


# Encourage the use of the bicycle

2010

 **University**  
Miguel Hernández University (UMH)  
**Country**  
Spain

**Location**   
Urban

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

**Mobility Organizational Structure**   
*Environment Office*

## Summary

At the beginning of the academic year an innovative step was taken to promote the use of the bicycle among the students and University employees. Each of the five UMH campuses was provided with a bicycle repair kit, improvements were made in the security of the bicycle parking area and a loan service implemented.

## Aims

The main objective was to promote the use of the bicycle as a sustainable means of transport among members of the University community.

An effort was also made to increase the awareness of the university community and society in general of the impact of making irresponsible and abusive use of motor vehicles.

Finally, the aim was to improve the mobility on different UMH campuses.

## Stakeholders

- Elche City Council.
- Intesa.
- Decathlon Elche.

## Background

The UMH and the city council present a model for sustainability based on accessibility to any place by bicycle in order to encourage students and workers to use them as an alternative to more contaminating vehicles.



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### Description

The Bicycle Maintenance Kit contains tools (spanners, Allen keys, a screwdriver), a pump, a box of patches, chain oil, a degreasing agent, a locking system, 'presta' valve inner tubes and car valve inner tubes. Annual revision and maintenance of the Bicycle Kit is provided.

The UMH has two BiciElx bicycle sharing stations, each with 20 bicycles that are revised and replaced every month.

Since its inauguration, the loan system has managed to become a widely known service among students and University staff, as shown by the annual usage figures. The usage records of the maintenance kits show their good acceptance.

The requests to increase the number of bicycle parking bays also confirm their use.

Furthermore, the UMH has a bike rack in front of each of its buildings, some fitted with video-surveillance cameras and others in a restricted access area.

Other activities performed included a campaign for the distribution and revision of the Bicycle Kit on all campuses, participation in European Mobility Week, a raffle of BiciElx passes and guided tours of the city to promote use of the bicycle.



### Indicators

- Bike rack occupation (%).
- Users per month of the bicycle repair kit.
- Attendance to UMH Mobility Workshop.



### Results

These measures have had an enormous social impact, with very good acceptance among the University community, providing users with more facilities and security when travelling from home to their respective campuses.

The bike racks have a mean occupation of 80% and the bicycle repair kit an average of 5 users a month and an attendance of 50 and 40 people on the first and second UMH Mobility Workshops. Furthermore, BiciElx had increased the points for hiring bicycles in the city of Elche from 14 to 31 in 5 years. This has increased the number of bicycles and users, reaching up to 3,000 users in the city.

 Expense

The cost for annual maintenance of the bicycle kit is 60€.

 Financing

The bicycle maintenance kits on all UMH campuses are revised every year by the Environmental Office and the costs assumed by the UMH.

The BiciElx stations and maintenance of the bicycles for hire are financed through Elche City Council and Intesa.

 Findings

Favour the University environment towards pedestrians and cyclists. Provide accessible transport to all. Reduce the emission of unhealthy pollutant gases and eliminate congestion and noise at peak campus entry and exit periods by reducing the use of more contaminating vehicles.

 Pictures



Fig. 1. Bicycle Maintenance Kit



Fig. 2. Video surveillance service for bikes

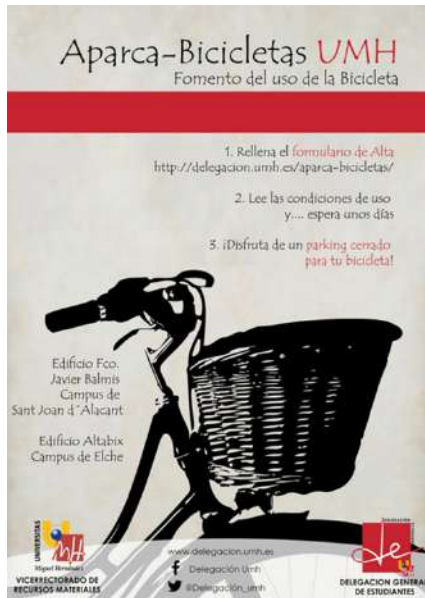
 Pictures


Fig. 3. Bike parking service



Fig. 4. Bike lane at Campus San Juan

 Links

- <http://umhsostenible.com>
- <http://www.umhsostenible.com/bicicleta>
- <http://www.bicielx.es/bicielx/>

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