

Case study – MADRID (SP)

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1. Description of Bicycle Share System

Name: BiciMAD (www.bicimad.com)

In operation since: June 2014

Operator: EMT-Empresa Municipal de Transportes de Madrid (www.emtmadrid.es)

Subcontractors: Bonopark & Booster-bikes

Contract duration: 12 years with a clause to extend for a period of 4 years. (Contract began in November 2013, though the system was launched in June 2014).

Financing of the contract: The holder of the BiciMAD-system is the Madrid City Council. The contract establishes a payment to the operator based mainly on the availability of bicycles. Additionally it also establishes a system of quality indicators that influence the payment. In addition, the operator raises the money from users (payment) on which it taxes. Currently, the bike sharing system does not contemplate the sponsorship formula.

2. Operational aspects

Technology: BiciMAD is a public transport service 100% provided by electric bicycles (pedelecs). BiciMAD stands out due to the accessibility of the information it offers to improve the user experience;

- Information in real-time on available bicycles and stations.
- Instant registration with a credit or debit card.

Registration: There are two possible types of users:

1. Annual subscriber: either at www.bicimad.com, on the BiciMAD mobile application, on the 010 telephone (915 298 210 if calling from outside Madrid) or at "Línea Madrid" Citizens' Advice Bureau. Users receive a subscriber code to collect their card from the totem at any bike station. From then on, subscribers just need to go to one of the BiciMAD stations to use the service, provided they have a balance on their card.
2. Occasional user: on the bike station totem, users can get a 1, 3 or 5 days' use card. At the end of the selected period, user will be billed for the total use time of the bikes.

Tariffs:

ANNUAL SUBSCRIPTION

- o Annual subscription rate without a Madrid Travel Pass seasonal ticket: €25
- o Annual subscription rate with a Madrid Travel Pass seasonal ticket: €15 → First 30-minutes: €0.50
- o Subsequent 30-minute fractions: €0.60 → Bonus for collecting the bicycle from a busy station (over 70% full): €0.10 → Bonus for returning the bicycle from an underused station (under 30% full): €0.10
- o Bonus for reserving a docking point at the destination (may not be applied in conjunction with the bonus for returning to an underused station): €0.10
- o Penalty for exceeding two hours → per hour or fraction: €4

OCCASIONAL CARD

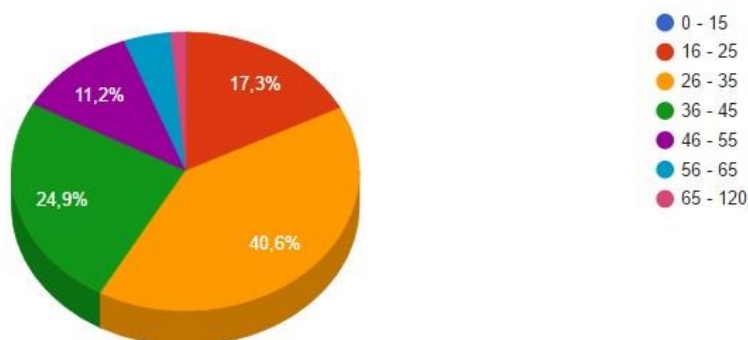
- o Rate for the first hour or fraction thereof: €2
- o Rate for the second hour or fraction thereof: €4
- o Bonus for collecting the bicycle from a busy station (over 70% full): €0.10
- o Bonus for returning the bicycle to an underused station (under 30% full): €0.10
- o Bonus for reserving a docking point at the destination (may not be applied in conjunction with the bonus for return to an underused station): €0.10
- o Penalty for exceeding two hours, per hour or fraction thereof: €4

Operational key figures:

Year	Stations	Bikes	Users (Annual subscription)	Rentals
2014	123	1560	27.649	726.662
2015	165	2028	59.169	3.075.454
2016	165	2028	60.430	2.807.137

User profile: Regarding to BiciMAD user's profile, it is slightly more men than in women make use of the bike sharing system.

40.6% of the users are between 26 and 35 years old (the largest age group), while 65.5% of the users are between 26 and 45 years old. This profile, together with the hours of maximum use, gives us a general profile of young users who use BiciMAD mainly in labor trips (to go back and forth to/from work).



BiciMAD users per age (%)

3. City profile



Ms. Inés Sabanés. Environment and Mobility Councilor, with one of the BiciMAD e-bikes

Madrid is the capital and largest city of Spain and the third largest in Europe (after London and Berlin) with a population of +/- 3.23 million inhabitants and a total area of 605.77 km². The metropolitan area of Madrid, with about 6 million people, is the third most populous in Europe after Paris and London.

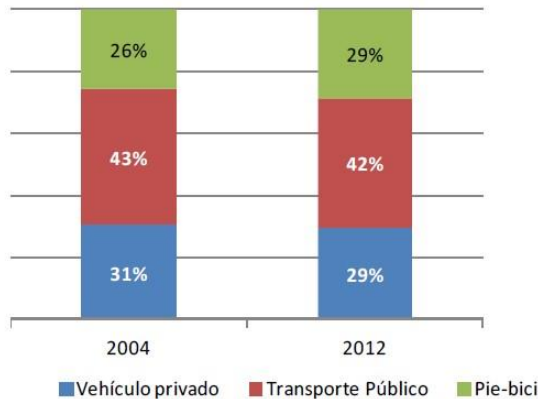
Around 8.4 million trips occur on a weekday in the city of Madrid, which accounts up to 3,415 km of highways (938 km correspond to high capacity ones). The main highways network,

with a radial structure, is complemented with 2 rings and 2 semi - ring highways. In the recent years, the growth in Madrid has led to the challenge of how to combine the spread of the city with the mobility needs of the population without generating impacts. For instance, on traffic congestion, air quality and occupancy of public space, among others. Nevertheless, the city of Madrid has an extensive and comprehensive public transport system. For example , the subway system has 338 stations , 2,157 trains and a network of 339 km, while the municipal transport company (EMT) has 204 bus routes (with are good for 3,725 km), 10,024 bus stops and 1,900 vehicles using a wide variety of alternative fuels (100% electric, hybrid and CNG buses) . In addition to this, there are 13 transport interchanges which are key in the promotion of intermodality. Therefore, the city of Madrid manages a complex set of urban infrastructure and public services, in which transportation and mobility plays a key role.

Madrid is very interested in the development of appropriate policies, services and initiatives to lay the foundations for a sustainable future and a better quality of life of their citizens. These policies try to address the problems such as housing, energy, environment, urban services and of course, mobility. Therefore, cycling plays a keyrole.

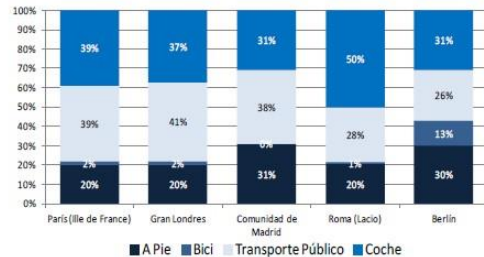
Modal share: Regarding the modal share, the following tables show data for both Madrid City and Madrid Region (metropolitan area). *These figures are extracted from the Madrid City SUMP.*

Figura 13: Evolución de la distribución modal en Madrid (%)



Fuente: Encuesta Domiciliaria de Madrid 04 y Encuesta del Barómetro de Consumo del Ayto de Madrid del 2012

Figura 14: Comparativa de la distribución modal a nivel metropolitano (%)



Fuente: Paris: Enquete globale transport 2010, Londres: Travel in London 2010, Madrid: EDM 04, Roma: CIVITAS, Berlin: Wikipedia

4. Marketing & Communication

Two months before launching BiciMAD system, an advertising campaign was carried out. Directed by the main actors of the urban mobility, with the objective of raising awareness about safety and about the basic norms established by the ordinance of mobility, as well as to promote (from a positive perspective) the coexistence between pedestrians, cyclists and car drivers. A communication campaign was designed under the claim "Nos mueve el respeto" ("Respect moves us"), with different messages addressing each of the defined target groups. Media campaign was disseminated mainly using on-street advertisement panels and buses. These actions were carried out in close cooperation with Madrid City Council.

The campaign for launching BiciMAD system started in June 2014. Under the slogan "Madrid recibe a la bici con una gran sonrisa" ("Madrid receives the bike with a big smile"). It was intended to inform Madrid citizens of the existence of this new service and means of public transport, as well as to create a positive disposition towards the public bicycle service.



Gracias, ciclista



Pictures, video links and graphs:



Raising awareness and safety campaign (using the back side of a bus)



Launching BiciMAD service





5. Contact details

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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.



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:

