



**VELOCITTÀ**

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

**KRAKÓW**



# Fact Sheet on the Bicycle Share System in KRAKÓW



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## ***Tadeusz Trzmiel, 1<sup>st</sup> Deputy Mayor for Urban Investments***

Bicycle sharing system in the city favors the development of cycling. We observe an increase in the share of cycling in the city every year, which translates into improved quality of life for residents.

## **The story of the two Krakow bike sharing systems**

The Bicycle Renting System “BikeOne” started to exist in Krakow in autumn 2008 thanks to 6th FP project CIVITAS CARAVEL. This was the first implementation of bike sharing system realized in Poland and one of the first in Central Eastern Europe.

It started off with 100 bicycles and 12 self-service bicycle stands with places for bicycles. Within the first 3 years of its existence, the system expanded up to 120 bicycles and 16 stations. The system was operated by the consortium of private companies that won the tender. All the elements were of municipal property.

The company earned from subscriptions and advertisement placed e.g. on the bicycles (the company cooperated mainly with the biggest online /auction service in Poland named Allegro). The subscription was possible only via internet; the payment system based also on the on-line tools only (credit cards, wire transfers). Customers needed to register via internet and make initial payments on the Bike Share System’s website.

During registration the user obtained a personal customer number and defined a personal PIN code. Only these two numbers were needed to use the system later on. No credit card was required. The users could choose an option from different types of subscription (e.g.: monthly, seasonal). Initial period of every ride (30 minutes) was free of charge. After that time client’s customer account was charged depending on rental time. Special subscriptions for tourists were available as well.

The number of average number of rentals amounted to 5000-8000 by month (within 2009-2011), and the number of day rentals achieved ca. 150-170. Each year the number of trips increased by ca. 20% per year. At the end of 2011, system had ca. 6000 registered people with 4000 active users (“active” meaning at least 1 rental).

When the contract expired the new tender was opened and another company, settled in the city of Rzeszow won it. The company operated Rzeszow’s bicycle renting system. Unfortunately, the cooperation between the new company and the Municipality did not proceed very well and the contract was dissolved in April 2013.

Subsequently the system was being operated by The Authority of Municipal Infrastructure and Transport (ZIKiT), which is a municipal unit. There was a strong political will to keep the system and to develop it in the future. However, until the end of 2013 there was no dedicated budget for development. In the beginning of 2014, coinciding with the start of VeloCitta, the idea of selecting a private operator came up. In the late spring 2014 a new operator named BikeU was appointed in a public tender. BikeU acted as a technical operator, whereas ZIKiT still acted as a managing operator. The system was called KMKBike (KMK as an abbreviation of Komunikacja Miejska w Krakowie - Urban Communication in Krakow).

The KMKBike system was planned to be integrated with the Krakow’s Municipal Card (a kind of electronic ticket enabling to use PT in the city). The plans were to enable all holders of the Krakow’s Municipal Card for all PT lines to use the system freely. The system served the citizens in principal. The registration procedure based on the website but it changed in order to simplify the whole procedure. The mobile phone number was necessary to obtain a special and unique SMS code.

The contract lasted till the end of 2014 and a new public tender, opened at the beginning of 2015, appointed another company for the year 2015. At that time there were 29 docking stations and 270 bikes. In this period the main part of the VeloCittà marketing and promotional campaigns were delivered. The city of Krakow engaged with a variety of stakeholders during the campaign planning with frequent meetings. They also promoted the system in multiple ways: focusing on residents, they offered them a set of thematic tourist bike tours during the summer time. In order to ride safely and securely on the bikes, the city also organized training courses in a real traffic environment acquainting them with the new cycling infrastructure. To raise the awareness of residents, students and employees about the Bike Share System Krakow launched a knowledge competition. Consisting of a series of questions to test the participants’ awareness on Bike sharing.

