

Max. 1,500 words.

University	University of Cantabria (UC)
Title	University of Cantabria's Cycling Mobility Plan (PMCUC): Electric bicycle loan service
Date of implementation	From 2015 to the present day
Aims	1) Promoting healthy lifestyles among the university community. 2) Contributing to the conservation of the environment through the promotion of more sustainable means of transport, alternative to the car.
Background	<p>The UC has carried out actions in relation to sustainable mobility and the promotion of alternative means of transport to the car.</p> <p>Urban transport scholarships. The UC established a collaboration agreement with Santander City Council in the academic year 1987/1988. This agreement is still remained in force today, and annually offers 500 urban transport scholarships that allow unlimited trips during working days.</p>
	<p>Ecocampus Office. It was created in 2011/2012 to promote the participation of the university community in the development of proposals and solutions to improve the environment. One of its lines of work is sustainable mobility.</p>
	<p>"Shared car" program. In 2011, an online system was launched to promote car sharing among the university community as a cheaper and greener alternative.</p> <p>Participation in the Santander City Council's Cycling Mobility Plan. The UC and Santander City Council have promoted the development of technological innovations in relation to cyclist mobility, in order to set the routes using mobile applications. The Plan included several bicycle lanes that connect the city with the university, something that greatly facilitates the use of the bicycle.</p>
	<p>Bicycle rental. The UC promotes the bicycle rental service TusBic of Santander City Council. There are 200 bicycles on loan distributed in 16 stations, 2 of which are on the UC campus.</p>



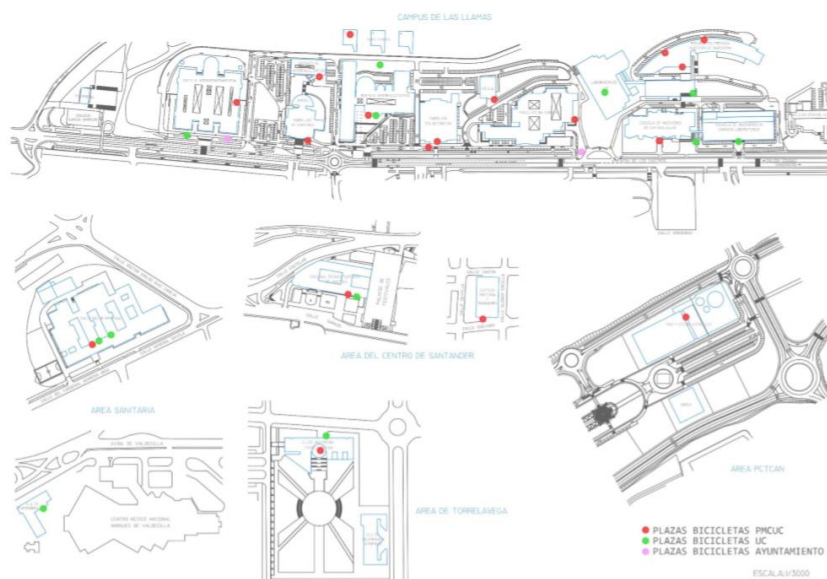
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	<p>European Mobility Week. Bike rides were organised in 2012.</p> <p>"Bike Day". Between the academic year 2012/2013 and the academic year 2015/2016, one day a week was held between April and June, supervised by monitors to promote the use of bicycles as a means of transport.</p> <p>Bicycle repair project on the Torrelavega campus. In 2013, the UC repaired the bicycles of the Torrelavega Town Hall Loan Service with a view to their subsequent use, in order to promote the bicycle as an alternative means of transport in this municipality.</p>	  																					
Description	<p>In 2015, the University of Cantabria through the Service of Physical and Sporting Activities in collaboration with the Department of Universities and Research, Environment and Social Policy of the Government of Cantabria, began to work on the "Cycling Mobility Plan of the University of Cantabria" (PMCUC).</p> <p>The UC carried out a survey to assess the starting situation in order to find out about the habits and possibilities of using the bicycle as a means of transport.</p>																						
<p>The Free electric bicycle loan service was launched in 2015. It started with 17 bicycles in 2015, by 2018 there are already 30. The loan period, which started at 15 days, was extended to one month in 2016. From 2017, and considering the high demand from old users, it was decided to reserve 6 bicycles for new users, a figure that rises to 20 in 2018 to increase the number of users of this service.</p>																							
<table><tr><th>Year</th><th>Nº of bicycles</th><th>Users</th><th>New users</th></tr><tr><td>2015 (7 months)</td><td>17</td><td>224</td><td>159</td></tr><tr><td>2016</td><td>23</td><td>177</td><td>84</td></tr><tr><td>2017</td><td>24</td><td>236</td><td>124</td></tr><tr><td>2018</td><td>30</td><td>278</td><td>159</td></tr></table>				Year	Nº of bicycles	Users	New users	2015 (7 months)	17	224	159	2016	23	177	84	2017	24	236	124	2018	30	278	159
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The number of **bicycle parking areas** has progressively increased, accommodating more bicycles as their use increases. Due to the frequency of rainy days in the region, a large part of bicycle parking areas (about 50%) were installed in covered areas.

The distribution of the enclosures in the buildings is indicated below:



The UC offers **free workshops** on the use and maintenance of bicycles open to all citizens.

The *bicycle initiation workshops* last 4 hours and are aimed at people who are new to the world of cycling. The *improvement workshops* last 6 hours and are designed for regular users to improve their bicycle maintenance skills.

