

From FREIRADL to LEIHRADL

OBIS

Optimising Bike Sharing in
European cities

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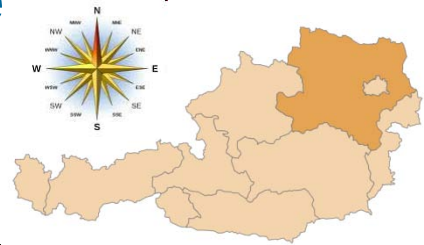
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A1. Overview of the federal state

- Population: 1,608,590 inhabitants
 - Similar to Vienna, 1,698,822
- Area: 19.178 km²
 - ¼ of the surface of Czech Rep
- Topography: middle hilly
 - Lowest point: 139 m
 - Highest point: 2,076 m
- Modal split
 - 64% Motor vehicle
 - 13% Public transport
 - 7% Bicycle
 - 16% Pedestrians



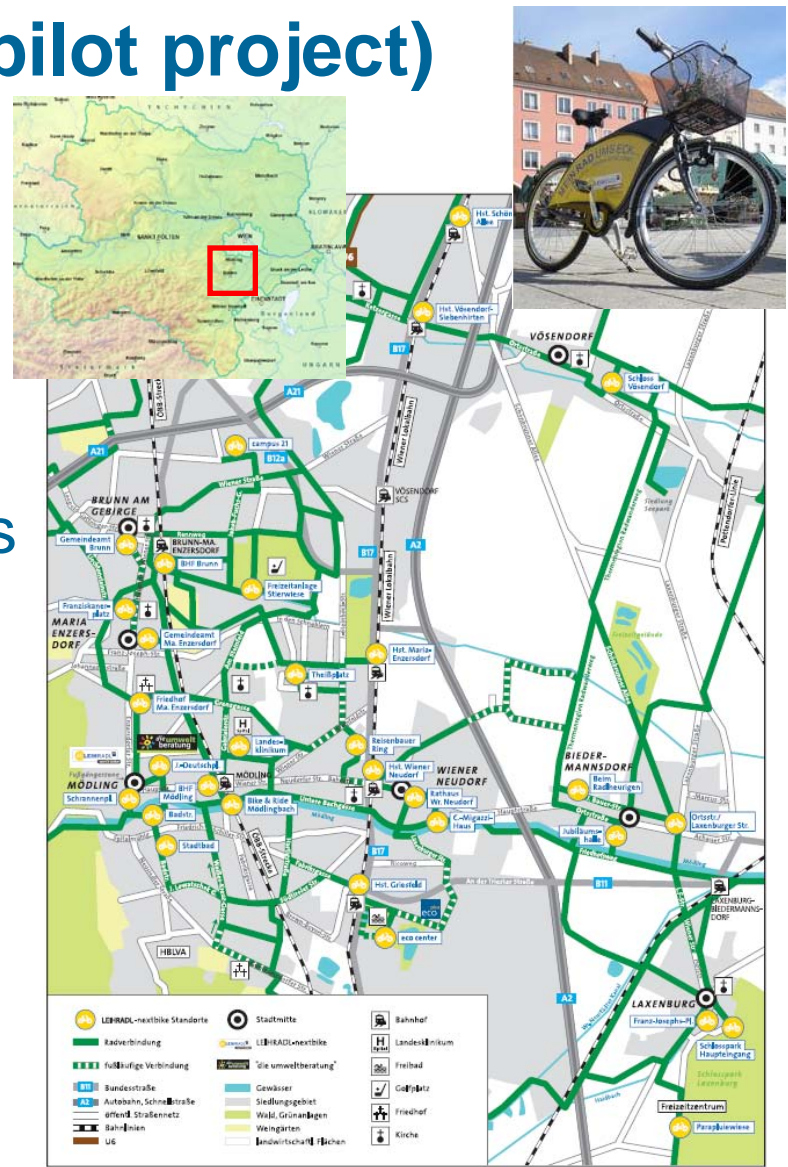
B1. FREIRADL 2003-2008

- Start: 2003
 - 1st BSS implemented in Lower Austria
- Close: 2008
- Rental process: Staff
- Stations: Inside buildings
- Registration: Free of charge
- Usage: Free of charge
- Revenues: Public subsidy
- Area: 75 towns
- Population: avg. ca. 5,500 inh.
- BSS stations: ca. 1 per town
- BSS bicycle: ca. 9 per town



