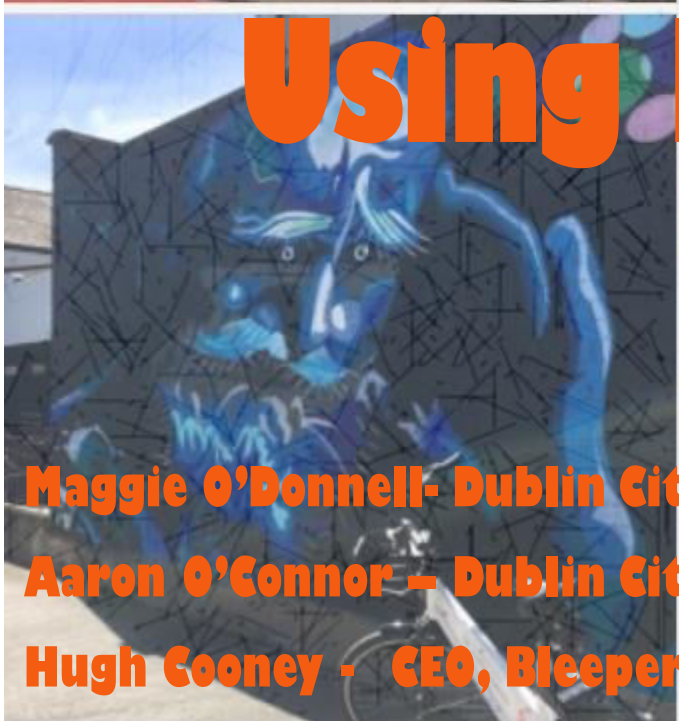




Insights into Cycling Trends Using Bleeperbike Data



Maggie O'Donnell- Dublin City Council
Aaron O'Connor – Dublin City Council
Hugh Cooney - CEO, Bleeperbike



To Regulate or Not to Regulate

December 2017

Dublin City Council Introduced Bye-laws to manage & control operation.

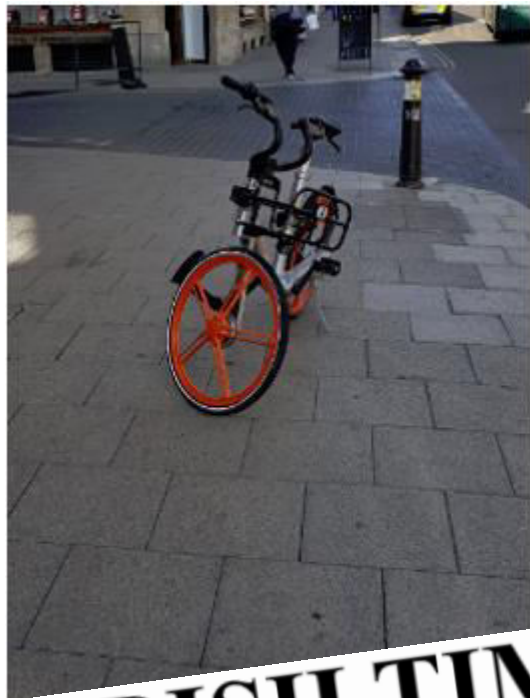
First European City Council to regulate by these means.

May 2018

2 operators were granted license to operate Stationless On-Street Bicycle Hire within the conditions of these Bye-Laws.



To Regulate or Not to Regulate



THE IRISH TIMES

Stationless bike scheme could be scuppered by locking requirements

Dublin City Council wants tethering at city stands to bike-sharing firm Ofo's dismay

