

# Cibiuam (Bicycle Centre of the Autonomous University of Madrid)

2009

 **University**  
Autonomous University of Madrid (UAM)  
**Country**  
Spain

**Location**   
Peri-urban

**Size**   
20,000-30,000

**Mobility Organizational Structure**   
*Environment Office (Ecocampus Office)*

## Summary

The CibiUAM (Bicycle Centre of the Autonomous University of Madrid) promotes the use of this vehicle as a means of every-day transport and encourages awareness of the need for more sustainable mobility.

## Aims

The UAM's main objectives of promoting the bicycle as a means of transport are:

- To assume a leadership role in the promotion and implementation of a more efficient mobility model.
- To develop educational actions to change the transport habits among the University community.

## Stakeholders

- Renfe-Cercanías for donating the space used by the CibiUAM.
- The Mobility Foundation of Madrid City Council and the Madrid Regional Transport Authority for their important technical support.

## Background

The UAM detected a priority need to control the excessive importance of the private vehicle and the consequences on quality of life and the environment. Two main actions were undertaken to change this situation: the promotion of public transport, and the bicycle as a means of transport.

The strategy was as follows:

- Diagnosis of mobility at the University.
- Manage the mobility. This required, among other actions, extending the offer of types of mobility and promoting non-motorised means of transport.
- Promote the use of the private bicycle. This requires providing the user with a reference centre where a personalised attention can satisfy any needs regarding their own bicycle.
- Promote educational actions focused the environmental benefits of travelling by bicycle.
- Promote the concept of sustainable mobility associated with the bicycle as a preferential means of transport in the University, strengthening the internal system for the hire and use of bicycles.
- Involve the University community and society in matters related to sustainable mobility.
- Use a low number of public bicycles by encouraging the use of the private bicycle.



## Cibium (Bicycle Centre of the Autonomous University of Madrid)

2009



### Description

The centre offers a series of services and activities to the University community: bicycle sharing, bicycle racks, shop and mechanical workshop, self-repair workshop, second hand market for bicycles and accessories, and courses on bicycle mechanics.

CibiUAM is also a space for self-employment led by young people, the Centre is currently managed by three ex-students of the University who have created a cooperative.

It is a meeting point for bicycle fans that helps attract more people to using the bicycle (providing recommendations and support to cyclists), and is a reference for everything related to bicycle culture.

The CibiUAM organises free courses on bicycle mechanics and repair.

We believe the model chosen by the Centre for promoting the bicycle to be ideal: it goes beyond simple bicycle sharing to become a varied and flexible centre meeting the concerns of new or potential cyclists; and opting for a model that potentiates the private bicycle implies no relevant public expenditure.

There has been a considerably increased presence of the bicycle on the campus since the opening

of the CibiUAM. It has gone from being an uncommon vehicle choice according to the 2007 mobility report to a popular choice of vehicle for internal mobility around the campus.

As with all other processes for the integration of the bicycle, this has not been an isolated action. The presence of this vehicle has been supported with the provision of bicycle parking areas at all centres, and with 'Renfe' suburban train services allowing access with a bicycle, along with an increased environmental awareness. All being factors in influencing the success of the project.

#### KEY DATES:

- 2001. Report on the "viability of an internal system of transport by bicycle on Cantoblanco campus", Consulting Gea 21.
- 2008, July. Program for promoting the use of the bicycle in the Autonomous University of Madrid, Ecocampus Office.
- 2009, 8 May. Opening of the CibiUAM by the Rector of the University.
- 2011, 22 September. Award for good practice granted by the Ministry of the Environment as part of European Mobility Week.
- 2013, February. The students cooperative "JELCA" replaces the GOTEQ cooperative in management of the CibiUAM.



### Indicators

- Number of bicycle loans made by the CibiUAM.
- Number of bicycles accessing the campus.
- Number of registered CibiUAM users.
- Number of participants in activities.

## Results

Some data: more than 4,750 people have accessed CibiUAM services since its creation in 2009; 1,135 members of the University community currently hold a CibiUAM card (students 48%, lecturers and investigators 46%, and administration, services and other staff 6%); the number of new cards per year has been: 2009 (205 new users), 2010 (164), 2011 (157), 2012 (82), 2013 (242), 2014 (160) and 2015 (125).

