



VELOCITÀ

BURGOS



Framework/location

Content

1. *Description of the system*

2. *Operational aspects*

- Technology;
- Registration;
- Tariffs;
- Operational key figures

3. *City profile*

4. *Marketing & Communication*

- Target groups

Description of Bicycle Share System

Name: Bicibur Burgos (<http://www.bicibur.es/>)

In operation since: The Burgos BSS was first launched in 2006, as part of the European CiViTAS project.

Operator: The system was initially jointly operated by two companies working together: Juarez providing the bicycles and ITCL (Technological Institute of Castilla and Leon) the software. A new agreement was signed in 2015 with Juarez, who is now the full operator. ITCL acts as a subcontractor for technical issues. The BSS is owned by the Burgos City Council

Hardware supplier: Juarez is also the hardware provider.

Contract duration: The contract is launched every two years.

Financing of the contract: The costs are approx. € 180,000 each year.

Operational aspects

Technology: The bicycles are station based with a contactless card. The availability can be checked in real time.

Registration: A registration form can be obtained at the mobility office. A deposit for €15 has to be made and a copy of the identity card needs to be included. It is considered a complicated system for which alternatives are being looked for. Due to the complicated registration process and the unavailability of the BSS website in other languages than Spanish, the Burgos BSS is not available for tourists to hire. However, two private companies are offering cycle hire for tourists in the centre.

Tariffs: The cost for a subscription is €15 per year.

Operational key figures:

Year	Stations	Bikes	Users	Rentals
2013	18	107	504	17,334

Within the seven years of operation the system has been upgraded to include 18 docks with approx. ten available bicycles in each one. The system will be upgraded at the end of 2015/early 2016 to 20 docking stations.

User Profile

There is no segmentation available at this point. It is open for everyone. Also for under 18 years old, with parental approval.

City profile

Burgos is a medium-sized city in the north of Spain with 178,000 inhabitants, of which the majority (about 67 000) is between the ages of 35-59. Burgos is a very compact city. The density is around 1,672 hab./ km². Almost 160,000 people commute in and out of Burgos each day. The university educates around 6 500 students. The industry is one of main pillars in the City, with in total 2,000 industry companies and more than 20,000 people working in industry in industrial areas generally far from the city centre. The service and building sectors holds more 65,000 inhabitants, working mainly in the city centre.

History of the BSS: Burgos started with a free system called the Loan system in 2006. It was free for citizens and tourists, with citizens able to loan a bike for two hours and tourists for three hours. The tourists also had a lock available to enable them to visit tourist attractions away from docking stations. In 2011, Burgos joined their public transport and BSS onto the same access card, enabling easier access to the bikes, and reaching a total number of 12,000 users. In 2011, the number of uses of the bicycle reached 150,000. In 2012 the Council decided to implement an annual membership fee of 15€, resulting in a decrease in the number of users to around 500 and the number of hires to around 5000.

Members' satisfaction with the scheme remains consistent, although the system is considered expensive for the limited number of users. There are no significant problems with vandalism or thieves. There are however issues with the bicycles, as they are not very attractive and a low quality (costing €50 each). The City Council has received funds from the Regional Government to acquire new, more attractive bicycles, which

will be installed in early 2016.

Modal share

Mode	Share
Private Transport car	27%
Public Transport – all (including Private PT)	23%
Cycling	4%
Walking	45%
Others (motorbike)	1%

Source: Mobility Observatory, Mobility Office (city Council 2012)

Marketing & Communication

Key messages: there is no marketing plan at this point. One is being set up through the Velocittà project. There are plans to target the University, residents and employees.

Main target groups: The Students of the University along with the measure of standardize the card for BSS and the University. And for general citizens, it is mostly focusing on workers, especially in the industrial areas where some points will be installed, along with facilities in the card (changing again the same card for PT and bike system).

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www.velo-citta.eu

The VeloCittà project runs from March 2014 – February 2017. It brings together the urban Bike Sharing Schemes (BSS) from London (UK), Krakow (PL), Burgos (SP), Szeged (HU) and Padua (IT). They will increase the levels of use by implementing campaigns for specific target groups and by executing operational improvements. The project also aims to support other BS schemes across Europe to increase their user numbers and efficiency by providing a knowledge and experience base on communications and operational approaches, in the form of a permanent online Bike Sharing workspace.