


# Promotional Discounts on Public Transport

2011

 **University**  
Rovira i Virgili University (URV), Tarragona  
**Country**  
Spain

**Location**   
Urban

**Size**   
10,000-20,000

**Mobility Organizational Structure**   
*Environmental Management Unit*

## Summary

The URV decided to promote a change in the mobility habits of the University community by applying discounts to all members on the purchase of travel cards. The discounts applied are funded by the University.

## Aims

Promote mobility by public transport in detriment of the use of private vehicles.

## Stakeholders

Territorial Mobility Authority (Autoritat Territorial de la Mobilitat - ATM) of Camp de Tarragona.

## Background

URV has a total of 6 campuses plus Rectorate located in 4 towns of 'Camp de Tarragona'.



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### Description

The URV decided to promote a change in the mobility habits of the University community by applying discounts (10%) to all members (students, lecturers, investigative, services and administration staff) on the purchase of travel cards for use on interurban public transport in the area of the Territorial Mobility Authority of Camp de Tarragona and providing access to suburban trains and interurban buses.

messages, posters, appearance on the web and informative screens in centres.

This measure was applied in two phases:

Phase 1: March 2011 – September 2013

Phase 2: May 2016 – to date

The instruments to implement the measure were:

- Part-time dedication of the University Environmental Technician.
- Collaboration of the ATM centralised travel card sales system.
- Collaboration of ATM mobility and data processing technicians.
- Campaigns for internal publicity within the University were carried out by e-mail



### Indicators

- Number of users.
- Number of trips using URV-ATM travel cards.

## Results

- 3,357 users accredited for the use of URV-ATM travel cards.
- 401,700 trips.

## Expense

Variable, use dependent. Estimate 15,000 €/year.

## Financing

Ordinary budget endowment from the URV Environment Plan.

## Findings

The results recorded on the basis of phase 1 indicators exceeded the prediction for the number of users and trips completed. The estimate of potential travellers was made on the basis of the 2013 mobility survey.

## Pictures



Fig 1. Discount promotion

## Links

<http://www.urv.cat/ca/vida-campus/universitat-responsable/medi-ambient/>  
[https://youtu.be/3IKsxfTQ7QA?list=PL8yyYJSAXdwncb-M5pXtNiFXW\\_iDuUmCy](https://youtu.be/3IKsxfTQ7QA?list=PL8yyYJSAXdwncb-M5pXtNiFXW_iDuUmCy)

## Contact person

Antonio de la Torre  
 Environmental Management Unit  
[antonio.delatorre@urv.cat](mailto:antonio.delatorre@urv.cat)