

# Promotion of the new rabanales campus bicycle lane

2015

 **University**  
University of Córdoba (UCO)  
**Country**  
Spain

**Location**   
Peri-urban

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

**Mobility Organizational Structure**   
*Environmental Protection Service*

## Summary

After the opening of the section of bicycle lane connecting Córdoba city with the Rabanales University Campus, an intensive campaign was carried out to promote its use. This involved inviting the University community to the opening, travelling along the bicycle lane for the first time. It also consisted in creating a specific web page ([www.uco.es/carrilbicirabanales](http://www.uco.es/carrilbicirabanales)) with information related to the route including drawings, an audio-visual presentation and the organisation of guided tours to increase awareness of the lane.

## Aims

- Increase awareness of the existence of the bicycle lane to the Rabanales Campus.
- Promote the use of the bicycle.

## Stakeholders

- Board of Andalusia.
- Cordoba City Council.

## Background

Not available.



## Description

The activities performed were:

- The organisation of the opening ceremony for the bicycle lane, presented to the media, with the participation of the UCO management team, the City Council and the Board of Andalusia. The ceremony was followed by a guided tour along the bicycle lane with the participation of 100 cyclists from the University community.
- The design of a webpage with the following sections: "interactive map", "information about access at the start of the bicycle lane", "video of the route" and "programming guided tours".
- Regular guided tours of the bicycle lane to increase awareness of its access and layout.



## Indicators

- No. of bicycles on the campus: starting one month before the opening of the bicycle lane (January 2015) a monthly count was made of the number of bicycles parked on the campus.
- A security camera was installed at the campus entrance of the cycle lane at the beginning of the 2015-16 academic year. This enabled an estimate of the number of bicycles entering and leaving the campus and determine the use.
- Modal distribution: Every year the University community is subject to a survey to provide information on the use of different means of transport to access the campus.
- No. of visits to the webpage and views of the audio-visual presentation.



## Results

- About 100 people participated in the opening ceremony and later rode along the cycle lane.
- More than 15 articles in the press.
- By November 2016, there had been 4,728 visits to the webpage and 1,615 views of the video about the route.
- The counters and indicators estimating the use of the bicycle lane indicate a clear upward tendency.

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 Expense

Without cost as it was constructed using in-house human resources and technicians.

 Financing

Not applicable. No specific expense is involved.

 Findings

- Achieving high drawing power and impact in the press generates very positive inertia.
- Inter-institutional collaboration is fundamental for the promotion of actions related to sustainable urban and inter-urban mobility.
- When designing an informative webpage, it is interesting to make a previous diagnosis of the needs and interests of potential users.
- Actions such as guided tours should be optimised so that the resources are used profitably.
- The identification and evaluation of real, simple and viable indicators strengthens decision-making.

 Pictures



Fig. 1-2. Opening of the cycle lane to the Rabanales Campus

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### Pictures



Fig. 3. Guided tour along the Rabanales Campus bicycle lane



Fig. 4-5. Webpage and audio-visual presentation of the Rabanales Campus cycle lane

### Links

- <http://www.uco.es/servicios/dgppa/index.php/proteccion-ambiental/transporte-sostenible/261>
- <https://www.youtube.com/watch?v=xYOIFJZLvi8>
- [Andalusian Plan for the Bicycle](#)

### Contact person

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