



smarter travel AWARDS 2017



UNIVERSITY of LIMERICK
OILESCOIL LUIMNIGH

Introduce the nominated individual/ group

The University of Limerick Smarter Travel Team consists of Ross Higgins and Seán Collins. Ross and Seán are Smarter Travel Coordinators whose duties are to promote smarter travel to the UL campus community. UL is unique, having two dedicated coordinators who implement a range of measures to support sustainable commuting among staff and students. Ross & Seán coordinate the annual travel surveys which form the basis of the Campus Travel Plan. This live document reflects the up-to-date mode share among staff and students travelling to UL and sets-out targets and actions to be implemented each year.

Travel Plan Targets

The main targets were to create a smarter travel culture on campus; to open people's eyes to alternatives to single-occupancy driving; to monitor the travel patterns of the campus community; to actively incentivise the use of sustainable commuting modes; and, following extensive research, to work to break down the barriers to smarter travel.

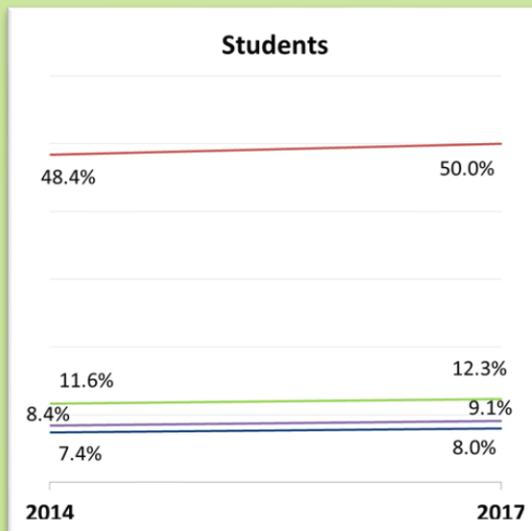
To create a smarter travel culture we aimed to:

- continue with the free bicycle maintenance offer;
- roll out a range of fleet bikes;
- offer a range of incentives to encourage smarter travel through coffee mornings to month-long challenges;
- introduce smarter travel projects into the curricula of more courses;
- promote road safety and
- disseminate smarter travel related information through publications, social media, websites and through face-to-face engagement.

By association with Limerick Smarter Travel, UL is the smarter travel demonstration campus. Therefore, we aimed to continue sharing our experiences at seminars, conferences and networking events.

Specifically, aims presented in the Campus Travel Plan towards 2017, which outline a trend away from single-car occupancy driving towards sustainable forms of travel, are as follows:





We also aimed to achieve An Taisce Green Flag status in 2015.

Results

Major Awards

1. In November 2015, the ULST Team was awarded Best Implementers for coordinating the Student Cycling Challenge in UL;
2. In October 2015, UL was also awarded the Green Flag by An Taisce's Green-Campus programme in recognition for initiatives carried out in Energy Conservation, Biodiversity and Travel & Transport.
3. UL won the RSA Leading Lights Award for promoting road safety to the campus community (2015 & 2016). Added to the award in 2014, UL achieved the 3-in-a-row.
4. In November 2016, UL won a Green Gown Highly Commended Award in the Best Newcomer Category for work done promoting smarter travel to staff and students.
5. The roles of two smarter travel coordinators dedicated to the promotion of smarter travel were made permanent in December 2015. The coordinators are fully integrated with the Buildings & Estates Department allowing for greater access to University resources.