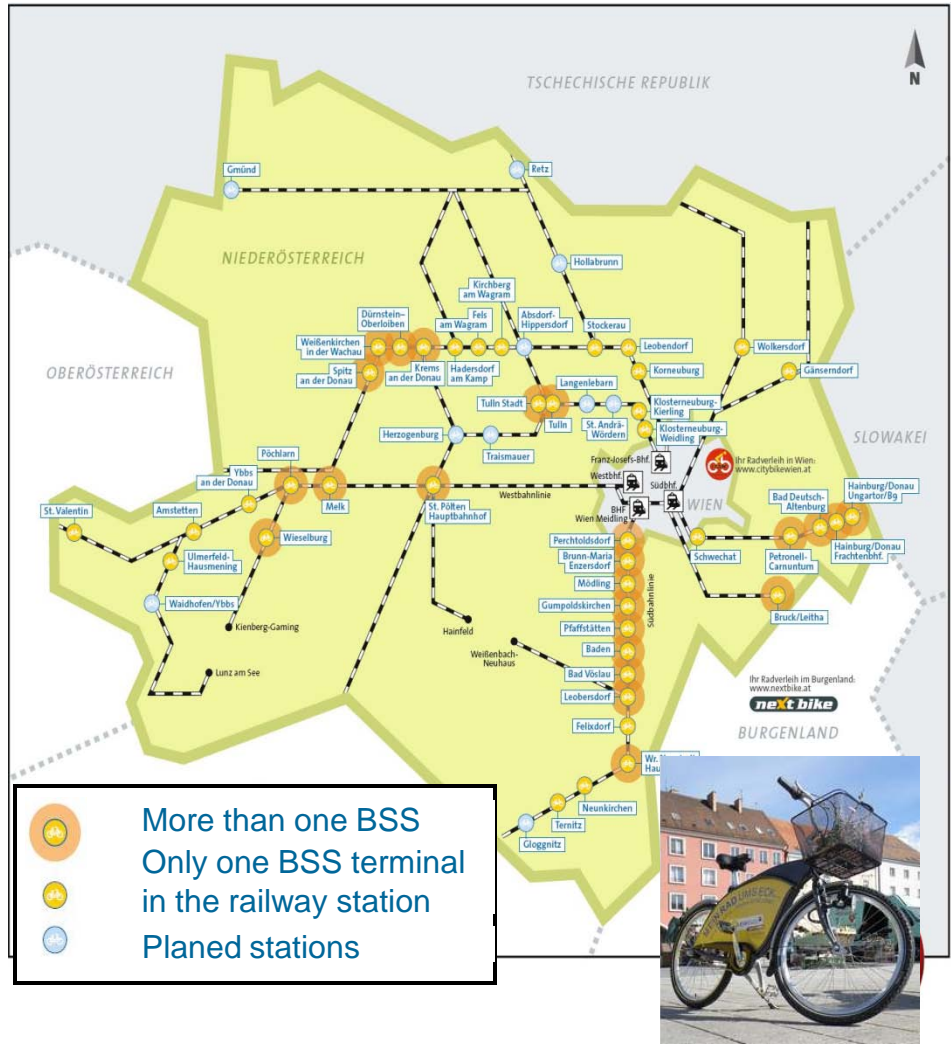
B2. LEIHRADL-nextbike 2009 (pilot project)

- Duration: April-November 2009
- Rental process: Phone call
- Stations: Outdoor cycle racks
- Registration: €1 (pre-paid use)
- Usage: €1/hour, €5/day
- Bikes can be returned in other towns
- Revenues: Public subsidy & advertisement on bikes
- Area: 7 towns close to Vienna
- Population: avg. ca. 8,000 inh.
- BSS stations: ca. 5 per town
- BSS bicycles: ca. 26 per town



B3. LEIHRADL-nextbike 2010 (expansion)

