

# Cukrowa Bike

2015



## University

Szczecin University, Faculty of Management and Economics of Services

## Country

Poland

## Location

Suburban



## Size

<5,000



## Mobility Organizational Structure

None



## Summary

The project is a package of activities aiming at promoting the use of bicycles for daily journeys among students and staff of the University. The proposed activities cover measures in a framework for developing bicycle usage infrastructure and accessibility to this mode of transport as well as promoting the use of bicycles among potential end-users. Measures also include studies on transport behavior.



## Aims

- Increasing the use of bicycles for daily trips.
- Raising awareness among students and staff about the positive aspects of bicycle usage.
- Reducing the use of cars for daily travel.



## Stakeholders

- Faculty of Management and Economics of Services.
- Szczecin University.
- City of Szczecin.
- "Nieruchomości i Optyty Lokalne" Ltd.



## Background

Not available.



## Description

Activities which have been implemented and should be mentioned:

- The development of a questionnaire template which could serve to outline the existing situation before the implementation of the project and could be used as a basis for assessing the results obtained thereafter.
- The construction of two monitored bicycle sheds on the Cukrowa-Krakowska Campus (next to the Faculty of Management and Economics of Services and the Faculty of Humanities); this activity was co-financed by the European Union from the European Regional Development Fund within the Regional Operational Program for West-Pomeranian province for the years 2007-2013: "Building of coherent system bike lanes (paths) in Szczecin (missing segments at Wyzwolenia ave., Ku Stońcu str., Żołnierza Polskiego sq. and Matejko str.) – UDA-RPZP.06.03.00-32-006/13"; the bicycle shed emplacement was possible due to the cooperation between the Faculty and the Municipality of Szczecin.
- The construction of an urban bike station - 'Bike\_S' - next to the Cukrowa-Krakowska Campus (at Uniwersyteckie rnd.); this activity was possible due to cooperation of "Nieruchomości i Opłaty Lokalne" Ltd.
- Improvements to the 'Bike\_S' login procedure were made possible. Login was

encoded onto the 'student card', enabling 'Bike\_S' rental to be activated simply by the touch of a card.

- The following activities in the process of being implemented should be mentioned:
  - The promotion of the "Cukrowa Bike" project through available means at the Faculty (posters, noticeboard, Faculty web site, etc.).
  - The following activities are at the planning stage within the framework of the project:
  - Competitions for the longest total distance travelled by bicycle (in different categories), where the winners will receive prizes.
  - Photo contest "Cukrowa Bike" for students and staff of the Faculty of Management and Economics of Services, based on participants' photos of the use of bicycles.
  - Bike ride "Tour the Cukrowa" connected with the students' festival.
  - Day of the Cyclist! Around the Cukrowa-Krakowska Campus during the students' festival. Activities promoting the use of bicycles: sharing information about how to create an account in the 'Bike\_S' system; the bike ride and the final of the photo contest.



## Indicators

Number of people using bicycles for daily travel.

 Results

Number of people (students and staff) using bicycles for their daily commute to University has been increased.

 Expense

To date, the University hasn't incurred any costs associated with the project.

 Financing

- Bike-sheds were co-financed by the City of Szczecin Municipality and the European Union from the European Regional Development Fund within the Regional Operational Program for West-Pomeranian province for years 2007-2013.
- Construction of the 'Bike\_S' urban bike station was co-financed by "Nieruchomości i Opłaty Lokalne" Ltd.
- Preparation and conducting of the survey was done by the University staff (among others: by Dr. Zuzanna Kłos-Adamkiewicz, Dr. Kamila Peszko, Dr. Urszula Chrąchol-Barczyk).
- Bicycle accessories (jackets, backpacks, reflective covers for cycling, etc.) deriving from other promotional activities were provided thanks to the cooperation of the Municipality of Szczecin.

 Findings

For the moment it is difficult to assess the benefits of the project because the current level of implementation is only at 30%. The main results will be noticeable and measurable after completion of the main activities and after carrying out the survey which hopes confirm the positive effect of the undertaken actions.

 Pictures

Fig.1. One of the covered and monitored bicycle stations located at the University area

Fig.2. Start of the Bike\_S urban bicycle station located near the University (Uniwersyteckie rnd.)

 Links

[www.wzieu.pl](http://www.wzieu.pl)

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