© Wed, May 2, 2018, 20:59

Olivia Kelly

NEWS
Council Wants Stationless Bikes To Be Locked To Stands



To Regulate or Not to Regulate



OTHER EU COUNTRIES

..SO NEAT & TIDY



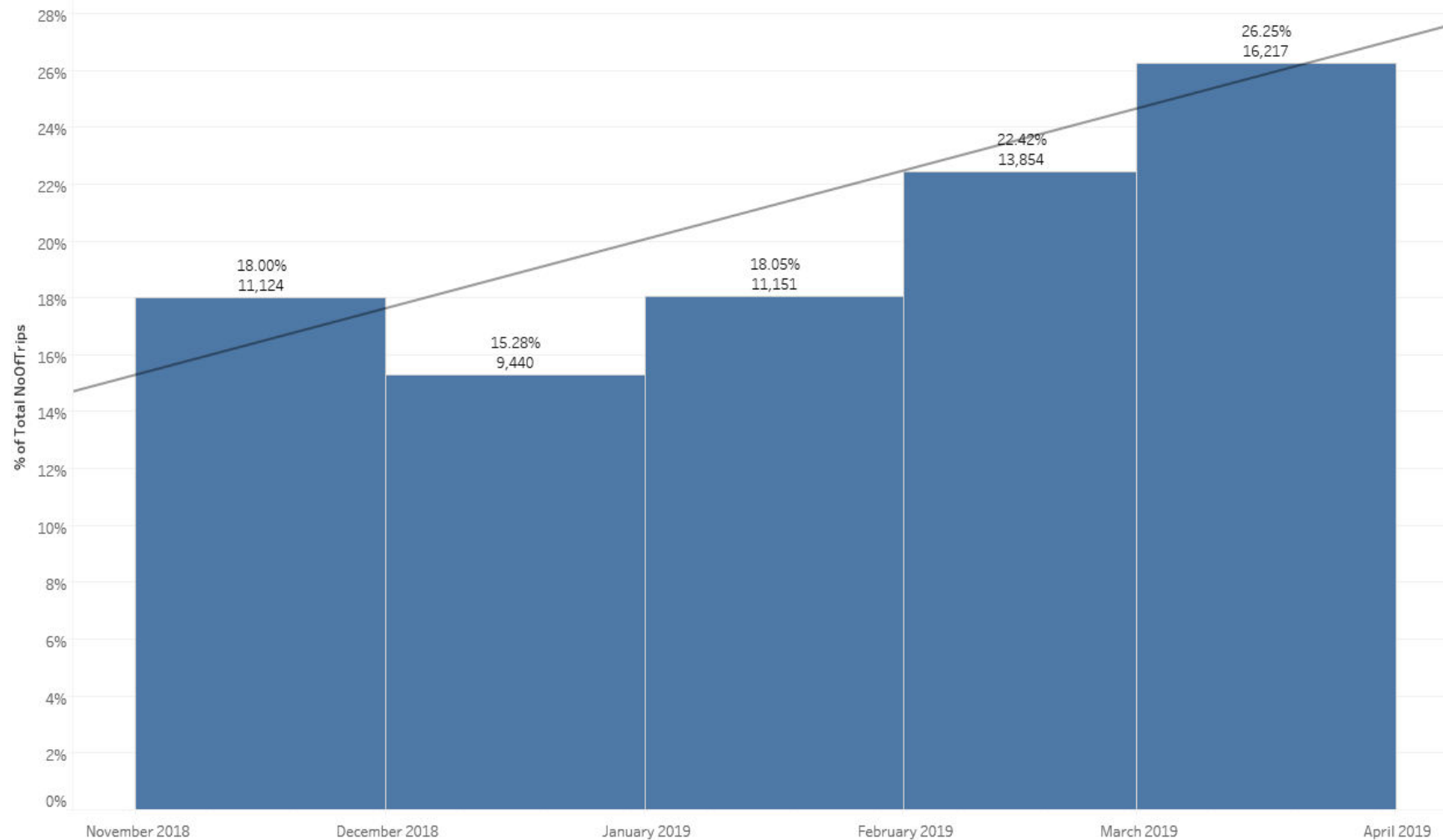
To Regulate or Not to Regulate



..SO NEAT & TIDY



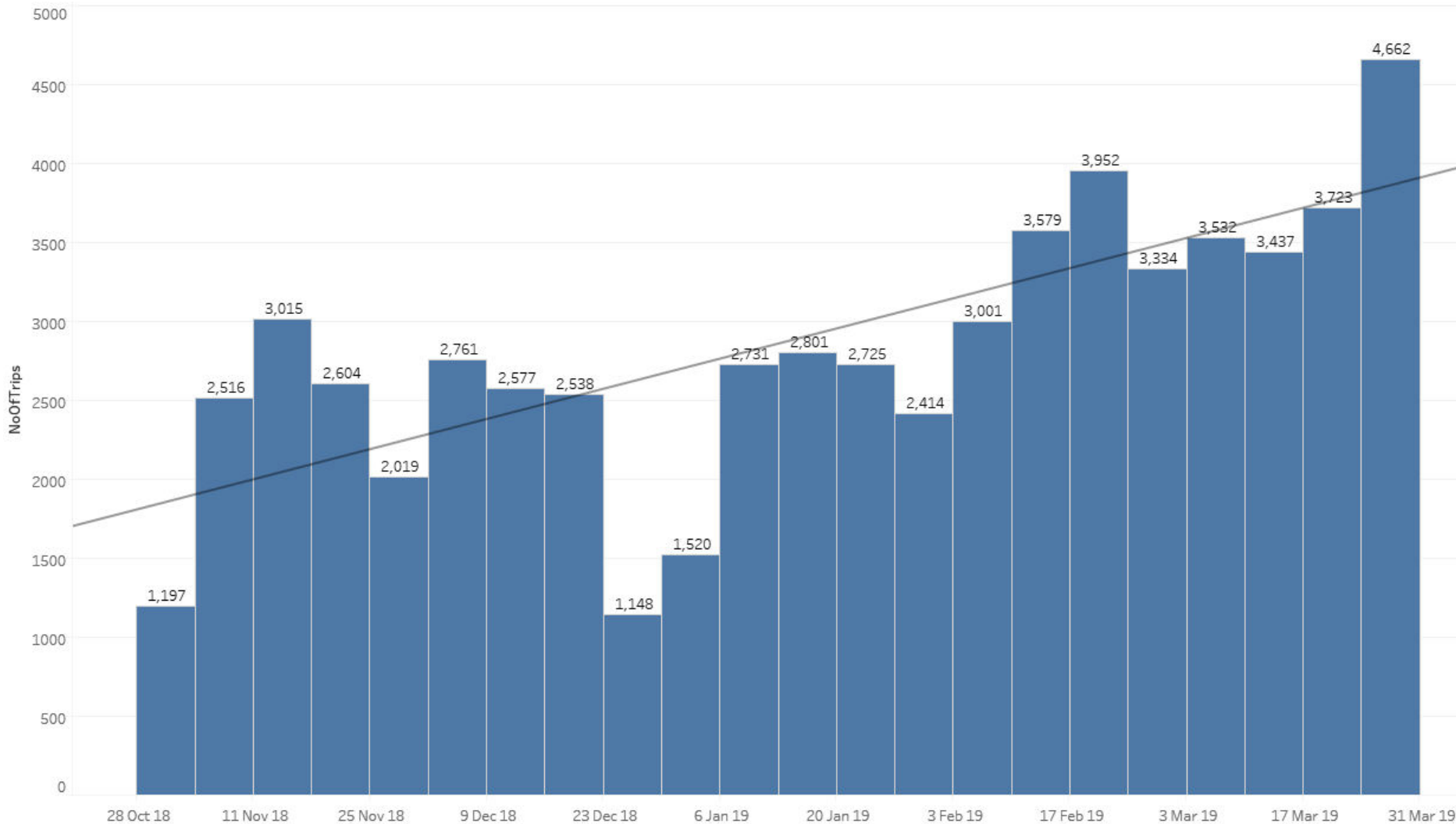
Stationless Bike Data Share Agreement



- **5 Months of Cycle Data (Nov 2018 to March 2019).**
- **Approx. 62,000 Trips Taken by over 5,000 BleeperBike Clients.**

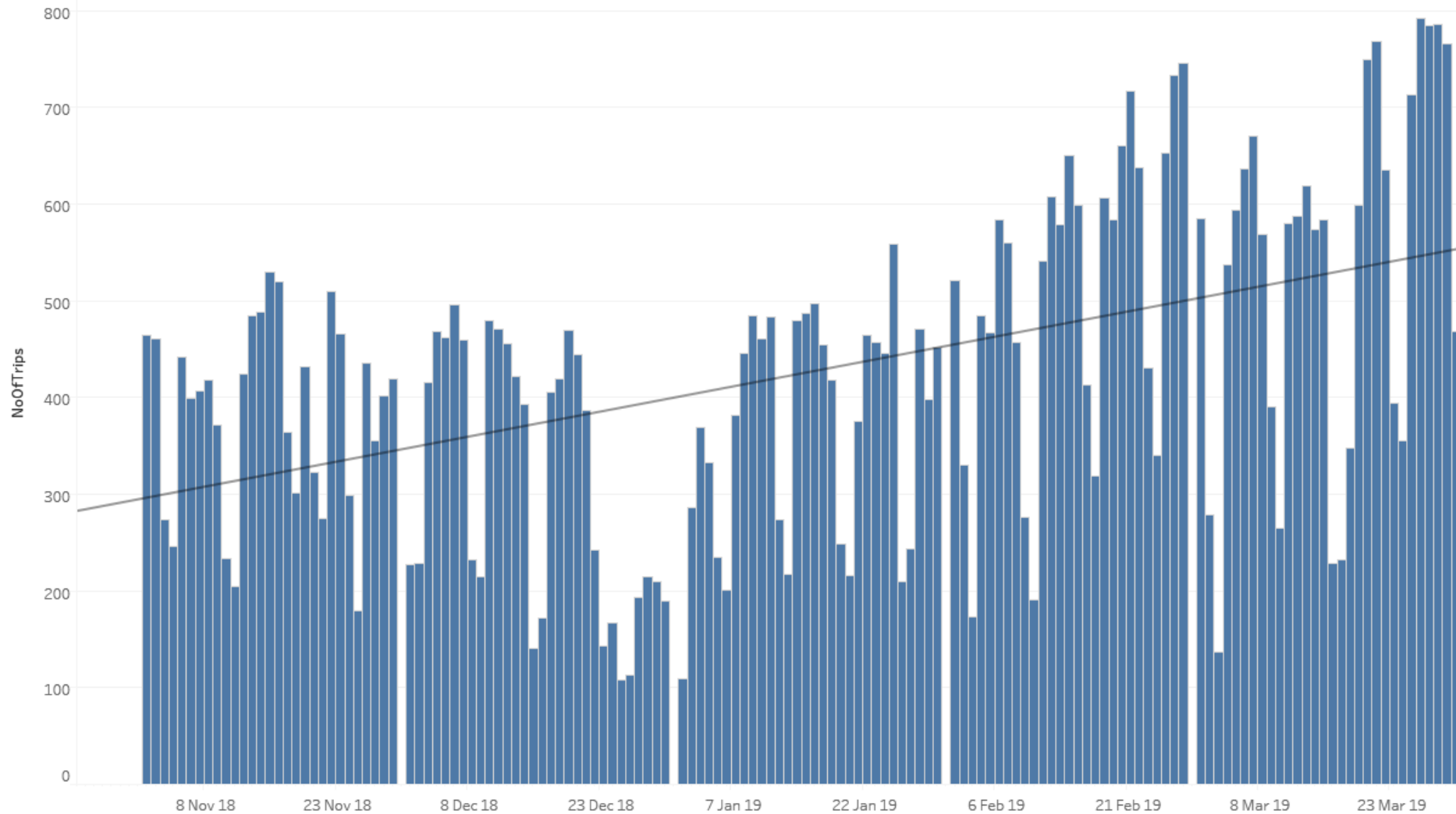


Stationless Bike Data Share Agreement



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- **Weekly Patterns on Usage**

