

Student Pass for Urban Public Transport - "UdG by bus"

2007

 **University**
University of Girona (UdG)
Country
Spain

Location 
Urban and Peri-urban

Size 
10,000-20,000

Mobility Organizational Structure 
Green Office

Summary

Agreement between Girona City Council and the UdG to offer a travel card to University of Girona students enabling them to make 380 trips a year (between the 12th of September 2012 and 12th of September 2013) using urban TMG (Gironès Municipal Transport) public transport lines. This company is currently 100% owned by Girona City Council.

Aims

- To eliminate the economic barriers for access to public transport for students in the City of Girona.
- To reduce the private car usage rate among students residing in Girona.
- To offer a transport and mobility system that is an alternative to the private car for obligatory short trips (intra-urban).
- To simplify inter-modality between different means of transport: train/bus, bus/bus, bicycle/bus.
- To provide an exemplary system of sustainable transport: economic, equitable and less pollutant per capita.
- To publicise the individual and collective advantages of urban transport.

Stakeholders

- Girona City Council.
- Gironès Municipal Transport (TMG).

Background

Not available.



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Description

The activities performed were:

- Negotiation of the terms and conditions of the agreement with the people responsible for local administration.
- Day-to-day management of applications. Data control and validation.
- Design of the on-line platform for applications.
- Management of applications, control over the process for producing personalised magnetic travel cards and organisation of delivery to their proprietors.
- Establishment of the automatic payment process.
- Resolution of user enquiries.
- Publicity campaign and actions.



Indicators

- Demand for the pass.
- Use of the bus among students.



Results

Good acceptance of the offer among students in general. Slight increase in demand during the first phase becoming stable over the last few years. Increased use of public transport among students. 9 years of continuous operation of student passes. Reduction of CO2 emissions compared to other means of travel.

Demand for the pass:

2007/2008 academic year: 829 applications from a total of 12,002 students (6.90%)

2008/2009 academic year: 830 applications from a total of 12,004 students (6.90%)

2009/2010 academic year: 1,113 applications from a total of 12,952 students (8.59%)

2010/2011 academic year: 1,103 applications from a total of 13,870 students (7.95%)

2011/2012 academic year: 1,180 applications from a total of 14,465 students (8.15%)

2012/2013 academic year: 1,196 applications from a total of 14,807 students (8.07%)

2013/2014 academic year: 1,226 applications from a total of 14,913 students (8.22%)

2014/2015 academic year: 1,237 applications from a total of 15,309 students (8.08%)

2015/2016 academic year: 1,247 applications from a total of 15,191 students (8.20%)

Use of the bus among students – obligatory mobility surveys:

2007: 8%; 2009: 17%; 2010: 18%; 2011: 20.5%; 2012: 25%; 2013: 23.1%; 2014: 16%; 2015: 19%



Expense

0 €.



Financing

- In-house resources of the UdG Environmental Awareness Plan.
- Mobility area of the Girona City Council.
- Users.



Findings

- The resolution of environmental problems and proposals for environmental improvements should be approached from a wide, cross-sectional perspective and focused on sustainability.
- The actions (in this case, the improvement of mobility habits) should include benefits in various aspects (environmental, social and economic) and on different scales, aiding the global reduction of emissions greenhouse gases.

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Pictures




VINE A LA UdG EN BUS

100€

Preu targeta - curs acadèmic

SI ETS ESTUDIANT DE LA UdG aconsegeix-la als punts de venda següents :

- Campus Masillós: CMA, Centre d'Informació i Assessorament dels Estudiants
- Campus Orosco Centre: Convergència de la Facultat d'Enginyeria i Psicologia i Convergència de l'Escola Universitària d'Informàtica
- Campus Barri Vell: Àrea de Comunicació i Relacions Externes (Edifici de les Vil·les)
- Fundació Universitària de Girona: Informació i Transport
- Associació d'empresaris de Girona: Informació i Transport

Més informació a l'Àrea de Comunicació i Relacions Externes: spoc@upg.uqg.cat o al guàrdia comunicació udg.es

Consulta els horaris i serveis a www.gijonament.gi/tra






Fig 1. Campaign to promote the travel card

Links

<http://www.udg.edu/ov/mobilitat/abonament.htm>
<http://www.udg.edu/tabid/5766/Default.aspx>
<http://www.udg.edu/tabid/13812/Default.aspx>

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