
Achieving travel behaviour change in Scotland's academic institutions

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1 Abstract

Sweco has for the past 8 years provided travel and transport management advice to Queen Margaret University (QMU) on the outskirts of Edinburgh. The University's main objective is to reduce single occupancy vehicle trips to the campus and increase the use of sustainable travel modes to the university by both staff and students. In November 2016 the university recorded an all-time low single occupancy vehicle modal split of 25%. This paper will explain what QMU has done to achieve this low level of single occupancy vehicle travel and set out its plans for achieving continued high use of sustainable travel modes.

One important factor in influencing travel behaviour change is car park management, however, by analysing data over a 5 year period it is clear that that is simply not enough to achieve a significant change in travel patterns. While car park management can discourage car users, how do we make single occupancy car users view another mode choice as an attractive option? The following measures have been introduced at QMU and the effects monitored by staff and student surveys:

- Online car park management application process
- Promotion of a car share scheme
- Introduction of electric vehicle access
- Creation of "Cycle Connections" brand
- Implementation of bicycle hire scheme
- Cycling infrastructure improvements
- Smart phone origin – destination application

The modal split for QMU going into 2017 has cycling at 8% which is very close to the national target of 10% to be achieved by 2020. However QMU is targeting achievement of the 10% target by 2018 by continuing to invest in active travel. By implementing automated traffic counters, cycle counts, annual travel surveys and questionnaires a robust data analysis can be obtained to gauge which of those measures has the greatest effect on behaviour change and how QMU can continue to achieve consistent levels of sustainable travel.

2 Availability of Presentation Slides

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