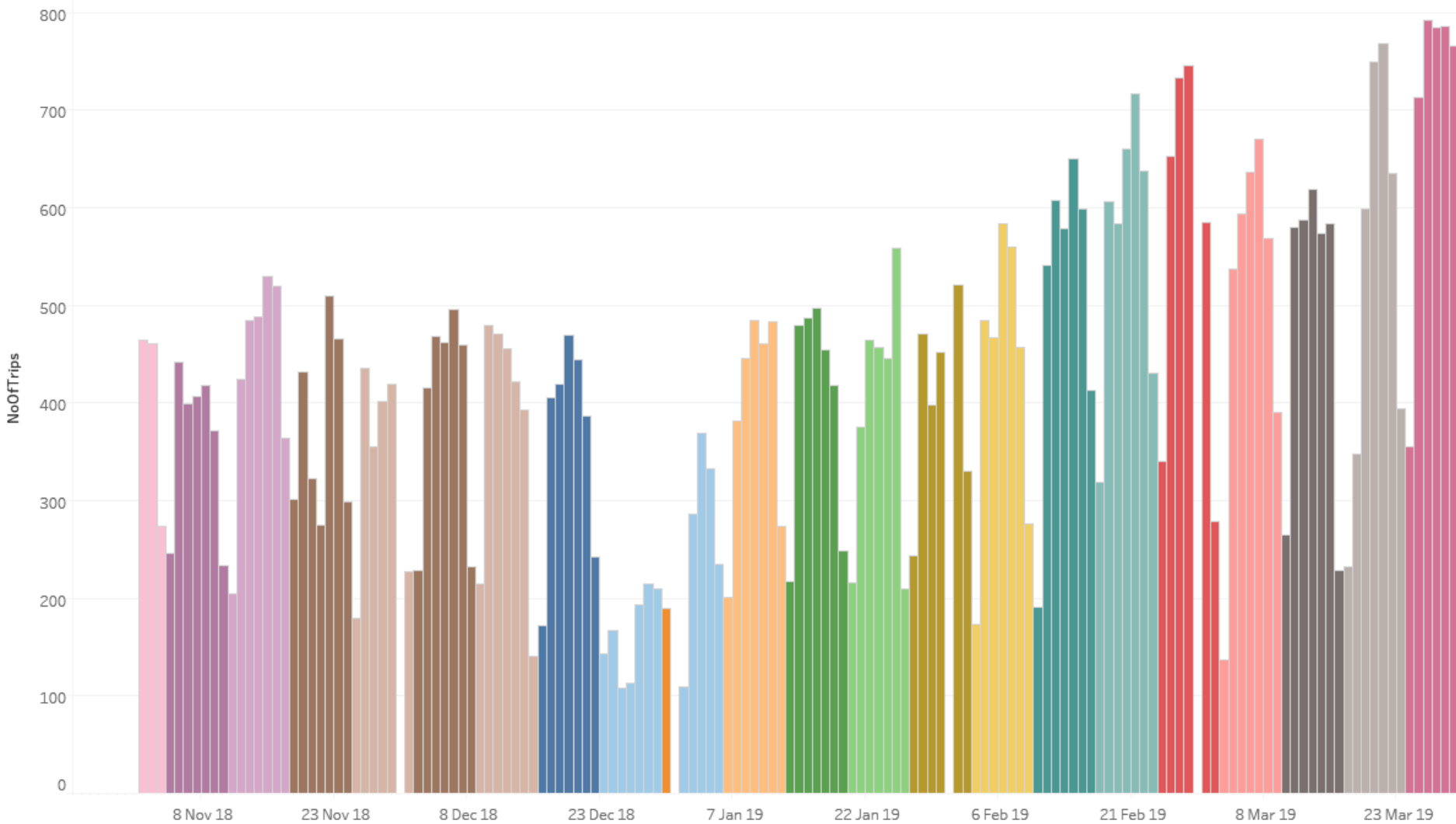
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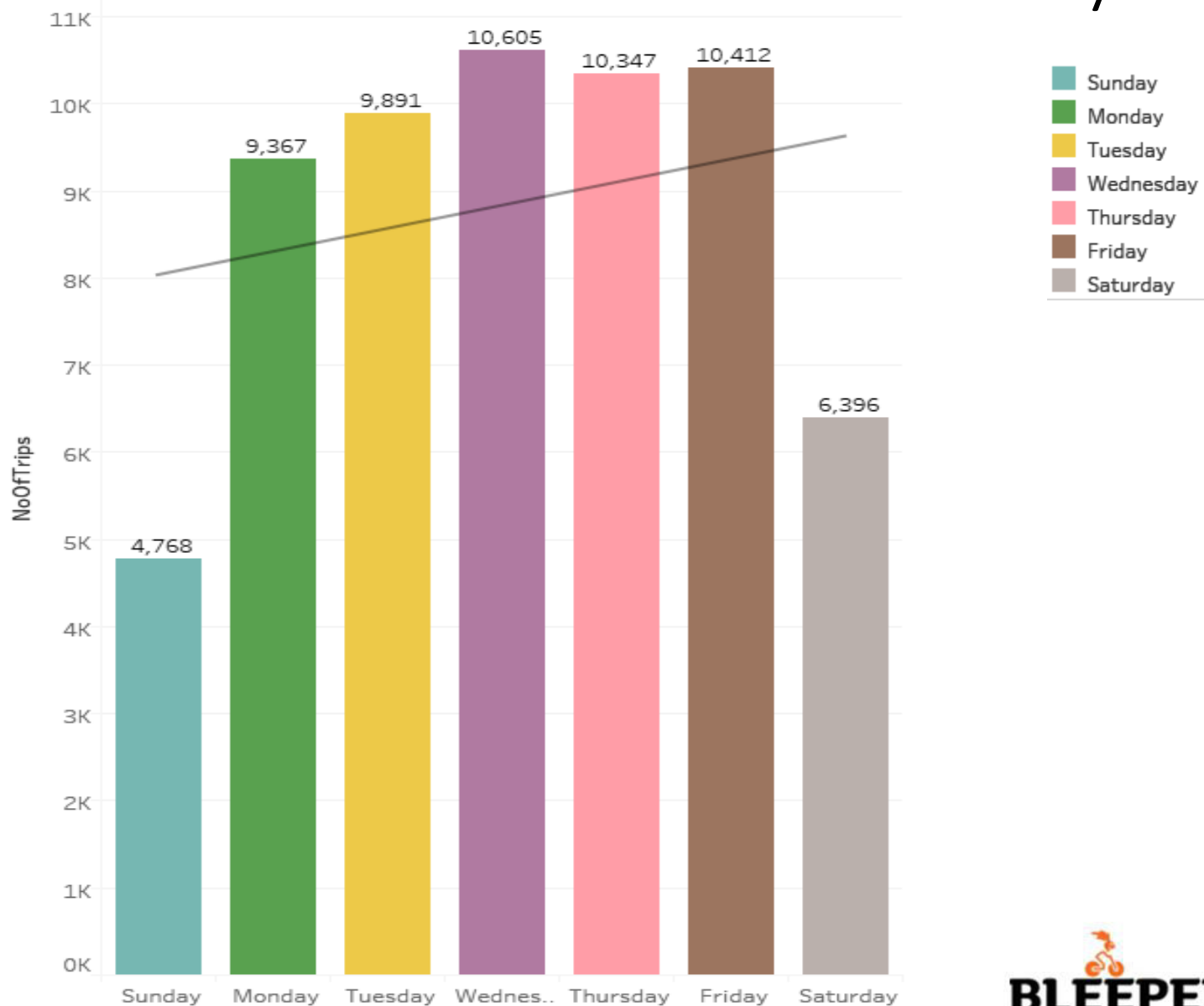
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Stationless Bike Data Share Agreement

