

OBIS Case study: Lower Austria

Evolution of bike-sharing in small cities

OBIS
Optimising Bike Sharing in
European cities

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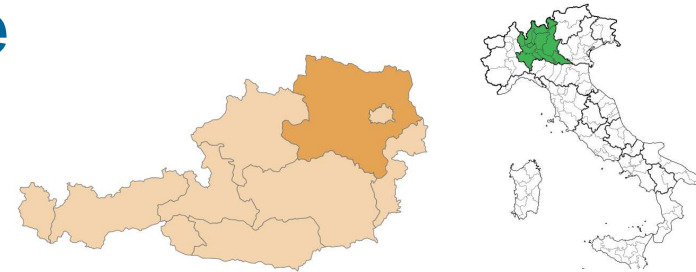
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A1. Overview of the federal state

- Population: 1,608,590 inhabitants
 - Similar to Vienna, 1,698,822
- Area: 19.178 km²
 - Similar to Lombardy, 23,000
- Topography: middle hilly
 - Lowest point: 139 m
 - Highest point: 2,076 m
- Modal split
 - Motor vehicle 64%
 - Public transport 13%
 - Bicycle 7%
 - Pedestrians 16%



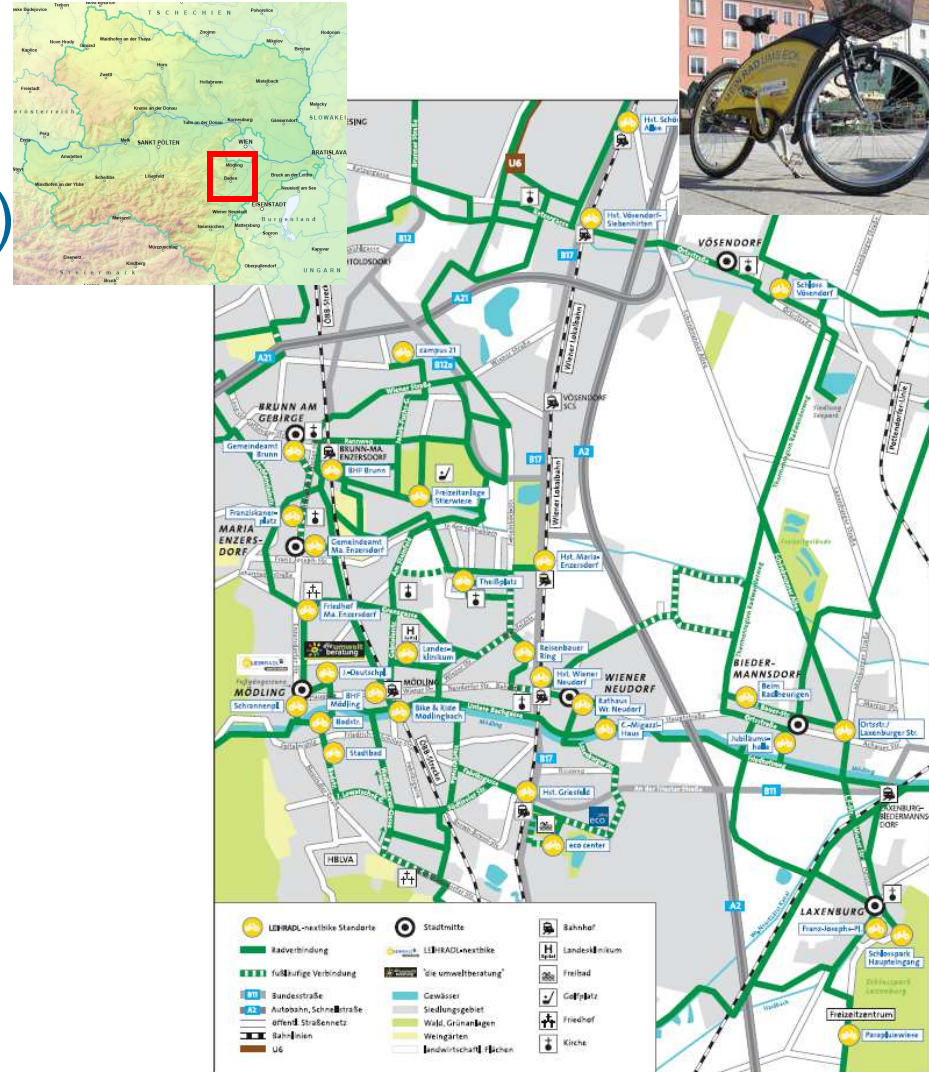
B1. Freiradl

- Start: April 2004
- Close: End 2009
- Rental process: Staff & inside buildings
- Registration: free of charge
- Usage: free of charge
- Incomes: Public subsidy
- Area: 73 towns
- Population: avg. ca. 5,500 inh.
- BSS stations: ca. 1 per town
- BSS bicycle: ca. 9 per town



B“. Leihradl-nextbike (pilot project)

- Rent process: phone call & outdoor stations
- Registration: €1 (pre-paid use)
- Usage: €1/hour, €5/day
- Incomes: Public subsidy & advertisement on bikes
- Start: April 2009
- End: November 2009
- Area: 7 towns close to Vienna
- Population: avg. ca. 8,000 inh.
- BSS stations: ca. 4 per town
- BSS bicycles: ca. 26 per town
- Bikes returned in other towns



