

Promotion of the use of the bicycle in the Miguel Hernández University

2016



University

Miguel Hernández University (UMH)

Country

Spain

Location



Size



Mobility Organizational Structure



Summary



Aims

Design and carry out a global plan to encourage the use of bicycles among students and staff of the university in daily commute to the campus and inside the campus, as an alternative to other more polluting vehicles.



Stakeholders



Background

A large number of people chose the private car to go the campus due to the lack of infrastructure to leave the bicycles and the lack of measures against theft of bicycles.



Description

The Miguel Hernández University of Elche (UMH), presents a sustainability mobility plan based on accessibility to any place through the use of bicycles. From 2016 to 2018, the following actions and infrastructures have been developed for the use and accessibility of bicycles:

- In all campus of the UMH they have repair kits for bicycles, being its use completely free. Explanatory videos have been disseminated on the website on how to manage breaks, punctures, etc.
- The UMH has a service that guarantees greater safety in the bike parks thanks to the video surveillance cameras installed, in addition there are cages for parking closed bikes with opening encoded by a personal identification card.
- Bicycle parking have been placed in all the buildings, some of them inside the building to increase security.
- There is a bicycle loan service at the Elche campus of the UMH.
- 30 bicycles were purchased for the staff mobility inside campus.
- "Biciregistro" has been implanted for the first time in a university. It is a national bicycle registration system with the aim of facilitating the identification of bicycles. An adhesive labels are fixed to the frame of the bicycle, made of a material that is very difficult to

destroy, while leaving a permanent mark on the bicycle. Police have access to the database, allowing the localization of the owner in case of theft.

In other hand, to raise awareness and implement these actions:

- The University has participated in the initiative "30 days by bike" developed during April 2018, to promote the daily use of the bicycle.
- In relation to this initiative a cyclist Gymkhana was proposed a in the Sustainable Week UMH.
- Currently images are projected on all UMH campus televisions with short announcement about the importance to move by bike and the benefits related with sustainable transport.
- To encourage mobility, a contest has also been held different products under the hashtag #MovilidadSostenibleUMH in social red. The aim of this contest was to reward the members of the university community who made use of sustainable transport. Different categories were created for people who moved on foot, by bicycle, by train, bus or carpool.
- From the environmental office of the UMH, informative emails have been sent with all the activities proposed for the promotion of the bike to workers, students, alumni and entities.



Indicators

- Percentage of people who use the bike.
- Number of people who use the "BiciElx" bike loan service in the city.
- Number of subtractions of bikes on campus.



Results



Expense & Financing

- Different departments of the UMH and the city Town Hall are involved.
- 11.700 euros aprox. provided by the UMH, and the city Town Hall provided the bicycle loan service.

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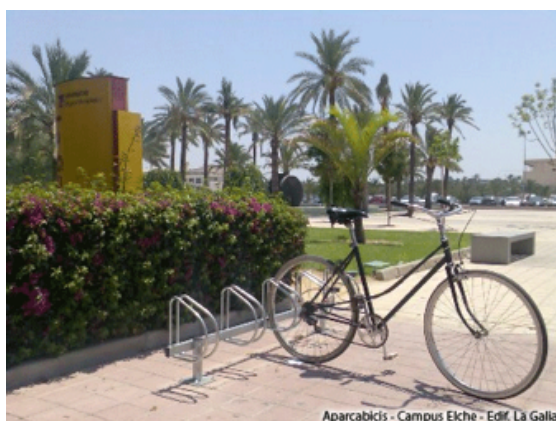
Conclusions and Lessons learnt

The set of implemented measures, supposes an important environmental benefits: the university atmosphere is improved for the pedestrian and the cyclist, making the transport accessible for all, the emissions of polluting gases and of greenhouse effect are reduced harmful for the health and the congestion is eliminated and the noise in rush hour of access and exit of the campuses reducing the use of the most polluting vehicle.

Based on the measures adopted, it has been verified that the UMH bicycle parks maintain a high occupancy of 80%, and the bicycle repair kit of each campus has an average usage of 5 users per month. The different editions of the mobility contest have had an average participation of 40 people. These data indicate a high use of the bicycle as a means of transport and an increase in awareness of its use among the university community.

As future improvement actions, a study of mobility patterns and ecological footprint is being developed in all the campuses of the university to evaluate the acceptance and reception of the implemented measures.

Pictures



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Pictures



Links

<https://www.umhsostenible.com/bicicletas/>

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