

### Max. 1,500 words.

<b>University</b>	University of Jaén
<b>Title</b>	Hack the city: change your city from mobility
<b>Date of implementation</b>	September 2016 – today
<b>Aims</b>	<ul style="list-style-type: none"> <li>- Engage university community to explore proposals and solutions for mobility</li> <li>- Promoting of alternative ways of transport</li> <li>- Allowing students, teachers and other workers at the university to experience e-bike as valid transport solution in a city with slopes like Jaén</li> <li>- Show to the citizens that e-bikes is a nice alternative for urban mobility</li> </ul>
<b>Background</b>	<p>Previous attempts to introduce bikes in the city of Jaén have been unsuccessful mainly due to the orograhpy of the city, with many and long slopes. Actually, the university campus is located in the lower zone of the urban area, so to get into the city center you have to climb up for more than three kilometers. Electric bikes are a feasible solution for fast, green and cheap mobility. Furthermore, there are no continuous bike path and many students come from villages nearby.</p> <p>Therefore, in the city of Jaén, bikes are not seen as an alternative for urban mobility. Though, the community of workers and students at the university of Jaén could become a model to follow if a critical mass of people shows that using e-bike as means of transportation is possible, comfortable and agile. The bike is noise-less, healthy and cheap in terms of buying and maintenance.</p>
<b>Description</b>	The "Hack the City!" programme joins the effort of the townhall of Jaén (encouraging them to create new bike paths), the transportation consortium (funding bikes and installing bike racks in buses) and provincial government (funding batteries and maintenance). Under the coordination and promotion of

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	<p>the Vice Chancellor of Planning, Quality and Social Responsibility, the programme is a great opportunity to make visible the use and advantages of e-bikes. New bikes are added to our park every year, starting with 10 of them the first one. So, instead of enabling a renting scheme which would have had lower impact in those initial stages, we went for a more educational approach.</p> <p>The programme consists of a contest to propose innovative and creative solutions to mobility for university members. Best ideas are selected and a bike is offered for free for the whole academic year, to test and use them. At the end of the course, those who have implemented as far and as best as possible their original proposals are awarded with the bike lended, so they become fully owners of it.</p> <p>Through the course of the first three editions, the proposals that competed for bikes explored new approaches to traffic, bike parkings, monitoring devices, engaging campaigns, cultural activities, health studies, security issues and many more. We have learn from all those approaches and some of them are now taken into consideration in future strategies and actions for sustainable mobility.</p> <p>Another important impact is that the programme has become a common ground for discussion and meeting for all the public administrations involved. Actually, mobility plans are being developed by the consortium and by the university itself.</p>
<p><b>Indicators</b></p>	<ul style="list-style-type: none"> <li>- 3 consecutive editions (Courses 2016-17, 2017-18, 2018-19)</li> <li>- 7 proposals presented in 2017</li> <li>- 8 proposals presented in 2018</li> <li>- 10 e-bikes lended in 2016</li> <li>- 17 e-bikes lended in 2017</li> <li>- 32 e-bikes lended in 2018</li> </ul>

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	<ul style="list-style-type: none"> <li>- Number of bike users in the campus from 3 in 2016 to more than 40 in 2018 (and growing)</li> </ul>
<b>Expense &amp; Financing</b>	<p>10.000 € per year</p> <p>33% funded by the Consorcio Metropolitano de Transportes del Área de Jaén</p> <p>33% funded by Diputación Provincial de Jaén</p> <p>33% funded by Universidad de Jaén</p>
<b>Conclusions and Lessons learnt</b>	<p>It is difficult to produce a change in the way we move to the campus. It is hard to convince students and workers to leave the car in favor of a more sustainable manner like riding a bicycle. The government of the city has certain resistance to improve the network of bike paths across the city. A perverse situation was recognized: people do not use the bike because the infrastructure (parkings, dedicated paths...) are not satisfactory, and the investment in those infrastructures is not promoted because few users are demanding them. Therefore, the solution was to work on the side of the equation where the university had major influence: their community. E-bike has been proved to be a real and feasible solution for mobility in our urban area, as all the testimonials collected and the indicators evaluated report. E-bikes are not seldom seen now in the city and more and more students are interested in the programme. We have started a four-months renting line and the demand is higher than expected. We are improving our parking places (two new ones this year and a big-one for the next year in the middle of the campus).</p> <p>The compromise of our sponsors stays across different editions and new possibilities are being considered like funding for winner ideas to become real, entanglement with Ciclogreen programme and others.</p> <p>We have learnt that the process is slow, because we have started with non-existent culture of bike riding for mobility, but that is changing, with a growing rate of conversions.</p> <p>Hack the city is in its way to its objective: change the city (and its citizens) from mobility.</p>