

Antwerp (BE) - case study

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1. City profile and policies

Antwerp is a city located in north western Belgium and with 520.000 inhabitants the city ranks second as largest metropolitan area. The city is located on the banks of the river Scheldt enabling the harbour to be the second largest harbour of Europe. Next to harbour activity Antwerp is also widely known for the diamond trade. 61% of Antwerp’s population is between 18 and 64 years old. 20% is below 17 year old and just 18% is over 65 years old. Of all people living in Antwerp 15% is from foreign descent.

Antwerp is working towards a city-wide bike sharing system. Increased access to shared bicycles will make the choice for the bicycle even easier. The current Velo system within the Ring Road and on the left bank can compete with bike sharing systems in other and also larger world cities.

By expanding the bike sharing system mobility options will grow exponentially in the districts as well. Shared bikes can provide better connections between the districts and to the inner city as an extra, quick and accessible means of transport before or after bus, tram or car journeys. Electric bicycles, cargo bikes and other evolutions can further enrich the concept and integrate bike sharing in city life. The city is open to these evolutions and wants to support ne initiatives with added value.

The city is researching strategies and forms of cooperation with the private sector and with operators of other bike sharing systems such as Blue-bike and Fietshaven. Ultimately the city wants to arrive at a wide and diverse array of complementary initiatives for the whole city. The current Velo bike sharing system allows for mostly short journeys within the area covered by Velo stations. Other systems allow for further and more journeys inside and outside of the city in the course of a day (Blue-bike) or even a year (Fietshaven).

(Bicycle Policy Plan 2015-2019:

https://assets.antwerpen.be/srv/assets/api/download/6d5dcd9b-025f-4345-bbcb-08094deadf57/fietsbeleidsplan_GB_web.pdf)

Modal	share
Car	41%
Bike	23%
Walk	20%
PT	16%

http://www.epomm.eu/tems/result_city.phtml?city=159&list=1, 2010

2. Description of Bicycle Share Scheme

- name bike share scheme and link to its website: Velo Antwerpen <https://www.velo-antwerpen.be/en>
- in operation since June 9th, 2011
- operator Clear Channel
- Partners: De Lijn
- hardware supplier: Clear Channel International. They designed the system and source all parts from different suppliers, upon which they assemble the system themselves. This has the benefit that the bikes have “unique” parts, due to which they are not so attractive for bike theft.
- contract duration: 10 years (2011-2021)
- financing of the contract:
 - Subsidy of City of Antwerp
 - Partners (like public transport operator)
 - Users (via subscription fees)

3. Operational aspects Technology



The bike used by Velo Antwerpen is a sturdy bike ideal for short distances in the city. The bike has 3 gears, and a drive mechanism that replaces a regular chain to increase strength and easy maintenance and possible grease stains on clothing of the user. The saddle of the bike can be adjusted easily by releasing the clamp sliding the saddle higher or lower to the preferred height. The front wheel contains a hub dynamo giving power to both front and rear lights every time the bike is used without creating extra resistance when pedaling. The bike has an integrated luggage rack in the steering wheel. Elastic straps will secure the user's bag or groceries aiding in a safer journey. The tires of the bike are inflated using nitrogen so they retain their pressure longer. Users won't have to worry about getting a flat tire nor do they have to worry about getting a dirty clothes from a wet road surface as mudguards at the front and back prevent dirt and water from splashing. Also do they act as a barrier from getting your clothes trapped in the wheels.

