



VELOCITTÀ

KRAKOW



Framework/location

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Description of Bicycle Share System

- name: Wavelo (present BSS, in 2015 the name was KMK Bike)
- in operation since: BSS in Kraków in general was introduced in 2008 as part of the Caravel/CIVITAS II project with 100 specific bicycles and 12 self-service bicycle docking stations located in the city centre, named BikeOne. The system evolved throughout the years until 2016 when on 13th October it was launched as a completely new and modernized system with a plan to be continued in its new shape at least for 8 years to come.
- operator and hardware supplier

for old system: Next Bike Polska

for new system (since Oct. 2016): The owner of the system (both of the bicycles, stations, operational programme, hardware and software elements etc.) is the new operator, a consortium of companies with a leading role of BikeU.

- contract duration: 8 years (new system)
- financing of the contract:

Old system – The city paid ca. 170 000 EUR in 2015 in total

New system (since Oct. 2016): The financing of the contract by the city of Kraków is very limited. For 8 years the city will pay not more than 133 400 PLN (i.e. ca. 31 800 EUR). In addition to that, the city will be paid by the operator as following: 1% out of all revenues from renting and 100% out of all other revenues (e.g. advertisement).

The city of Kraków, through the municipal Authority of Public Infrastructure and Transport in Kraków, supervises the implementation of the contract, approves prices of all subscriptions and docking stations localization etc.

Operational aspects

For the old system (KMK Bike in 2015)

Technology

The so called 3rd generation bicycles, with automatized stations used to rent and return bicycles, bicycles locked at the stations with a lock

Registration

The registration process required access to the Internet, with basic details (such as name, surname, address, mail, phone number) required from the user:

- After registering, a SMS was sent to a mobile of the user with a 6-digit PIN code that enabled the user to login to an account and to rent a bike
- The KKM (Krakowska Karta Miejska, Krakow's Urban Card), a public transport ticket card, was integrated with the university students' ID cards and could be used to rent a bike in a quicker and cheaper way (it is enough to put the KKM card to the screen of the terminal at the docking station). Reduced prices were offered
- At the docking station, the user entered the phone number and the PIN code at the screen of the terminal, following the instructions on the screen. When a bike was released, a code to unlock the security cable appeared on the screen.
- To return a bike it was necessary to plug it into a free lock. The correct operation of return was confirmed by a signal (beep). If the station did not have a free bike lock available, a bike could be returned by locking the bike with the security cable and using the *Return* option on the terminal.

Tariffs

Cost of renting	Casual	Municipal Card (e-ticket)
1-20 minutes	0 PLN	0 PLN
21-60 minutes	2 PLN	1 PLN
61-120 minutes	3 PLN	2 PLN
121-180 minutes	3 PLN	2 PLN
Per hour after 181 minutes	4 PLN	3 PLN

For the new system (Wavelo, since October 2016)

Technology

The new system's bike stations is not permanently attached to the ground. Each station offer two stands for one bike. What is more, the bike stations serve as traditional bike stands and are not be equipped with any mechanical elements that would be used to rent a bike. Apart from that, the system also offers possibility of returning a bike beyond a bike station, but for some extra fee (3 PLN, ca. 0,7 EUR). On the contrary, those who return such a bike to the bike station are awarded with a small bonus (1 PLN, ca. 0,25 EUR) added to their account.

Each bike station is equipped with information panel (map of the nearest station, cycling infrastructure in the neighborhood, contact to the Customer Service Office, user instruction, information about a relevant mobile application, except from regulations etc.)

The system consists of the so called 4th generation bicycles meaning they are equipped with GPS and on-board computer that allow users to rent, return, report bicycle/system faults etc.

Registration

Registration is possible via website dedicated to the system and mobile application. In the future the range of registration options might be extended (e.g. via on- board computer). Payment with a credit or debit card is necessary in the registration process.

The registration system will be integrated in the future with Krakow's Municipal Card.

Tariffs

The users will be proposed at the moment a paid system with subscriptions of different costs and length (mostly month and year subscriptions) that will offer 60 or 90 minutes of free riding per day.

Costs of the subscriptions:

60 min of free riding each day per one month – 19 PLN (ca. 4,5 EUR)

90 min of free riding each day per one month – 24 PLN (ca. 5 EUR)

60 min of free riding each day per one year – 179 PLN (ca. 45 EUR)

90 min of free riding each day per one year – 224 PLN (ca. 50 EUR)

For the time exceeding 60 or 90 min per day from subscription offer a very little amount is charged by the operator – 0,05 PLN(ca. 0,01 EUR) per day.

Additional subscription offers are very likely to be introduced in the future according to the demand of users. The first additional option going to be introduced soon is pay- as – you go.

Operational key figures

FOR THE 'OLD' SYSTEM IN 2015

Year	Stations	Bikes	Users	Rentals
2013	13	90	1 817	6 284
2014	29	270	9 644	29 023
2015	34	300	30548	

2016

34

300

50931

City profile

Kraków is the second largest city in Poland, located in the south of Poland. It is a historical city with more than 750 000 inhabitants. It is also one of the oldest Polish cities, as its origins date back to the seventh century. It used to be the capital of Poland as well as the residence of Polish kings. The city is divided into 18 districts. The most famous are the Old Town, Kazimierz (previous Jewish district) and Nowa Huta (built from scratch at the beginning of socialism period in Poland). The historical city center has been placed on the UNESCO World Heritage List.

Krakow: high percentage of potential commuters; reasons of using BSS: university/school 35% (204,891 students), work 32% (204,897 employees)

The intellectual potential of **Kraków** includes 24 universities and the number of people employed at universities amounts to 22,125 (including about 1,800 professors). The city has over 750.000 inhabitants and it is one of Poland's most important economic centres and the economic hub of the Małopolska region. There are about 50 large multinational companies in the city.

The populations of the city of Kraków is over 750.000.

Krakow is home to almost 205,000 students, learning in one of the 10 public institutions of higher education and 13 non-public colleges. The Jagiellonian University educates almost 52,000 of them on several campuses all over the city.

Krakow is Poland's second largest city and welcomes around 10 million tourists per year, of which 77% were foreign tourists in 2012([1](#)). This number is ever increasing. British, Germans, Italians, French and Russians top the list of foreign travellers. The majority of the current BSS docking stations are located in the historic old town but till springtime 2017 the system will have been significantly extended and will have covered almost the whole city.

Modal share

PT – 36,3%

Car – 33,7%

walking – 28,4%

cycling – 1,2%

other – 0,3%

P&R – 0,1%

Marketing & Communication

The following key messages were used in the campaign (in **2015**):

- It's easy to be a member (to all group apart from tourists)
- It's easy to rent a bike. Use your PIN or PT / University Card (these cards are integrated with the system)
- It's extremely cheap to use a KMK bike
- Leave your car at home, stay fit, healthy, benefit from the great weather and fight with air pollution
- The more you use the system, the more money will support it, the bigger and quicker extension of the system (and better cycling infrastructure)
- You are never too old

Main target groups in 2015: residents, students, employees

The following key messages will be mainly used in the campaign (**starting from October 2016**) :

- our bikes are very functional
- our bikes are the most modernized in Poland
- our system is well integrated to the public transport, so you can use it in your daily activities....
- ...but also for your leisure time!
- It's easy to be a member
- It's easy to rent a bike
- Leave your car at home, stay fit, healthy, benefit from the great weather and fight with air pollution
- You are never too old to use it

Main target groups

- residents and employees/commuters working in the city of Kraków, that could easily travel to their work with a bike or using multimodal transport (public transport and bikes),
- students,
- Krakow's bicycle environment (e.g. NGOs) that could act as a natural liaison between the BSS operator and residents.

When the system operates in its complete shape, the campaign will be extended by two specific groups: tourists and residents using mostly their cars in a day-to-day activities.

[\[1\]](#) Research carried out by the Malopolska Tourist Organisation in 2012