green in motion

III European Conference on Sustainable Mobility at Universities

Mobility Management at Universities
The Italian Universities experience

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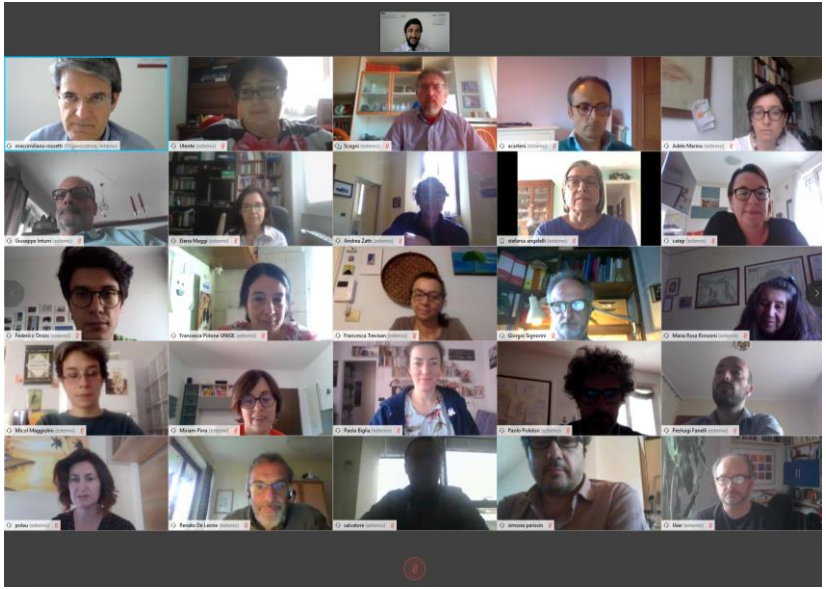
1- WORKING GROUP ON MOBILITY

WG Mobility: since 2015, **69 Universities and 150 members.**

Main **objectives**:

- to support and implement academic mobility management;
- to promote plans for home-university mobility;
- to encourage the use of public transport or sharing;
- to limit the access to university buildings to private cars;
- to promote innovation, technological and organizational change;
- to encourage active mobility.



Four **sub-working groups:**

1. mobility management and relations with companies and institutions;
2. research, data and indicators;
3. internationalization;
4. innovation and technologies.

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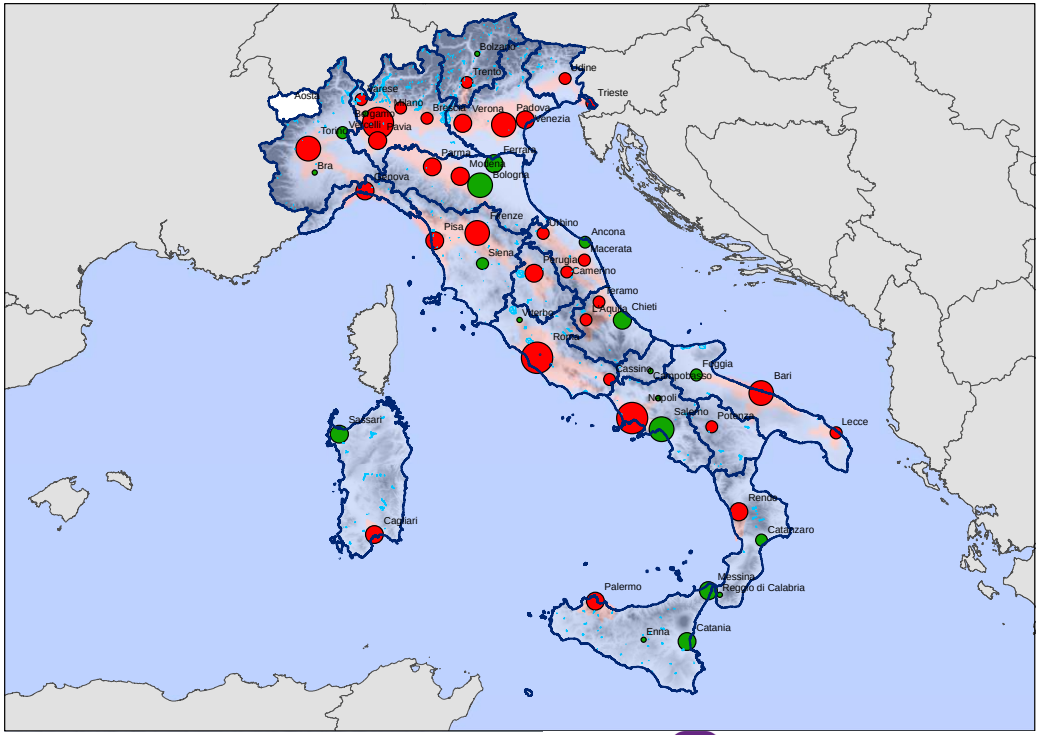
- Decree no. 27/03/1998 “Sustainable mobility in urban areas”
- 1,8 millions students
- 97 Universities
- 51 universities involved in the survey
- 32 cities analysed
- 4 mega attractor poles : Milan, Rome, Turin and Naple