registration

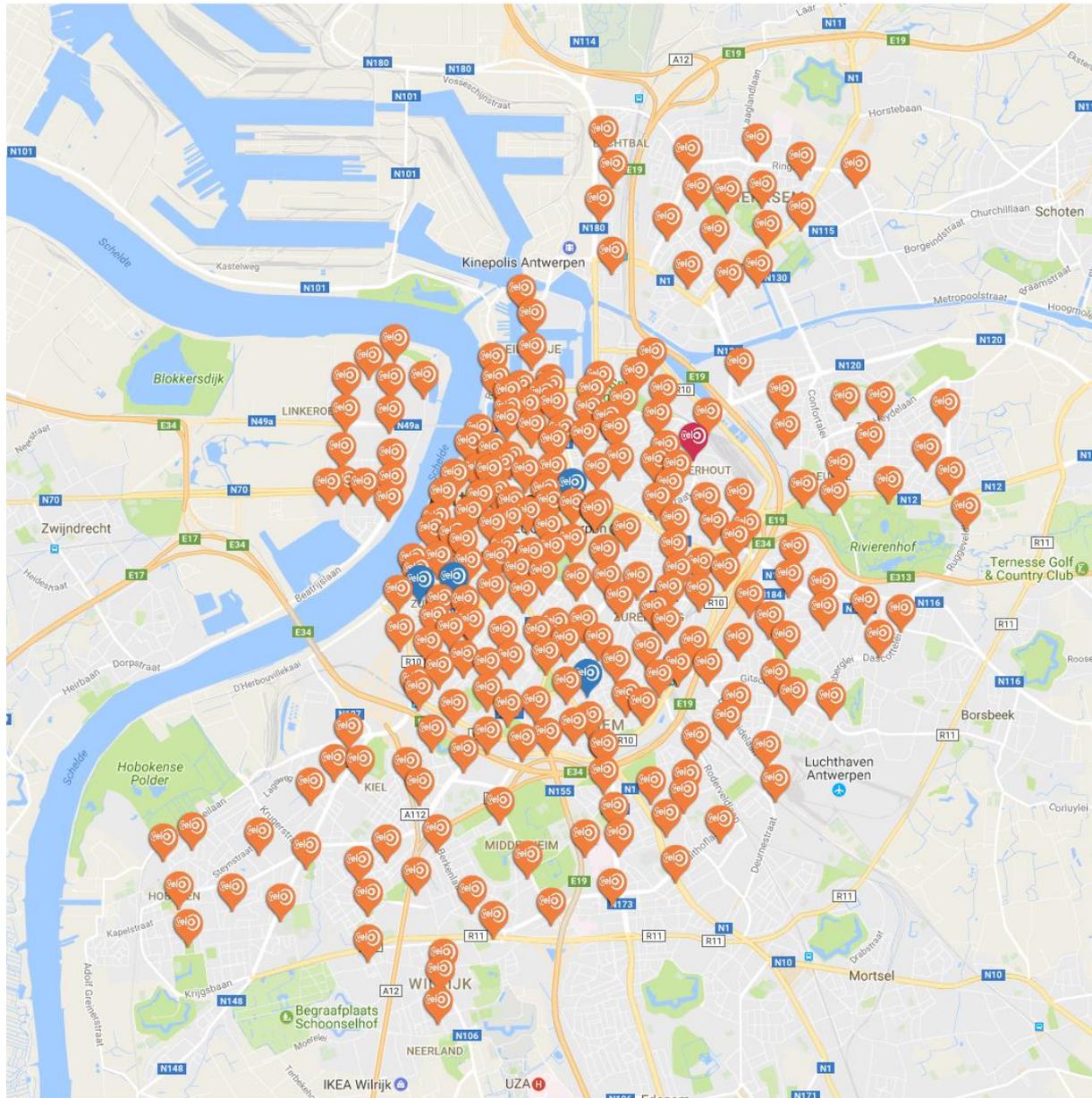
Velo Antwerpen uses two subscription systems; a day or week pass and a year card.

Retrieving these subscriptions can be done on their website, at the Velo-desk in Antwerp and by phone. The passes can only be bought by credit card and the year card offers a direct debit option alongside credit card. When registered correctly the user will receive a



user code and password. With the user code the user can retrieve a bike from any given station in Antwerp.

Map with stations:



tariffs

Rates

	Registration	Velo trip usage
4,00€		
10,00€	Day pass (24 hours) € 4,00 	0-30 min. FREE after registration
49,00€	Week pass (7 days) € 10,00 	30-60 min. + € 0,50
FREE after registration	Year card (1 year) € 49,00 	60-90 min. + € 1
+ € 0,50		+ 90 min. + € 5 per started hour
+ € 1		
+ € 5 per started hour		(max. 4 hours/ride)

Operational key figures

Year	Stations	Bikes	Rentals	annual subscriptions	Average rental duration	Average trips per bike per day
2011	80	1.000	923.977	?		
2012	?	?	2.061.200			
2013	?	?	2.558.657			
2014	150	1.800	1.805.492	> 33.000	12 minutes	5,62

4. User Profile

26-40 years old	46%
Residents of Antwerp	67%
Male	60%
female	40%

5. Communication / Marketing plan

main target groups: people who use social media (generally young people) as twitter is a main communicator for Velo-Antwerpen.

6. Contact details:

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About VeloCittà:

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu or send an email to info@dtvconsultants.nl

Partners:

