

## BiciElx, Elche, Spain - Case Study

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### 1. City profile

#### Message from the Councilor responsible for the Bike sharing scheme:

- Urban mobility is a central axis in the planning of the municipality of Elche because of their social and economic implications. Nowadays, this mobility management is inevitably linked to the criterion of sustainability. We seek to introduce it transversely in the municipal government with the aim of contributing to the protection of the environment, human health and well-being of our population.
- From the Department of Mobility we manage public and alternative transportation modes that exist in our municipality. Our actions are aimed at promoting its use among the citizens and to facilitate their movement against the most polluting options. In the case of the bike, we have a public rent service, BiciElx, which has been implanted in the city successfully. BiciElx favored to the normalization of the use of the bicycle as a regular mobility mode.
- In Elche we have the conditions that favor the use of the bicycle: built-up compact, flat topography and pleasant temperatures. From the town hall we are faced with the challenge of generating the rest of conditions necessary to ensure that circulation in the bike is comfortable and safe.
- For this reason, in the mobility assembly -where there are represented many citizen groups- we are working to reach a consensus on policies that treat the bicycle as a priority vehicle in our city and get change patterns of mobility of our inhabitants. We work from four complementary aspects: update the regulations, expand the public bicycle rental system, improve infrastructure and raise awareness among the public.
- It's necessary to change the paradigm. We have to design Elche on the basis of tpublic and alternative transportation have to be the priority.
- Now in Elche we are experiencing a transition period between these two models. We work to make the change visible as soon as possible, by the time we are facing the unshakable car culture and we suffer the limitations in economic resources. As a consequence, politics can not be introduced as fast as we need.
- However, these were the challenges for other cities before when they bet on sustainable mobility. For this reason, our goal is to guarantee a long walk for this measures and cleaner manners for our city. Precisely, one of the most important feature in Elche is its natural heritage, so our responsibility is thinking green.



Esther Díez Valero, Council for Mobility

## City description

Elche, a city accommodating over 232.000 inhabitants, is the province of Alicante's second largest, the third in the Valencian Community and the twentieth in Spain (the fourth largest if we don't count provincial capitals).

The municipal limits occupy 326.07 km<sup>2</sup> and enjoy their very own combination of terrain and landscape: countryside, coastline and mountains. Within the municipal boundaries we find 33 dependent areas.

Elche enjoys a privileged position in the center of what is known as the Spanish Mediterranean Basin, which itself is part of one of the major axes of European development. The five regions which make up the Mediterranean Basin, Catalonia, the Valencian Community, Murcia, Andalusia and the Balearic Islands accommodate over half the national population and generate over half Spanish economic activity. The city enjoys a series of attributes make it an ideal city in which to live and work as well for investment in the development of business initiatives and projects.

Elche is a dynamic, enterprising city, ideal for developing new business opportunities and job creation as it enjoys a series of key location factors for business activities.

The Elche City Authorities are applying a local development policy on the concepts of quality and sustainability, encouraging the compatibility of territorial use for economic activities linked with conservation and giving value to environmental, landscape and cultural assets.

The excellent communications, transport connections and infrastructures to and from Elche provide easy access to markets and national and international clients. Land, air and maritime transport available to the city ease the movement and transportation of people and goods within the so called Mediterranean Corridor. The Mediterranean Corridor stretches all the way from Algeciras to Helsinki and is considered as a strategic communications axis given its high potential for moving passengers and freight; its commissioning will have high economic, social and territorial impact.



From Elche there is direct access to the Mediterranean Toll Motorway and to the Dual Carriageway, the axes which follow the length of the coastline from France to Algeciras.

The city is connected directly to Alicante (22 Km) by way of the Vía Parque, with Murcia (63.8 Km) by way of the Autovía del Mediterráneo, with Madrid (432 Km) by the Autovía A-31 and with Barcelona (566 Km) via the Autopista del Mediterráneo.

“El Altet” International Airport is within the municipal boundaries of Elche and carries the sixth largest number of passengers of all the Spanish airports: AENA figures recorded that in 2011, 9,913,764 passengers went through El Altet.

In 2011, new Airport installations were inaugurated so the terminal now covers 333,500 m<sup>2</sup>, with 6,740 parking spaces and a potential operating capacity of 20 million passengers.

At present Elche has rail connections to both Alicante and Murcia, and has plans drawn up for a modern functional station for the High Speed Train on the Levante Line which will run through four Autonomous Communities: Madrid, Castilla La Mancha, Comunidad Valenciana and Región de Murcia.

Elche is very close to the Port of Alicante which boasts specialised services and installations making it ideal for both passengers and freight. It is mainly used for boats going to and from Europe, America, North Africa and the Balearic and Canary Islands. One of its highlights is the arrival of Cruise liners.

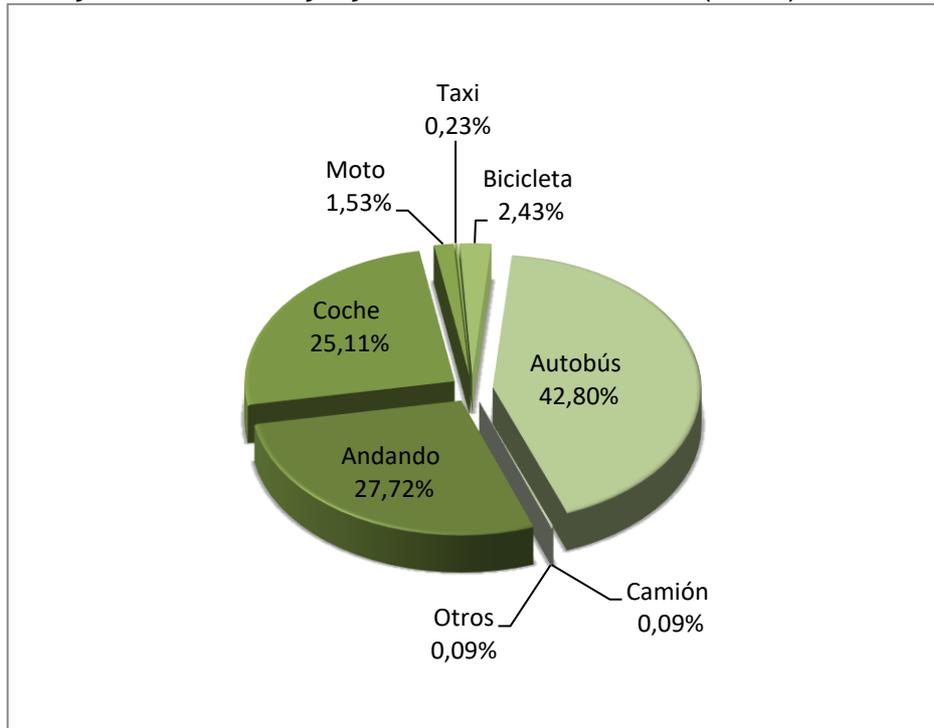
Elche City Council has used a state-owned company, “Promociones e Iniciativas Municipales de Elche S.A.” (PIMESA), to develop and transform land in preparation for business activities. PIMESA is the public company responsible for the management of urban mobility in Elche, managing all the services related to it, including BICIELX, individualized public transport system in the form of bicycles.

#### modal share 2011 survey

Modal	Share
Car	43.1%
Motorbike	3.3%
PT	14.5
Private bicycle	4.3%
Walking	31.3%
Other	3.5%

<https://bicicletapublica.es/2016/04/04/conociendo-al-usuario-ii-cambio-modal/>

## Study urban mobility by urban buses of Elche (2016)



## 2. Description of Bicycle Share Scheme

name bike share scheme and link to its website: BiciElx,

<https://www.bicielx.es/bicielx/>

in operation since: June 2010

operator: PIMESA, public company

hardware supplier: MOVUS, company of Valencia (Movilidad Urbana Sostenible)

contract duration: There is not a contract for managing BICIELX, PIMESA is a public company.

## 3. Operational aspects

technology



BiciElx bikes are made entirely from Aluminium with a focus on an ergonomic design, giving priority to safety and comfort.

The bike has three speeds that easily and quickly change gears. The seats used are non-removable, comfortable and easy to adjust. A spacious front basket and a robust rack give the user the opportunity to carry small objects with them on the bike. All

bikes are equipped with dynamo powered front lights and battery powered rear lights.



Bicielx has 34 bicycle station in total spread over different areas in the city. Each Bicielx station has a terminal from which bicycles can be rented. The bikes are parked securely in docks. One dock can lock a total of two bikes to it.

**Registration:** The registration in bicielx must be made in the offices of PIMESA. It cannot be done from a bicielx station or online. The renewal of the subscription can be done online.

#### tariffs

subscriptions	Total amount
Daily	10.89 EUR
Weekly	19.36 EUR
Monthly	25.41 EUR
Annual	36.30 EUR

First 30 minutes	Second 30 minutes	Third 30 minutes	Fourth 30 minutes
Included in subscription	0.61 EUR	1.21 EUR	1.21 EUR

#### Operational key figures

Year	Stations	Bikes	Long term users	Rentals	Average rental duration	Kilometres per rental
2010	14	109	387	21.736		1,66
2011	14	109	776	58.509		1,74
2012	34	223	1.619	205.917		2,19
2013	34	277	2.560	297.730		2,21
Sep/2014	34	296	2.524	327.302		2,15
2015	34	296	2.226	273.026		2,15
2016	34	296	1.880	282.284		2,12



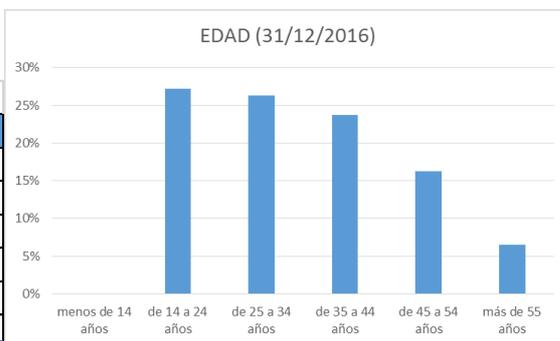
Map of all bicielx stations in the city of Elche

#### 4. User Profile

According to Bicielx: the bike share network is predominantly used by commuters travelling to work and school, this is because 86,17% of all rentals per week are made outside of the weekends.

##### POR EDAD A 31 DE DICIEMBRE DE 2016

Edad	Usuarios	%
menos de 14 años	0	0%
de 14 a 24 años	500	27%
de 25 a 34 años	482	26%
de 35 a 44 años	436	24%
de 45 a 54 años	298	16%
más de 55 años	120	7%



##### POR OCUPACIÓN A 31 DE DICIEMBRE 2016

Ocupación	Usuarios	%
Cuenta ajena	877	47,77%
Estudiante	644	35,08%
Autónomo	132	7,19%
Desempleado	96	5,23%
Sin ocupación	37	2,02%
Pensionista	19	1,03%
Sin clasificar	31	1,69%



##### POR GÉNERO A 31 DE DICIEMBRE DE 2016

Sexo	Usuarios	%
Mujer	738	40%
Hombre	1.097	60%



## 5. 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](http://www.velo-citta.eu) or send an email to [info@dtvconsultants.nl](mailto:info@dtvconsultants.nl)

**Partners:**