Challenge Results

Challenges, particular team-based ones, are an effective way to promote positive habits. Therefore, we coordinate a number of challenges and have been rewarded with good participation rates and numerous prizes.





smarter travel AWARDS 2017

Challenge	Results
2015 Student Marchathon Challenge	22x3 = 66 participants); 14 prizes awarded to UL students
2015 Staff Cycle Challenge	5x3 = 15 participants; UL team won overall national prize
2015 UL Smarter Travel Challenge	15x3 = 45 participants
2015 Pedometer Challenge	15 teams, 80 participants; UL Team finished 5 th
2015 Student Cycling Challenge	9x3 = 27 participants; UL teams awarded first and second place, ULST won Best Implementers Award.
2016 Student Marchathon Challenge	22x3 = 66 participants; UL team finished runners up with 10 UL teams recipients of prizes
2016 UL Smarter Travel Challenge	16x3 = 48 participants
2016 European Cycle Challenge	UL Buildings & Estates Team won Best Limerick Team Award
2016 Pedometer Challenge	10 teams, 43 participants

Travel Survey Results

Between 2014 and 2016, the proportion of staff members commuting by walking increased from 8.3% to 12.3% and the proportion of students walking went from 48.4% to 44.4%; the proportion of staff cycling went from 11.6% to 7.7% and that for students cycling remained unchanged. Positively, the bus mode share increased among staff and students going from 3.6%-4.8% for staff and 8.4% to 9.0% for students. The car passenger figures went from 5.9%-4.5% for staff and from 7.4% to 7.6% for students.

Curriculum

We inculcated a smarter travel culture by including projects into the curricula across numerous courses.





smarter travel AWARDS 2017

How results were achieved

Support from UL President, Don Barry, led to the commitment by the University to engage in smarter travel promotion and the signing of the Smarter Travel Charter is seen as the formalisation of this promise.

An Action Plan was developed following comprehensive research from such sources as community engagement events; focus-group meetings; study of exemplar smarter travel campuses; learning from the Smarter Travel programmes and UL Travel Surveys.

The Action Plan guided the implementation of the following:

1. Events

- 1.1. Semester-start events (3,500 visit stall each September);
- 1.2. Smarter Travel Campus Events;
- 1.3. Light up your Life LED-Lights-giveaway (2015&2016) (3,000);
- 1.4. European Cycling Challenge (2016);
- 1.5. UL Safety Week;
- 1.6. Presented at the ITRN Conference (2015&2016) - Presented Papers:
 - 1.6.1. Reflections on Winning the ST Campus of the Year Award (2015-RH&SC)
 - 1.6.2. The Ladies' 4-week Cycle Challenge (2015 - AO'C&RH)
 - 1.6.3. Feasibility Studies for Bike-Share Schemes (2015-LO'R&RH)
 - 1.6.4. Results of ST Investment in UL (2016-RH&SC)
 - 1.6.5. Reflections on winning the Leading Lights Award (2016-RH&SC)
- 1.7. Presented at seminars;
- 1.8. First Seven Weeks Programme (September annually);
- 1.9. Cycle Tours (~4/semester)
- 1.10. UL Smarter Travel Champions Awards
- 1.11. Smarter Travel Challenge (2015&2016) and
- 1.12. Nation schools bike tours of campus.

2. Initiatives

- 2.1. Free Bike Doctor service (50-60 bikes serviced each week);
- 2.2. Safety items giveaway;
- 2.3. ULST Fleet Bikes;
- 2.4. Smarter Travel in the curricula;
- 2.5. Free towels for commuters;
- 2.6. Pop-up bike shop with buy-back option;
- 2.7. Cycling Training (2015 & 2016);
- 2.8. Promoting carsharing.ie UL Group (2015 & 2016)





- 2.9. Pumps at receptions;
- 2.10. Environmental Society set-up with transport officers appointed;
- 2.11. Wayfinding campus models, applications and totems;
- 2.12. Presidents Volunteer Award – student helpers and
- 2.13. Facilitating smarter travel videos for media awards.