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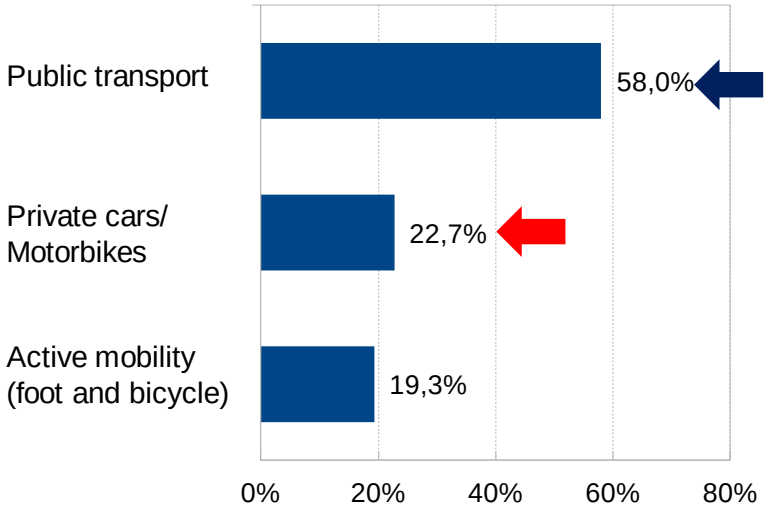

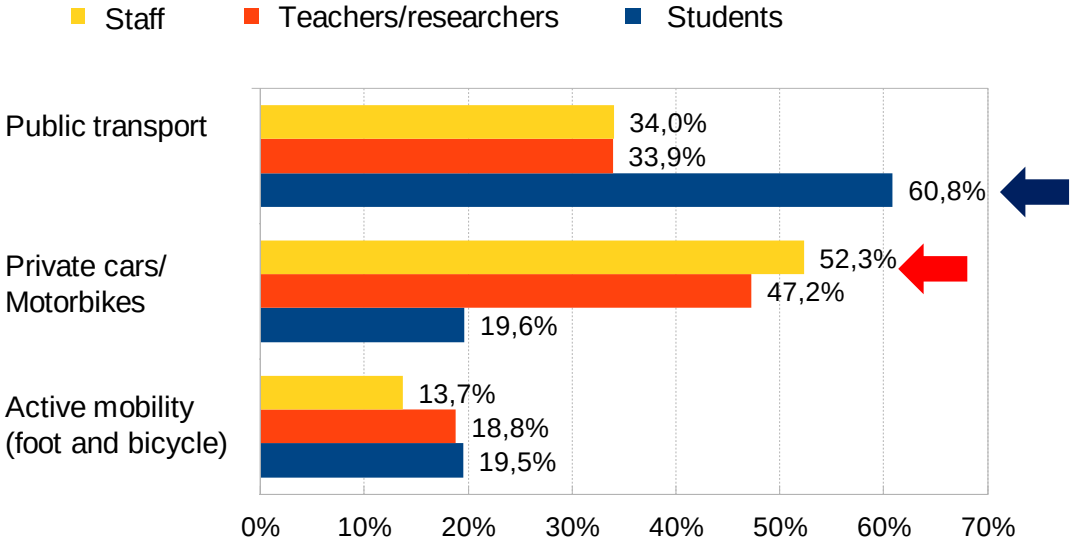

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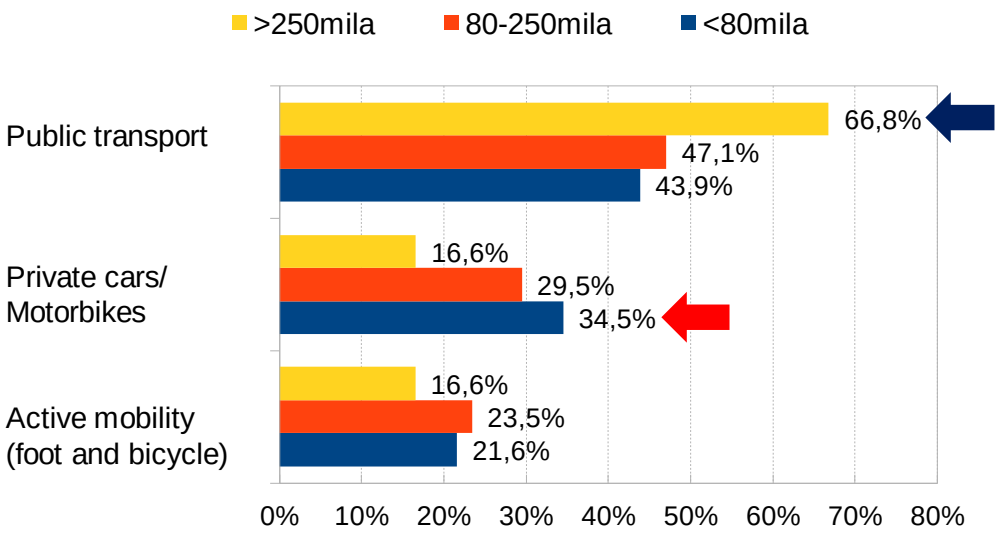
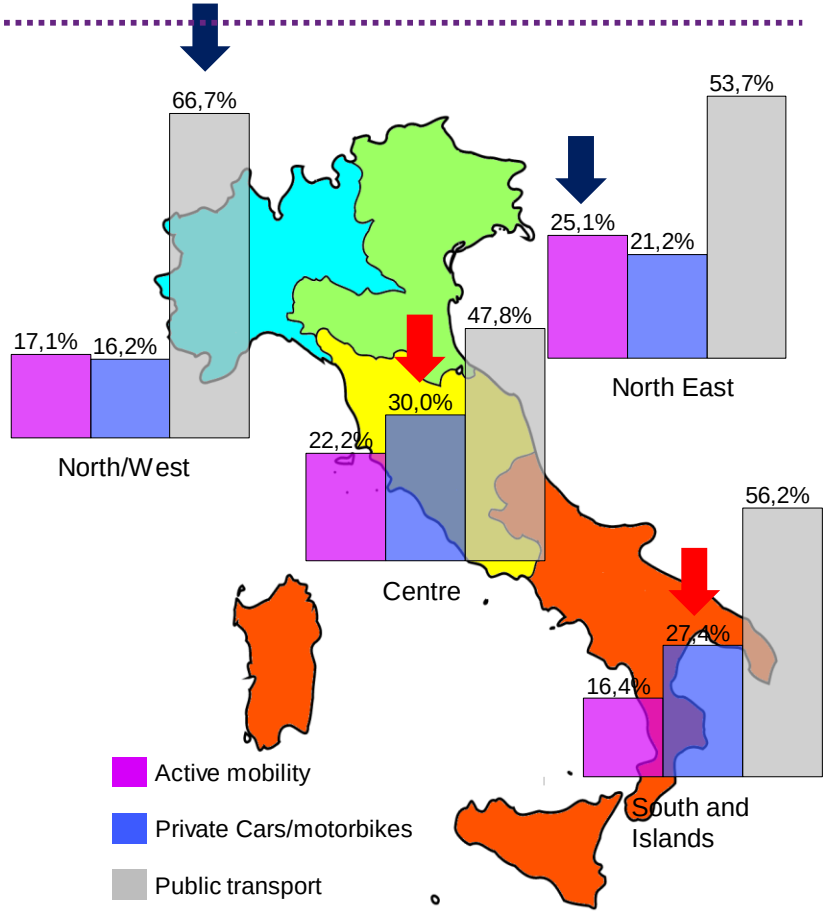
4- NATIONAL SURVEY





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Origin/destination flows:

→ average distance home-universities: 28.3 Km

→ average home-universities time: 43.4 minutes

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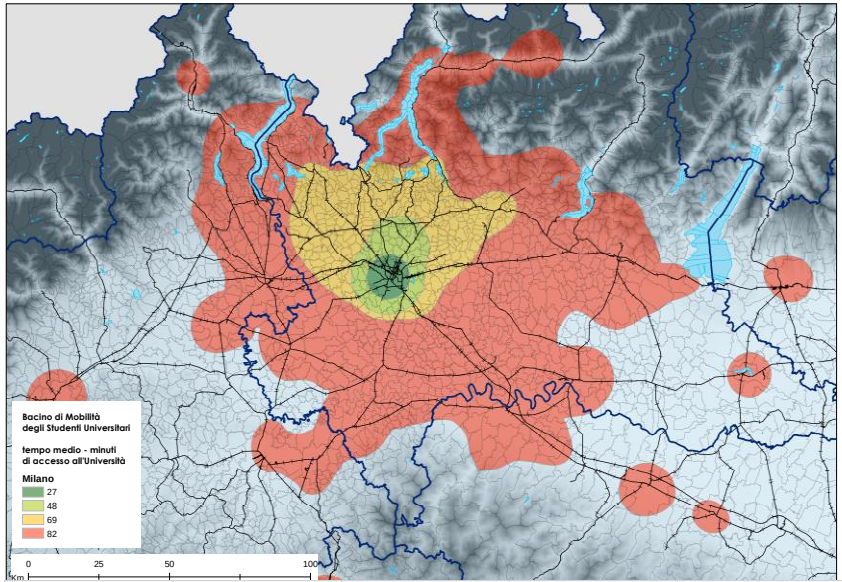
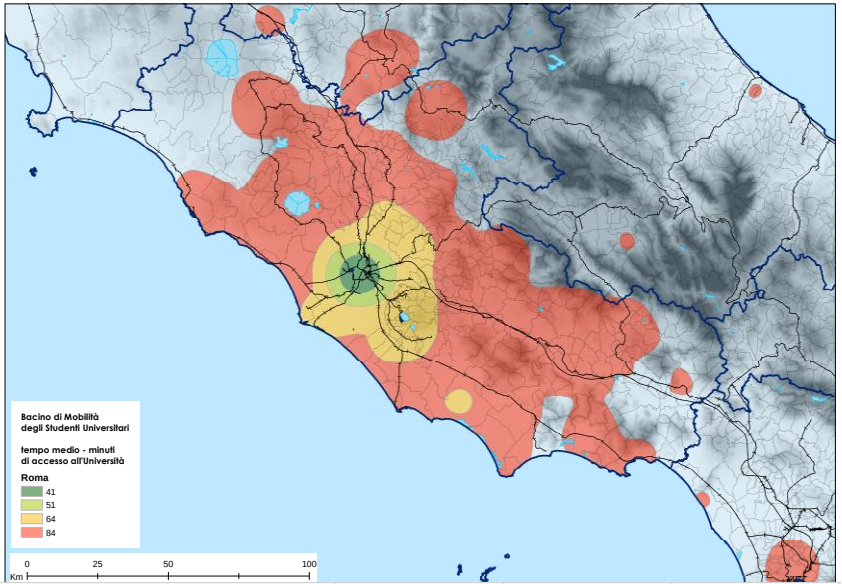
6- NATIONAL SURVEY

	Tot- Stud	Indice Tpl	M. ATTIVA	AUTO/MOTO	TPL	DISTANZA	TEMPO	FREQUENZA	FUORISEDE
Core		63	30%	5%	65%	10.6	26.9	4.5	
Bacino Tot	177919	21	13%	6%	82%	28.6	51.7	4.4	33%





