

Case study Copenhagen

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1. City profile

Short city description

With a population of almost 1.300.000 Copenhagen is not only the capital of Denmark but also the largest populated city of Denmark. The city plays a major economic role and contains the financial heart of Denmark. The economy is largely based on services and commerce. In 2010 350.000 people were employed with the vast majority working in the service sector. Less than 10.000 were employed in the manufacturing industries. With a GDP of 88.366 million euros in 2010 Copenhagen is listed as the 15th largest GDP per capita of regions in the European Union. For a long time focus was on bicycle transport in Copenhagen. The city introduced the first large scale bicycle share scheme of its kind in 1996 and was upgraded in 2014 with electric bikes. As the name suggests Copenhagen is listed number 1 as the most bike friendly city according to the Copenhagenize index

Message from the technical and environmental mayor

“The bike share system in Copenhagen that we call ‘Bycyklen’ is not a new phenomenon. You could easily say that Copenhagen has gone from first launching a beta-version in 1996 as the first city in the world to introduce a bike share system, to an ultra-modern 2.0 version geared to meet both current and future requirements. The bike share concept is here to stay in Copenhagen, a city that the rest of the world recognizes as a mecca for cyclists.”



MORTEN KABELL
TECHNICAL AND ENVIRONMENTAL MAYOR
PHOTO: URSULA BACH

modal share

Modal	share
Car	33%
Bike	30%
PT	20%
Walk	17%

2014, http://www.epomm.eu/tems/result_city.phtml?city=227&list=1

2. Description of Bicycle Share Scheme

Name bike share scheme and website: Bycyklen, <https://bycyklen.dk/en/>

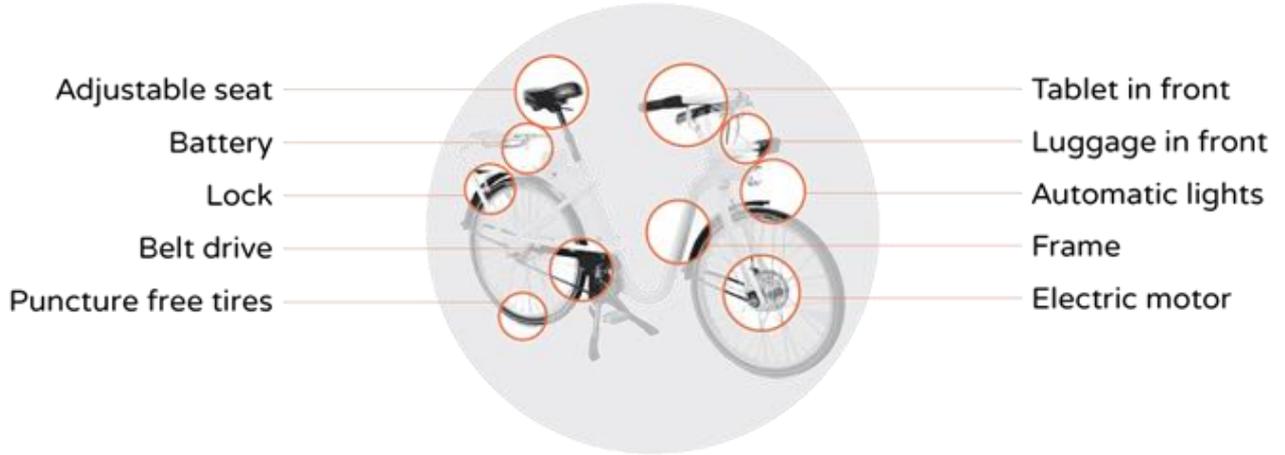
In operation since: 1 April 2014

Operator: City and Commuter Bike Foundation

Hardware supplier GoBike Danmark A/S

Contract duration:
Financing of the contract:

3. Operational aspects Technology



The bike has many modern features aiding in a comfortable bike ride. The tablet in front is has built-in GPS and is weather resistant. The battery is a 37V 10.000 mA lithium-ion battery providing assistance for up to 25 kilometers. The luggage rack can hold up to 15 kilos of luggage securely. The lock communicates with the tablet with the users username and pin code acting as the key. LED lights turn on automatically when the bike is in use. The Belt drive is similar in strength and durability as that of motorcycles, best of all it is practically maintenance free. The tires are filled with a special foam making the ride comfortable and puncture free. The frame is built in aluminium with internal cable routing. And last the electric motor uses a 250 watt motor located on the front wheel, when the brakes are applied the motor switches off automatically.

