

Awareness and Participation Activities

2005

 **University**
Cracow University of Technology
Country
Poland

Location 
Urban centre

Size 
10,000-20,000

Mobility Organizational Structure 
-

Summary

An integrated mobility plan for the Cracow University of Technology was implemented within the framework of the EU CiViTAS CARAVEL project. The main aim of the mobility plan was to change employees' and students' travel habits towards sustainable mobility.

In order to reach this aim several activities increasing employees' and students' awareness and participation have been introduced:

- The creation of the position of Mobility Consultant at the University to enable employees and students to obtain information in a more direct manner.
- A transport information website to provide employees and students with information on sustainable mobility.
- Promotional and educational activities to inform, raise awareness and collect ideas to improve mobility.

Aims

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

Stakeholders

- Authority of the Cracow University of Technology
- University students and employees
- MPK S.A. (public transport operator in Cracow)
- Krakow Transport Authority
- Bike related organisations

Background

Not available.



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Description

Several “hard” measures (car-share schemes, bike infrastructure, parking policy) were put into place and their effectiveness was increased through activities aimed at increasing the target group’s awareness and participation.

Website with mobility information

In order to increase employees’ and students’ awareness on the possible ways of travelling to the University a special website called “InfoKomunikacja” was created. Any useful data in making public transport, bike travel and car-sharing trips easier is made available on the website.

A special on-line travel planning tool has been incorporated to facilitate planning a journey by public transport or by car between indicated origin and destination points.

Mobility Consultant position to inform on mobility

The Mobility Consultant position has been created at the university to enable employees and students to be directly informed – by visiting and talking with the consultant.

The consultant provides information on public transport, cycling and car-share options which include possible routes, travel time and cost as well as the environmental impact. They have also been able to provide information on any future transport investments in the city or even help to book a plane or train ticket.

Promotional and educational activities

Additionally, in order to increase the target group’s awareness and participation, many promotional and educational activities have been organised, such as car-share and cycling events, the distribution of brochures, leaflets and posters about sustainable mobility, the installation of the information kiosks during University events as well as the organisation of workshops and training, especially for students.

The aim was to inform people about the mobility plan solutions and promote sustainable transportation, but also to increase student and employee participation and listen to their ideas on ways to improve University mobility.



Indicators

- Modal split.
- Number of new website users.
- Number of event participants (workshops, happenings etc.)

Results

In 2008, as a result of the mobility plan implementation (including the awareness and participation related activities), the share of single-person car trips to the University campuses has decreased - for staff, from 45% to 41% and for extramural students, from 50% to 30%. This can be explained as a change from single-occupancy car trips to car-sharing. The percentage share of car-share trips has increased: for employees, from 1% to 5%, for full-time students from 0% to 7%, and for extramural students, from 1% to 17%. The number of InfoKomunikacja website users was 3050 (for the period between January and December 2008).

Cost

The main costs of implementation were the following:

- Cost of the transport information website design and maintenance,
- Mobility consultant salary and material e.g. Design and production of the leaflets, brochures, posters and promotional gifts,
- Cost of events organisation (room, catering, proceedings etc.).

Financing

Costs were covered by the CiViTAS CARAVEL project.

Findings

- Transparent and accessible information about the development of the mobility plan is very important – users have to know and feel that all of the solutions are introduced for them to improve their mobility. Use as many sources of information as possible to publicise the solutions and the events among the target group.
- It is a good idea to incorporate students into the mobility plan project team. They can carry out remunerated work designing solutions (e.g. mobility related website), helping in the events organisation, etc. Another option is to incorporate parts of the project into the framework of the bachelor or master thesis.
- It is extremely important to liaise with the Student Body Representatives. They can help to publicise the mobility plan solutions and events as well as have an influence over students' attitudes and behaviour.
- Good cooperation with the University administration and in particular with University faculties helps to make everything a bit easier and not meet with barriers resulting from a lack of the knowledge on why and for whom some activities are being implemented.

 Pictures



Fig. 1. InfoKomunikacja website.



Fig. 2. Cover of the brochure on sustainable mobility addressed to students of the first year.

 Links

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

 Contact person

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