	Tot- Stud	Indice Tpl	M. ATTIVA	AUTO/MOTO	TPL	DISTANZA	TEMPO	FREQUENZA	FUORISEDE
Core		59	10%	25%	64%	10.6	41.0	4.1	
Bacino Tot	162878	22	23%	6%	70%	25.0			

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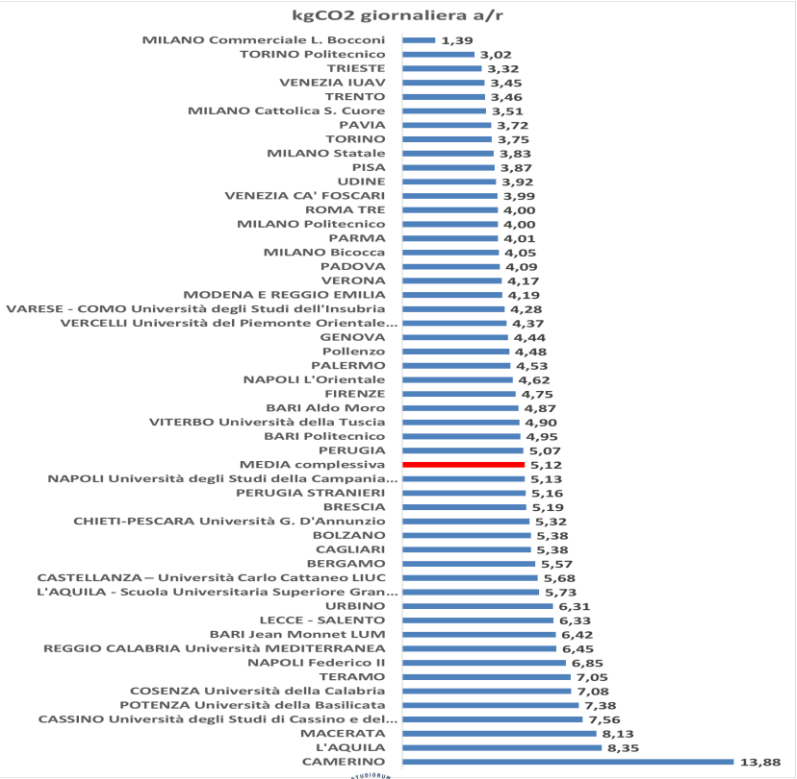
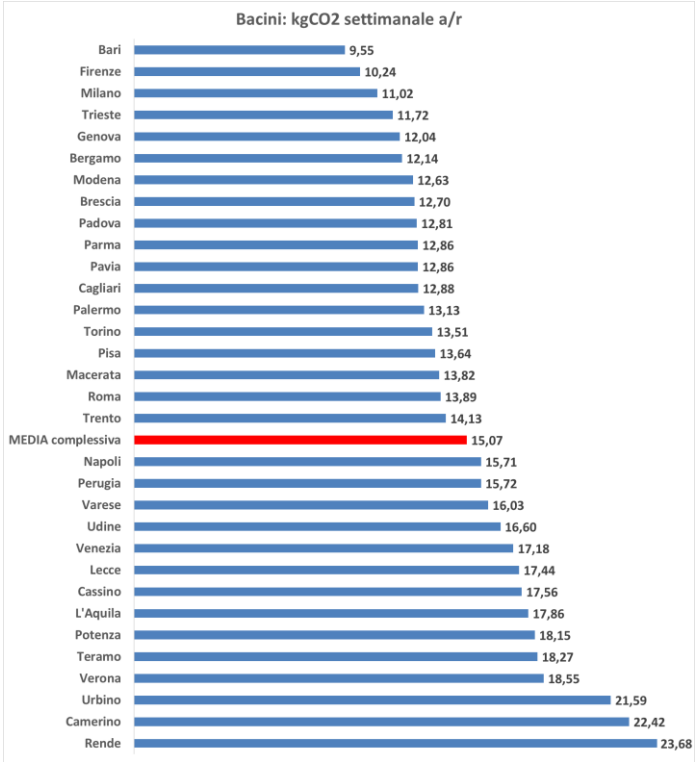
7- NATIONAL SURVEY