3. Publications / Online Media

- 3.1. An Focal articles (student newspaper);
- 3.2. Pocket-sized UL Journey Planner (7,000 annually);
- 3.3. 7 Tips for Cycling in UL leaflet (7,000 annually);
- 3.4. "I Cycle to UL because..." cycling champions poster campaign;
- 3.5. ULST website (ul.ie/gettingaroundcampus)
- 3.6. UL Green Campus Blog;
- 3.7. LST Facebook page;
- 3.8. Road Safety Message Campaign (2016);
- 3.9. Smarter Travel video to Green Gown Awards and
- 3.10. Why Cycle To UL Video (Feat. Pres. Don Barry and SU mascot – ~2500 views)

4. Physical Infrastructure

- 4.1. Covered bicycle parking
- 4.2. Decentralisation of free car parking and
- 4.3. Cycle lanes upgraded with maintenance

Colleagues/ students involvement

As part of the B&E Department, the ULST team has permissions to:

- email campus community about initiatives and events;
- set-up stalls and organise events;
- distribute ULST leaflets,
- co-ordinate with Orientation Week coordinators, International Education Division, ULSU and First Seven Weeks;
- contribute to Green Flag status for the University;
- meet staff and students from a centrally-located office and
- collaborate with the *UL Visitor Centre*.

ULST collaborates with the ULSU and the First Seven Weeks Programme in the promotion of events to their 24,500+8,000 Facebook followers respectively. ULST provides the SU with support for events such as during the SU-organised UL Safety Week.

Every Tuesday a Smarter Travel stall is set-up. From this stall:

- the Bike Doctor provides free services (~50-60 bikes people are served);
- the ULST Team and student volunteers engage with staff and students about their

travel options;

- we distribute information about traveling to campus and
- we hand out RSA high-vis gear.

Smarter Travel, incorporating travel, safety, health and well-being has been introduced in curricula particularly by the Civil Engineering programme. In the Transport Engineering module, students are tasked with computing the expected modal shift based on the introduction of a proposed transport system linking UL to the city.



Staff and students at UL lining up ahead the Campus to City Bike Tour organised each semester.



Cycling training classes organised by the Physical Education and Sports Science Department and the UL Smarter Travel Team.



smarter travel **AWARDS 2017**



Free bike mechanic service organised weekly by the UL Smarter Travel Team.



UL winning a highly commended award in the Best Newcomers Category at the Green Gown Awards in November 2016.





Events

1.1, 1.2, 1.3, 1.3.1, 1.3.2, 1.3.2.2, 1.3.3, 1.4, 1.5, 1.5.1, 1.5.2, 1.5.3, 1.6, 1.6.1, 1.6.2, 1.6.3, 1.6.4, 1.6.5, 1.6.6, 1.6.7, 1.6.8, 1.6.9, 1.6.10, 1.6.11

Physical Infrastructure

4.1, 4.2, 4.3

Initiatives

2.1, 2.2, 2.3, 2.4, 2.5, 2.5.1, 2.5.2, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13

Awards

Awards 1, Awards 2, Awards 3.1, Awards 3.2

Print / Online Media

3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13

Green Award 2016

Highly Commended
Best Newsroom

4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19, 4.20, 4.21, 4.22, 4.23, 4.24, 4.25, 4.26, 4.27, 4.28, 4.29, 4.30, 4.31, 4.32, 4.33, 4.34, 4.35, 4.36, 4.37, 4.38, 4.39, 4.40, 4.41, 4.42, 4.43, 4.44, 4.45, 4.46, 4.47, 4.48, 4.49, 4.50, 4.51, 4.52, 4.53, 4.54, 4.55, 4.56, 4.57, 4.58, 4.59, 4.60, 4.61, 4.62, 4.63, 4.64, 4.65, 4.66, 4.67, 4.68, 4.69, 4.70, 4.71, 4.72, 4.73, 4.74, 4.75, 4.76, 4.77, 4.78, 4.79, 4.80, 4.81, 4.82, 4.83, 4.84, 4.85, 4.86, 4.87, 4.88, 4.89, 4.90, 4.91, 4.92, 4.93, 4.94, 4.95, 4.96, 4.97, 4.98, 4.99, 5.00