Budapest cycling developments through the new bike sharing scheme

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MOL BubiOperations Officer

THE DANUBE REGION TRANSPORT DAYS 2014
Ljubljana
22nd October 2014
Bubi® or Not to Be?

- The Budapest bike-sharing scheme
  - Business modell
  - Innovative technologies
  - Bicycle firendly urban planning
  - Bicycle friendly transport development
  - Campaigning/promotion
  - Tackling security and vandalism

Preparing and launching MOL Bubi
MOL "Bubi" (Budapest Bike)

- 15 km\(^2\) service area
- 1100 bikes
- 76 docking stations

- Investment: 3.5 mEUR
- EU co-funding: 85%
- Operation: ~ 1m EUR/year
Business modell of BKK

Vendor
nextbike

System integration
osepel
T-Systems

Operation
Közbringa Ltd.

Branding Sponsor
MOL
bubi
4th generation features

- Touch screen
- Board computer
- Electronic lock
- Hire by App/QR code
- Paypass
- Solar panel
- GPS
- Extra stand
- Surveillance system
- Maintenance vehicles: stringbike with pedelec
Preparing and Launching the Bike Sharing Scheme for Budapest.

- RFID card
- Pinpad (mobile+code)
- App+QR
- Intelligent bicycle
- Easy access
Innovative maintenance vehicle
PT Integration

- Customer service
- Fare structure
- Signposting
- Passenger info
- Route planner
- Surveillance

- Transport policy
- Traffic management

- Branding
- Marketing
- Communication

- Legislation
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László Vértesy, Virág Bencze-Kovacs (BKK), Peter Dalos (Trecon COWI)
### Fare Structure

**Public Bike-Sharing System Fares**

1. **Access Fees**
   - **24h**
     - MOL Bubi 24-hour ticket**: HUF 500
     - MOL Bubi 24-hour ticket**: HUF 100
     - MOL Bubi weekly ticket**: HUF 2000

2. **Usage Fees**
   - **2014**
     - MOL Bubi Start pass*: HUF 3000
     - MOL Bubi semi-annual pass*: HUF 12500
     - MOL Bubi annual pass*: HUF 18900
   - **180**
     - MOL Bubi Start pass*: HUF 8000
     - MOL Bubi semi-annual pass*: HUF 12000
   - **365**
     - MOL Bubi Start pass*: HUF 12000
     - MOL Bubi semi-annual pass*: HUF 18900

**Further Discounts**

- In possession of BKK public transport annual pass:
  - MOL Bubi annual pass**: HUF 6000
- In possession of BKK public transport semester pass:
  - MOL Bubi semi-annual pass**: HUF 6400

Discount applies to tickets purchased before midnight on 22 September 2014.

Promotional discount valid until withdrawn, available only to natural persons.

Fare to be paid consists of access fee plus usage fee.
Passenger information

Deák Ferenc tér
Kossuth Lajos tér
Báthory tér
Szent Gellért tér
Short history

- Concept (2008)
- Desk research (2009)
- Feasibility studies (2009-2011)
- Market research (2010)
- Information Days (2011-12)
- Technical specification (2012)
- Public procurement (2013)
- Implementation (2014 Jan-Apr)
- Planned Launch (2014 Apr)
- Pilot test (2014 Apr-Sep)
- Launch (8th Sep)
## Setting the right target

<table>
<thead>
<tr>
<th>Registration</th>
<th>Bicycle rental (mainly for tourists)</th>
<th>Public bicycle system (mainly for residents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>each time on site</td>
<td>once on site or preliminary</td>
</tr>
<tr>
<td>Bicycle design</td>
<td>commercial</td>
<td>special, unique look</td>
</tr>
<tr>
<td>Time of usage</td>
<td>1 hr –several days</td>
<td>few minutes – few hours</td>
</tr>
<tr>
<td>Opening times</td>
<td>Limited</td>
<td>24h/7 days</td>
</tr>
<tr>
<td>Network character</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Place of return</td>
<td>same as the place of pickup</td>
<td>anywhere within the network (collection point/docking station)</td>
</tr>
<tr>
<td>One-way trip possible</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Staff needed</td>
<td>for pickup, return and maintenance</td>
<td>for repair, maintenance and distribution</td>
</tr>
<tr>
<td>Target market</td>
<td>mainly tourists</td>
<td>mainly residents (for everyday use)</td>
</tr>
<tr>
<td>Financing</td>
<td>user</td>
<td>small portion by user, parking fees, road toll, advertising revenues</td>
</tr>
</tbody>
</table>
Keys to success

- Vision/Concept
- Integrated approach
- Collecting information (never ending learning process)
- Setting the right target
- Involving all stakeholders
- Targetting the right market
- Learning from mistakes (reacting instantly)
Cycling-friendly transport policy

10% modal share of cycling by 2020
Cycling Strategy of Budapest

- Bicycle route network development, (capacitive, safe and comfortable)
- Bike-friendly inner city, ”light” measures
- Interchange development (bike+public transport)
- Information, services and promotion

Budget for the next 4 years: 800 000 € / year average
Road space for cycling transport

So far...

- 2,4 km new cycle lane
- 10 sections (6,5 km) bus+bike lane advisory cycle lanes
- 50 sections (12 km) contraflow
- 5 bike boxes
No „rocket science”
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Bike-friendly "Bubi" area

9 districts
100 sections of one-way streets
60 signalised junctions
32 sections of main roads
22 zones

→ with awareness raising campaign
Societal challenge
BRINGÁS TUDÁSTÁR
BIZTONSÁGOS KÖZLEKEDÉS KERÉKPÁRRAL, MOL BUBIVAL
HASZNOS TANÁCSOK AUTÓVEZETŐKNEK IS

Share the road
Facts vs. False beliefs

Cycling accidents in relation to number of trips

- Trips
- Accident rate

Reverse!
Critical mass
Marketing & communication
Mainstreaming...
Mainstream
Committed and professional communication
10,679 users
4,632 passes
4,116 tickets
2,000 pilot test passes

170,000 trips so far
18 min. average dur.
4,194 trips/day
4,13 trips/bike/day
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