

## PROJECT TITLE- Pathway Perks: College commute incentive club

**Overview-** Our proposed project seeks to create a collaboration between fitness tracking app STRAVA, TFI and our college TUD. Our project is based on a walk/ run club with starting points around the city, where students and members of staff can walk or run to college together. In return for partaking in this, any partaking individuals can redeem a bus, LUAS or train ticket for their journey home. This initiative not only aims to improve the students and staffs mental and physical wellbeing but promotes sustainable commuting also.

**Project-** We envisage that our collaboration with STRAVA will allow staff and students to claim a free ticket at the end of your walk/ run in which you can then scan as an e-ticket stored on your phone.

Fig. 1.1 Pathway Perks Promotional Poster



## Expected Results-

- Within the first two months of our run club, we are aiming to sign up 12% of TUD students and 11% of staff to the initiative.
- Within the same timeframe four 3 kilometre and 5 one-kilometre routes around the city where members can meet and travel to college will be established. These will run five days per week.
- After a 6-month period we expect that 80% of members will attend at least 3 days a week.

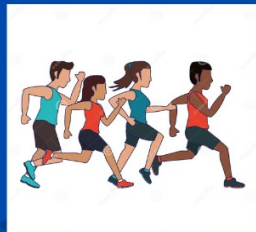


## Conclusion-

In conclusion, by targeting students and staff with the most potential to walk or run to college, we will achieve tangible behavioural change on campus. We strongly believe, if our project was to be launched, our aims would be successful and easily achievable. Not only will it support students and members of staff to live a more sustainable life, but travel in a more affordable way too. Due to the ongoing rising trend of run clubs across Ireland, we know this idea will be successful!



Pathway perks- college commute incentive club



pathway perks- college commute incentive club

our run/walk club idea allows for students to live more sustainably, save money and get fitter mentally and physically!!



TUD students save money!

in collaboration with STRAVA the fitness tracking app, in collaboration between TUD and TFI it allows students to earn a travel ticket home if they log there walk/ run onto the app. this allows them to save money



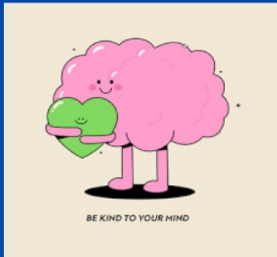
free ticket home!

if a student or member of staff logs there walk/ run/ cycle into our app, TFI will provide a free ticket for a bus/luas/ train home. this is an incentive from tfi to encourage students and staff to travel more sustainably



what STRAVA will do

our collaboration with strava allows members of our walk/run club to log there walks/runs which then allows them to claim there free journey home token



many health benefits

with 36.4% of people saying that running has improved there mental health, we think it is extremely important for everyone to keep fit and run / walk to help improve there mental and physical health



help TUD become more sustainable

do your part and help your college out! help TUD become a more sustainable college by joining our club! every step makes a difference !!!!



## PATHWAY PERKS- A COLLEGE COMMUTE INCENTIVE CLUB!

Members of group- course- marketing (TU922) (1<sup>st</sup> year)  
Eve Gallagher college – Technological University Dublin  
Ava Dunne  
Grace Cooney

**Title-** pathway perks- a college commute incentive club towards health and happiness

**Overview-** pathway perks is our initiative that brings together fitness, transportation and community within our college campus as a step to make changes in the college commute experience. Within the many steps of planning our project, we landed on a collaboration between fitness tracking app STRAVA, TFI and our own university TUD. With the TUD special edition log in to STRAVA it will allow the partaking members of the “pathway perks” club to redeem a free bus/LUAS/train ticket for their return trip home. Our initiative not only encourages physical activity and health, but also encourages sustainable and affordable commuting.

**Project-** the main element of our project was obviously based on a walk/run club with set starting points around the city centre, both north and south side, these points are where members of our walk/run club join before starting their journey together to TUD. Again, using the STRAVA app, they will be able to log their journey and the length of their journey, they can even upload a selfie of them on there journey!!!! This will allows them to keep track of there walks/ runs, giving them the chance to be the member of the month!!!! Which will hopefully result in them winning a free coffee voucher for our college coffee shop!

**Results-** we hope that within two months of its launch, our initiative Pathway Perks will be making a big impact on the TUD college community as a whole. At the two months mark we will aim to have 12% of the TUD student body and 11% of staff signed up to be a part of our walk/run club. At this time, we will also aim to have four well planned walk/run routes with lengths 3 and 5 kilometres, with an option for members to attend up to five days a week. We will aim that at our sixth month mark we will have all members attending 3 days a week.

