UniTo-GO: All round cycling initiative for a smarter, cleaner university

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In partnership with
UniTo - the University of Turin

- A large, mega-atheneum with a sparse structure, about 120 branches in different locations around the city (and the suburbs)
- Its daily activities induce a significant part of the Turin metropolitan area mobility
- With a community of around **70,000**, distances covered *every single day* are way above **100,000 kms.**
UniToGO - Green office

• A dedicated team that works with a combined research + action approach on all topics concerning the sustainability of the university day-to-day activities

• Created at the beginning of 2017, includes people from faculty, students, staff and is granted specific funding

  • It is an active member of the RUS (Rete Università Sostenibili) national network

• Organised in 5 working groups:

  Working Groups
  Each group has an academic, a technical, a researcher representative and several students involved for thesis projects.
UniToGO - Sustainable mobility working group

- The main goal is to build cultural, normative and structural conditions that can motivate the members of the UniTo community to change their mobility choices towards sustainability.

The Modal share of home-to-work and home-to-school should increase for:

- **active mobility** (walking & cycling)
- Regional and local public transport (road or rail)
- Standard or new forms of **sharing mobility**
UniToGO - Sustainable mobility working group

The 4 STEPS of the approach to reach this goal:

Learn
- Acquisition of data and information on the present status of mobility choices and on the accessibility of all university buildings and locations;

Spread knowledge
- a systematic and well organized program of awareness raising events and cultural initiatives on sustainability in general and on mobility issues in particular;

Motivate
- definition of incentive policies with economic bonuses and tariffs, regulation and rationalization of parking spaces;

Change
- Analysis and evaluation of innovative proposals on sustainable mobility infrastructure and their synergy with public transport services in the city that are relevant to University locations.
MobilitaUniTo: the mother of all surveys

• On-line questionnaire, both PC and mobile friendly
• 17,500 responses
• 2 units of dedicated staff

A huge effort to gather knowledge

- UNITO Newsletter
- Social media of all kinds
- Local promotion events
- Vocational training courses
- Prize draw for students
- Specific letters from rector magnificus
MobilitaUniTo *how you travel matters to us*

**A deep insight on behaviour and choices**

- Detailed, possibly multimodal *home2university* journey with info on each stretch mode and time
- Separately reported by season and weather
- Bike (and other) sharing specific section
- Subjective perception of critical issues regarding cycling and public transport (and the combination)
- Mobility assets and options actually available to the individual
- Travelling between university locations

Role of respondents

- Students 82.9%
- Faculty 7.3%
- Staff 9.7%
MobilitaUniTo: a glimpse on the results

### Multimodality

<table>
<thead>
<tr>
<th>n. stretches</th>
<th>%</th>
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<tbody>
<tr>
<td>1</td>
<td>52,7%</td>
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<tr>
<td>2</td>
<td>29,4%</td>
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<tr>
<td>3</td>
<td>14,4%</td>
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<td>4</td>
<td>3,2%</td>
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<td>5</td>
<td>0,3%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100,00%</strong></td>
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### Cycling on the home2univ journey (summer)

- **Students**
  - 9%
  - 19%
- **Faculty**
  - 14%
- **Staff**
  - 9%
  - 19%
  - 14%

### Fully sustainable journeys

- **Students**
  - 80,6%
- **Faculty**
  - 54,7%
- **Staff**
  - 60,5%

- **Bus/van sharing**
- **Rail**
- **Bus**
- **Cars as passenger**
- **Carpooling**
- **Tramway**
- **Car as driver**
- **Subway**
- **Motorcycle**
- **Bike sharing**
- **Bicycle**
- **Walking**
Inventory: **the existing bicycle parking lots**

- Quantity
- Safety
- Efficient use of space
- Easy to access and close to the site

The Rectorate: obsolete, inefficient

The new Social Sciences Campus: **Good, but.. still not enough**
Perspective: safer bicycle parking lots

The new controlled access bicycle parking at the Social Science Campus
**Bike Sharing: a part of the students’ package**

A successful service, with a bright development outlook

- Special cheap fares for all students offered on enrolment
- Special *University-only* stalls in strategic locations
- In-depth data analysis on how the service is used by the academic community and citizens at large
Infrastructure: **fast, easy & safe cycling routes to the academia**

*Working with public administrations to help plan a better network of cycle routes between linking university sites and the main transport hubs*

- Many students attend/faculty teach courses in different university sites
- Turin has a large population of students from the whole region - linkage with the 4 main rail stations is crucial
- The UniTo-GO SMWG is cooperating with public administrations, thematic citizens groups like FIAB, other institutions to help define the best routes and the right mix of protected lanes, signposting, traffic moderation to ensure smooth, safe cycling
Bike2Work project: **strong partner and competitor**

Co-sponsored with:
- Piedmont region
- Turin metropolitan area
- Turin city council
Events and workshops: *spread the news on mobility*
WEB UNITO: help people make the best mobility choices

- Lots of information regarding active mobility and public transport options
- Clearly showing the University commitment to limit the environmental impact of its induced mobility
Video production: exploiting the smartest media

A news video for the launch of the new Smart mobility UNITO WebSite, shot in the historical Rectorate building courtyard

A national television news video for the bike2work campaign, shot directly on Campus

A video showing students starting their journey with ToBike sharing scheme
Thank you for the attention!