

Case study – Dublin (IE)

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1. City profile

Dublin is the capital of the Republic of Ireland and has a population of 1,350,000. The Dublin region is the economic center of Ireland. In 2009 the city was listed as the fourth richest city in the world by purchasing power and the tenth richest by personal income. In 2005 approximately 800,000 people were employed within the Greater Dublin Area (population back then was 1,600,000). Of those 600,000 were employed in the service sector and 200,000 in the industrial sector. To make Dublin more bike friendly the city council started installing cycle lanes throughout the city in the 1990s, reaching a network of 200 kilometers of cycle paths in 2012. Dublin ranks 15th on the Copenhagen index for most bike friendly city.



Andrew Montague became elected to Dublin City Council in 2004 and later that year proposed the dublinbikes Scheme.





Andrew Montague, *lord mayor of Dublin June 2011–June 2012*

Modal split:

Mode	share
Public transport	49.80%
Car	32.60%
Taxi	1.50%
Walk	9.40%
Cycle	5.40%
Goods	0.50%
Motor Bike	0.70%

2015

<http://www.cycledublin.ie/blog/wp-content/uploads/2016/05/2015-Cordon-Count-Report.pdf>

2. Description of Bicycle Share Scheme

Name: Coca-Cola Zero dublinbikes

Key Statistics: 101 stations and 1,500 bikes

Website: www.dublinbikes.ie

Commenced operation: September 2009

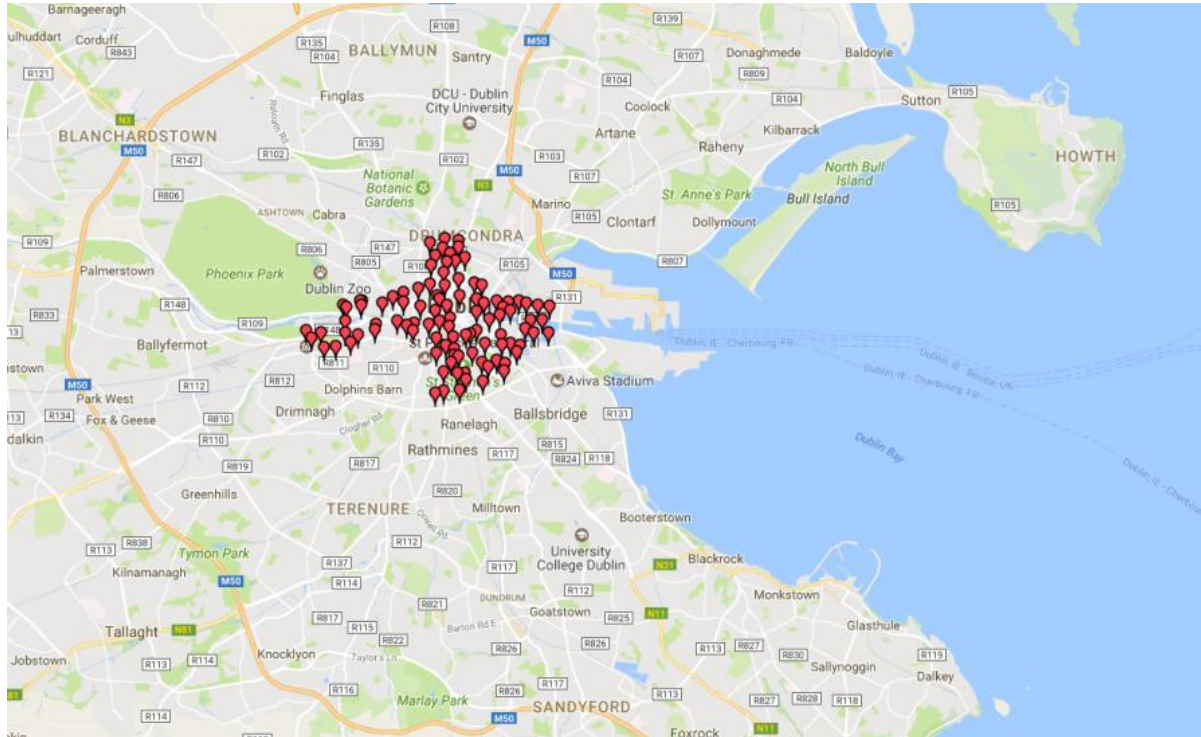
Operator: JCDecaux Ireland Ltd (sponsor Coca-Cola Zero) on behalf of Dublin City Council

Subcontractor: n/a

Hardware supplier: JCDecaux Ireland Ltd

Contract duration: 2006-2027

Financing of the contract: The Coca-Cola Zero dublinbikes scheme arose from a 2005 tender by Dublin City Council for the provision of a package of public amenities (bike rental scheme, wayfinding scheme, public information system) in return for concessions over advertising sites in the city – at a cost neutral basis to the Council. JCDecaux funded all set up costs with respect to the bike hire scheme including annual Operation and Maintenance costs. Dublin City Council receives membership and usage fees which contribute to operational costs following a major expansion of the scheme in 2014.