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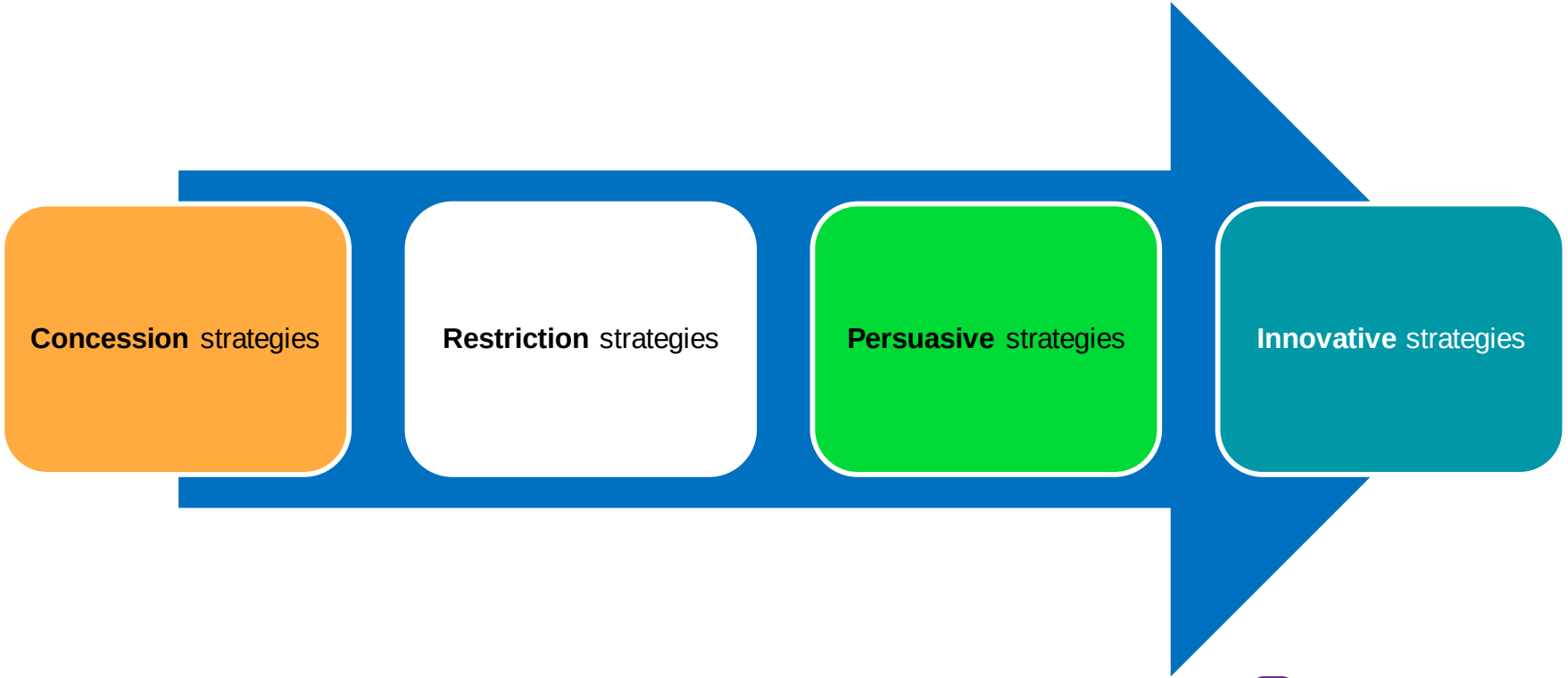
8- MOBILITY MANAGEMENT ACTIVITIES



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9- MOBILITY MANAGEMENT ACTIVITIES

Strategies aimed to minimise the use of private vehicles by supporting the use of public transport and active mobility

Public transport

Policies based on **agreements** with *local public transport companies* in the form of **discounted travel cards** (financed partly by the transport company and partly by the university).

- **agreement** with *local public transport companies* that enables to purchase a **travel card** discounted thanks to co-financing by the University and by the transport company .
- discount for travel on **regional trains** completed covered by the University
- agreement with **Trenitalia** (the national carrier) for discounts to university employees on tickets for business travel.