- Expansion: April 2010
- Way of working: The same as the pilot project
- Two differences:
 - Focus on connectivity with railway network
 - 30 minutes free of charge offered in some towns
- Area: 62 towns
- BSS stations: ca. 3 stations per town
- BSS bicycles: ca. 11 per town

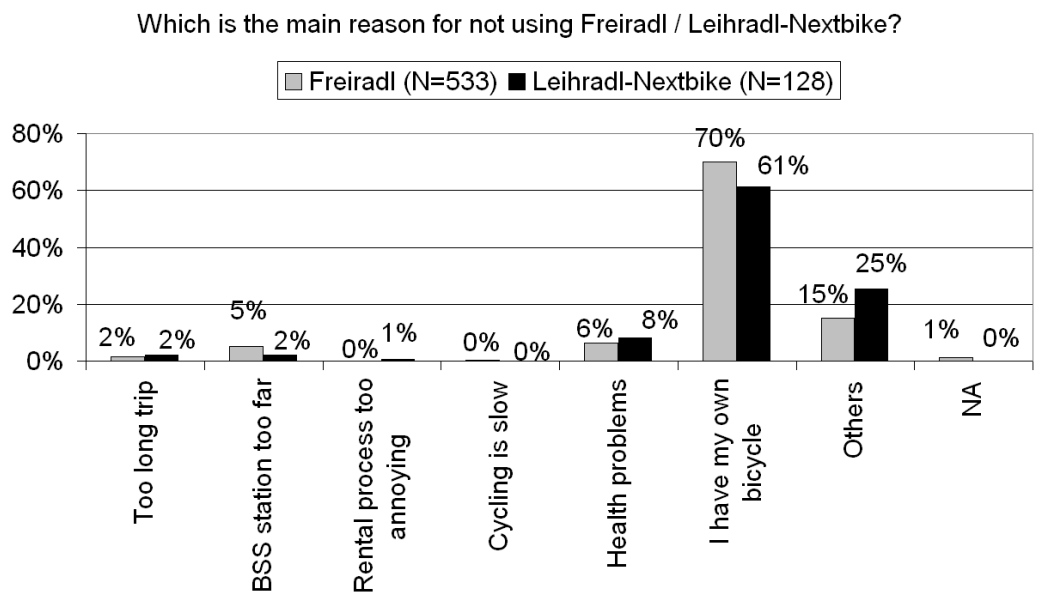


C1. OBIS research

1. Transition between FREIRADL and pilot project of LEIHRADL-nextbike: Three telephone surveys were carried out in 2009
 - Random survey during the operation FREIRADL
 - Random survey during the pilot project of LEIHRADL-nextbike
 - User survey during the pilot project of LEIHRADL-nextbike
2. Effects of the expansion of LEIHRADL-nextbike: Analysis of operating data in 2010

C2. Main findings

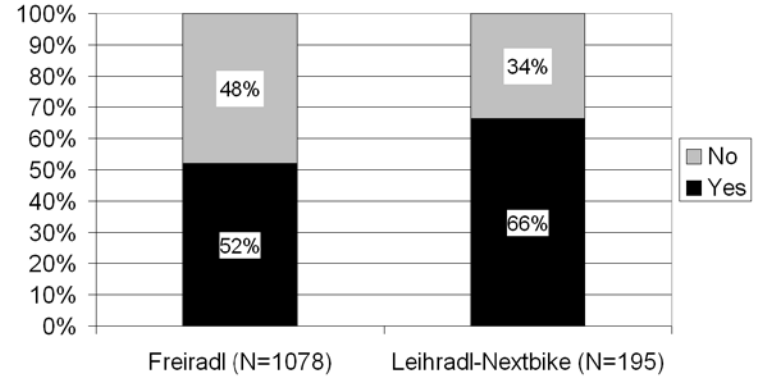
- High bicycle ownership is a barrier for BSS
 - Around 80% of the people of Lower Austria own at least one bicycle
 - Bicycle ownership was the main reason argued by interviewees for not using FREIRADL (70%) and LEIHRADL-nextbike (61%)