Most Popular Day

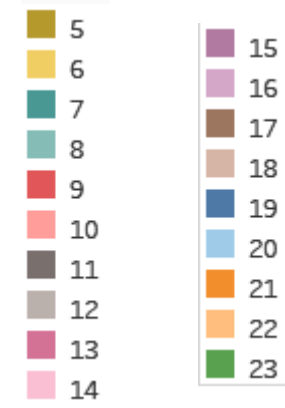
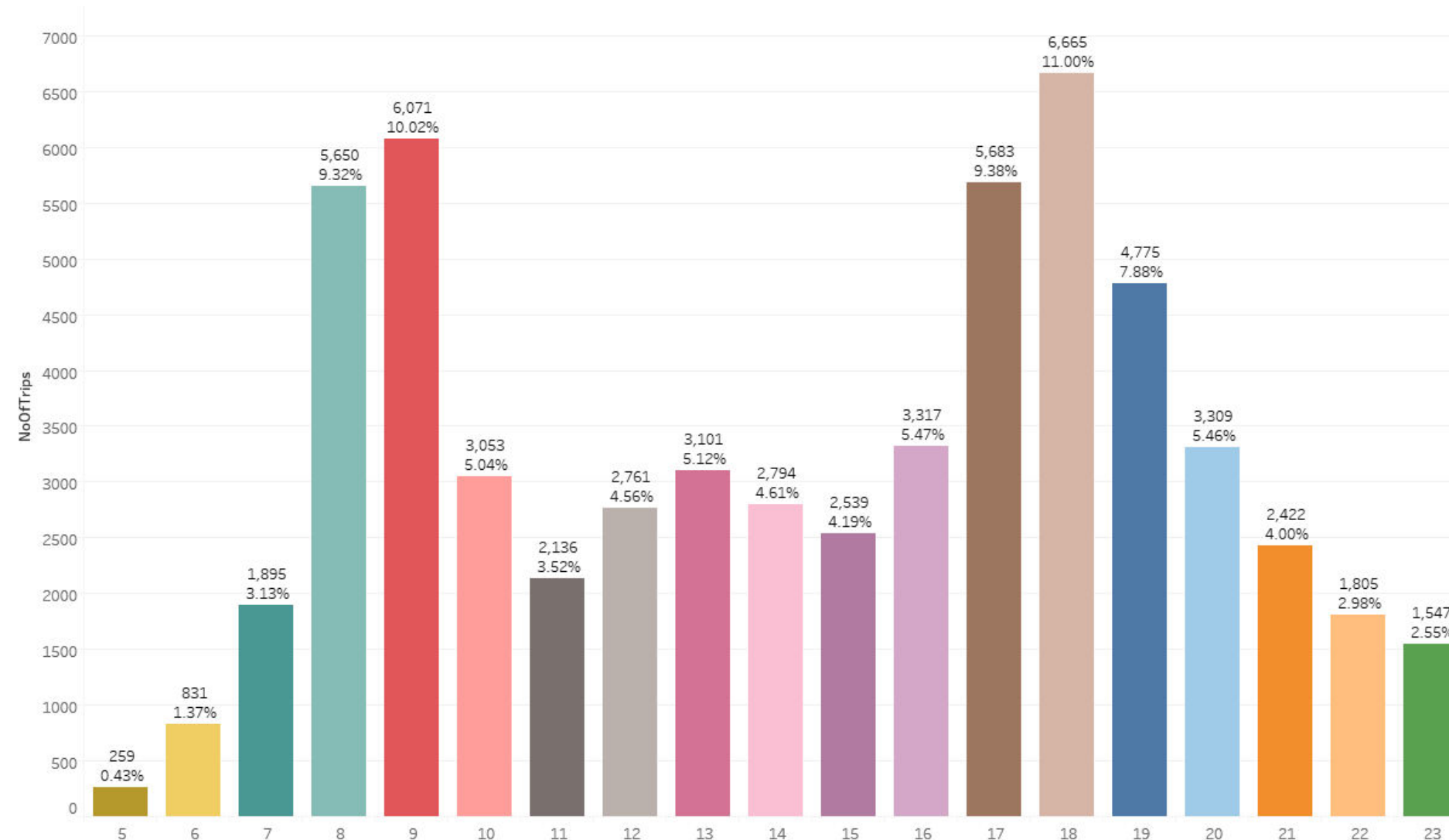


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- **Daily Patterns**
- **Overall Patterns**