In 2017, a **system of Challenges and Rewards** was initiated through the *Ciclogreen* platform to reinforce the use of sustainable movements (cycling, walking, running, skating). Through the "Unican Challenge" program, registered users are making challenges with which they are achieving direct rewards (T-shirts, breakfasts) and entering the draw for various prizes, highlighting the final draw for an electric bicycle.


The participation of the university community in the programme has been a success and over the two years it has been running, more than 300,000 km has been covered, of which 220,000 km have been done by bicycle. These journeys have avoided the emission of 72,626 kilograms of CO₂.

Year	Users	km travelled	km by bicycle
2017	404	146.914 km	97.680 km (66,5%)
2018	730	154.884 km	120.711 km (77,9%)
2019	Started with 964	-	-

Indicators

The results show that the majority of those surveyed live between 1 and 5 km away, more than 45% travel by car to university, although 38% of them are willing to change their transport habits. Those who come by bicycle do not reach 4%, although 60% have one, and 31% would be willing to use it in the future. Bicycle lanes, covered car parks, guarded parking and aids for buying bicycles are the greatest demands.

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	<p>Actions from the Ecocampus Office</p> <p>In 2018, the UC through the Ecocampus Office, joined the UMob project in its modality of maximum commitment, level 3.</p> <p>A mobility survey was carried out to diagnose the habits of the university community. A comparison with that carried out in 2015 shows that the use of the bicycle as a means of transport to access the campus seems to be becoming more common. Thus, if in 2015, 3.8% of those surveyed stated that they used the bicycle as a means of habitual transport, in 2018, 10.3% stated that they used the bicycle to go to the campus, of which 1.9% used it as their only means of transport. In addition, through the surveys of electric bicycle users, between 2015 and 2018, 12.33% stated that they use the bicycle as a normal means of transport to get to the campus.</p> <p>Dissemination campaigns were carried out through social networks about sustainable mobility and participation competitions were held within the scope of UMob.</p> <p>An electric bicycle was purchased for their trips around the campus giving an example of the use of this transport among the university community.</p> 																																													
Expense & Financing	<p>Financing</p> <p>The funding obtained through the agreement with and in collaboration with the Ministry of Universities and Research, Environment and Social Policy of the Government of Cantabria has resulted in an income of 30,000 euros in 2015 and 20,000 € in the following three years, a figure that has been supplemented with income from the UC itself.</p> <p>Expenses</p> <table><tr><th>Concept/year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th></tr><tr><td>Local conditioning for storing & maintaining electric bikes</td><td>4,660€</td><td>-</td><td>-</td><td>-</td></tr><tr><td>Insurance, electric folding bicycles, padlock and marking</td><td>19,559.8€</td><td>9,604.8€</td><td>9,213.57€</td><td>4,234.17€</td></tr><tr><td>Bicycle holder and installation</td><td>4,390€</td><td>676.39€</td><td>2,101.34€</td><td>636.10€</td></tr><tr><td>Maintenance and repair material</td><td>3,500€</td><td>4,878.81€</td><td>8,986.07€</td><td>10,439.27 €</td></tr><tr><td>Dissemination and theoretical and practical conferences</td><td>1,150€</td><td>-</td><td>412.49€</td><td>432.64€</td></tr><tr><td>Maintenance workshops and "bike day".</td><td>1,025€</td><td>1,025€</td><td>475€</td><td>475€</td></tr><tr><td><i>Ciclogreen</i></td><td>-</td><td>4,840€</td><td>-</td><td>6,171€</td></tr><tr><td>TOTAL</td><td>34,285€</td><td>21,025€</td><td>21,188€</td><td>22,389€</td></tr></table>	Concept/year	2015	2016	2017	2018	Local conditioning for storing & maintaining electric bikes	4,660€	-	-	-	Insurance, electric folding bicycles, padlock and marking	19,559.8€	9,604.8€	9,213.57€	4,234.17€	Bicycle holder and installation	4,390€	676.39€	2,101.34€	636.10€	Maintenance and repair material	3,500€	4,878.81€	8,986.07€	10,439.27 €	Dissemination and theoretical and practical conferences	1,150€	-	412.49€	432.64€	Maintenance workshops and "bike day".	1,025€	1,025€	475€	475€	<i>Ciclogreen</i>	-	4,840€	-	6,171€	TOTAL	34,285€	21,025€	21,188€	22,389€
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Conclusions and Lessons learnt	<p>Conclusions</p> <p>The use of the bicycle as an alternative means of transport is gaining presence within the university community thanks to the momentum of recent years.</p> <p>Encouraging the use of the bicycle over other less sustainable means of transport is a task that can be more effective if users are allowed to try it first. This task, which at the University of Cantabria has been facilitated by means of bicycle outings and, above all, the loan of electric bicycles, together with continuous work to disseminate and show the benefits, both physical and environmental, which has meant a revulsion for part of the users to change their usual means of transport, as evidenced by the surveys carried out.</p> <p>The complementary measures that facilitate its use, such as the availability of bicycle lanes and bike racks, or those that promote it through challenges and raffles, are as effective as or more effective than the above and are an important support for the implementation of a project such as this.</p> <p>Lessons learnt</p> <p>The success of the project is the sum of small actions that are superimposed and related over time and in which various actors participate.</p> <p>The experience of borrowing electric bicycles facilitates contact with this means of transport and is a way for users to experience the effort, times and routes that can take them to move by this means.</p> <p>Complementary support measures (infrastructures, workshops, challenges and raffles) together with awareness of the environmental and physical benefits of using a sustainable means of transport is as effective as facilitating its use.</p> <p>Surveys are a good instrument both to test the success of the measures applied and to collect the demands and suggestions of users.</p>
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