

Appointment of a mobility manager: surveys and collection of data on mobility


2012

 **University**
Politecnico di Torino

Country
Italy

Location 
Urban city centre

Size 
30,000 – 40,000

Mobility Organizational Structure 
Mobility team or mobility manager

Summary

Three main survey campaigns have been proposed in recent years (2012-2017) to the staff and, in one case, to the students of the Politecnico di Torino. Together with the main travel habits (daily trips, distances, travel mode, etc.) which characterise the respondents, it has been possible to analyse specific aspects related to a possibly more sustainable mobility, such as the use of electric vehicles (both FEV or full electric and PHEV, i.e. plug-in hybrid cars) or the interest in the provision of a car sharing service.

Aims

The proposed surveys aim at investigating the mobility habits of people working at and attending the University main site, namely during their journeys from home to University and vice-versa. Special attention has been devoted to the interest towards more sustainable transport modes or applications mainly for students, such as plug-in (hybrid) vehicles, public transport (including innovative ticketing solutions and benefits for the yearly subscribers), car and bike sharing, private bike users. The knowledge of the actual usage of internal parking areas, both for cars and for bicycles - by using bike-racks - is a goal too.

Stakeholders

Mobility Manager plus Logistics Office of the University and Welfare Office of the University; external: public transport providers, road transport service providers.

Background

Our University site attracts each day more than 15000 people, it can reach up to nearly 30000, which includes a part of the 36000 students, as well as professors, researchers, contract researchers, technical and administrative staff (approx. 600 people). This large quantity of people use different transport modes in their daily journeys and it is, therefore, necessary to investigate their mobility habits. The goal is to understand which might be the most interesting and effective actions to propose in order to address a more sustainable mobility.

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Description

Three different surveys have been presented to personnel and students in the last years. In Autumn 2012, personnel (professors, researchers, PhD students, technical and administrative staff) were asked to answer a questionnaire mainly based on their daily travel habits (distances, mode) and their attitude towards the use of electric (hybrid and full electric) vehicles. In Autumn 2016, as a follow up to the previous questionnaire, another survey was launched.

The main goal has been to investigate the possible migration towards electric vehicles among those people using the car in their daily journeys and the consequent installation of charging equipment inside parking areas of the Politecnico di Torino. Some technical aspects related to the daily mobility of the respondents have been analysed and useful feedback provided.

The goal is to give each of the users, a specific economic and energy-consumption oriented comparison between their present car usage and a potential benefit deriving from a change to electric or hybrid vehicles. At the same time, interesting feedback on the potential demand for charging points inside the University site can be derived.

A further survey to both staff and students was carried out in Autumn of the academic year 2016/17. The main focus being to measure the interest of car sharing and car pooling for travel mainly within the metropolitan area of Turin.



Indicators

Data relating to: parking areas for cars and related usage, racks for bicycles and related usage, yearly subscriptions to public transport, numbers of possible charging points, modal share for daily commuting, distances covered daily.



Results

Thanks to the data collected through the surveys, interesting observations and feedback have been obtained and provided on the attitudes towards mobility of a great number of people. This data can be, and is, used to propose targeted actions aimed at promoting more sustainable travel (e.g. specific subsidies for public transport, electric vehicle charging points, available protected parking areas for cars and bicycles, evolution of the staff smart cards integrated with public transport and shared services for mobility).



Expense

From 10,000 to 25,000 Euros.



Financing

- Budget of the principally involved department (DIATI).
- Budget of the Welfare and Logistics Offices of the Politecnico di Torino.



Findings

Interesting feedback on the attitude towards mobility of people from our University (Politecnico di Torino, with a main campus and four smaller ones in terms of daily numbers of entrances and exits), with a specific focus on more sustainable transport modes.



Pictures



Fig. 1. Usage of bike racks at the Politecnico d Torino, an example



Fig. 2. Bike sharing outside the main site of the University

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Pictures



Fig. 3. Surveys on Public transport usage (e.g. a picture of the waiting time of PT services at a bus stop close to the Politecnico di Torino)



Fig. 4. Internal parking areas

Links

- http://www.campus-sostenibile.polito.it/sustainability_fields/mobility_and_transport

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