

GOTOUNIBO – A data collection on attitudes and behaviours to support academic policies on sustainable mobility

2017



University

Alma Mater Studiorum - University of Bologna

Country

Italy

Location



Bologna , Forli city, Imola, Cesena, Faenza, Rimini, Ravenna

Size



80,000 students and 6,000 staff unit

Mobility Organizational Structure



Architecture and Sustainability Administrative division



Summary

GOTOUNIBO is an online survey for the analysis of home-university mobility patterns, which involves all the categories that work or study at the University of Bologna. The aim of the survey is to gather useful information to guide future mobility management policies and encourage a behavioural change of academic commuters towards the adoption of more sustainable modes.



Aims

- To reduce pollution produced by cars and private transportation.
- To increase public transport utilisation.
- To improve cycling and safe cycling.
- To increase the use of electric vehicles for institutionalised purposes.



Stakeholders

- Municipality of Bologna - Sustainable mobility department.
- Metropolitan city of Bologna.
- TPER – Public transportation company.
- Trenitalia – Railways and train Regional company.



Background

The initiative is based on national and local regulations: Ministry Act "Decreto Ronchi" of 27 March 1997 regarding emissions reduction in home-work transportation; Mobility Management Agreement 2018-2021 between Municipality of Bologna and University of Bologna.



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Description

The University is aimed to develop sustainable urban mobility with low environmental impact. To reduce atmospheric emissions, the University of Bologna promotes the use of public transport, cycling and low-impact forms of mobility for commuters home-work/study, in line with the SDGs 9, 11 and 13.

Since 2006, through the application of an online questionnaire addressed to the entire staff and students, quantitative and qualitative data on their modal choices have been collected. The analysis of such data enabled the development of the strategies that are included in the annual planning document "Commuter Plan for Home-Work / Study mobility" and shared with the Municipal Administration.

In 2017 the GOTOUNIBO survey was renewed to monitor home mobility University in all categories who work or study at the University of Bologna. The objective of the investigation is to obtain useful information to guide and evaluate mobility management policies, as well as to improve mobility conditions of the working staff and students. Furthermore, in 2019 GOTOUNIBO has been given even more relevance to the contribution of its participants, presenting the report for the first time with all their comments on sustainable mobility in the University. The questionnaire consists of 64 items, divided in the following 12 sections.

1. Information concerning the role in the University, the main office of study/work, the place of departure, the total time spent and the related economic cost of the travelling to University campuses.

2. The trip chain, which describes modal choices (unimodal vs multimodal). In the section dedicated to the trip chain it has been analyzed also weather impact on transportation choices.

3. Reasons of private vehicles utilisations.

4. Costs related to parking and fuel consumed (for cars and / or scooters) or to the vehicle maintenance (bicycle).

5. Satisfaction about the travel.

6. Mobility availability and properties (even included public transportation annual ticket).

7. Values associated to the use of alternative mode of transportation and personal orientation to sustainable mobility.

8. Attitudes and opinions about the different modes of transport, and regarding the topic of sustainable mobility.

9. Habits related to the transport modes.

10. Intervention to be given higher priority according to the participant's opinion.

11. Organizational climate for sustainability.

12. Socio-demographic information.



Indicators

- Number of campuses or university sites.
- Number of structured staff (professor, researcher and administrativ staff).
- Number of not structured staff (temporary researcher or professor).
- Number of overall students (of any degree).
- Number of car- parking lots.
- Number of motorcycle parking lots.
- Number of bycycle parking slot.
- Number of cars possessed by University for institutionalised uses.
- Number of bycycles possessed by University for institutionalised uses.
- Car used /100 staff unit
- Motorcycle/100 staff unit
- Bicycle /100 staff unit
- PT users /100 employees (urban + suburban) (5)
- City bus users/ 100 employees (6)
- Suburban bus users/ 100 employees (8)
- Train users/ 100 employees (9)
- Walking/100 employees (10)



Results (comparison 2016-2019)

- 17 – 17
- 5.716 – 5.800
- 3.458 – 4.000
- 80.549 – 82.000
- 1.268 – 1.000
- 306 – 250
- 6333 – 7000
- 62 – 50
- 6 – 100
- 12% – 10%
- 3% – 2%
- 16% – 20%
- 19% – 30%
- 24% – 30%
- 40% – 40%
- 32% – 40%
- 17% – 17%

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Expense

From 0 to 10.000 €. To improve Public Transportation annual subscription at low price for students and staff: 2,500,000 €
To improve electric cars fleet: 700,000€



Financing

Internal finance
External financial avenue by Multicampus private and public partners

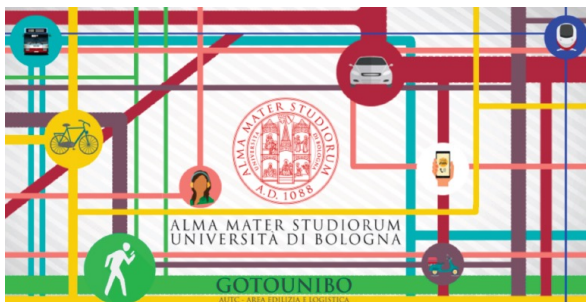


Findings

The revised version of the online survey has improved the response rate, collecting data from more than 10,000 participants vs 86,000 overall units of students and staff population.



Pictures



Links

<https://site.unibo.it/hfrs/en/projects/gotounibo>
<https://site.unibo.it/multicampus-sostenibile/it/questionari/il-questionario-sulla-mobilita-per-lo-spostamento-casa-lavoro-studio>



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