



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

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 walking.

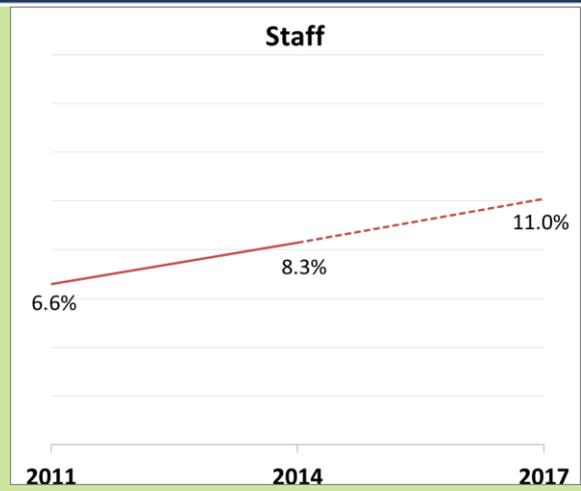
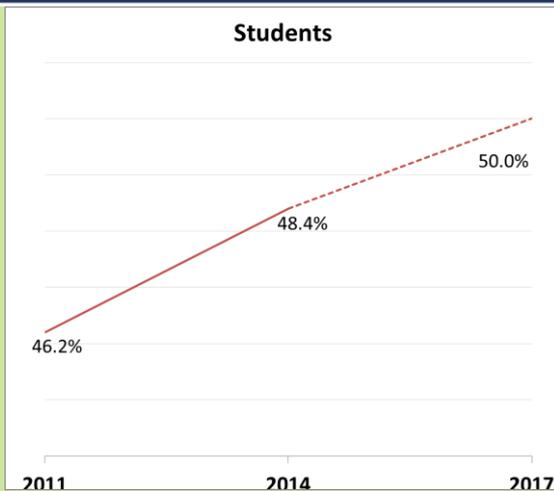
To create a walking culture we aimed to:

- offer a range of incentives to encourage walking 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.

Following a trend towards walking between 2011 and 2014 among both staff and students, we aimed for a modest increase in the walking mode share among staff and students.





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

Results

Major Awards

1. 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.
2. UL won the RSA Leading Lights award for work in promoting road safety to the campus community (2015 & 2016). This added to the awards in 2014 and 2015, meaning that UL achieved 3-in-a-row.
3. 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.
4. 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	22 teams x 3 = 66 participants); 14 prizes awarded to UL students
2015 UL Smarter Travel Challenge	15 x 3 members = 45 participants
2015 Pedometer Challenge	15 teams, 80 participants; UL Team finished 5 th
2016 Student Marchathon Challenge	22 teams x 3 = 66 participants; UL team finished runners up with 10 UL teams recipients of prizes
2016 UL Smarter Travel Challenge	16 x 3 = 48 participants
2016 Pedometer Challenge	10 teams, 43 participants

Travel Survey Results

Between 2014 and 2016, the proportion of staff members increased from 8.3% to 12.6% surpassing even our ambitious targets. The proportion of students went from 48.4% to 44.4%.

Sharing Experiences

Since April 2015, we have presented walking 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 smarter travel culture, including walking, in UL by including walking-based projects into curricula. In the last two years, a number of FYPs were completed as well as a number of smarter travel projects which included the promotion of walking. This was done across a number of courses from Product Design to Civil Engineering.





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;
 - 1.2.1. Marchathon 2016 included the following schedule of events:
 - 5-Stamp Challenge where participants had to collect a stamp for designated UL receptions with the first 50 receiving a prize;
 - The UL Assassin Game in association with the UL Game Society;
 - A group walk to the National Go-Karting Centre in collaboration with the UL Racing / Motorsport Society;
 - A group walk up Keeper Hill with the UL Outdoor Pursuits Club and
 - A Treasure Hunt with the UL Environmental Society!
 - 1.2.2. Pedometer Challenge with organised lunchtime walks, prizes for the best UL team and a certificates awards lunch event;
- 1.3. Light up your Life LED-Lights-giveaway (2015&2016) (3,000);
- 1.4. UL Safety Week;
- 1.5. Presented at the Irish Transport Network Conference (2015 & 2016) (presented five papers);
- 1.6. Presented at ST seminars
- 1.7. First Seven Weeks Programme (September annually)
- 1.8. UL Smarter Travel Champions Awards.
- 1.9. UL Smarter Travel Challenge (2015&2016)





2. Initiatives

- 2.1. Safety items giveaway;
- 2.2. Free towels for active commuters;
- 2.3. Wayfinding campus models, applications and totems;
- 2.4. Smarter Travel in the curricula;
- 2.5. Presidents Volunteer Award – student helpers;
- 2.6. Environmental Society set-up with transport officers appointed and
- 2.7. Facilitating smarter travel videos for media awards.

3. Publications / Online Media

- 3.1. Road Safety Message Campaign (2016);
- 3.2. ULST website (ul.ie/gettingaroundcampus);
- 3.3. Pocket-sized UL Journey Planner (7,000 annually);
- 3.4. An Focal articles (student newspaper);
- 3.5. UL Green Campus Blog;
- 3.6. LST Facebook page and
- 3.7. Smarter Travel video to Green Gown Awards.

4. Physical Infrastructure

- 4.1. Footpath upgraded with regular maintenance and
- 4.2. Decentralisation of [free car parking](#).

Colleagues and 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 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 proposed walking and cycling facilities linking UL to the city.



Participants in the annual UL Smarter Travel Challenge.



Award certificates being presented to National Step Challenge 2016 participants.





Step Challenge lunchtime walk series.

ertravel
OS 2017



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, 1.3.2.1, 1.3.2.2, 1.5, 1.5.1, 1.5.2, 1.5.3, 1.5.4, 1.5.5, 1.5.6, 1.5.7, 1.5.8, 1.5.9, 1.5.10, 1.5.11

Physical Infrastructure

4.1, 4.2, 4.3

Initiatives

2.1, 2.2, 2.3, 2.4, 2.5, 2.6.1, 2.6.2, 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

Green+Green 2016

Highly Commended Best Newcomer

3.11, 3.12