



# Stockholm City Bikes



School of Architecture and  
the Built Environment

OBIS final conference  
2011-06-21





## Stockholm City Bikes (SCB)

- Run by Clear Channel Outdoor – “street furniture” with advertisement
- Service concession prolonged until 2017
- Started in Sep 2006 with about 40 stations
- End 2010: Ca 80 stations, same since 2008
- Slots for around 1,000 bicycles
- Planned for 160 stations and 2,000 bicycles
- Covers inner city of Stockholm (plus a few outside)
- Usage:
  - 2009: 220,000 uses or ca 1000 per day
  - 2010: 338,000 uses or ca 1600 per day (+54%)



School of Architecture and  
the Built Environment



# OBIS: Stockholm demo



School of Architecture and  
the Built Environment

- Potential use of bike-sharing in large organisations
- Commuter trips and business trips
- Two parts:
  1. 3 user surveys in SCB 2008-2010
  2. Surveys in 30 large companies, municipalities, county councils, and other organisations in Sweden
- Idea: to finance a station at a headquarter and measure changes there
- Failed after trials with at least five organisations
  - Ownership of the land a common problem



## OBIS: Stockholm demo



School of Architecture and  
the Built Environment

- Still collected a large database
  - Attitudes and preferences towards bike commuting and bike-sharing
  - General socio-economic and work-specific factors
- Examples: SL (Stockholm public transport), Posten, Swedbank, Apoteket (pharmacies), TeliaSonera (tele/internet provider), Vattenfall, Örebro municipality and county council (hospitals), etc.
- Municipalities often the largest local employer
- Platform for municipalities supported by Swedish Transport Administration and Energy Agency
- More information on the method on [www.cero.nu](http://www.cero.nu)



## Who use the SCB?



School of Architecture and  
the Built Environment

Over-representation of

- Men, 60 % (49 %)
- High-income earners, 50 % >30,000 SEK/month (20 %)
- Higher education, 80 % (60 %)

(Stockholm average in 2007 in brackets)

- Age is the same as the Stockholm average (40 years)



## Trip purpose



School of Architecture and  
the Built Environment

- 35% commuting
- 30% private errands
- 25% leisure
- 5% business



## Environmental impact?



School of Architecture and  
the Built Environment

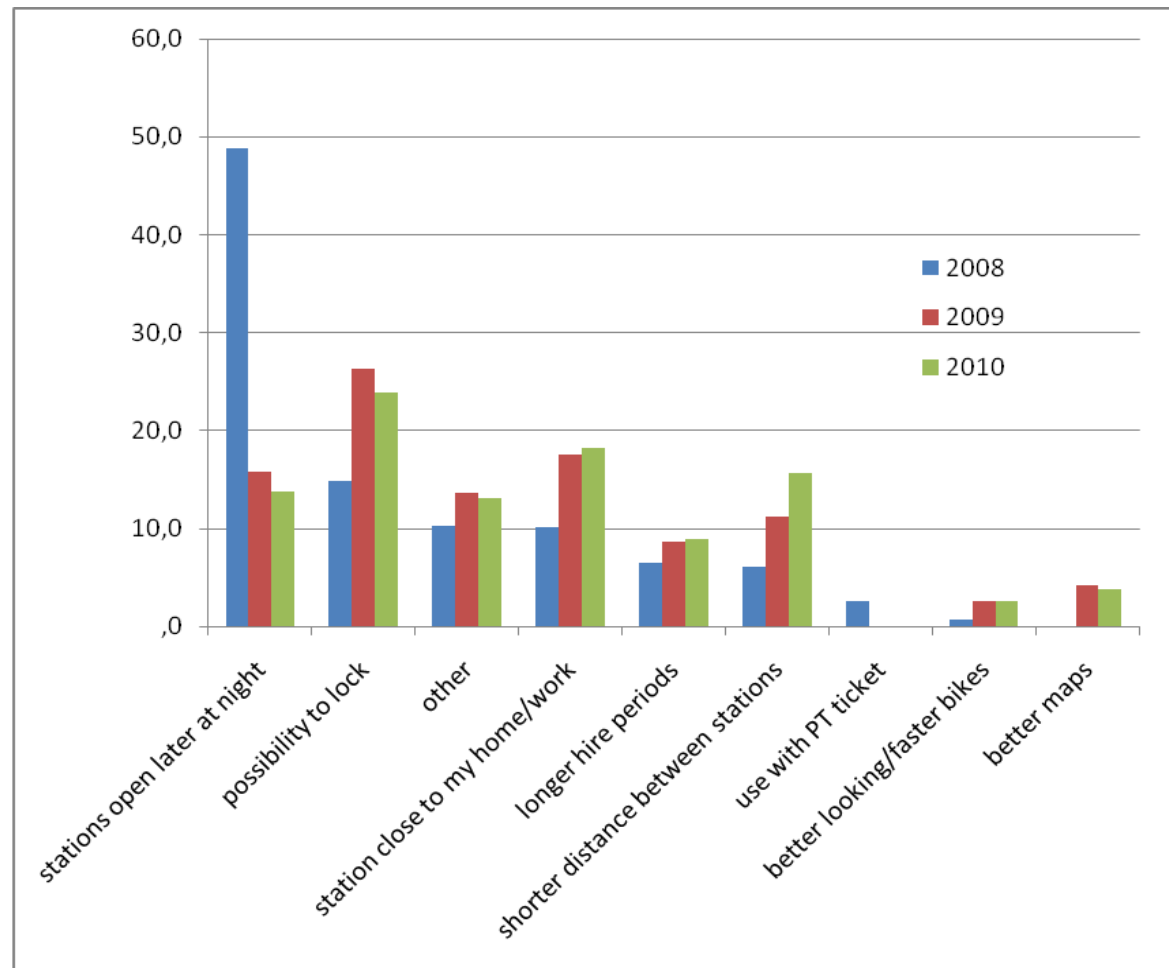
- About 5% say they replace a car trip
- Only around 100 trips per day
- They have on average 11 km from home to work
- If this amount is actually replaced, it pays off compared to the redistribution traffic, in terms of CO<sub>2</sub> emissions
- But: unknown if the “replaced trip” is a commuting trip



# What would make you use SCB more often?



School of Architecture and  
the Built Environment







## SCB problems



School of Architecture and  
the Built Environment

- Station expansion the biggest problem
  - Political and administrative reasons
  - Street parking for cars prioritised by City hall until 2010
  - Building permits for each advertisement poster
  - Station permissions on district authority level during the first years – uneven development
  - Many conflicting interests around streets and pavements: traffic safety, accessibility for disabled, cleaning, trees, parks and green areas...
  - Some areas (owned by the King) do not allow advertisement
  - Attractive locations needed, high visibility
  - Expensive power supply



## SCB problems



School of Architecture and  
the Built Environment

- Only 8 new stations in 2008, 7 in 2009
- 5 stations shut down because of infrastructure work
- Promise of 30 new stations in late 2010
- Still, the goal of 160 stations will hardly be met before concession time is out
- Expansion outside the inner city?



# 13 conditions for placement of stations (local traffic authority)

- City
  - safe from a road traffic point of view
  - preferably not on street parking
  - good accessibility for disabled people
  - avoid green areas (park)
  - not in the way of footpaths or cycle paths
  - not in places with other activities (e.g. hot-dog stands)
  - protect trees and bushes
  - no hindrance for street-cleaning vehicles
- Operator
  - not in places where excavation costs are too high
  - close to electricity with available capacity
  - where advertisement is highly visible
  - in centres and junctions that are easily found by the public
  - evenly distributed around the city districts for efficient logistics



School of Architecture and  
the Built Environment



## Conclusions



School of Architecture and  
the Built Environment

- Organisations with a large number of employees have a large impact on total travel volume
- They also have a self-interest in cutting costs (business trips), and helping employees to preserve health (commuting)
- SCB user surveys show that users prefer accessibility and flexibility in time and space
- Station proximity and density is crucial to attract commuters – stations near large workplaces
- The city has to take a stand – but cycling is increasing anyway (as does all traffic)
- Could organisations make a difference by promoting cycling?