Registration



The user needs to create an account first, this can also be done on the tablet installed on the bike. Then login on the system to unlock and use the bike. Through the users account a bike can be booked in advance, reservation costs 10 DKK (1.50 euros) cancellation is free. Payment starts when bike is taken out of the dock and ends when returned to a dock.

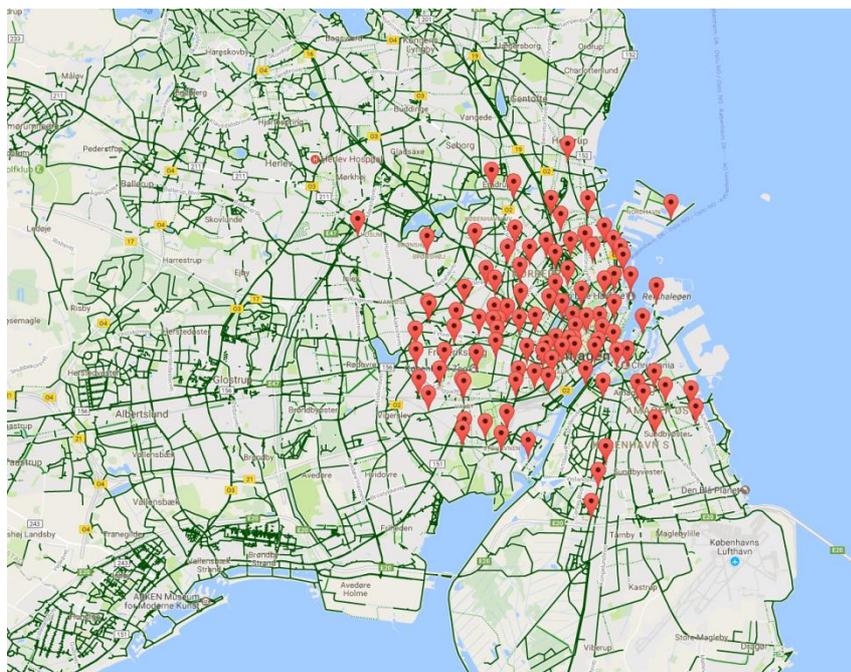
Tariffs

Pay as You Go DKK 30 1 hour included	Subscription DKK 70 per month 140 min. included Parking DKK 0,15 per min.	10 hours DKK 300 600 min. included DKK 0,50 per min.*	20 hours DKK 500 1200 min. included DKK 0,42 per min.*
Additional time DKK 30 per commenced hour	Additional time DKK 0,35 per min.	Additional time DKK 1 per min.	Additional time DKK 1 per min.

There are three types of tariff structures. Pay as You Go is for infrequent users. Users pay 30 DKK (4 euros) per hour. Subscription is for frequent users who pay 70 DKK (9.50 euros) per month. Per month the first 140 minutes are free, and each additional minute will cost the user 0.35 DKK (0.05 euros). The flaw of these two registration types is that they only allow one user at a time, that is why a third registration type will be added to the system. Two prepaid packages with 10 hours and one with 20 hours. These packages allow five users to rent bikes simultaneously on one account.

Operational key figures

Year	Stations	Bikes	Users	Number of subscriptions	Average trip duration	Average trip length
2014	?	?	?	?	102 min	8,8 km
2015	95	1860	?	?	59 min	4,9 km
2016	104	?	183,145	3.450	40 min	4,0 km



A map of all bike stations in Copenhagen



4. Communication / Marketing:

Key messages:

Main target groups Commuters and visitors

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 operational solutions with regard to organisational and financial aspects. Also political involvement was a major element in the project. 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:

