

Mobility Planning and Management Unit

2005

 **University**
Universitat Autònoma de Barcelona (UAB)
Country
Spain

Location 
Peri-urban. 20 km from Barcelona

Size 
40,000-50,000

Mobility Organizational Structure 
Mobility team

Summary

The UAB Mobility Planning and Management Unit.

Aims

Fully apply the UAB accessibility and mobility policy by incorporating the economic, social and environmental aspects of mobility in the analysis and lines of actions as well as the participation of all the agents already involved whether on or off campus through the Mobility Table.

Stakeholders

Not available.

Background

Not available.



Description

After several years analysing and diagnosing the accessibility of the main UAB campus, as an educational institution generating a large number of displacements, and in view of the strategic importance of improving accessibility in a sustainable and safe way in the future of the University, the UAB Mobility Management Unit (currently, the Mobility Planning and Management Unit -UPGM) was created in 2005. The complexity of this subject, due to its strategic, environmental, social, economic and policy implications, led the University to understand the need to create an exclusive planning and management unit as part of the Logistic Services and Administration Area. This process created the figure of the UAB Mobility Manager whose task was to advise the governing body on mobility and accessibility policy and implement the policy reflected in the UAB Strategic Accessibility Plan.

Some of the most notable tasks, among others, are:

- Represent the UAB regarding mobility in relation to the different areas involved: administrations, operators, users and other areas of the University directly or indirectly associated with mobility.
- Guarantee the participation of all agents involved.
- Undertake the communication and

advertising of UAB actions in this regard.

- Determine, in real-time, the mobility demands of the UAB, generating all the required information.
- Determine, in real-time, the transport offer of the UAB, generating all the required information.
- Regularly update and publish information about the transport offer for current or potential users.
- Regularly update the diagnosis of UAB mobility, detecting the main problems affecting campus accessibility and adjusting any lines of action accordingly.
- Obtain outside economic resources (subsidies, agreements, etc.) for the development or implementation of the proposals agreed upon.
- Establish and apply the mechanisms for implementing the mobility policy on the campus. If applicable, draft and implement the UAB Mobility Plan, as well as ensure its compliance.



Indicators

Indicators of consolidation: human and material resources assigned.

Results

- The UPGM has become an internal and external reference in the management of UAB mobility.
- Integral and permanent analysis and diagnosis of mobility.
- The creation of a stable team of technicians to advise on defining and consolidating mobility policy making and the subsequent application of any measures required for its implementation.

Expense

The approximate annual cost of this initiative is approx. 100,000 € for staff and environment, and 0.9M € in operations (approximately 75% dedicated to the UAB bus service).

Financing

UAB budget.

Findings

Defining a mobility policy and creating a unit to manage on-campus mobility and transport is of utmost importance within new contexts characterised by the paradigm of the 'knowledge society' and the new role given to the University as an institution for higher education committed to the environment. Even more so when the model is for a campus on the fringes of the urban fabric, in that this makes management more difficult and increases the challenges to be overcome regarding mobility and transport.

In modern contexts, accessibility and connectivity become essential elements in enabling the campus and its environment to link with other, more or less distant places on a metropolitan level. This contributes to reducing its relative isolation helping incorporate it into the backbone of the campus structure while also positively influencing the dynamics of related environments both socially and geographically. It is important to stress that this management should not only be carried out on the campus but also off-campus, as functional limits of the University exceed administrative limits.

This means that the success of efficient management of mobility and transport on-campus will contribute to increasing the University's competitiveness and territorial standing.

It's worth noting that, in the case of the UAB, prior to the creation of the UPGM, mobility management was undertaken by the Environment Office and, by definition of its functions, was basically focused on the environmental aspects of mobility, with less attention given to the social and economic aspects and the competitiveness of the University.

Pictures

Not available.

Links

<http://www.uab.cat/accessibilitat-transports/>

Contact person

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