A map of all Coca-Cola Zero dublinbikes stations

3. Operational aspects

Technology: All stations have a terminal accepting an Annual Card or a 3 Day Ticket. Leap Cards (an integrated Public Transport pass) that have been linked with a member's account can also be used. A number of terminals have credit card facilities enabling customers to purchase a 3 day ticket.

All station terminals allow customers to 1. Select a bike, 2. Consult their accounts, 3. View availability of bikes and stands at other stations, 4. Check a map with all stations, 5. Locate a credit card enabled terminal.

The official free Coca-Cola Zero dublinbikes smartphone App uses the geo-location and mapping functions of a smartphone in order simplify the use of the scheme, providing real time information about the availability of stations and bikes, as well as other useful scheme and account information.

Registration: Subscribers can either pay €25 a year for annual membership or take out a 3 Day Ticket subscription for €5. Payment is by credit card or direct debit. Journey use tariffs apply but all trips less than 30 minutes in duration are free. For both subscriptions, a 150 euro guarantee will be collected if the bike is not returned within 24 hours of rental.

Tariffs:

SERVICE CHARGE					
First ½ hour	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Every extra ½ hour
FREE	€0.50	€1.50	€3.50	€6.50	€2

Operational key figures:

Year	Stations	Bikes	Users (3-day subscription)	Cumulative journeys	Subscriptions (1-year)	Average trip length
4/2010	44	550	10,098	556,497	21,134	16 minutes
4/2011	44	550	21,588	2,003,105	33,643	13 minutes
4/2012	n/a	550	n/a	3,500,000	44,600	n/a
11/2013	n/a	600	10,266	6,037,199	36,636	20 minutes
9/2014	100	1,500	9,395	7,951,866	46,695	20 minutes
4/2015	101	1,500	4,260	10,568,398	54,808	13 minutes
6/2016	101	1,500	6,245	15,105,650	59,808	14 minutes

Key milestones

- Scheme commenced operation in September 2009 with 40 stations and 450 bikes.
- One millionth rental in August 2010.
- Scheme expanded to 44 stations and 450 bikes between 2010 and 2011.
- Two millionth rental in May 2011.
- Three millionth rental in December 2011.
- Scheme expanded to 101 stations and 1,500 bikes in 2014.
- 10 millionth rental in April 2015.

Current operational statistics

Current Valid Long Term Subscribers:	68,074
Short Term Subscribers (YTD):	17,798
Journeys (YTD):	4,355,437
Journeys (since launch):	17,767,766
Average Duration of Journey (YTD):	15 minutes
Percentage of Journeys Free i.e. under 30 minutes (YTD):	96%
Busiest Usage Day Ever:	16th September 2016
Number of Journeys on Busiest Day:	18,041

(All information accurate as at 31st December 2016)

4. User Profile

Gender	distribution
Male	65%
Female	35%

Dec 2016

Age	distribution
14 - 17	0.16%
18 - 25	13.23%





26 - 35	43.63%
36 - 45	26.23%
46 - 55	11.47%
56 - 75	5.16%
75 +	0.12%

Dec 2016

5. Communication / Marketing plan

Dublin's bike culture has flourished in recent years as increasing numbers of people opt for the convenience of pedal power. Greater investment by Dublin City Council is leading to the provision of better cycling facilities and more and more people are returning to cycling as a cheap, efficient and healthy way to travel. Dublin is quickly becoming a cycling city again and Coca-Cola Zero dublinbikes has been one of the biggest drivers in making this possible.

The scheme has had a hugely positive impact on the city, improving citizens' quality of life, bringing jobs closer to where people live, linking people with other modes of public transport and the city's cultural destinations, as well as forming an integral part of the city's transportation system. The attraction of Coca-Cola Zero dublinbikes is also evident in the diversity of people that can be seen using the scheme across the city. Students, tourists, business people all use the scheme to get around the city.

Maintaining equitable access to the scheme for all sectors of society has been a key principle since the scheme first commenced. 96% of journeys on Coca-Cola Zero dublinbikes are free as members don't pay for journeys less than 30 minutes. Given that annual long term membership is just €25, this represents great value for money for users of the scheme. Providing a bike scheme with modest subscription fees has enabled the public to adopt ownership of the scheme and become guardians of the scheme's bikes and infrastructure.

Longer term, Dublin City Council is committed to further expansion of the scheme with plans in place for a 14 Phase development programme to give an ultimate capacity of 5,000 bikes and 300 stations across the city. The further continuation of the advertising finance model will be key to ensuring that costs to subscribers are maintained at reasonable levels.

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 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 more 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 funded by the Intelligent Energy Europe Programme of the European Commission. It had project partners from March 2014 to February 2017.

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

Partners:

