Carpooling System Data-base and Parking Policy
2005

University
Cracow University of Technology

Country
Poland

Location
Urban centre

Size
10,000-20,000

Mobility Organizational Structure
None

Summary

Activities related to more efficient car use were introduced at the Cracow University of Technology as a part of the University mobility plan, which was implemented in the framework of the EU CiViTAS CARAVEL project. The main aim of the mobility plan was to change the employees' and students' mobility behaviour towards sustainable mobility:

- Carpooling system data base and its promotion.
- Parking policy.

Mobility plan implementation has brought positive results: decrease in one-person vehicle trips, increase in carpooling trips as well as public transport and bike journeys.

Aims

- Change employees' and students' mobility behaviour and increase the use of the sustainable transport modes.
- Reduce car parking needs at the University campuses.
- Reduce traffic congestion near the Warszawska St Campus.

Stakeholders

- Authority of the Cracow University of Technology.
- University students and employees.

Background

The idea was to encourage employees and students to give up the car and choose sustainable options or share space in one vehicle, but at the time, conditions for those alternative ways of travelling were insufficient e.g. an official carpooling system didn't exist and there was a lack of proper carpooling related information.

An integrated mobility plan, with measures related to more efficient car use, was implemented to change this situation. It was possible to under-take a plan as the University was one of the partners in an EU CiViTAS CARAVEL project.

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Description

Carpooling system data base and its promotion

The on-line carpooling system data base for the University community has been created by students of the one of the faculties. The data base enabled users to look for travel companions taking the user's preferences into account, such as trip origin/destination, sex, age, etc.

The carpooling system has been called "Let's ride together" and it has been widely promoted among employees and students. The carpooling campaign has been organised to celebrate the data base launch and to encourage people to use it (leaflets, poster distribution on university campuses, one-day carpooling roadshows). Information on carpooling was presented even in local and national media (TV, radio).

Parking policy

Additionally, some activities related to car parking were implemented.

In general only employees and students residing a certain distance from the University are allowed to own a permit which enables them to park at the University, but they have to pay for it and the cost rises gradually.

In 2006, 1550 permits for employees and 800 permits for students were sold and 80% of them were used to park a vehicle at the Warszawska St. campus, located in the city centre (approx. 500 parking places are available on this campus). The cost of the permit was 40 zł (9 EURO) per two years.

In 2007, with the aim of decreasing journeys by car, the cost of the permit doubled. According to data from 2008 the number of permits distributed among employees decreased (from 1550 in 2006 to 1468), but the number of permits extended to students increased. The main reason for this increase was the cost of the permit, which, even after applying a higher cost, remained very low.

Indicators

- Modal split.
- Number of car park permits.
- Number of event participants (workshops, roadshows etc.).

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Results

In 2008, as a result of the mobility plan implementation (including the activities related to more efficient car use), one–person car trips to the University campuses has decreased - for staff: from 45% to 41% and for off-campus students: from 50% to 30%. This can be interpreted as a change from single person car travel to carpooling trips. The percentage share of carpooling trips has seen an increase - for employees: from 1% to 5%, for full-time students: from 0% do 7%, and for students from further afield: from 1% to 17%. This significant increase in carpooling journeys could be also explained by an increased awareness of this system. Perhaps students and employees have been car-sharing before the mobility plan was implemented, without knowing the name of the system and after a series of information and educational activities they were able to name it accordingly. This would mean that soft measures brought positive, significant results. The number of the car park permits decreased for University employees from 1550 in 2006 to 1468 in 2008.

Expense

The main costs of implementation were as follows:
- Cost of the carpooling data base design and maintenance.
- Cost of the leaflets, brochures, posters, promotional merchandise design and production.
- Cost of events organisation (room, catering, proceedings etc.).

Financing

Costs were covered by the CiViTAS CARAVEL project.

Findings

- Information about the mobility activities carried out is very important – users have to know and feel that all of these solutions are introduced for them to improve their mobility. Use as many sources of information as possible to publicise the initiatives and the events among the target group.
- It is a good idea to hire students to work together with you on the mobility plan. They can design solutions (e.g. carpooling data base), help in the events organisation, etc. The other option is to include the initiative as part of the study framework for a bachelor or master thesis.
- It is extremely important to cooperate with the Student Body Representatives. They can help publicise the mobility plan initiatives and events as well as influence students' attitudes and behaviour.
- Good cooperation with the University administration and with particular University departments helps to make everything a bit easier and not be met with barriers resulting from a lack of the knowledge as to why and for whom some activities are being implemented.

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Pictures

Fig. 1. The carpooling data base.

Fig. 2. The logotype of the carpooling system at Cracow University of Technology.

Links

http://www.caravel.forms.pl/index_eng.php?i=act&id=16

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