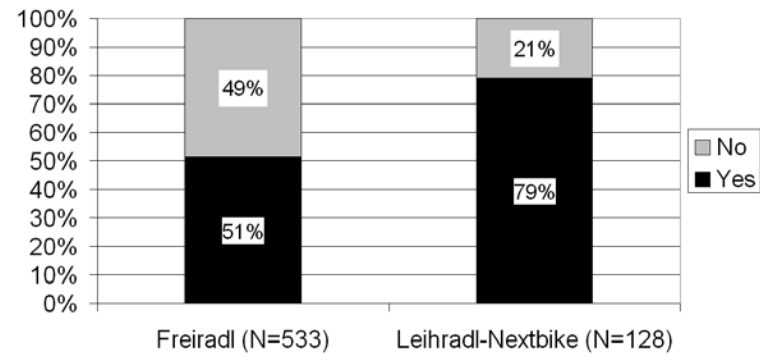
C2. Main findings

- Bike-sharing bicycles on the street are the best publicity
 - BSS stations of FREIRADL were located indoor. In contrast with the stations of LEIHRADL-nextbike are outdoor.
 - In only 5 months, LEIHRADL-nextbike became more known (66%) than FREIRADL (52%).
 - Not only public awareness increased, but also the willingness to use (from 51% to 79%).

Do you know Freiradl / Leihradl-Nextbike?



Would you use Freirad / Leihradl-Nextbike under certain circumstances?



C2. Main findings

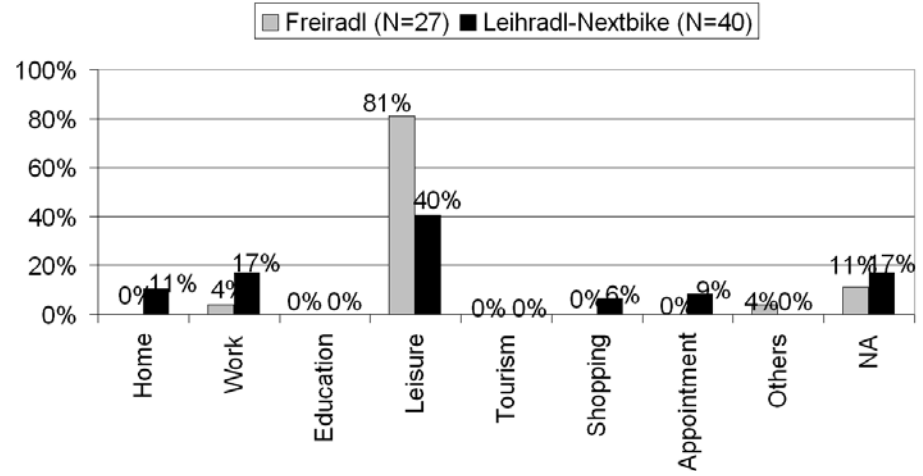
- The same bike sharing scheme can have different purposes of use depending on the operating area
 - In LEIHRADL-nextbike different operating regions presented different characteristics of use in 2010
 - Factor that might influence:
 - Location of stations
 - Density of stations
 - Previous activity (tourism vs. working place)
 - Tariff



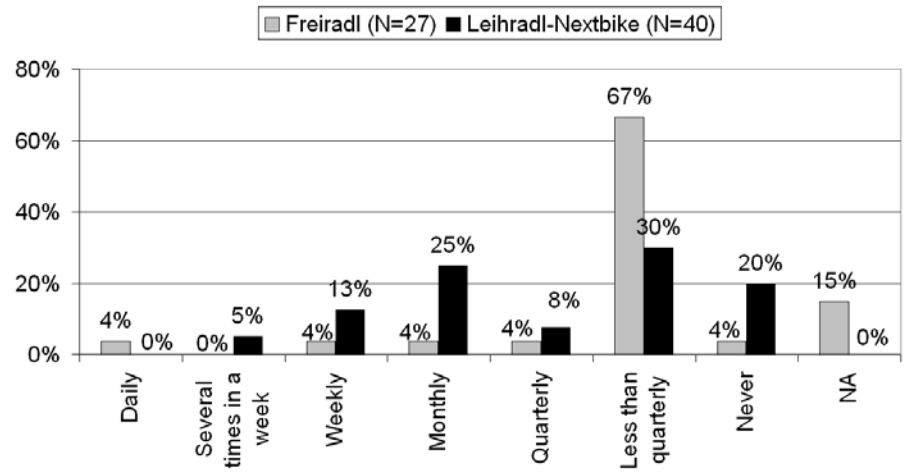
C2. Main findings

- Daily usage may require low fees (2009)
 - FREIRADL was mainly used for leisure, while LEIHRADL-nextbike was used for more diverse activities
 - However, still only 18% of users of LEIHRADL-nextbike rented a bike weekly or more often
 - 26% of users of LEIHRADL-nextbike thought that the fee (€1/hour and €5/day) was too high
 - Almost 50% of non-users might rent a bike if the service is cheaper

