

Case study – BUDAPEST (HU)

Content

- Description of the system
- Operational aspects
- City profile
- Marketing & Communication
- Contact details



1. Description of Bicycle Share System

Name: MOL BUBI (<https://molbubi.bkk.hu/a-molbubi.php>)

In operation since: 8 September 2014

Operator: BKK Centre for Transport Budapest.

Subcontractors: Közbringa Ltd. (Redistribution and maintenance)

Hardware supplier: Nextbike, Csepel, T-Systems Hungary

Contract duration: 5 years

Financing of the contract: European Union & municipality of Budapest. Operation: Budapest/BKK (with a name sponsor: MOL, an Hungarian Oil and Gas company).

2. Operational aspects

Technology: Station based / smart bicycles.

Registration: Tickets you can buy either with the self-service at one of the terminals, on www.molbubi.bkk.hu or via the mobile application. Passes (subscriptions) are being sold at the BKK Customer Service Centre.

Tariffs: When subscribing, the contracting party can choose a ticket or a pass;



Subscription	Costs	Number of hireable bicycles
Ticket: 1 day	€1,62 (HUF 500) Deposit: €81,11 (HUF 25000)	1
Ticket: 3 days	€3,25 (HUF 1000) Deposit: €81,11 (HUF 25000)	1
Ticket: 7 days	€6,49 (HUF 2000) Deposit: €81,11 (HUF 25000)	1
Pass: 90 days	€25,31 (HUF 7800) → Regular price €16,22 (HUF 5000) → Promotional price* Usage fee credit: €3,25 (HUF 1000)	4
Pass: 180 days	€40,56 (HUF 12500) → Regular price €25,96 (HUF 8000) → Promotional price* Usage fee credit: €9,73 (HUF 3000)	4
Pass: 365 days	€61,32 (HUF 189000) → Regular price €38,93 (HUF 12000) → Promotional price Usage fee credit: €16,22 (HUF 5000)	4

**You are entitled to purchase your MOL Bubi pass at a promotional price if you consent to receiving commercial messages from BKK Zrt as per the conditions in the Data Management Policy.*

Operational key figures:

Year	Stations	Bikes	Users	Rentals
2014 – Sept	76	1100		
2015 – Sept	99	1150		
2016 - Nov	112	1286	+/-4000	+/-1.5 million

Advanced operation figures

Year	Registrations	Average rental duration	Average trip length
2017	+/-60.000	15 min	2km

User Profile: The market research is planned to be completed during the summer of 2017

3. City profile

Budapest is the capital city of Hungary and also the country's economic and politic hub. The city has +/- 800.000 inhabitants and generates +/- 400,000 car trips per weekday. Thereby is the city also the largest metropolitan area in Central Eastern Europe. Budapest is an important city in Central Eastern Europe because of their implementation of transport management organisational schemes and the integration of different transport modes in the city. Budapest launched its bike-sharing scheme in 2014 with an unusual business model. MOL Bubi is a new product of BKK (Centre for Budapest Transport), which deeply integrates cycling into the well-developed public transport system of the Hungarian capital.

MOL Bubi also brings innovative solutions to the field of bike-sharing. Ideas such as board computers and the electronic locks on the public bicycles effectively eliminate the problem that occurs when a docking station is entirely full.

Modal share: For cycling the modal share is 2% for the entire city of Budapest, 10% for the downtown areas.

Modal Share	
Car	22,84%
Public Transport	33,88%
Cycling	2,32%
Walking	40,96%

https://molbubi.bkk.hu/docs/20130611_LaszloKerenyi_Budapest_CyclingCity.pdf

<http://h2020-flow.eu/news/news-detail/city-in-the-spotlight-budapest/>

<http://www.bkk.hu/en/2013/11/bkk-reveals-the-bicycles-of-the-mol-bubi-public-bike-sharing-scheme/>

<http://h2020-flow.eu/flow-cities/budapest/budapest-en/>

4. Marketing & Communication

Key messages: “Complementary Public Transport mode”

Main target groups: Public Transport users, office workers, non-cyclists, students & party people. Promotional tools like an integrated fare structure, multiple membership cards, community-building gamification approaches contribute to widening the target group of shared mobility services and so bringing more social benefits.

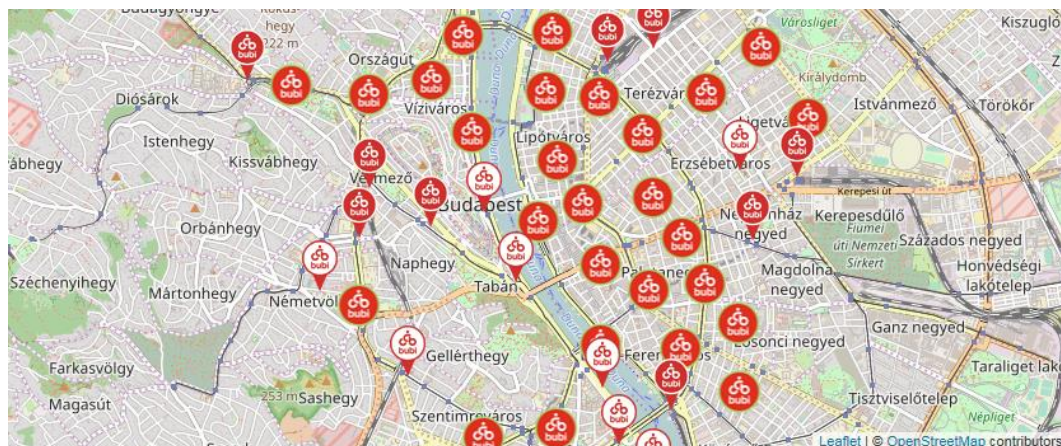
Pictures, video links and graphs: <https://molbubi.bkk.hu/galeria.php> ,

<http://www.wocomoco.org/assets/docs/Infomaterialien-Kongress-2016/Praesentationen/Peter-Dalos.pdf>

<https://www.facebook.com/estelle.bertron.7/videos/10207652743455948/>

5. Contact details

Péter Dalos
Bubi Bike Sharing
Product Manager
BKK Centre for
Budapest
Transport



Mobile: +36 70 443 3799

E-mail: peter.dalos@bkk.hu

Web: <http://molbubi.bkk.hu>

February 2017

www.velo-citta.eu



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:

