CAMP-sUmp
CAMPus sustainable University mobility plans in MED areas

Result from SWOT and GAP analyses

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Objectives

• Each project partner analyzed its framework site in order to obtain a defined state of art of data, policies and planning instruments with regard to mobility to/from/inside the Campus and its integration with urban mobility

• Collection of Quantitative data and quantitative information

• Implementation of SWOT and GAP Analysis
Partners

- National Technical University of Athens
- Magna Graecia Foundation Catanzaro University
- University of Malta
- University of Valencia
- University of Split
- University of Cyprus
- University of Bologna
Quantitative data

Objective
to collect Quantitative Data of each partner on local level concerning mobility of student's flows in Campus areas

Questionnaire structure
- Current mobility
- Desired Mobility
- Mobility problems
- Proposed measures/policies/tools
- Participant information
## Sample characteristics

<table>
<thead>
<tr>
<th>University</th>
<th>Location</th>
<th>Area (m²)</th>
<th>Students</th>
<th>Personnel</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Catanzaro</td>
<td>Outside</td>
<td>260,000</td>
<td>11,000</td>
<td>500</td>
<td>104</td>
</tr>
<tr>
<td>National Technical University of Athens</td>
<td>Outside</td>
<td>1,000,000</td>
<td>13,500</td>
<td>3,400</td>
<td>124</td>
</tr>
<tr>
<td>University of Malta</td>
<td>Inside</td>
<td>194,452</td>
<td>11,500</td>
<td>600</td>
<td>250</td>
</tr>
<tr>
<td>University of Valencia (1 campus)</td>
<td>Outside</td>
<td>1,000,000</td>
<td>10,000</td>
<td>2,000</td>
<td>227</td>
</tr>
<tr>
<td>University of Valencia (2 campuses)</td>
<td>Inside</td>
<td>400,000</td>
<td>35,000</td>
<td>5,000</td>
<td>100</td>
</tr>
<tr>
<td>University of Split</td>
<td>Inside</td>
<td>245,000</td>
<td>24,000</td>
<td>1,500</td>
<td>100</td>
</tr>
<tr>
<td>University of Cyprus</td>
<td>Outside</td>
<td>1,200,000</td>
<td>7,000</td>
<td>1,100</td>
<td>85</td>
</tr>
<tr>
<td>University of Bologna</td>
<td>Outside</td>
<td>6,570,023</td>
<td>85,000</td>
<td>3,000</td>
<td>100</td>
</tr>
</tbody>
</table>
Quantitative results (1/2)

Campus Inside Urban Area, Non-Frequent Traveler
Campus Inside Urban Area, Frequent Traveler
Campus Outside Urban Area, Non-Frequent Traveler
Campus Outside Urban Area, Frequent Traveler
Walking
Cycling
Public Transport
Road Transport
Environment
Mobility Management
Freight Management
Parking Management

Importance of Measures

Walking
Car Use
Cycling
Road Transport
Environment
Mobility Management
Freight Management
Parking Management

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Interreg Mediterranean
Quantitative results (2/2)