## Expense

313,986 €. Of which 192,000 € correspond to 2009 for setting up CibiUAM, installing of bike parking stations and road signs; and the rest corresponds to annual contributions (2009-2016) the UAM makes for the economic sustainability of the CibiUAM.

## Financing

The promoter of this activity was the Autonomous University of Madrid, providing the project with the financial and technical resources through the Ecocampus Office.

The UAM assumed the cost of setting up the centre and provides an annual contribution to complement the financial sustainability of the CibiUAM.

## Findings

The quantitative data on the use of the CibiUAM certifies the success of the centre, but the most important achievement has been the awareness it has generated, the fact that there are many more private bicycles on the campus than there are from the loan service pays tribute to this.

## Pictures





Pictures

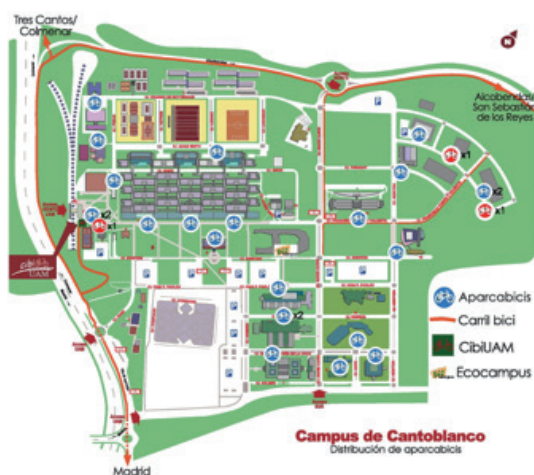
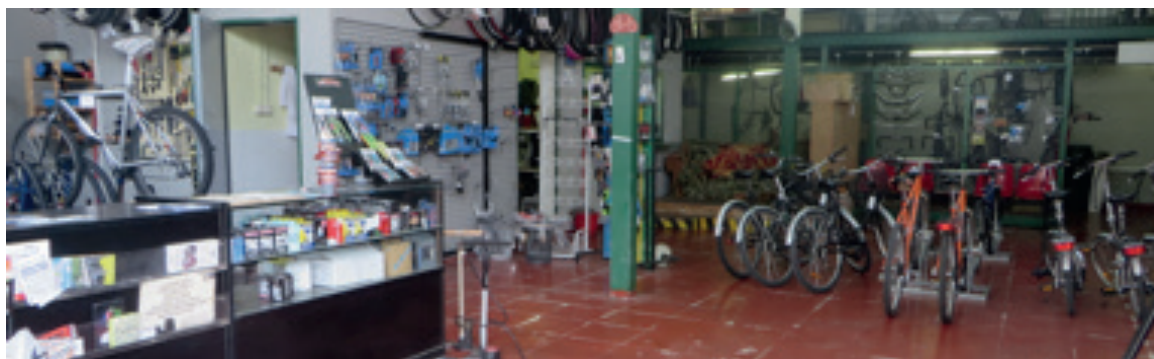


Fig 1, 2 and 3. CibiUAM (Bicycle Centre of the Autonomous University of Madrid): images and location



Links

<http://www.europapress.es/madrid/noticia-uam-renfe-inauguran-cibium-promover-uso-cercanias-bicicleta-modelo-movilidad-sostenible-20090508163110.html>  
<http://www.cronicanorte.es/trenes-cercanias-madrid-bicicleta/14373>  
<https://www.youtube.com/watch?v=zEhOhSiZHIs>  
<http://www.magrama.gob.es/es/prensa/noticias/-teresa-ribera-anima-a-los-municipios-esp%C3%B1oles-a-que-la-movilidad-sostenible-sea-el-eje-de-sus-pol%C3%ADticas-e-iniciativas-sociales-/tcm7-174117-16>  
<http://www.noticiaspositivas.net/2011/03/02/un-goteo-de-pedaladas-por-la-movilidad-sostenible/>



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