

I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona

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Universitat Autònoma de Barcelona

8, 9, 10 March 2017

Speakers:

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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.



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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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Universitat de València



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Introduction

- **University Campus in MED Area**, with a territorial average extension of 430.000 m² 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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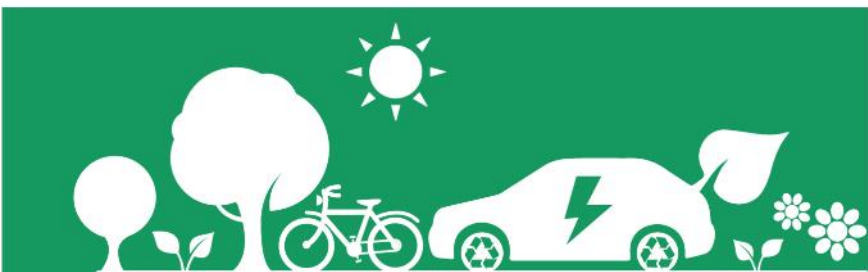


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Methodology

- 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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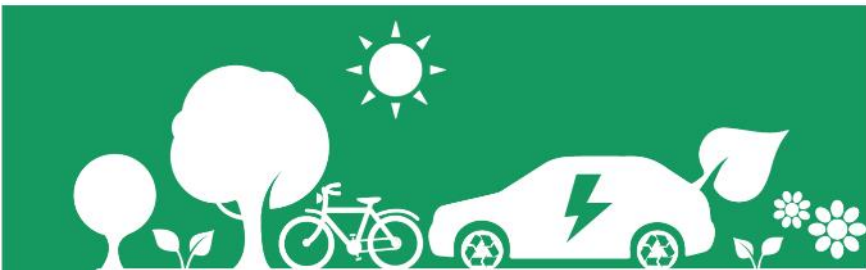
Partners / Duration

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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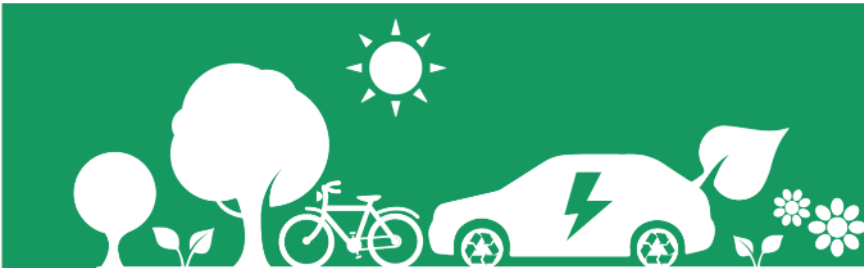
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Data collection – Campus mobility situation

- 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

Table 1. Membership of Working Groups Mainly Focused on Mobility

Area	Description	Aim	Links to city mobility systems	Strategic Position	Activities conducted	Indicators / KPI	ICT or other tools developed	Additional Cost Financing	Date started	Current status	Key Stakeholders (Main Stakeholder)	Previous Work	Relation Interrelated	Success	Process for future works
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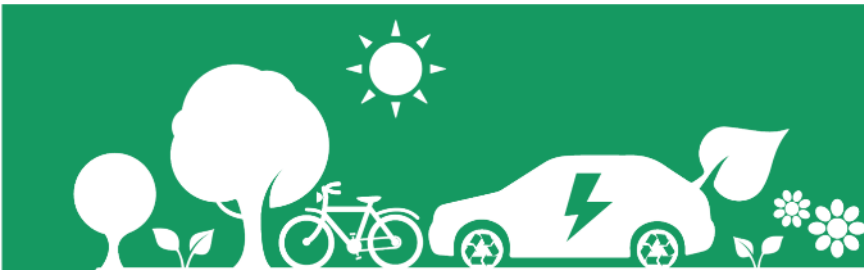
Data collection – Questionnaires

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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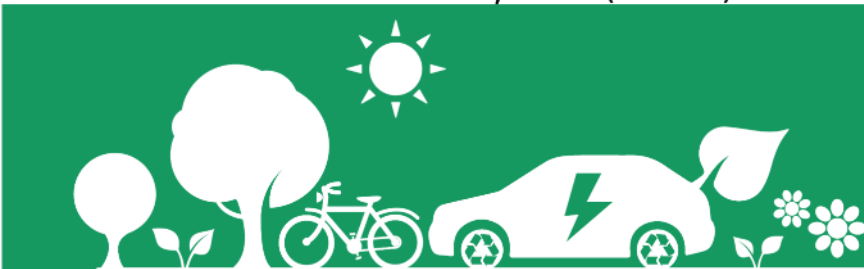
Data collection – Interviews

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 (SUMP)