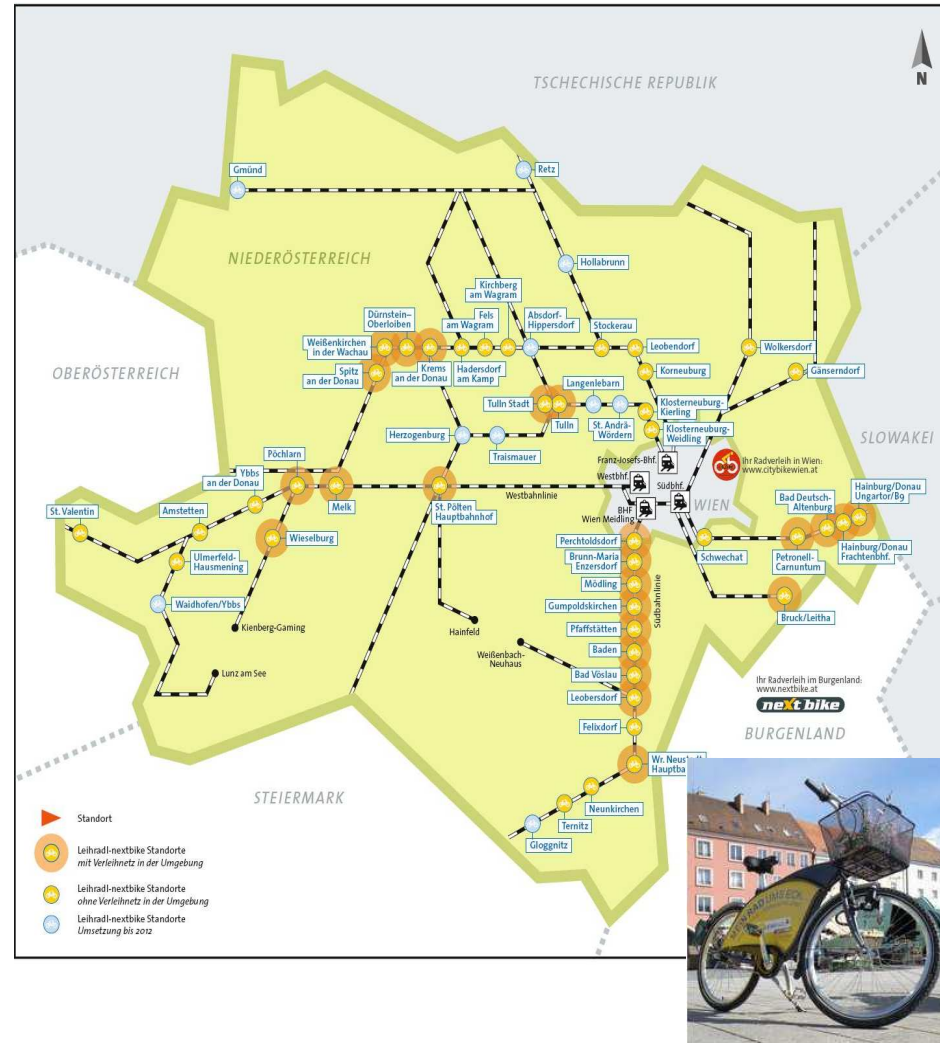
Milan, September 17, 2010

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Alberto Castro, Günter Emberger

B3. Leihradl-nextbike (expansion)

- Start: April 2010
- Area: ca. 30 towns
- BSS stations: ca. 3 per town
- BSS bicycles: ca. 20 per town
- The same system as in pilot project
- Increase of connectivity with railway network



C1. OBIS research

Three telephone surveys were carried out

1. Random interviews about Freiradl

- February-July 2009
- 1,078 interviews (0.3% of population of towns provided with Freiradl)

2. Random interviews about the pilot project of Leihradl-nextbike

- September 2009
- 195 interviews (0.3% of population of towns provided with Leihradl)

3. User survey of the pilot project of Leihradl-nextbike

- October 2009
- 40 interviews (10% of registered users)

An additional study will take place in autumn 2010 to analyse the effects to expansion of Leihradl-nextbike

C2. Main results

- High bicycle ownership is a barrier for BSS
 - Around 80% of the people of Lower Austria own at least one bicycle
 - Bicycle ownership is the main reason argued by interviewees for not using a Freiradl (70%) and Leihradl-nextbike (61%)
- Bike-sharing bicycles on the street are the best publicity
 - Freiradl's stations were located inside depots of official buildings.
 - In contrast, Leihradl-nextbike's stations are located on the thoroughfare.
 - In only 5 months, Leihradl-nextbike became more known (66%) than Freiradl (52%).
 - Not only public awareness increased, but also the willingness to use.

C2. Main results

- Daily usage may require more stations
 - Freiradl was mainly used for leisure, while a Leihradl-nextbike for more diverse activities.
 - About 28% of users of Leihradl-nextbike demand more stations.
- Daily usage may require lower fees
 - Still only 18% of users of Leihradl-nextbike rent a bike weekly or even more often
 - More than 25% of users of Leihradl-nextbike think that the fee is too high (€1/hour and €5/day)
 - Almost 50% of non-users might rent a bike if the service is cheaper.

C2. Main results

- Diversity of ways of identification is desirable
 - 40% of customers of Leihradl-nextbike prefer the phone call as identification system
 - However only 5% of non-users like this way of identification
 - A wider variety of possibilities for identification might open the system to reluctant potential customers
- Connectivity with PT may increase attractiveness
 - 25% of users of Leihradl-nextbike live in Vienna
 - About one third of users combine bike-sharing with public transport
 - This figure could be currently higher due to the high connectivity with the railway network

C2. Main results

- Quality of cycling facilities is needed
 - Almost 33% of users of Leihradl-Nextbike consider that the cycling facilities of the municipalities are not enough good
 - Low quality or lack of cycling infrastructure could dissuade potential users

Thank you for your attention

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