Stationless Bike Data Share Agreement

Most Popular Hour

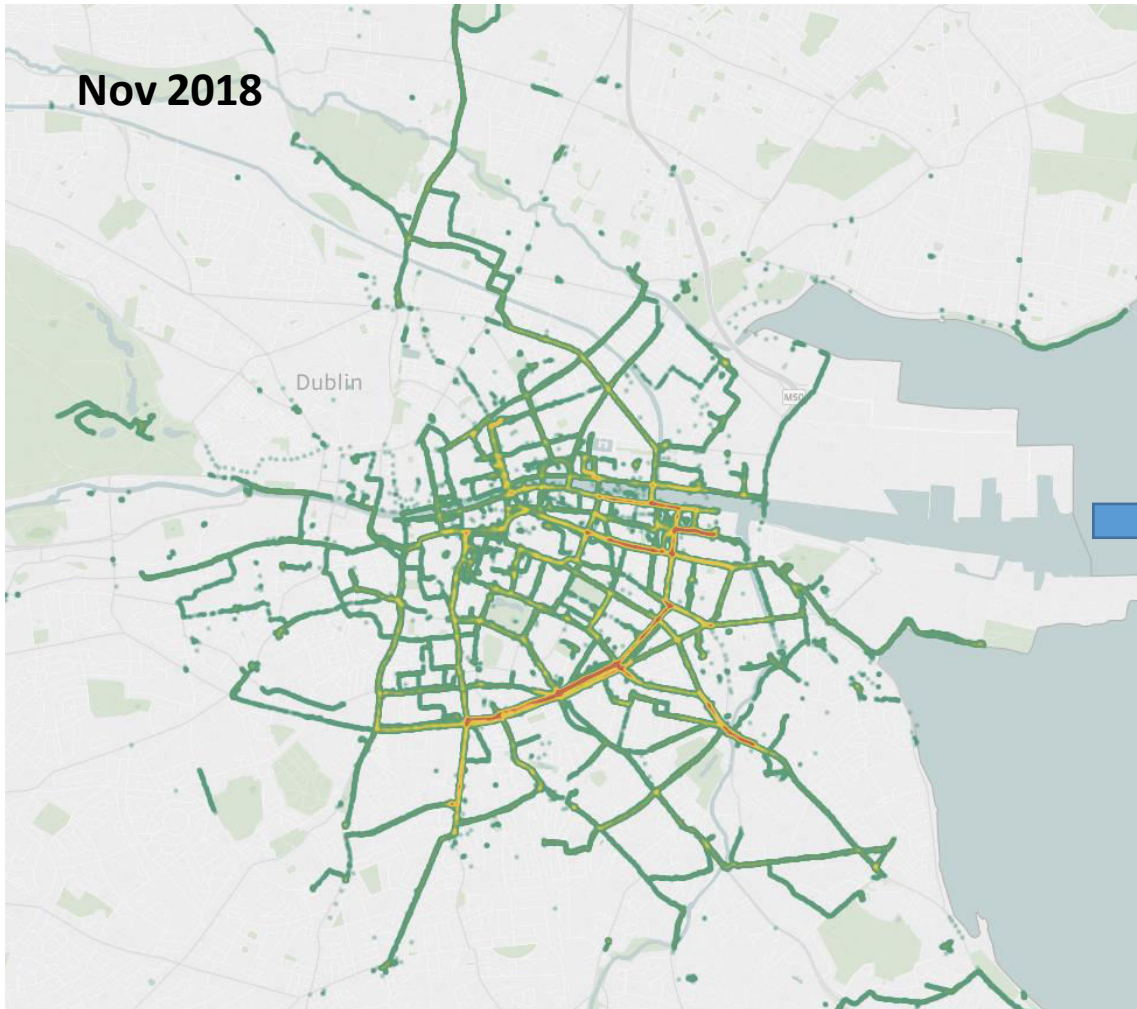
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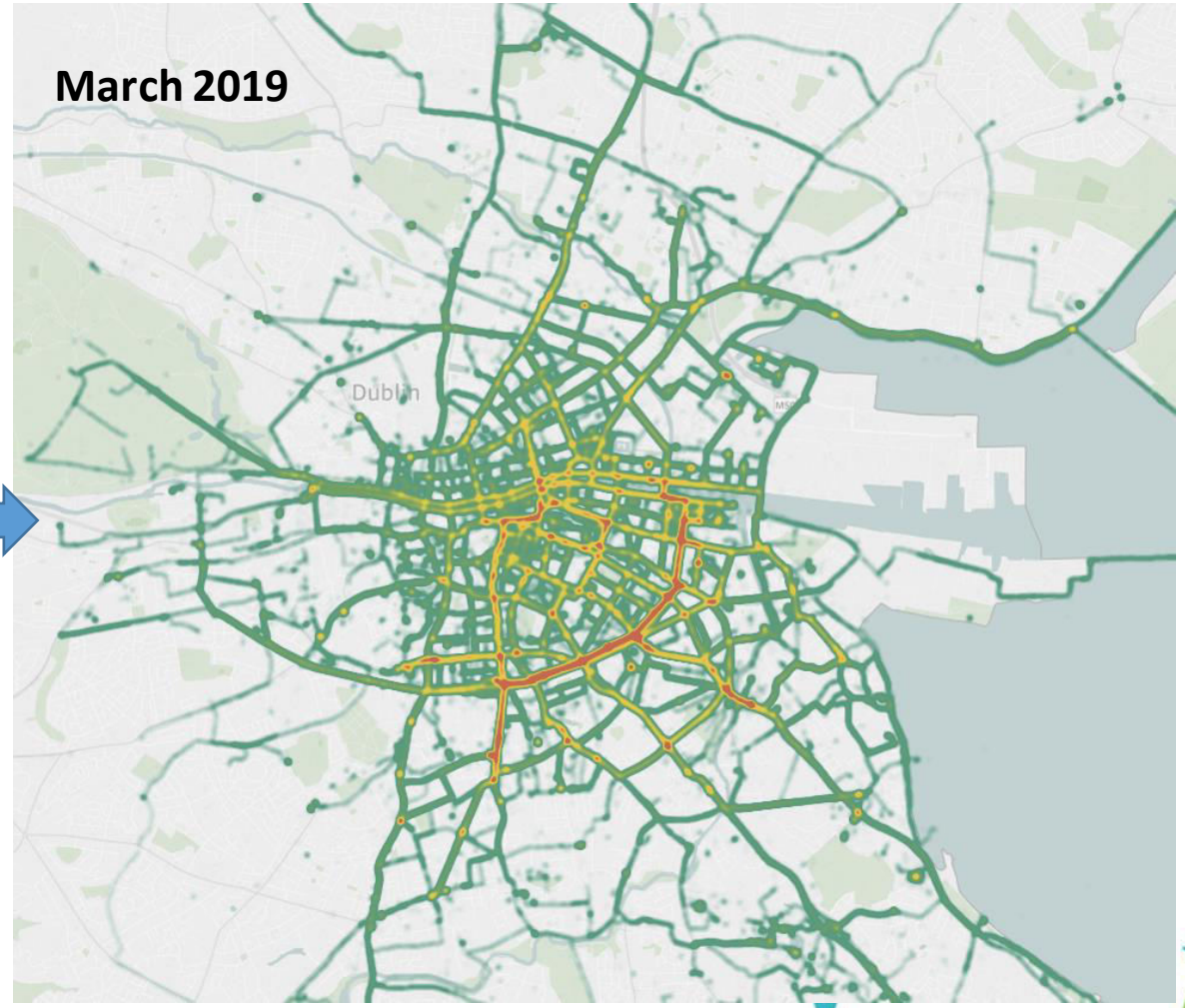
Stationless Bike Data Share Agreement

Trip Coverage Trends

Nov 2018



March 2019

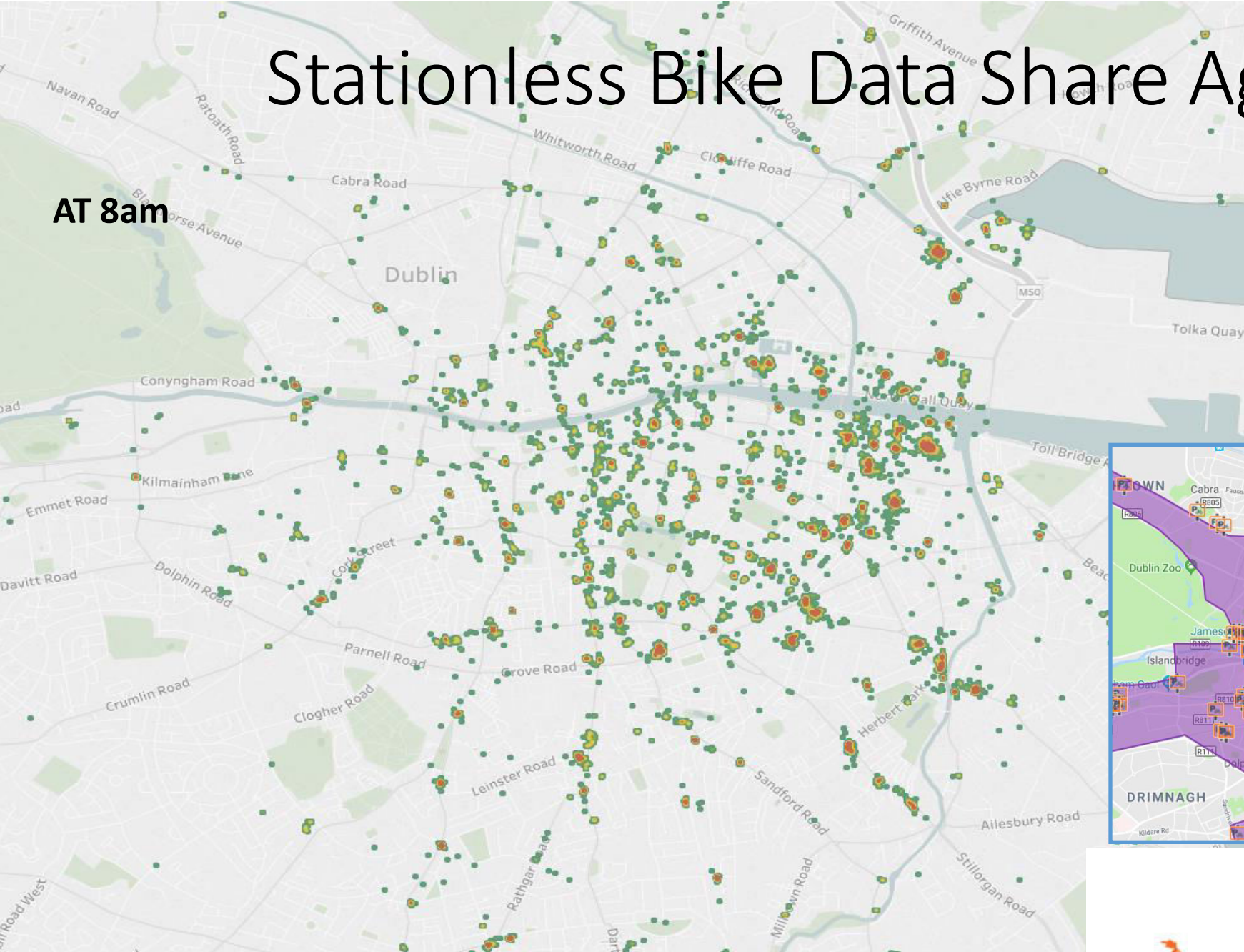


Stationless Bike Data Share Agreement

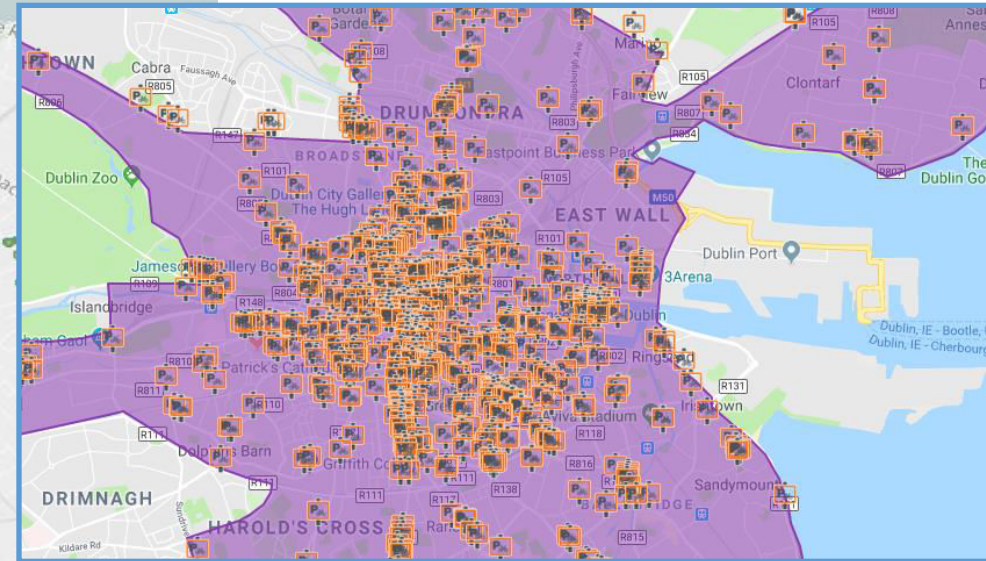


Stationless Bike Data Share Agreement

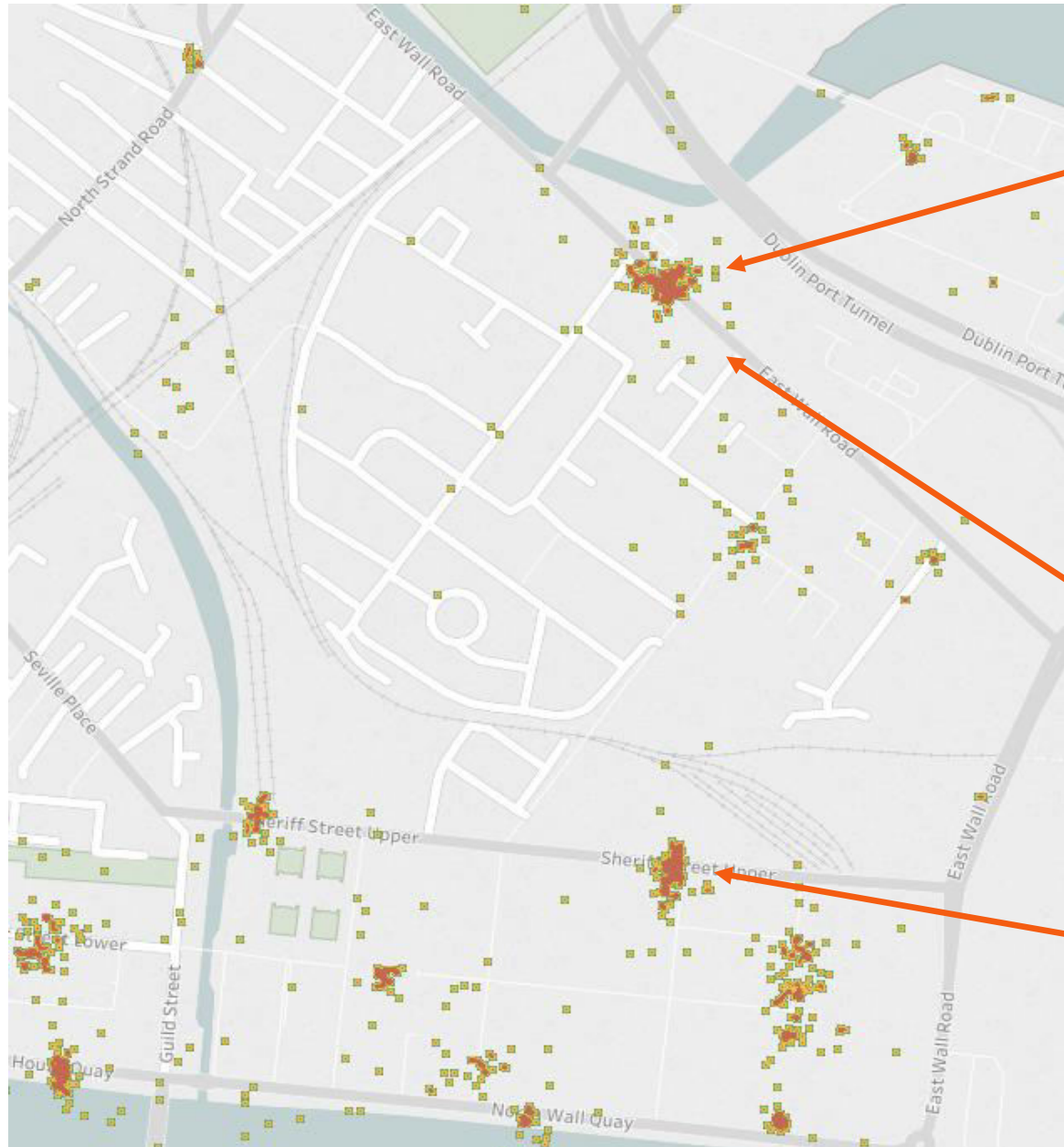
AT 8am



**Where do all
the Trips End?**
(Nov 2018 to March 2019).