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Strategies aimed to minimise the use of private vehicles by supporting active mobility and the use of public transport

Active mobility

Agreements with companies that provide **shared mobility services**

Agreements with car-sharing operators (DriveNow, SharenGo, Ubeeqo, and Genial Move), bike-sharing operators (Ofo) and eCooltra (scooter sharing).

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11- MOBILITY MANAGEMENT ACTIVITIES

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12 - MOBILITY MANAGEMENT ACTIVITIES

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13- MOBILITY MANAGEMENT ACTIVITIES

Strategies aimed to limit the right to private travel

- **prohibition** to private cars from accessing or parking in the public spaces of the Universities
- **prohibition** of business travel by plane for distances of less than 500 km
- **replacement** of the car fleets of the University with hybrid or fully electric cars

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14- MOBILITY MANAGEMENT ACTIVITIES

Strategies based on the assumption that restrictive measures are not sufficient to change mobility decisions and that it is also necessary to intervene on the values, norms, and attitudes of individuals

- Measures to encourage the use of active mobility and public transport via **awareness-raising campaigns (**Personalised Travel Planning or PTP)
- Participation in **sustainable mobility campaigns** (using prize-winning competitions) to encourage the adoption of virtuous mobility styles

- Some Italian universities are carrying out a **survey** that tracks the journeys taken by students and then suggests more sustainable alternatives for their health and for the environment
- These alternatives are implemented via an **application** that provide tailor-made responses to the students who take part in the experiment

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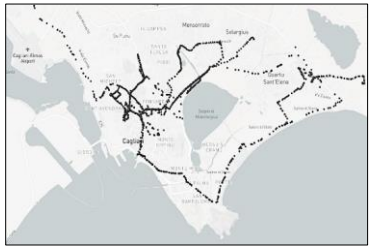
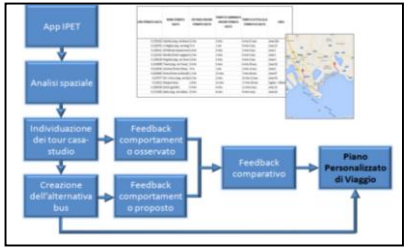
Customized travel solutions as an alternative to the private car via smartphone

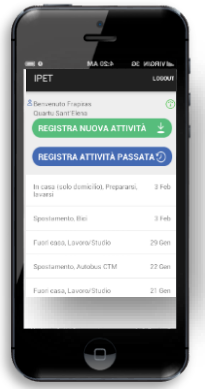


Tracking (via app and GPS) of home-work / study trips



Simulation of sustainable alternatives and sending the Personalized Travel Plan (PPV) via app.

Tracking (via app) of home-work / study trips to the University for 1 week after the PPV



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Strategies aimed at developing technological and organisational proposals to improve the mobility of university populations.

Technology front:

- renewing university car fleets and installing electric vehicle charging points;
- reducing the energy consumption of vehicles;
- studying and researching electric vehicle power supply technologies;
- developing new inductive charging systems (e.g. in car parks and at rental stations)

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17- MOBILITY MANAGEMENT ACTIVITIES

Strategies aimed at developing technological and **organisational** proposals to improve the mobility of university populations.

Organisational measures to improve the governance of mobility flows

- **immobility measures** that aim to discourage unnecessary journeys Some Universities have been piloting various "smart working" possibilities not only for a more effective home-work time balance, but also for decongesting traffic flows.

- measures designed to **modify the work and teaching calendars and hours** of the university population, in order to de-synchronise flows from and to the university buildings (and to improve the quality of the journey, to rationalize the presence on campus of students and university staff and to lead a more efficient use of energy resources)

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18- CONCLUSIONS

The data acquired from the national survey, and the policies presented in this presentation, enable us to identify four themes on which universities should be focussing their attention in order to improve their governance of mobility.

1. The first theme is concerned with the role that universities play in the local and supra-local governance of mobility and accessibility

2. The second theme is concerned with extending the idea of mobility to the idea of accessibility and the right to study

3. The third theme concerns the quality of mobility

4. Finally, the fourth theme is concerned with organisational changes

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