



Motivation tools for green mobility campaigns

Ing. Martin Hudák

ERAdiate Team, University of Žilina (Slovakia)

martin.hudak@fpedas.uniza.sk

4th Smart Urban Policy Futures Workshop, 13th - 14th July 2017

Outline

What is ERAciate?

Case study: Mobility of Zilina – previous research

Bicycles – current situation in Slovakia

Good conditions for cyclists

Motivation tools

Conclusion

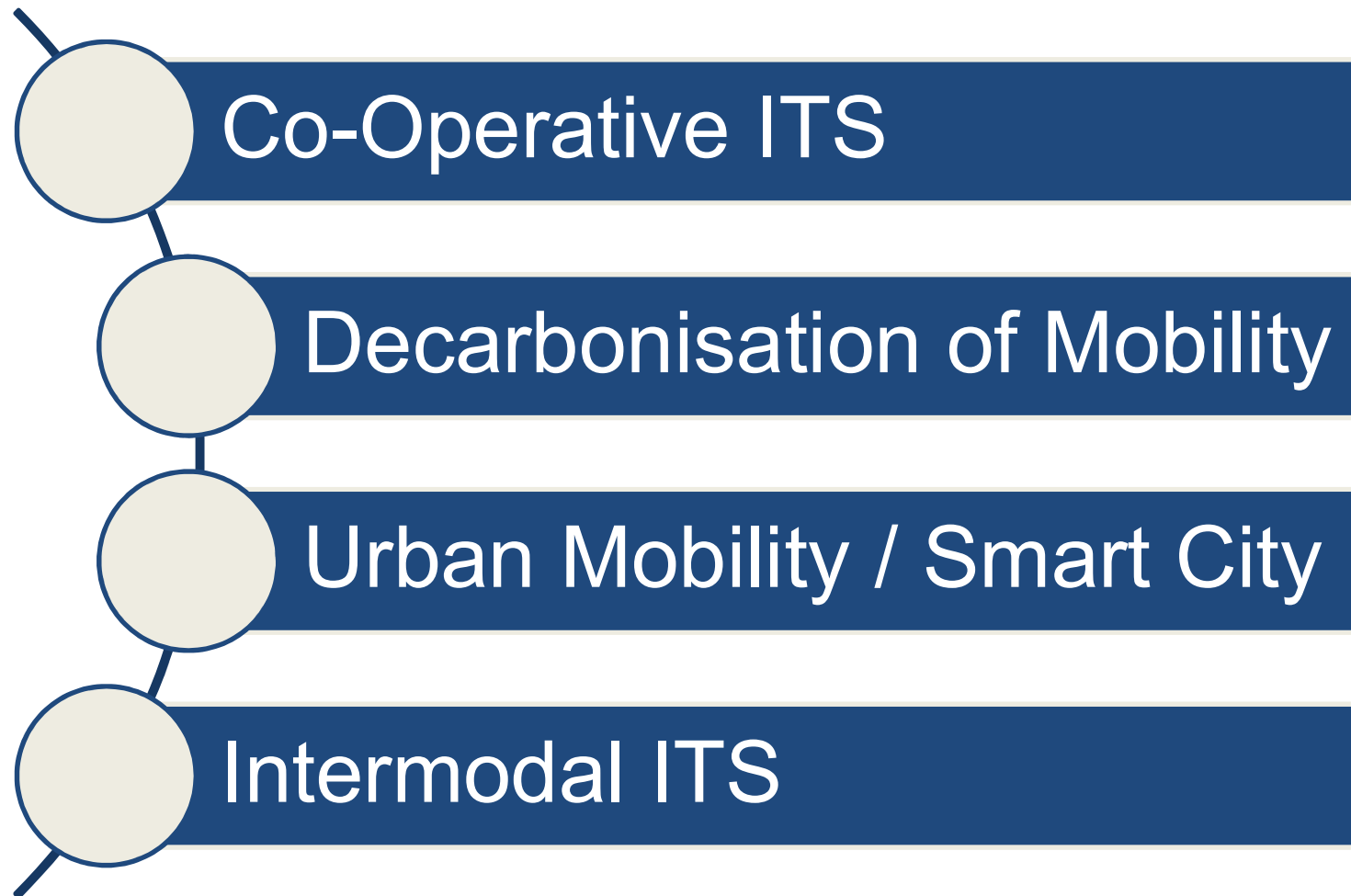


ERA Chairs – Expected Impact

- Increased attractiveness of institution and region for **excellent researchers**
- **Research excellence** in the fields covered by the ERA Chair
- **Increased participation** of the institution in Horizon 2020 and other competitive funding programmes
- Institutional changes to comply with **ERA priorities**
- Contribution to regional and/or national **smart specialisation strategies**, including obtaining support from European Structural and Investment Funds



ERAdiate Focus Areas



Travel Time & Urban Livability

- **Several Quality of Living Indicators**
 - OECD “Better Life Index”
 - ISO 37101 ad 37120
 - Eurostat Quality of Life Scoreboard
 - The Economist “Global Liveability Report”
 - Numbeo – user contributed data on cities
- **But travel time dimension not always acknowledged...**



Case Study: Mobility in Žilina

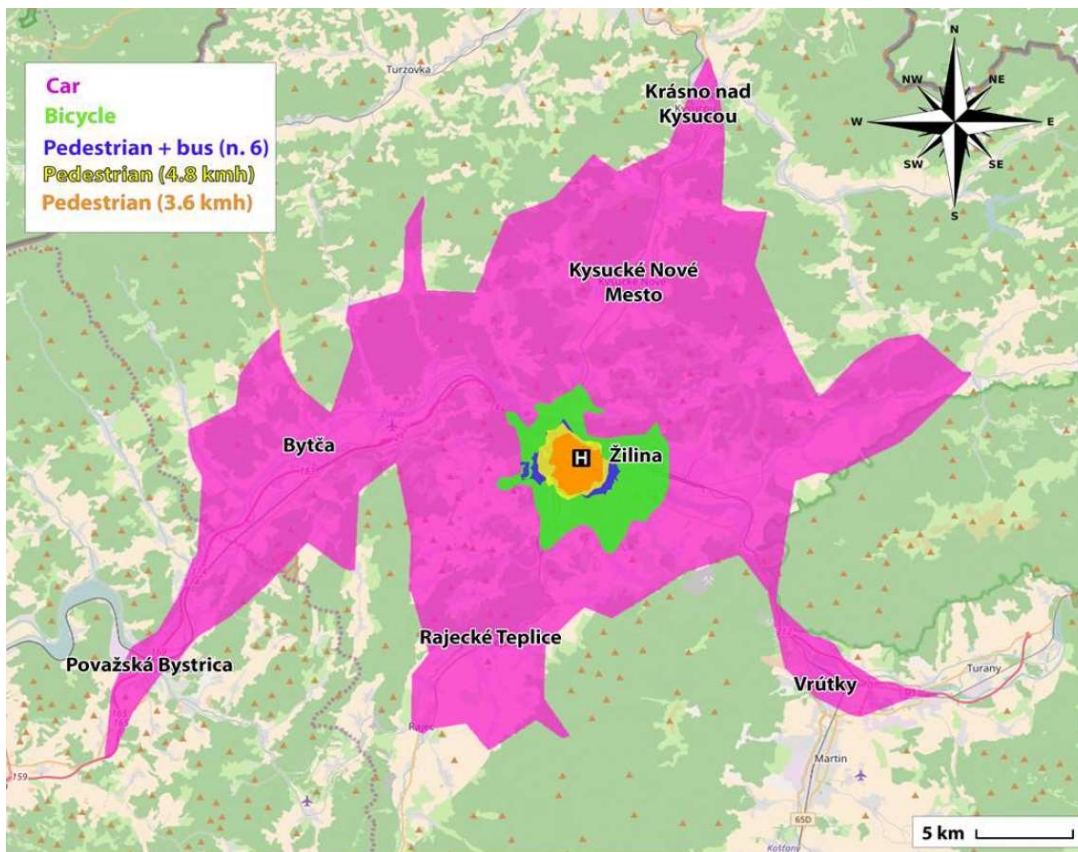
Mid-Sized city (4th in Slovakia, ~84.000 inhabitants)

How reachable are locations (i.e. resources) in Žilina?

- **Isochrone map generation (*iso4app.net* online tool)**
 - 30-min timeframe
 - City hospital (close to city centre and to transport hubs) as central point
 - Limited to single bus line crossing the city (19 stops including hospital)
 - Mobility combinations:
 - mono-mode: car, cycling, walking (at normal or reduced speed)
 - multi-mode: bus + walking (at normal speed)



Results

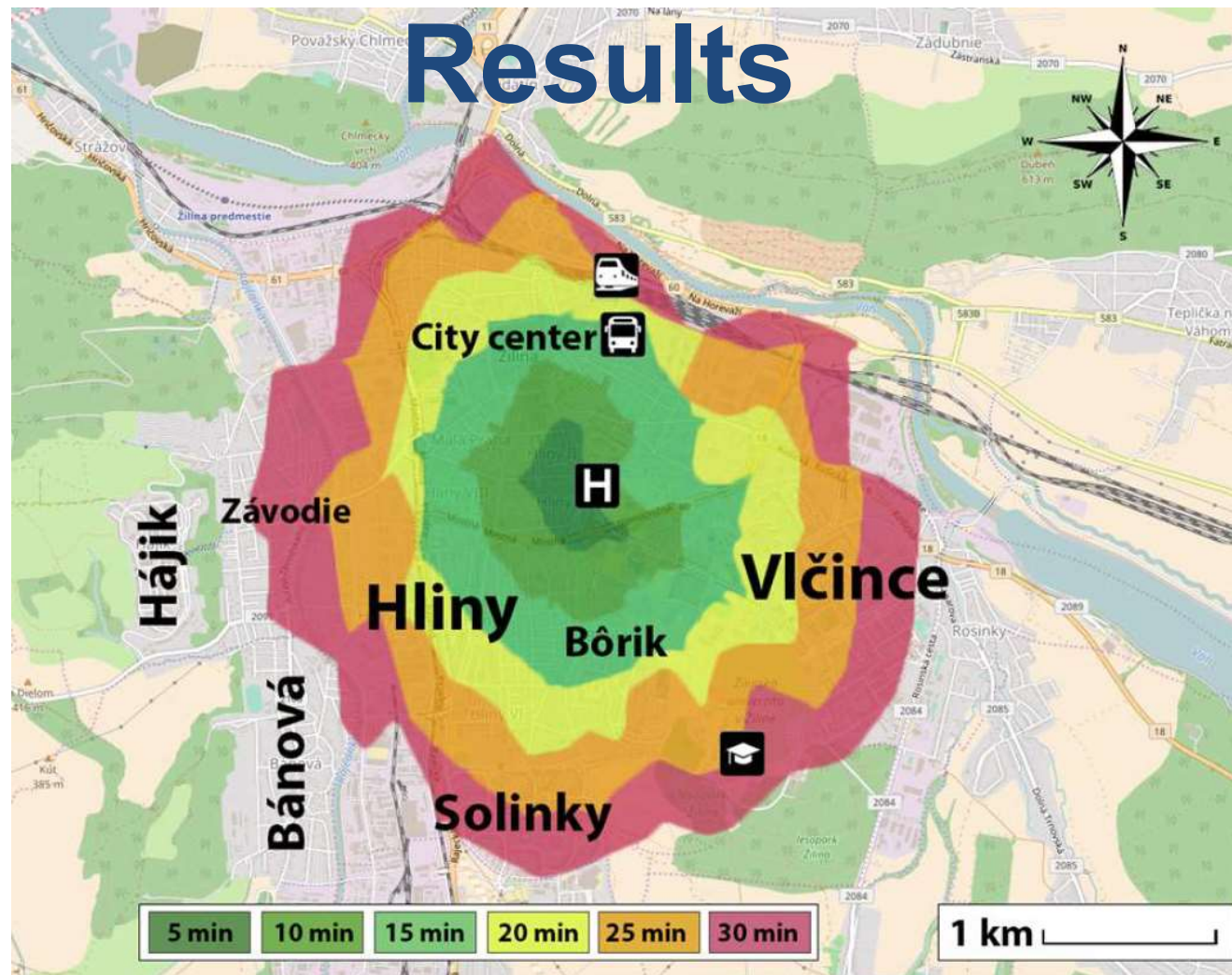


Size of areas reachable within 30 minutes by different transport modes

Reachability by “walking + bus” mode does not significantly extend “walking” mode

Cycling area large, but under-used

Results



Reachability by pedestrian mode

Mobility and Quality of Living in Žilina: Recommendations

- **Added value of public transport in Žilina is not about “time savings” (comparable to walking time), but rather in convenience and comfort.** Public transport company should further develop services in this direction.
- **Opportunities in Žilina should be maximized by investing in bike infrastructure** (seen the size of the area reachable by bike, the only competitor to the car)
- Considered the cost impact of car maintenance and the relatively low average income, **switching to the bike use would increase economic opportunities** (e.g. goods, services)



Current situation - Slovakia

The low rate of using the bicycles to travel to work or to school



Cycling infrastructure

Better infrastructure for cyclists:

- Cycling route
- Safety
- Cycling rules



Company

- Safe parking spots
- Dressing room & showers
- Corporate bicycles



G Club - Milano

Motivation tools

Higher salary



€ / km (Belgium)

€ / month

Contribution for a new bicycle

No taxes for cyclists

- Oregon – \$15 fee on new bikes



Motivation tools

Shorter working hours



Performance application

Hall (Board) of fame for the best riders

Other benefits (more fresh fruits...)

Marketing campaigns

Continuous marketing support

Different marketing campaigns

- ***On bike to work***

<https://www.dopracenabicykli.eu/>

- **Results of campaign:**
 - Number of rides: 175 390
 - Total number of km: 1 107 643 km on bikes



Výsledky súťaže DPNB 2017

STIAHNUŤ INFOGRAFIKU



"Nemusíte byť
majstrom sveta,
aby ste jazdili do
práce na bicykli."

— Peter Sagan

Other kinds of green transport

Scooter



Hoverboard

Conclusion

Improve conditions for cyclists

- **Cycling infrastructure, parking spots, dressing room and showers**

Motivate people to use the bicycle

- **Financial motivation**
- **Non financial motivation**

New innovative kinds of green transport





Thank You for Your Attention!

Ing. Martin Hudák

ERAdiate Team, University of Žilina (Slovakia)

martin.hudak@fpedas.uniza.sk

ERAdiate Project supported by FP7 Grant Agreement 621386

4th Smart Urban Policy Futures Workshop, 13th - 14th July 2017, London