



**VELOCITÀ**

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

**BURGOS**



# Fact Sheet on the Bicycle Share System in BURGOS



## Contact details:

José Maria Díez

Civinet Espana-Portugal, Burgos

[civinet-espana-portugal@civitas.eu](mailto:civinet-espana-portugal@civitas.eu)



**Ms. Gema Conde, Vice Mayor**

BiCiBUR (our Bike Sharing System) has been always cheap, easy to use, very flexible and very useful. These are the main reasons of the success. BiCiBUR is an OPPORTUNITY, and opportunity for all the citizens to easily use a sustainable mean of transport.

## The story of Bicibur

The Burgos Hire System was launched in 2006, and during the last seven years the system has been upsized up to 18 docks with ten available bicycles in each one. Burgos started with a free system, calling "Loan system". It was free for citizens and tourists and they can take the bike for two hours (citizens) or three hours (tourists).

Tourists also have a lock allowing them to leave the bike outside while visiting an attraction. In 2011, Burgos combined public transport and bike share in one travel card, making it very easy to access the bikes. Resulting in a total number of 12,000 users with 150,000 uses of the bicycle.

The picture changed in the year 2012, as the Council decided to implement a fee of €15 per year, resulting in a decrease in the number of users to only 500 and the number of uses to 5,000. In the face of that situation, the Council tried to get users back by promoting intermodality, trying to promote this also among tourists and make the procedure to get a transport card even easier. At the same time during that period the modal split moved from 0,2 in 2005 up to 3.8 in 2011.

The bike share service is owned (for profit) by the Municipality and operated by private company under a public contest. This means €180,000 per year. It counts with 18 docking points (a new one will be inaugurated this year) and 200 bikes. Burgos was the first Spanish City to install this system and the same one has been imported to more than 20 other Spanish cities, some Portuguese ones and a Polish one (mainly technology). The system was created under the European CiViTAS umbrella. Towards the end of 2013, the picture had improved in terms of number of people who have signed up for the service: this has more than doubled: from 504 to 1020. The costs are still €15 for the whole year.

Burgos municipality made enough budget available in 2014-2016 in the Sustainable Urban Mobility Plan. In addition to the 18 stations, 4 new ones were introduced during the lifetime of the project. To promote the inter-modality, the membership card had already been integrated with the public transport card to allow the use of only one card for buses and bikes. The same measure was also implemented to integrate the University card with the BiciBur card.

The bike sharing system is open 24 hours a day during the whole year and it is a station-based system working with contactless cards. Therefore, it is possible to check in real time the availability of bikes. Nowadays to register users have to go to the mobility office, the subscription is permanent and it costs 15 euro per year. It is not possible to book a bike in advance, but the user has to check online (by pc or mobile device) the availability before going to the rental station.

Thanks to the expansion of the system, the renewal of the bicycles and the marketing and communication campaigns delivered within the VeloCittà project the popularity and the usage of the system increased rapidly doubling the number of users and rentals in only 2 years.

Burgos framework	
Demography	<ul style="list-style-type: none"><li>• 179,000 inhab.</li><li>• 1,672.55 inhab./km2</li><li>• 157,520 commuters/day</li><li>• 6,500 university students</li></ul>
Modal share	<ul style="list-style-type: none"><li>• Private cars: 27%</li><li>• PT: 23%</li><li>• Cycling: 4%</li><li>• Walking: 45%</li><li>• Others (motorbike): 1%</li></ul>
Other existing Bike Share System	Only renting per day for tourism, you can do it in the hotel and the prices vary from 10€ to 15€ per day depending on the bike.
Target groups	<ul style="list-style-type: none"><li>• Students</li><li>• Workers</li><li>• Tourists</li></ul>
Marketing measures	Leaflets to remind the scheme existence



## Identifying the challenges

The key challenges for Burgos were to:

- Address the perception of poor quality bicycles
- Improve the operating systems

## Main stakeholders

Burgos engaged the following networks in developing the campaign and operational improvements:

- City Council departments
- Bike Share System operator
- The University
- Bicycle City Association
- Bicycle University Association
- Businesses
- Hotels

Bicibur sent promoters to the university and student events to make the offer known among students. The electronic student can be used access the Bicibur system after a simplified registration process.

To strengthen the integration of Bicibur and public transport, the option of using the bike sharing scheme with the BonoBur was promoted during the project.

## Financing of the contract:

The costs are approx. € 180,000 each year.

## Key messages:

- It is now easier to be member of the system through internet.
- Bike is of quality
- More Bike Share System points
- Possibility of using the University Card or the Bus card for the Bike Share System
- All of the new users will receive some gifts to celebrate ten years (a bike bottle, mobile base for the bike and an elastic glasses rope).
- All of the members up to 30th September were inside a contest of 6 intelligent watches.

## Main target groups:

- Students
- Workers mainly in the City Centre or around
- Citizens in general

## Key offers:

Key offers included:

- Bike bottle, mobile base for the bike, and elastic glasses rope (all new users received gifts to celebrate 10th Anniversary celebrations)
- Competition with six smart watches as the prizes

## Key figures:

Year	Stations	Bikes	Users	Rentals
2013	18	107	504	17.334
2015	20	107	480	14.269
2016	23	150 approximately	938 (10-2016)	24.913 (10-2016)

## Results of the Velocittà project

Thanks to the Velocittà project and the attention paid to the delivery of targeted campaigns to:

- commuters
- residents in the age of 35-45
- students

there is an increase in the annual number of rentals from 18825 in 2013 to 33660 now: 78% increase.

The number of subscribers rose to 1020, doubling the initial data. From the start of the crisis with 500 users, the system is well on its way towards a complete recovery.

There was also an increase in usage; rentals per bike rose with 16%. Despite the increase in the number of bikes (from 107 to 180) and in stations (from 19 to 23), the rentals per user only dropped from 37 to 33 percent.

The rentals for each station increased by 47% even though the number of stations increased from 19 to 23.

Another relevant result gained by the city of Burgos is the modal shift obtained at the end of the project; the percentage of people who shifted modes to cycling increased from 3,8% to 8,9 %.





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30 DE SEPTIEMBRE

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ABONADOS TIENEN  
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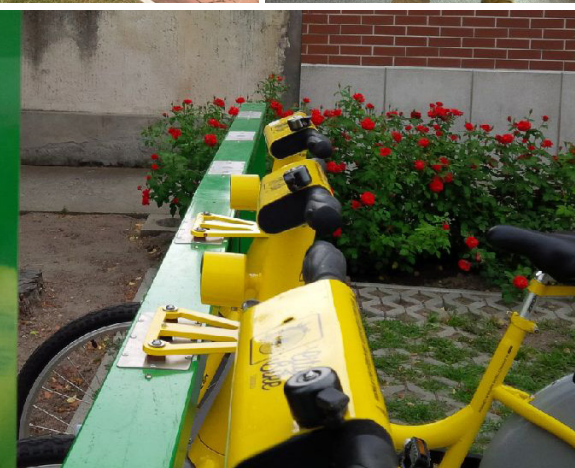
UN KIT CON BIDÓN DE AGUA, CINTA  
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**Please send any comments or queries to:**

**Renske Martijnse** | coordinator of VeloCittà: [r.martijnse@dtvconsultants.nl](mailto:r.martijnse@dtvconsultants.nl)  
**Pascal van den Noort** | Dissemination | Communication | Exploitation Manager of VeloCittà: [operations@velomondial.net](mailto:operations@velomondial.net)