



VELOCITÀ

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

SZEGED



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Vice-mayor Sándor Nagy

In Szeged we have always focused on environment protection. Therefore, in developing urban mobility we promote the sustainable modes of transport. Also, in the city's "Smart City Concept" the aspects of environment have a special role. We tend to take steps to decrease car use in the city centre, and support alternative mobility for producing significant benefits in terms of time savings, lower emissions and less congestion. Thus, we want to facilitate sustainable mobility and liveable city for the citizens.

Szeged: the story of CityBike

Szeged is located in the Southern part of Hungary, and it is the third largest city with a population of around 170.000. Hungary's second biggest university can be found here. Szeged is one of the top 10 tourist destinations in the country. The bicycle is a very popular vehicle and the "EuroVelo 11" bicycle route (5964 km long) goes through the city.

The CityBike Szeged Scheme has been launched in October 2013 with 12 docking stations and 100 bicycles available to hire. This was the first implementation of bike sharing system realized in Hungary; in recent years other Hungarian cities have adopted similar schemes.

The system is owned (for profit) and operated by a private company (Sund Magyarországi Ltd.) that won a tender. Sund was project partner in VeloCittà. All the elements are of private property. The purpose is to install this system and extend it all around the country. The scheme is available to registered members only. People are able to hire a bicycle on an ad-hoc basis with their mobile phone.

The subscription is possible via internet; the payment system based also on the on-line tools only (i.e. credit cards). Customers needed to register via internet and make initial registration fee on the Bike Share System's website. During registration he/she obtains a personal customer number and defines his/her own PIN code. To use the system a PIN Code - got after the registration - is required. Additionally, the user needs to call via mobile phone a dedicated number in order to establish a connection between the mobile phone and the system.

This system, based on mobile technology (mainly GPS), allows to know immediately the hiring times (start and end) and the exact position of the bikes and so the users. Additionally, bikes can be booked in advance and the user can use the bike for the whole day even if the rate is always calculated on an hourly base.

The stations are almost all located in the central city, and 2 of them are nearby the interchange parking. The bike sharing service is focused on short trips, with a pricing policy in favour of the frequent and short-term users. The possibility given to the operator to take advantage of exclusive advertising on the bicycles, in dedicated spaces, allows ensuring the economic sustainability.

Tourists could have a lock for easier use to have the possibility to leave the bike outside and visit a tourist attraction. At the beginning the system became very popular and, out of curiosity, residents and tourists subscribed to the Bike Share System. During the last two years the percentage of active users decreased. The positive aspect is that while residents are using the system less, tourists use it more.

Within the VeloCittà project the city of Szeged addressed students, residents, employees and tourists, designing different messages and campaigns for them: posters and leaflets, coupons (in restaurants and cafeterias where customers could get a coupon with 1 hour free cycling after purchasing), face to face events, critical masses, campaigns during summer concerts.

They also introduced the Szeged CARD, which is just an additional extra comfort service that allow the user to register himself and pay the initial fee in a cheaper and easier way.

Thanks to the support of the VeloCittà Knowledge Centre, the cooperation between the bike sharing operator and the city is improving and they are planning for the next spring (2017) two new docking stations. They are also planning to open another station in the city centre near to a business area with 6 companies to serve and address their commuters.

Szeged framework	
Demography	<ul style="list-style-type: none"> • 161,837 inhab. • 901,21 inhab./km2 • 11,328 commuters/day • 30,526 students • 500,000 persons/year
Modal share	<ul style="list-style-type: none"> • Private cars: 22% • PT: 47% • Cycling: 9% • Walking: 22%
Target groups	<ul style="list-style-type: none"> • Tourists • Students • Citizens • Commuters
Marketing measures	<ul style="list-style-type: none"> • Establish links with University and hotels websites.

Identifying the challenges

CityBike Szeged has been in operation since October 2013. It is an independent business with no financial support from the municipality. For Szeged, being privately owned, a key challenge was how to get the support of the local municipality. Other key challenges identified include:

- Low number of users
- Resistance to changing mobility behaviour
- Weather conditions (winter)
- Lack of public/private subsidies

Main stakeholders

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

- City Council departments
- University
- Businesses
- Hotels

Sund operates CityBike Szeged privately and without financial support from the municipality. During VeloCittà, Sund improved the corporate identity, upgraded the website and developed a number of merchandising products, such as t-shirts, stickers etc.

The key issue for the operator was to make CityBike widely known and establish the offer in the city. The newly developed CityBike Pass (RFID) was developed and marketed.

Sund also worked on strengthening the cooperation with the city. A brochure, also including the CityBike offer was produced and distributed to 75,000 households by the city administration.

Furthermore, CityBike Szeged was present at different seasonal events with a focus on residents, students and tourists. Free vouchers, that were handed out at these and further occasions, triggered potential users to register. From October 2014 to October 2016, the number of users increased from 1,600 to 3,900.

Financing of the contract:

No data available. It is an independent business with no financial support from the municipality.

Key messages:

- Try it, it's easy to use
- At university get a pass.
- Get on a bike today, it's cheaper than the bus.

Main target groups:

- Tourists,
- Students
- Residents
- Employees

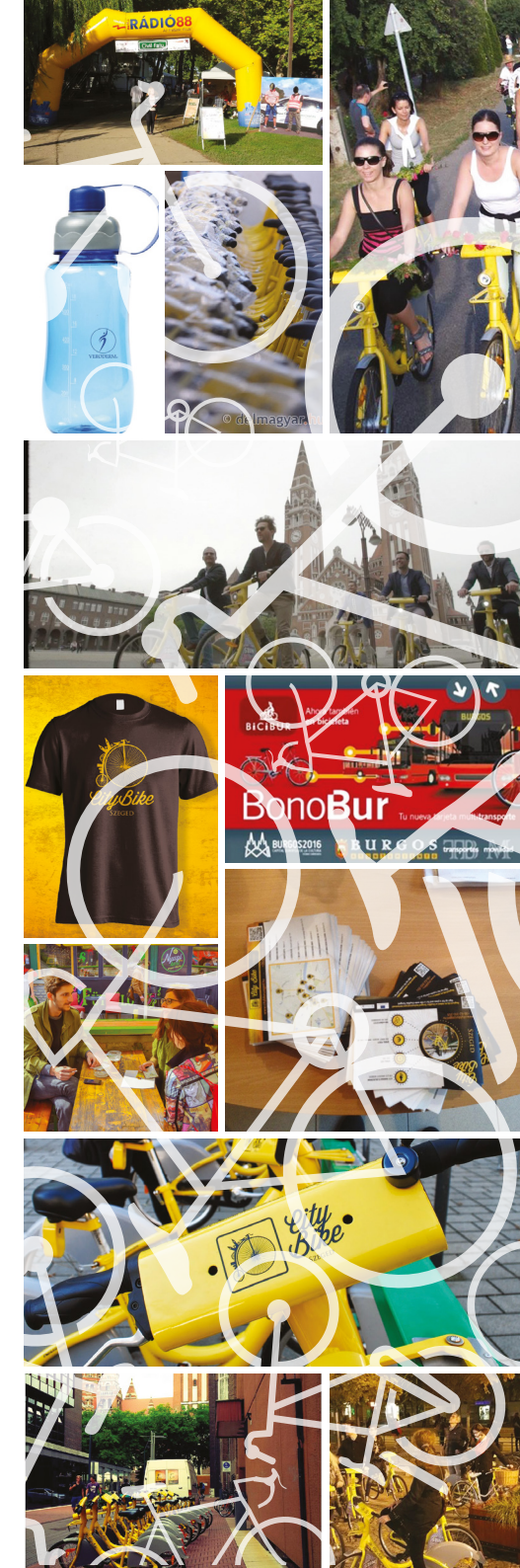
Key offers:

Key offers included:

- CityBike Szeged Card
- CityBike Szeged PASS
- CB MOBILE app V2.0 - provides mobile paying options - September 2016

Key figures:

Year	Stations	Bikes	Users	Rentals
Oct. 2013	12	100	232	472
Oct. 2014	12	100	1.600	3.000
Oct. 2015	10	100	2.800	4.890
June 2016	10	100	3.727	6.000
Oct. 2016	10	100	3.899	6.919





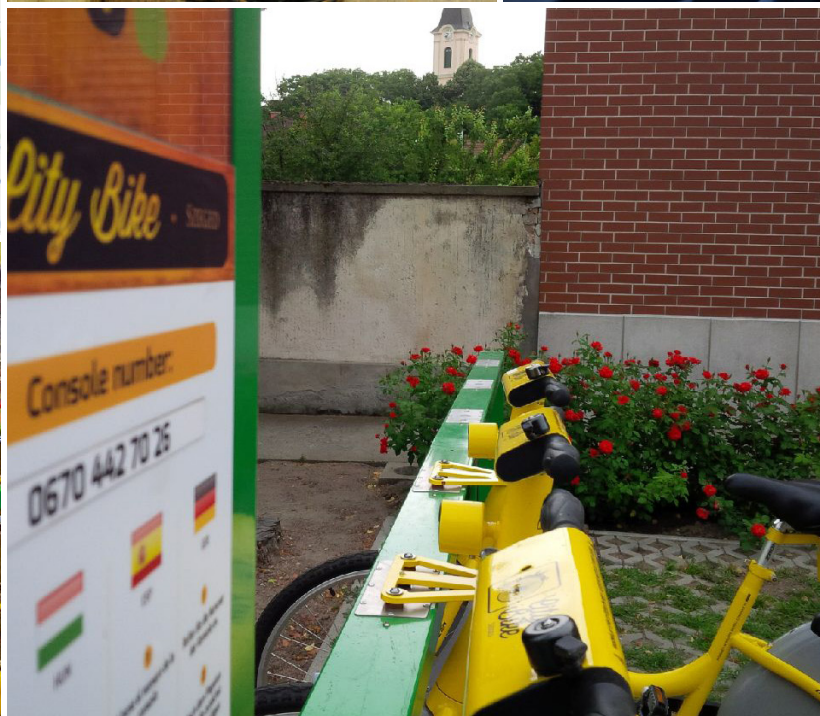
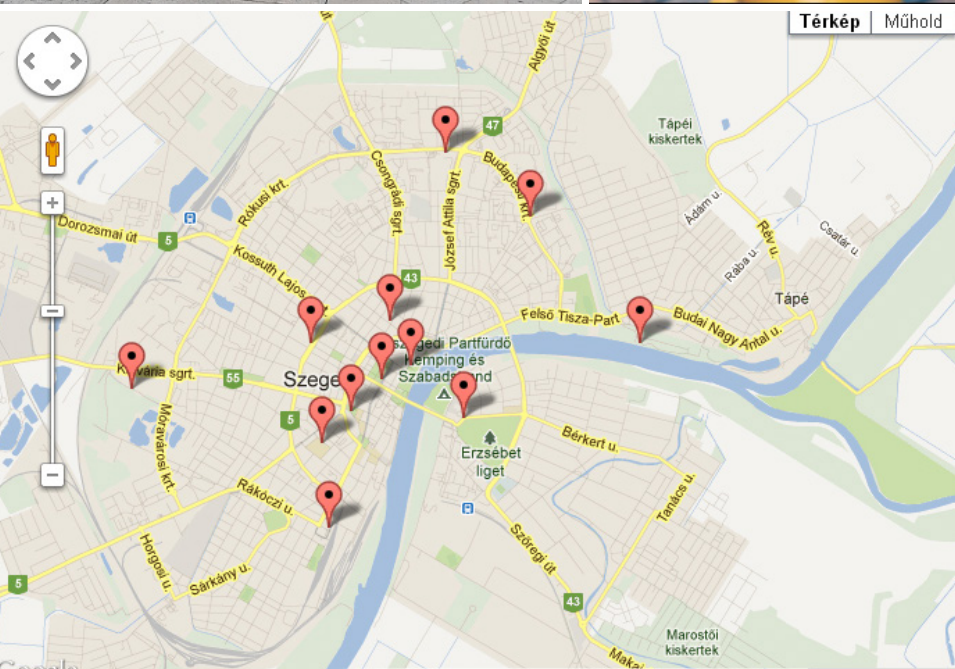


Legyen vendégünk egy körre!

A Citybike Szeged meghívja Önt egy óra ingyenes kerékpározásra. A kedvezményt a kuponon található kód segítségével tudja igénybe venni.
A kedvezmény igénybevételéhez regisztráció szükséges a **www.citybikeszeged.hu** oldalon!
Mi pedálozzunk, pedálozzon Ön is!

Be our guest to try our new bikes!

City Bike Szeged invites you to an hour of free cycling.
Simply visit our website (**www.citybikeszeged.hu**) and register yourself.
Use the discount code below to enjoy your first spin for free.



VeloCitta Consortium:



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