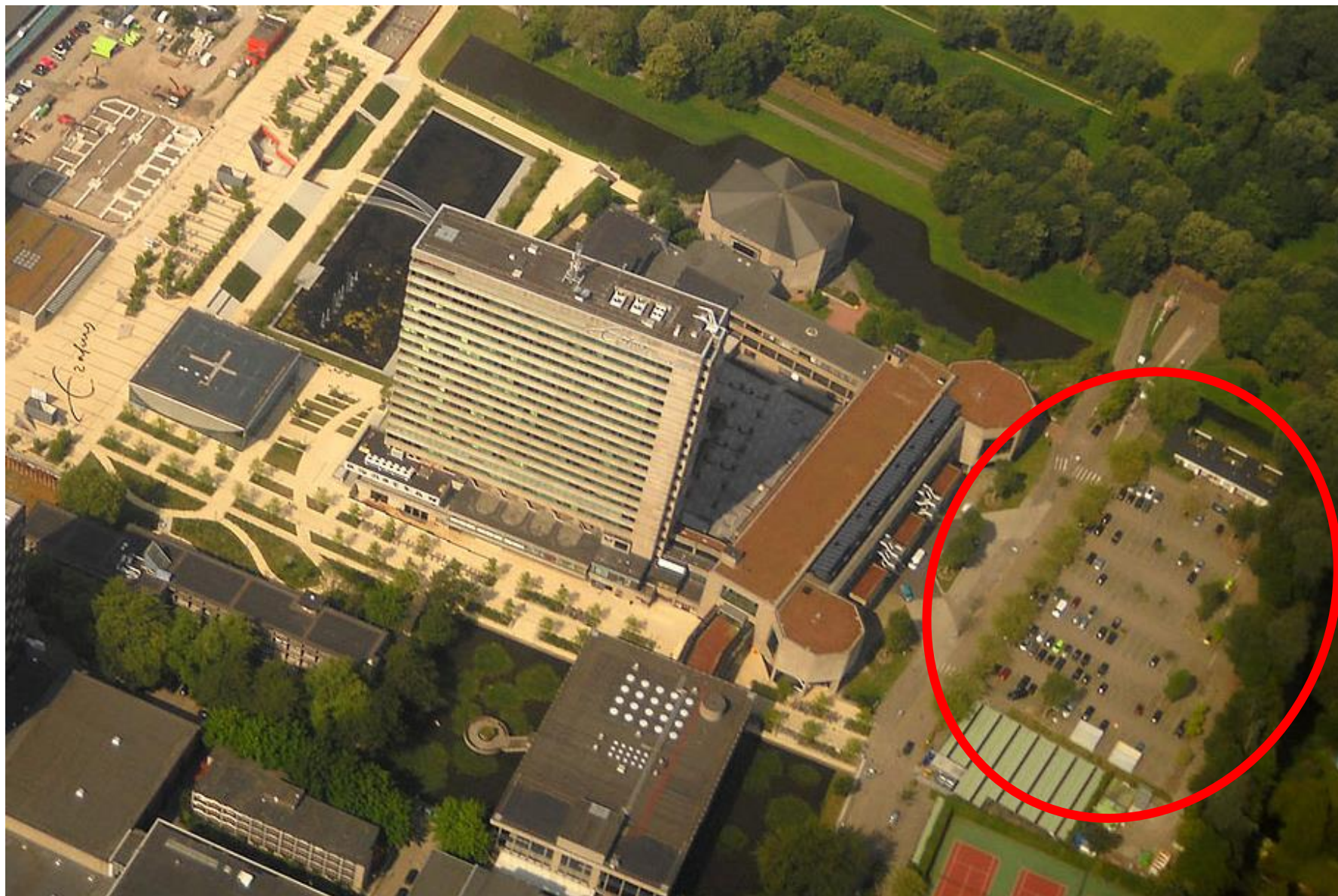
# Paid parking at EUR

- In June 2013 the EUR has introduced paid parking for all employees
- Daily tariff:
  - € 1,00 in 2013
  - € 1,75 in 2014
  - € 2,50 in 2015
- Compensation rule



# EUR New Mobility Policy


- If successful [the mobility policy achieves its aims], the EUR loses more than €200,000 per year;
- Why? The cost of subsidising 100% of PT is higher than the present €0.19 per km and will not be compensated by the income from parking;
- Yet, it happens and we are very happy 😊😊😊😊
- Why? Because we could build less parking, and **for each parking place we build, we lose [lots of] money!!**









An aerial photograph of a university campus. The image shows various buildings, green spaces, and a large parking lot. A red circle is drawn around the parking lot area. Three blue text boxes are overlaid on the image, providing context about parking requirements and cost savings.

According to the original parking requirements we should have built a second parking garage of approx. 400 spaces

Thanks to our mobility policy the municipality agreed to lower the parking requirements (one parking garage is enough)

We saved more than €20 M just in investment costs!!!!!!

# Results for modal split

	Employees				Students			
	2010	2014	2016	% Diff. 2010-16	2010	2014	2016	% Diff. 2010-16
<b>Car</b>	36,00%	34,77%	31,96%	-11,2%	11,9%	7,41%	8,1%	-31,9%
<b>Public Transport</b>	29,10%	26,34%	30,85%	+ 6,01%	54,6%	59,38%	48,5%	-11,2%
<b>Bike</b>	30,50%	33,95%	31,49%	+ 3,25%	31,1%	28,59%	36,8%	+18,33%
<b>Others</b>	4,40%	4,94%	5,7%	+29,5%	2,4%	4,63%	6,6%	+175%



# # parking transactions 2013-15

	2013	2014	2015	Difference 2014-13	Difference 2015-14	Difference 2015-13
June – December	64.862	59.839	54.384	-7,75%	-9,10%	-16,2%
Whole year		108.256	97.823		-9,60%	

# Total vehicle km travelled by employees 2013-15

	2013	2014	2015	Difference 2014-13	Difference 2015-14	Difference 2015-13
<b>Total</b>	3.540.334	3.428.249	3.265.713	-3,17%	-4,74%	-7,76%
<b>June – December</b>	1.917.681	1.923.001	1.828.526	+0,28%	-4,91%	-4,65%

# Total CO<sub>2</sub> emissions by employees 2013-15

	2013	2014	2015	Difference 2014-13	Difference 2015-14	Difference 2015-13
<b>Total</b>	546,6	529,3	504,2	-17,3	-25,1	-42,4
<b>June – December</b>	296,1	296,9	282,3	+0,8	-14,6	-13,8

# iGracias!

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