Stationless Bike Data Share Agreement

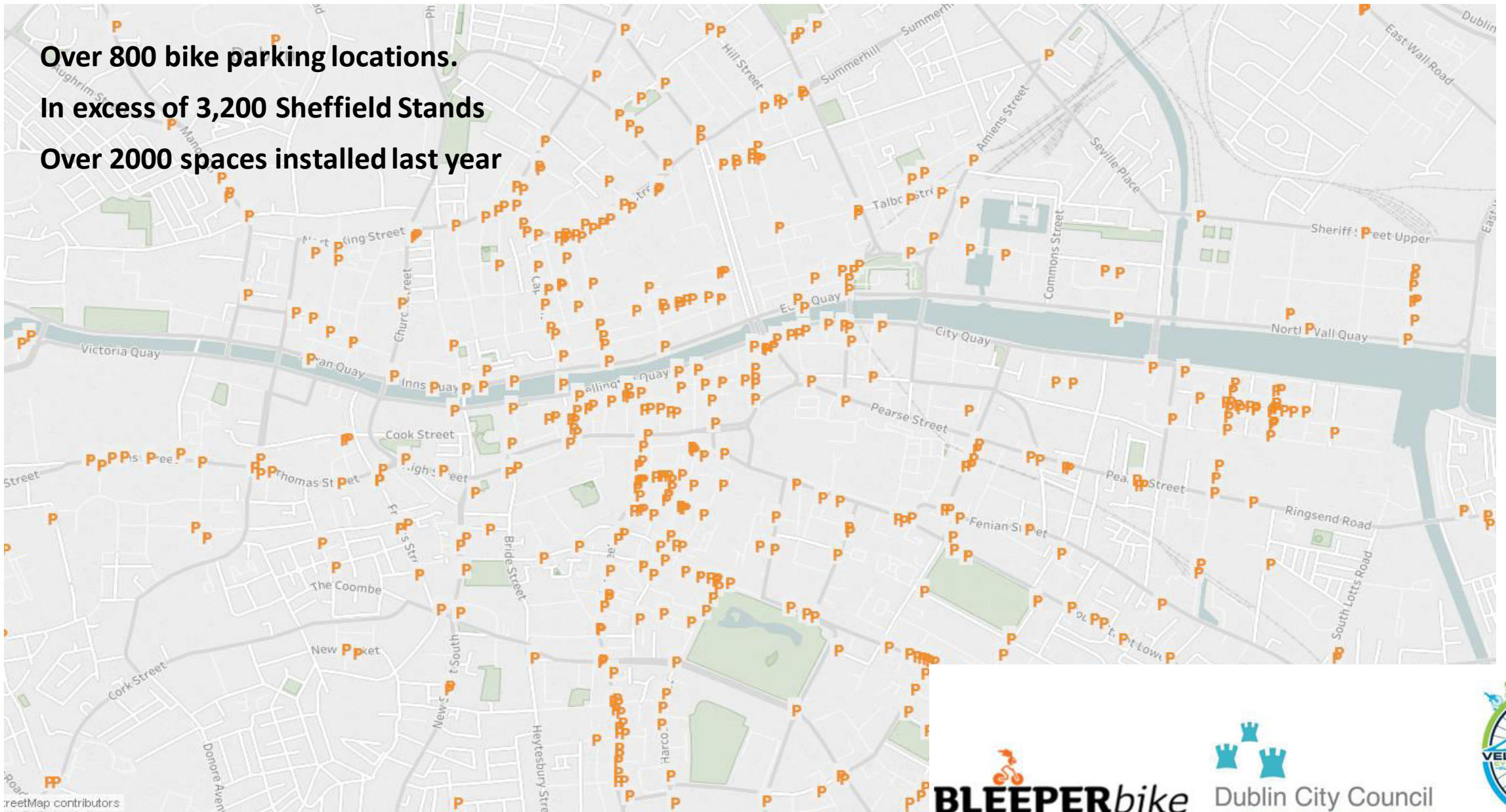


**Where do all
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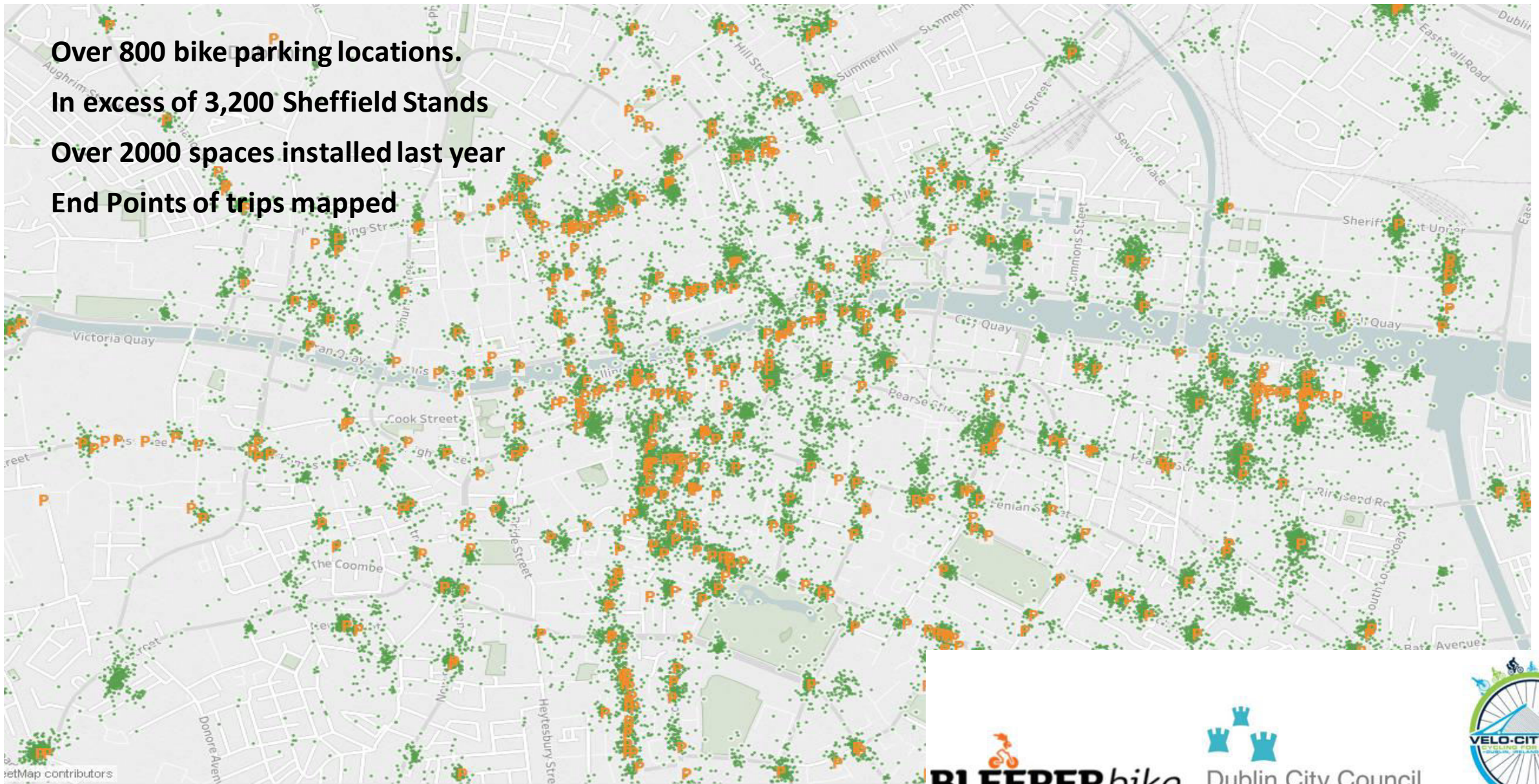
Stationless Bike Data Share Agreement

Over 800 bike parking locations.
In excess of 3,200 Sheffield Stands
Over 2000 spaces installed last year