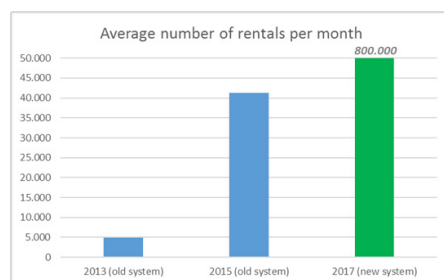
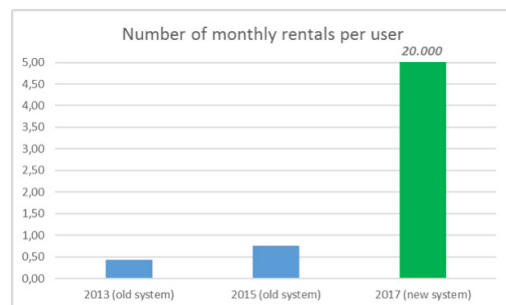
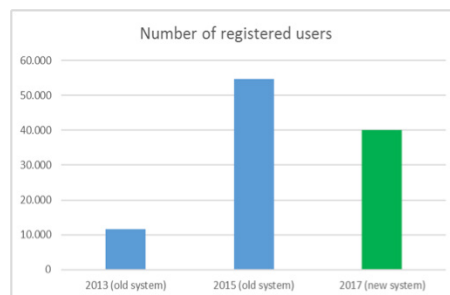
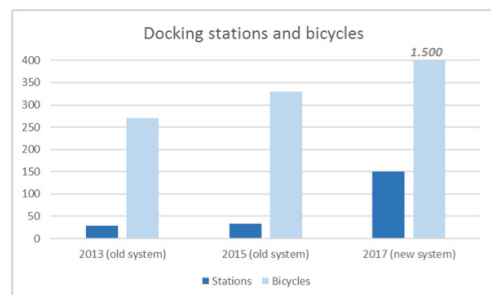
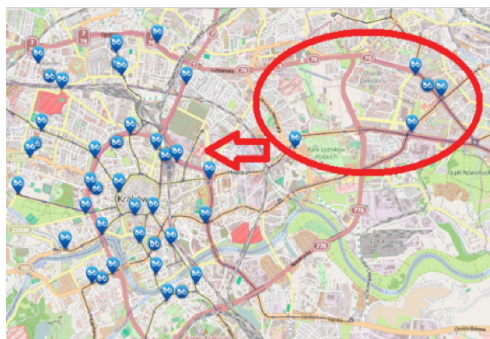
A big change happened in the second half of VeloCittà, at the end of 2015, when the city decided to rethink the bike sharing organizational model outsourcing the entire system to a private company. The impossibility for the municipality to have a multiyear planning and to allocate to bike sharing more than “one year budget” brought to the decision to entrust the management and the infrastructure of the 4th generation new system through a new tender for an 8-year contract. After a long bureaucratic process BikeU bid won the contract.

The new system, Wavelo, started in October 2016 with a pilot phase (100 bicycles) planning the official launch for April 2017 with 150 stations and 1500 bikes.

The operation is different. The registration is possible via website or with online application and daily, monthly or annual subscriptions, including 60 or 90 minutes for free every day, are available. The new system is much more sophisticated and therefore flexible. For instance, the tech is inside the bike, equipped with GPS and on-board computer. Stations and bike stands no longer need any mechanical elements to rent a bike.

The new system addresses 4 different target groups: families, commuters, students and tourists offering different subscription options and taking care of different needs (and communication campaigns). The messages are different: on one side there are families interested more in safety and in the possibility to use the same subscription for more persons, on the other side students are looking for high availability and a cheap service. Tourist are more focused on an easy registration process and for commuters the availability of bikes early in the morning and in the afternoon is a must.

BikeU is also working to establish conventions with big companies and hotels in order to offer the better service to the different users. VeloCittà activities helped the growth of the old system in the years 2014-2015 and are supporting now promotion of the new system with the knowledge acquired during the project.