- Setting up cycle rental services
- Setting up public bicycle/bike sharing systems
- Access restrictions in the whole campus or in parts of it
- Use of clean vehicle technologies
- Actions to improve comfort
- Signage and road markings
- ICT tools to improve information to passengers
- Cycling network
- On-street electric vehicle charging points (e-mobility)
- Awareness raising activities to promote and encourage
- Actions to implement Intelligent Transport Systems (ITS)
- Promotion of travel plans for Regions
- Coordination (Intermodality transport)
- Information and advice about travel options to travelers based
- Providing parking areas and facilities for bikes
- Lighting conditions inside Campus
- Park + Bike facilities
- Preferential treatment for different target groups
- Actions to improve security
- Actions to improve ticketing systems
- Regulation of freight transport: (delivery hours, freight restrictions)
- Electroning monitoring of parking spaces
- ICT platform for carpooling
- Setting up of a mobility center
- Use of small vehicles fleet for inside campus mobility
- Speed limitation zones
- Access restrictions in the whole campus or in parts of it
- Setting up public bicycle/bike sharing systems
- Setting up cycle rental services
- Increase frequencies
- Coordination (Intermodality transport)
- Improve the density and extent of the public transport network
- Infrastructure regarding disabled people
- Pedestrian network
- Use of clean vehicle technologies
- Actions to improve comfort
- Signage and road markings
- Safety on crossing
- ICT tools to improve information to passengers
- Use of clean vehicle technologies
- Pedestrian network
- Pavement maintenance
- Cycling network
- On-street electric vehicle charging points (e-mobility)
- Actions to implement Intelligent Transport Systems (ITS)
- Promotion of travel plans for Regions
- Lighting conditions inside Campus
- Actions to improve security
- Actions to improve ticketing systems
- Awareness raising activities to promote and encourage
- Providing parking areas and facilities for bikes
- Information and advice about travel options to travelers based on ICT.
- Preferential treatment for different target groups
- Night distribution
- ICT platform for carpooling
- Setting up cycle rental services
- Setting up public bicycle/bike sharing systems
- Setting up of a mobility center
- Park + Bike facilities
- Night distribution
- Speed limitation zones
- Regulation of freight transport: (delivery hours, freight restrictions)
- Use of small vehicles fleet for inside campus mobility
- Access restrictions in the whole campus or in parts of it
- Electroning monitoring of parking spaces
Qualitative information

Objective
to collect qualitative information regarding the state of the art of mobility inside the campus and related urban mobility, services and policies of students' mobility and sustainable mobility planning instruments

Survey structure
• Stakeholders, decision makers
• Current mobility situation
• Practices/policies/tools
Practices information

For each practice/measure/tool identified the following information were requested:

- Name
- Description
- Aim
- Links to city mobility system
- Strategic Framework
- Activities conducted
- Indicators used
- ICT or other tools involved
- Estimated Cost
- Financing
- Date Issued
- Status
- Main Stakeholders
- Most Affected Stakeholder
- Problems faced
- Solutions introduced
- Success
- Reasons for fail/success
<table>
<thead>
<tr>
<th>University</th>
<th>Location</th>
<th>Students</th>
<th>Mobility From/To campus</th>
<th>Mobility Inside campus</th>
<th>Mobility plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Catanzaro</td>
<td>Outside</td>
<td>11,000</td>
<td>Train, Bus, Car, Motorcycle</td>
<td>Car, Motorcycle, Walking</td>
<td>No</td>
</tr>
<tr>
<td>National Technical University of Athens</td>
<td>Outside</td>
<td>13,500</td>
<td>Metro, Bus, Car</td>
<td>Bus, Car, Bicycle, Walking</td>
<td>Yes</td>
</tr>
<tr>
<td>University of Malta</td>
<td>Inside</td>
<td>11,500</td>
<td>Bus, Car, Motorcycle, Bicycle, Walking</td>
<td>Car, Motorcycle, Bicycle, Walking</td>
<td>Yes</td>
</tr>
<tr>
<td>University of Valencia (1 campus)</td>
<td>Outside</td>
<td>10,000</td>
<td>Tram, Bus, Car, Bicycle</td>
<td>Tram, Walking</td>
<td>Yes</td>
</tr>
<tr>
<td>University of Valencia (2 campuses)</td>
<td>Inside</td>
<td>35,000</td>
<td>Metro, Bus, Bicycle, Walking</td>
<td>Walking</td>
<td>Yes</td>
</tr>
<tr>
<td>University of Split</td>
<td>Inside</td>
<td>24,000</td>
<td>Ferry, Train, Bus, Car, Motorcycle</td>
<td>Car, Motorcycle, Bicycle, Walking</td>
<td>No</td>
</tr>
<tr>
<td>University of Cyprus</td>
<td>Outside</td>
<td>7,000</td>
<td>Bus, Car</td>
<td>Car, Bicycle, Walking</td>
<td>Yes</td>
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<tr>
<td>University of Bologna</td>
<td>Outside</td>
<td>85,000</td>
<td>Train, bus, Car</td>
<td>Bicycle, Walking</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Deliverable D3.3.1: SWOT Analysis