For what purpose do you use Freiradl / Leihradl-Nextbike?

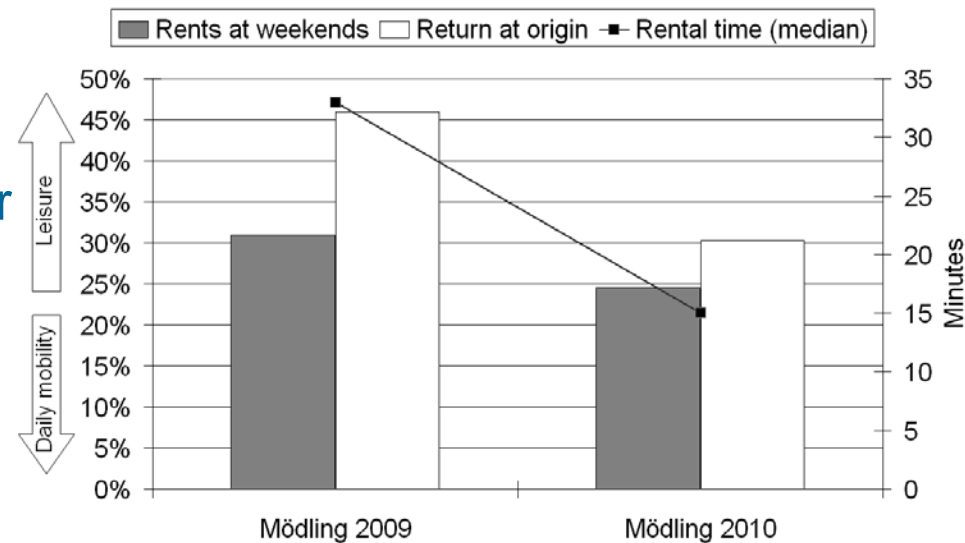


How often do you use Freiradl / Leihradl-Nextbike?



C2. Main findings

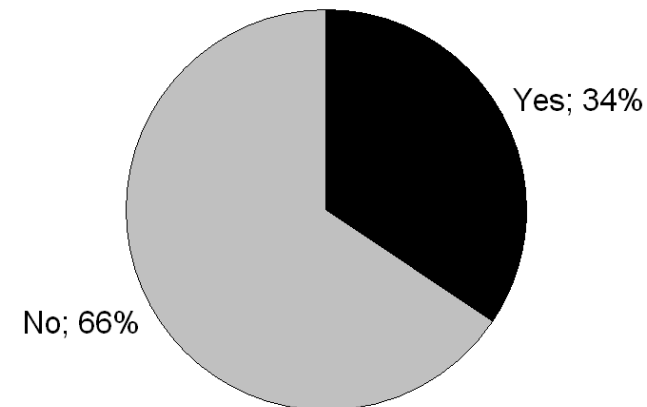
- Daily usage may require low fees (2010)
 - Mödling introduced 30 minutes free of charge in 2010
 - As a result, the number of rents increased from 5.9 to 9 rents per bicycle and season
 - Furthermore, the rate of daily usage increased according to three indicators
 - Share of rents at weekends
 - Share of bicycles returned at the same station
 - Rental time



C2. Main findings

- Connectivity with PT may increase attractiveness
 - 24% of users of LEIHRADL-nextbike live in Vienna
 - In 2009 34% of users combined bike sharing with public transport (this share might be higher in 2010 In 2010 because the BSS focused on connectivity with railway stations

Do you use other public transport mode (Bus/Train) in combination with Leihradl?
(Leihradl-Nextbike, N=32)



Thank you for your attention

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