Krakow framework	
Demography	<ul style="list-style-type: none"> <li>758,334 inhab.</li> <li>2,320 inhab./km<sup>2</sup></li> <li>204,897 workers</li> <li>204,891 students</li> <li>8,950,000 visitors</li> <li>6,900,000 tourists</li> </ul>
Modal share	<ul style="list-style-type: none"> <li>Private cars: 27,3%</li> <li>PT: 47,7%</li> <li>Walking: 22,6%</li> <li>Cycling: 1,9%</li> <li>Others (motorbike): 0,5%</li> </ul>
Target groups	<ul style="list-style-type: none"> <li>Residents (city centre)</li> <li>Commuters, tourists and students</li> </ul>
Marketing measures	<ul style="list-style-type: none"> <li>Simplification of existing Bike Share System procedures.</li> <li>Tailored marketing campaigns.</li> </ul>

### Identifying the challenges

For Kraków it was the challenge to commission a new supplier and, not only with the experience of a gap in the service, implement an entirely new system. So, the key challenges identified include:

- To prepare a campaign knowing that the old system was being discontinued and a new supplier would be commissioned
- Identifying measures that would address this challenge and respond to the target groups
- To launch a completely new system in Autumn (colder month)
- Address negative comments from local community groups

### Main stakeholders

Kraków has engaged the following networks in developing the campaign and operational improvements:

- Authority of Public Infrastructure and Transport
- Bicycle Officer
- Krakow Festival Office
- Public Transport Operator in Krakow
- Department of Information, Tourism and Promotion of the Municipality of Kraków
- Krakow City Bicycle Association
- Union of Associations Polish Green Network
- Foundation partnership for Environment
- The University Students' Council of the Academy of Mining and Metallurgy from Kraków
- Student Government of Cracow University of Technology
- Marketing company cooperating with the new operator (for the new system only)

Krakow was going through the process of tendering and implementing a new bike sharing scheme during the project. Thus, the activities focused on an overall promotion of cycling in the city and informing about the upcoming scheme. The city administration offered two different types of tours addressing mostly residents, one focussing on bike safety and everyday cycling in Krakow, and one offering different themed bike tours.





To increase cycling in general and bike sharing specifically among students, the city administration sponsored cycling students at university events.

To increase the overall awareness about the system in Kraków, a knowledge competition was launched.

In autumn 2016, the bikes for the new system were presented to the public. The department of infrastructure and transport (ZIKiT) carried out a poll to let locals decide about the new name for the scheme. Among four options, WAVELO was chosen to be the new local bike sharing offer.

#### New system in 2016

- The brand new system was launched in October 2016 and will be rolled out in the coming half year. Its bike stations are not permanently attached to the ground. Each station offer two stands for one bike. What is more, the bike stations serve as traditional bike stands and are not be equipped with any mechanical elements that would be used to rent a bike. Apart from that, the system also offers possibility of returning a bike beyond a bike station, but for some extra fee (3 PLN, ca. 0,7 EUR). On the contrary, those who return such a bike to the bike station are awarded with a small bonus (1 PLN, ca. 0,25 EUR) added to their account.
- Each bike station is equipped with an information panel: map of the nearest station, cycling infrastructure in the neighborhood, contact to the Customer Service Office, user instruction, information about a relevant mobile application, excerpt from regulations etc.
- The system consists of the so called 4th generation bicycles meaning they are equipped with GPS and on-board computer that allow users to rent, return, report bicycle/system faults etc.

The financing of the contract by the city of Kraków is very limited. For 8 years the city will pay not more than 133 400 PLN (i.e. ca. 31 800 EUR). In addition to that, the operator will pay the city as follows: 1% out of all revenues from renting and 100% out of all other revenues (e.g. advertisement). The city of Kraków, through the municipal Authority of Public Infrastructure and Transport in Kraków, supervises the implementation of the contract, approves prices of all subscriptions and docking stations localization etc.

#### Main target groups

- Residents
- Students
- Employees

#### Key messages:

- Our bikes are very functional
- Our bikes are the most modernized in Poland
- Our system is well integrated to the public transport, so you can use it in your daily activities....
- ...but also for your leisure time!
- It's easy to be a member
- It's easy to rent a bike
- Leave your car at home, stay fit, healthy, benefit from the great weather and fight with air pollution
- You are never too old to use it

#### Key offers:

Key offers included:

- For the old system - Integration of Public Transport Card with the system (so that it was possible to rent a bike with this card, no PN needed)
- Launch of new Bike Share System with 4th generation bikes

#### Key figures for the old system

Year	Stations	Bikes	Users	Rentals
2013	13	90	1.817	6.284
2014	29	270	9.644	29.023
2015	34	300	30.548	
2016	34	300	50.931	

#### Results after VeloCittà

Krakow is a very specific case in the VeloCittà constellation. During the project lifespan two different systems occurred and both benefited from the VeloCittà activities. In fact, a first marketing campaign was delivered during 2015 helping the old system to increase substantially the number of users (from 11.520 to 54.756) and rentals (from 4.955 to 41.250). The new system Wawelo started in October 2016 and is now on a trial phase and will be officially launched in April 2017. Experiences and knowledge exchanges gained are now available, addressing 4 target groups:

- Tourists
- Commuters
- Students
- Families

The numbers indicated for the new system are a credible estimation made by the city and the new operator on the basis of the number of early subscribers during the pilot phase and users of the past system that received a voucher for a free month subscription. The expected number of rentals per month is very high in comparison with the old system and this is justified by the price of the subscription (slightly high than in the past one); the more a user pays for a service, the more he will take advantage from it using the system for a high number of trips and purposes.

The high expectations for the new system are also based on the great investment that the operator is doing; the number of bicycles available from April will be 1.500 instead of 330 (270 at the beginning) and the stations 150 instead of 33 (and 29 in 2013). The increase in bikes and docking points at disposal to users is growing of 456% and 417% respectively.

This increase in system coverage and in capillarity will allow the new bike sharing to offer a better, reliable and flexible service. Also the different options for the subscription will attract a significant percentage of tourists interested in discovering the city by bike. Every year about 10-12 millions of tourists visit Krakow and, even with 1% estimation of them, this would mean 10.000 daily subscriptions per year.





1.09.2016 Wawelo będzie jeździł po Krakowie - Kraków dla Was.info - Największy portal informacyjny - rozrywki w regionie



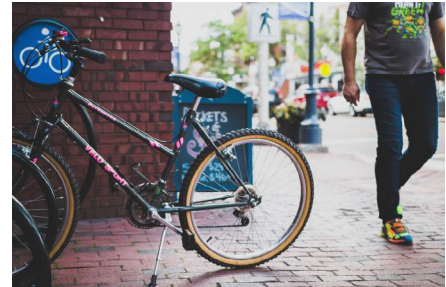
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MAJĄ TEMATY PONOWNIĄ NAS (ZOSTAŁO DO REDAKCJI)

29.08.2016 11:31 | Źródło: Zarząd Infrastruktury Komunalnej i Transportu w Krakowie, Foto: grolaby.com

Skomentuj jako pierwszy

## Wawelo będzie jeździł po Krakowie



25 sierpnia zakończyło się głosowanie na nazwę nowego Systemu Rowerów Publicznych w Krakowie. Wśród czterech podanych propozycji zwyciężyła nazwa WAWELO. Będzie ona towarzyszyć miastu w jego promocji oraz popularyzacji nowego systemu rowerów przez najbliższe 8 lat.

Plebiscyt został zorganizowany przez Zarząd Infrastruktury Komunalnej i Transportu w Krakowie we współpracy z firmą Bikel, która jest nowym operatorem sieci rowerów miejskich w Krakowie. Spośród czterech zapropgowanych nazw, mieszkańcy Krakowa wybrali WAWELO, które otrzymało ponad 52% głosów głosów. Na kolejnych miejscach uplasowały się kolejno: KRAKOWELO, BIKEL, BICIKLOU. Bikel wprowadza w Krakowie innowacyjny system rowerowy czwartej generacji. Odnacza to wielki komfort dla użytkownika i dbałość o jego bezpieczeństwo. Rowery wyposażone będą w komputery pokładowe, zasilane przez dynamo i panel słoneczny oraz zapieczętowany typ U. Flotę rowerów będzie można monitorować poprzez wbudowane moduły GPS.



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VeloCitta Consortium:



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