Objective
implementation of a SWOT analysis based on a questionnaire survey on experts

- **Strengths** - the advantages of Campus mobility tools/instruments/plans
- **Weaknesses** - disadvantages, gaps in capabilities, lack of mobility policies/tools/instruments etc.
- **Opportunities** – overall impacts on mobility and the environment, staff/students satisfaction, quality of life, innovation and technology
- **Threats** - financial instruments, cost of development, cost of deployment and maintenance, legislation
Sample

- 33 experts from 7 partner Universities

- The ideal mix of participants:
  - University mobility/planning manager, if such professional figure exists
  - At least 2 technical representatives of local, regional and national public institutions from each partner
  - At least 1 member from Associated Partners, selected by each partner
  - Project Manager of each partner

<table>
<thead>
<tr>
<th>University</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
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<td>University of Catanzaro</td>
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</tr>
<tr>
<td>National Technical University of Athens</td>
<td>5</td>
</tr>
<tr>
<td>University of Malta</td>
<td>2</td>
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<tr>
<td>University of Valencia</td>
<td>3</td>
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<tr>
<td>University of Split</td>
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</tr>
<tr>
<td>University of Cyprus</td>
<td>6</td>
</tr>
<tr>
<td>University of Bologna</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33</strong></td>
</tr>
</tbody>
</table>
SWOT - Campus inside urban areas

**Strength**
- Well located in the city and easily accessed by public transport
- Infrastructure for active traveling (bicycle, walk etc)
- Ability to leverage the existing transportation network and city’s mobility solutions
- High level of knowledge and expertise within University members

**Weaknesses**
- Lack of dedicated parking space
- City’s traffic congestion leads to reduced campus accessibility
- Travel modes and/or connections to support the last mile
- Insufficient development of ICT tools linked to campus operations
- Lack of coordination between university activities and city demand evolution
- Organizational barriers
SWOT - Campus inside urban areas

Opportunities
- Possibility of financing from EU funds
- University can be a leader in sustainable mobility for the city center
- Innovations sourcing from universities that can be exploited to deliver mobility tools
- Integrated ICT tools

Threats
- Financial constraints
- Inefficient bureaucracy
- Resistance to change
- Difficulty to establish a viable cooperation and engagement of stakeholders
- Political will
SWOT - Campus outside urban areas

Strength
- Surrounding space is large and accessible
- Plenty of parking spaces
- New infrastructure (buildings, parking spaces, internal road network)
- Access by passenger cars
- High level of knowledge and expertise within University members

Weaknesses
- Difficulty to be accessed by public transport (areas accessed mainly by cars)
- Insufficient development of ICT tools
- Lack of funding to support the expensive implementation of appropriate mobility policies and tools
- Need for significant funds to support transit connections
- Organizational barriers
SWOT - Campus outside urban areas

Opportunities
- Possibility of financing from EU funds
- University can be a leader in sustainable mobility plans
- The construction of new connections with the city center will benefit the socio-economic development of the entire area surrounding the campus
- Integrated ICT tools

Threats
- Financial constraints
- Inefficient bureaucracy
- Resistance to change
- Difficulty to establish a viable cooperation and engagement of stakeholders
- Need for significant funding to support mobility policies, which the existing demand may not justify
- Political will
Deliverable D3.3.2: GAP Analysis

Gap analysis involves the comparison of actual performance with potential or desired performance.

Thematic areas
- Parking management
- Soft modes Infrastructure
- Public transport
- Car related issues
- Road infrastructure
- Environment and energy
- Mobility management
- Freight Infrastructure and Management
GAP – Campuses outside urban area
GAP – Campuses inside urban area

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Gap analysis results

Campuses located outside urban areas

- The highest gap is for Information and communications technology (ICT) tools and for Freight Infrastructure and Management

Campuses located inside urban areas

- The highest gap is regarding the existence of a Sustainable Urban Mobility Plan both regarding mobility From/To and inside the Campus
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