

To the UCO by Bike

2010

 **University**
University of Córdoba (UCO)
Country
Spain

Location 
Peri-urban

Size 
10,000-20,000

Mobility Organizational Structure 
Environmental Protection Service

Summary

Free annual bicycle loan service among the university community, including basic safety equipment (reflective vest, helmet, emergency lights and locking system).

Aims

- To promote the use of the bicycle as a means of transport to study or work and as a leisure activity.
- To form an entity in charge of promoting a change of habits regarding the use of the bicycle as a normal means of transport among the University community.

Stakeholders

- Ministry of Development.
- Board of Andalusia.
- Companies providing bicycles and maintenance services.

Background

Not available.



Description

The bicycle loan service consists of:
Materials:

- 50 hybrid bicycles.
- 50 emergency kits: reflective vest, helmet, emergency lights, locking system.
- 50 registration plates "To the UCO by Bike".
- Advertising posters.

Maintenance:

- Annual revision of the bicycles.
- Replacement of stolen bicycles (14 between 2010 and 2016).
- Replacement of emergency kit components: emergency lights, copies of locking system keys.
- Updated posters.

A deposit of 80 Euros is required and is refunded at the end of the loan period if the bicycle is returned in the same good condition.

The activities performed to develop the bicycle loan system were:

- Selection of the most suitable bicycle and safety kit.
- Write up draft of the conditions of use.
- Web design.
- Design of the publicity and communication process.
- Design of the procedure for adjudication, delivery, follow-up, return and maintenance of the bicycles.
- Development of instruments to evaluate the efficiency of the initiative and user satisfaction.
- Organisation among users of catalogued bicycle tours around the city as a complementary activity.

In addition, as an activity especially aimed at users of "To the UCO by Bike" but open to any cyclist of the UCO, each year cultural bicycle tours have been organised around the city of Córdoba with the collaboration of the City Council



Indicators

- No. of bicycles available.
- No. of applications received.
- User profile (No. of workers, No. of students, No. of men, No. of women).
- User opinion.
- Use of the bicycle during the program, intended use after the program, real use after the program.

Results

General assessment: Eight consecutive years in operation with good acceptance and demand. All the editions of 'To the UCO by Bike' have been given a score of more than 4.6 out of 5.

Distribution of bicycles among the University community during the last period:

- By sex: 52% women and 48% men.
- By group: 32% workers and 68% students (20% ERASMUS).
- By Campus: 64% Rabanales (peri-urban), 31% Menéndez Pidal (healthcare campus), 5% Central.

Use of the bicycle:

- The majority of users (78%) used the bicycle as often as expected or more than expected.
- Three quarters of the people surveyed rode the bicycle several times a week or almost every day.
- Half the users who did not use a bicycle before the program now use it several times a week or every day.

Expense

- 10,000 € initial investment.
- 1,500 € annual maintenance.

Financing

Initially TO THE UCO BY BIKE was launched through a Ministry of Development grant for pilot sustainable mobility experiences, an incentive from the Andalusian Agency of Energy for the promotion of sustainable transport and a grant from the Department of Health of the Board of Andalusia for the promotion of healthy activities. It was later necessary to resort to the SEPA budget.

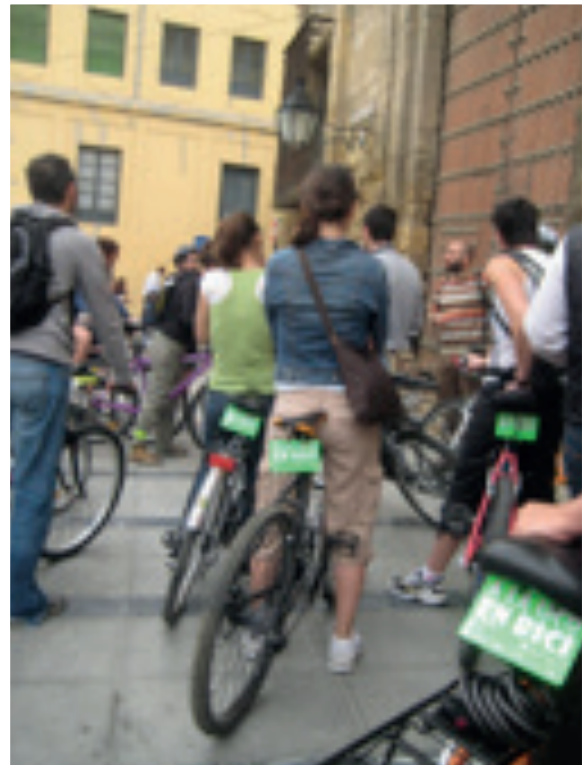
Findings

- It is better to provide bicycles and safety kits with sufficient quality to ensure a prolonged service life.
- The conditions of use must be "live" and adapted and updated to meet the different circumstances or incidents that arise.
- Adequate use of the bicycle requires an effective transfer of the responsibility to users, as well as a follow-up of its correct use.
- Notwithstanding the above, a certain percentage of robberies or damage must be assumed.
- A relationship of confidence with bicycle suppliers and effective maintenance guarantees better preventative and corrective action.
- The organisation of Catalogued tours foments networking and a feeling of community.

 Pictures


Fig 1 - 2. Bicycle fleet and emergency kit

Fig 3. Guided bicycle tour


 Links

www.uco.es/alaucoenbici
<http://www.uco.es/servicios/dgppa/images/sepa/CondUsoAlaUCOenBICI.pdf>
<http://www.uco.es/servicios/dgppa/images/sepa/Seguridad%20en%20la%20bicicleta.pdf>
http://www.uco.es/servicios/dgppa/images/sepa/informe_alaucoenbici_15-16.pdf

 Contact person

Ana de Toro Jordano
 Environmental Protection Service (SEPA)
sepa@uco.es