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Framework analysis

SWOT and GAP analysis

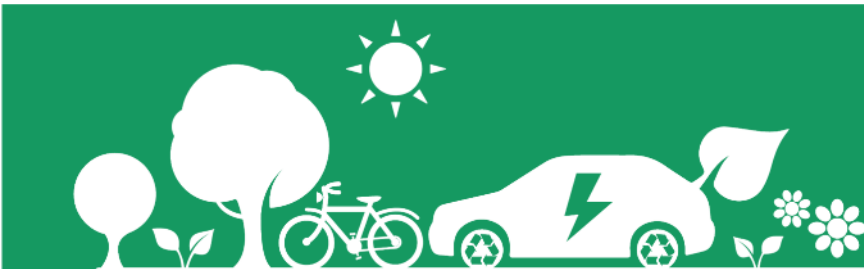
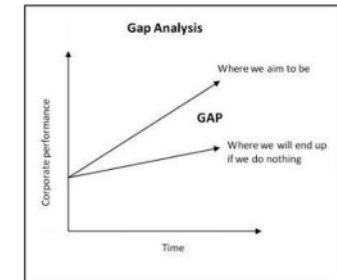
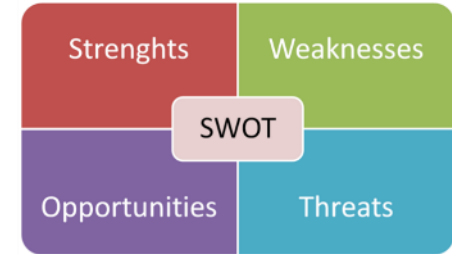
- Investigate campus locations, current transport modes (private or public), ICT services and mobility services

SWOT Analysis

- Analyze weakness & strengths of mobility current situation in campus and related urban area
- Identify opportunities & threats of sustainable mobility planning instruments (SUMP) 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.)

Gap Analysis

- Provide a list of effective sustainable mobility instruments and policies 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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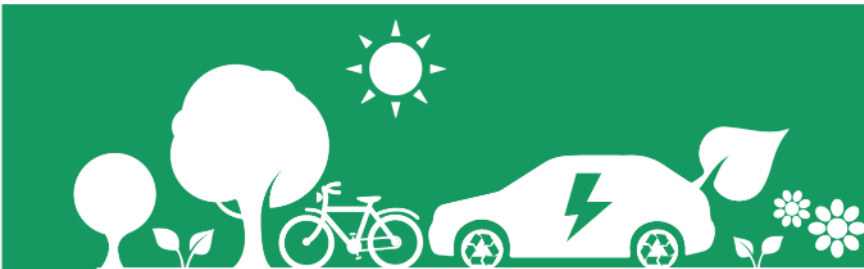
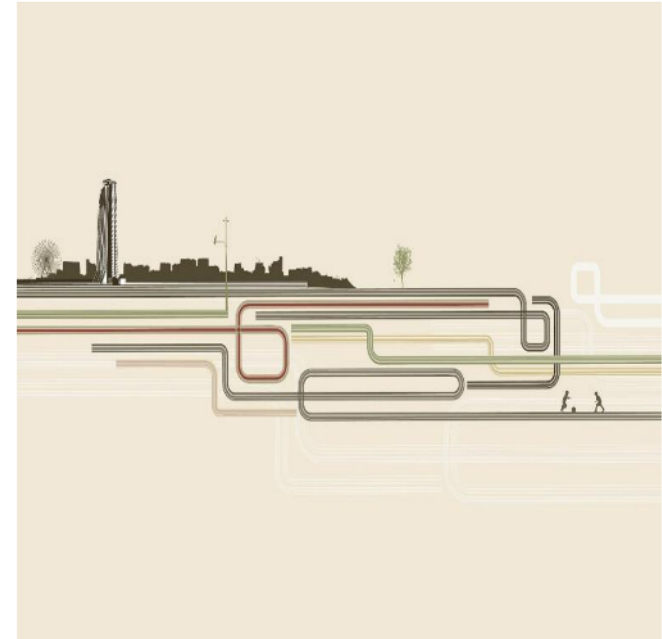


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Roadmap model for sustainable university mobility plans

- 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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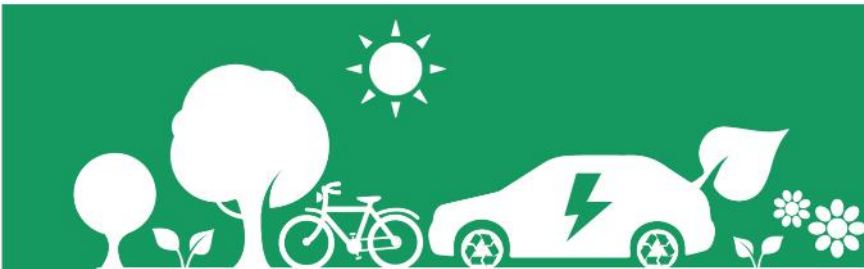


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ICT instrument model

- 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 SUMP's 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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