



# smarter travel AWARDS 2017



UNIVERSITY of LIMERICK  
Ollscoil Luimnigh

## Organisation Profile

UL is an independent, internationally focussed university with 14,000 students and 1,300 staff offering programmes in Arts, Humanities and Social Sciences, Business, Education and Health Sciences, Science and Engineering. It is situated on a campus of over 133 hectares with the Shannon as a unifying focal point.

## Travel Plan Targets

Marks are weighted in favour of quantitative targets, so please include detail on your mode split targets, numbers participating in events etc. If including graphs, please ensure data labels are shown.

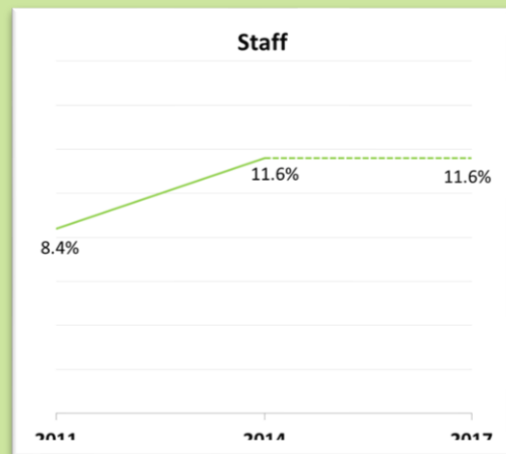
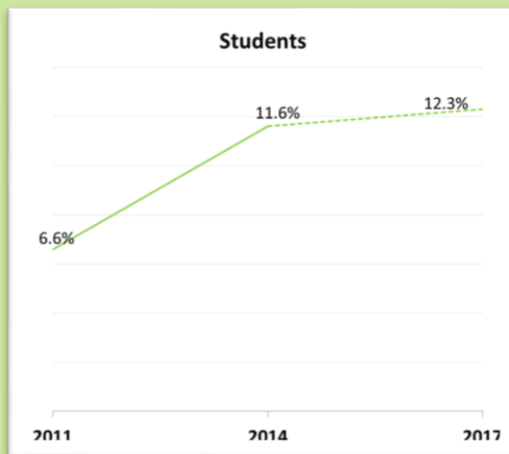
The main targets were to create a smarter travel culture on campus; to open people's eyes to alternatives to single-occupancy driving; to monitor the travel patterns of the campus community; to actively incentivise the use of sustainable commuting modes; and, following extensive research, to work to 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 cycling through coffee mornings to month-long challenges;
- introduce smarter travel projects into the curricula of more courses;
- promote road safety and
- disseminate cycling-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.

Following a trend towards cycling between 2011 and 2014 among both staff and students, we aimed for a modest increase in the cycling mode share among students and we aimed to maintain the impressive cycling mode share among staff members.



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

## Results

Building on the achievements from 2015, we have been further acknowledged for the measures that have been implemented in UL with the following awards:

### Major Awards

1. In November 2015, the ULST Team was awarded Best Implementers for the Student Cycling Challenge;
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.





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## Challenge Results

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

Challenge	Results
<b>2015 Staff Cycle Challenge</b>	5 teams (5 x 3 members = 15 participants); UL team won overall national prize
<b>2015 UL Smarter Travel Challenge</b>	15 x 3 members = 45 participants
<b>2015 Student Cycling Challenge</b>	9 teams x 3 = 27 participants; UL teams awarded first and second place, ULST won Best Implementers Award.
<b>2016 UL Smarter Travel Challenge</b>	16 x 3 = 48 participants
<b>2016 European Cycle Challenge</b>	UL Buildings & Estates Team won Best Limerick Team Award

## Travel Survey Results

The proportion of staff members cycling reduced from 11.6% to 7.7% and the proportion of students cycling remained unchanged.

## Sharing Experiences

Since April 2015, we have presented cycling promotion experiences at the following:

- National Smarter Travel Annual Seminar;
- Smarter Travel Networking Events;
- UL Smarter Travel Champions Event;
- Irish Transport Research Network Annual Conference (5 papers presented) and
- Guest lectures for Energy, Civil Engineering, Product Design and Digital Media.

## Smarter Travel in the Curriculum

As aimed, we continued to inculcate a cycling culture in UL by including cycling-based projects into curricula. In the last two years, four FYPs were completed and no fewer than ten cycling-related projects were introduced to students across a number of modules.

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## 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 research from community engagement events; focus-group meetings; studying exemplar smarter travel campuses; learning from the Smarter Travel programmes and from Travel Surveys. This guided the implementation of the following:

### 1. Events

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

### 2. Initiatives

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





- 2.9. Environmental Society set-up with transport officers appointed;
- 2.10. Wayfinding models and application produced of the campus;
- 2.11. Impounded bikes re-used as UL Fleet Bikes;
- 2.12. President's Volunteer Award – student helpers and
- 2.13. Facilitating smarter travel videos for media awards.

### 3. Publications / Online Media

- 3.1. An Focal articles (Campus newspaper);
- 3.2. Pocket-sized UL Journey Planner (7,000 given out annually);
- 3.3. 7 Tips for Cycling in UL leaflet (7,000 given out 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 regular 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 travelling 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 Tours organised each semester.**



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



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*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.*



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## Collage

