

OBIS DEMO PROJECT FLASHLIGHTS TCZEW, POLAND



Optimising Bike Sharing in European Cities

TCZEW – GENERAL INFORMATION

- ❖ A city of 60,000 inhabitants, located south of 1,5 M. Gdansk agglomeration in Pomerania, Poland
- ❖ Major PT hub with significant water and cycling tourism potential
- ❖ Compact urban structure with Vistula river waterfront



CYCLING IN TCZEW

- ❖ BYPAD audit in 2009
- ❖ 5 person mobility team
– first female cycling officer in Poland
- ❖ BSS: 75 bicycles for the 750th anniversary
- ❖ BSS to be integrated with PT electronic card



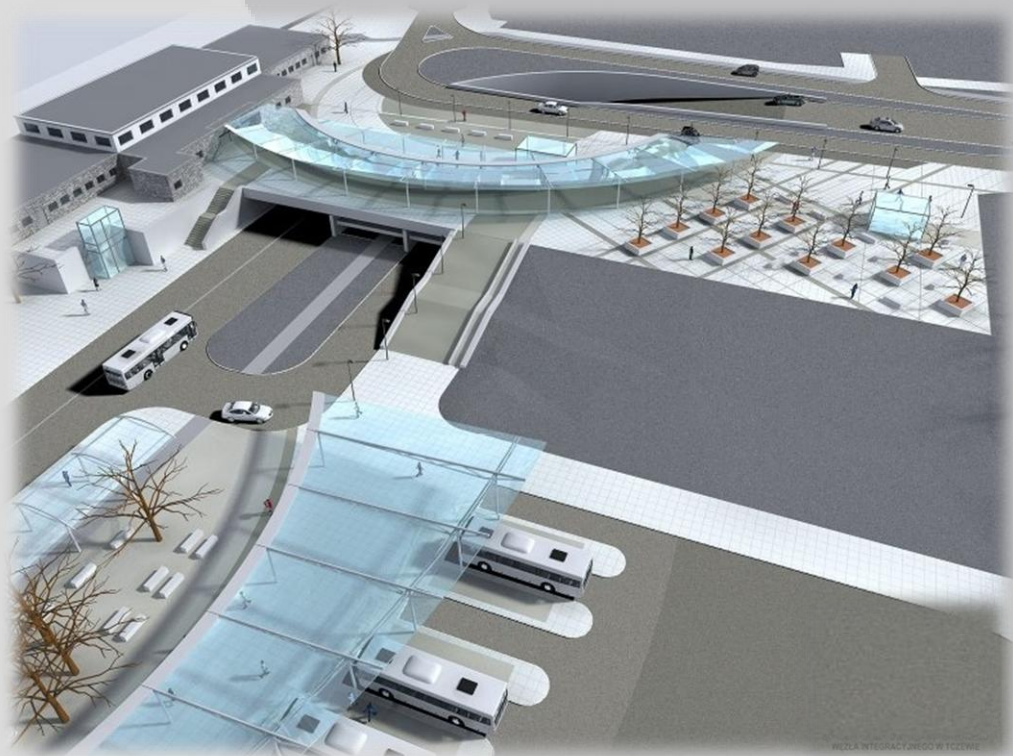
BSS DEVELOPMENTS 1/2

- ❖ 4Q 2009 - substantial lags in the development of an electronic PT ticketing system
- ❖ 1-2Q 2010 - dispute between local authorities and the PT operator



BSS DEVELOPMENTS 2/2

- ❖ 2010-2013 - high level of the city expenditures
– BSS project **SUSPENDED** but **NOT ABANDONED**
- ❖ 4Q 2010 – local elections
- ❖ 1Q 2011- new approach:
 - BSS implementation to be preceded by construction of visible cycling infrastructure elements
 - new infrastructure projects limit the chance of cycle route network



CONCLUSIONS

- ❖ Education and information about the economic benefits of cycling as a way to save expenditures on road infrastructure
- ❖ Strong local leader convinced of the benefits of cycling as a daily transport mode
- ❖ Involvement of all political players – securing seamless cycling policy development
- ❖ Bundle BSS development within a PT project – a way of securing funding

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