Stationless Bike Data Share Agreement

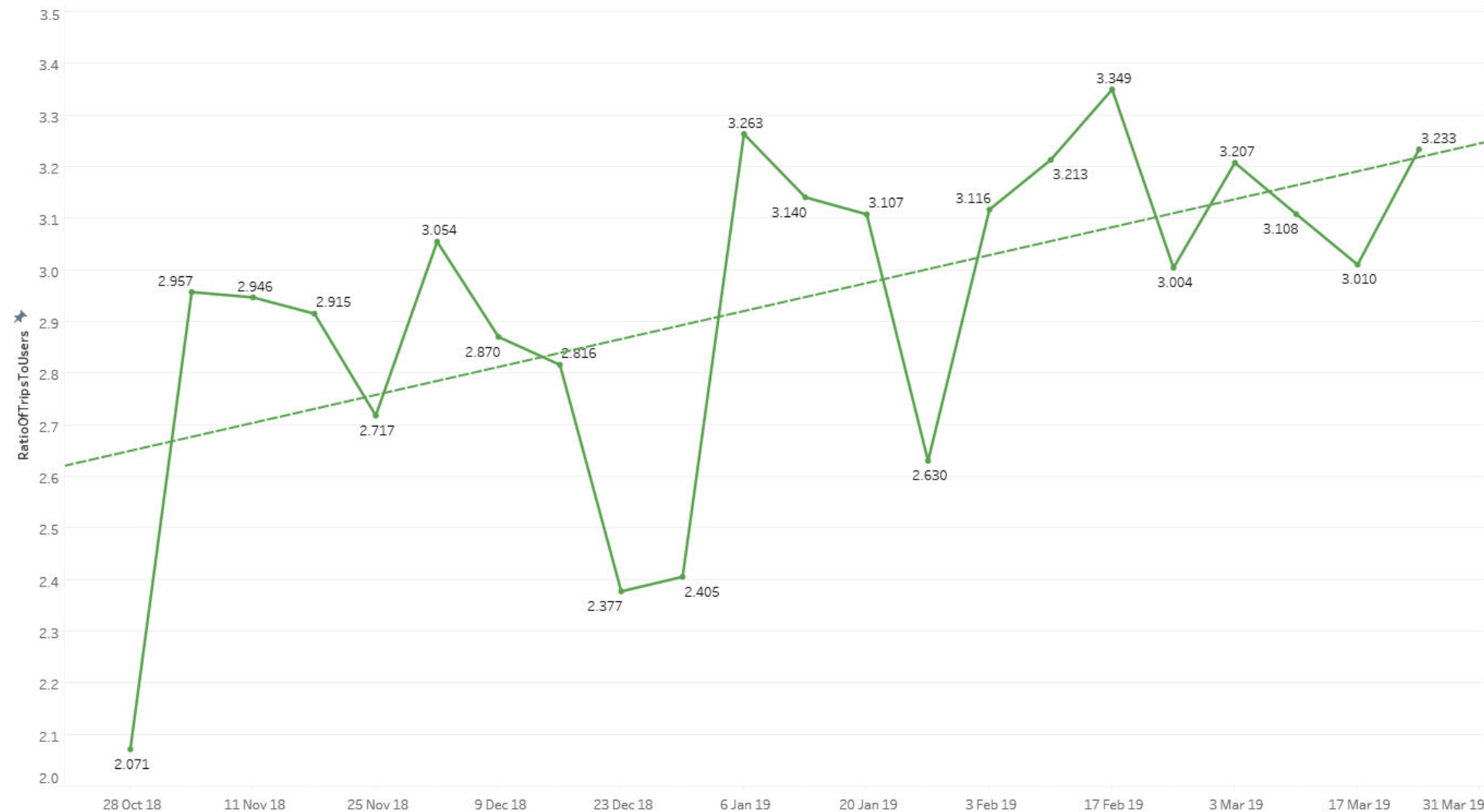
Over 800 bike parking locations.
In excess of 3,200 Sheffield Stands
Over 2000 spaces installed last year
End Points of trips mapped



Stationless Bike Data Share Agreement

Ratio of Bike Usage to Clients

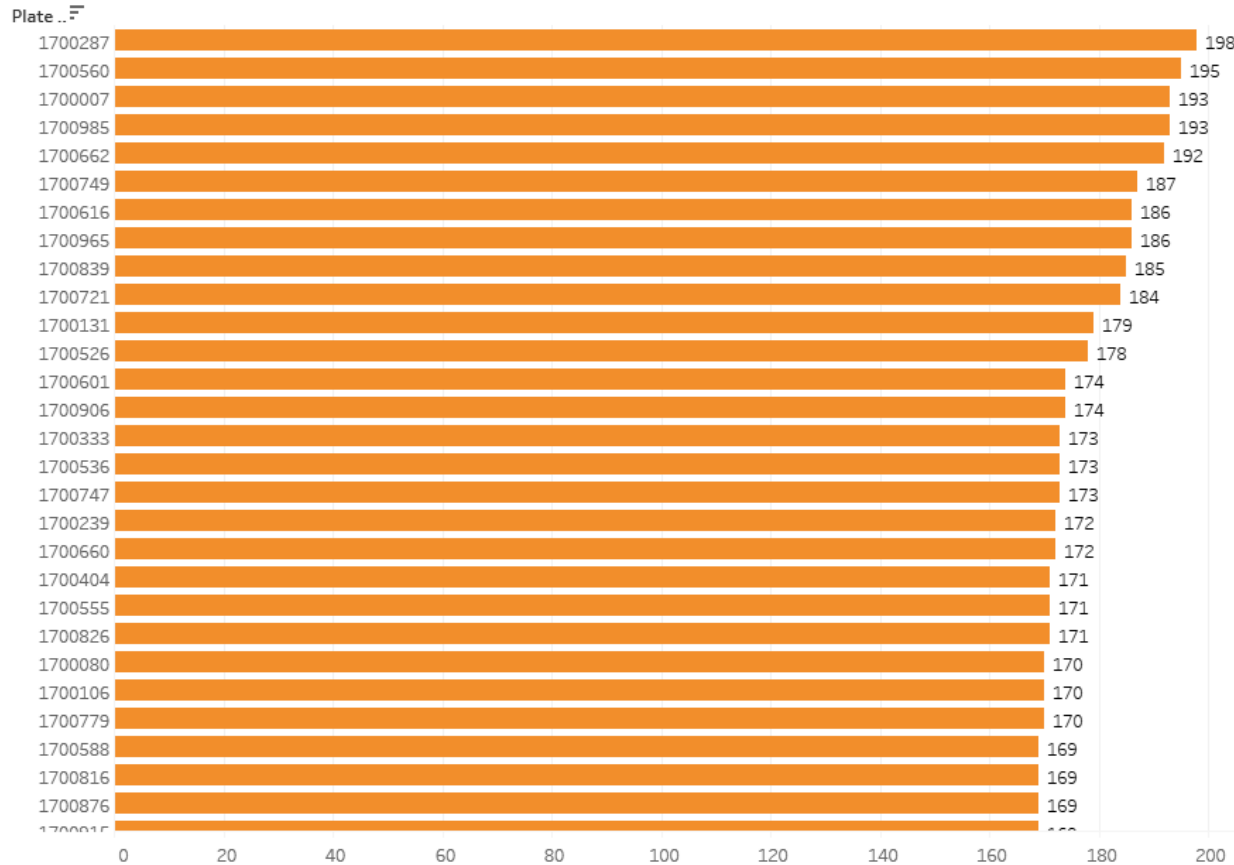
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- Bike Usage



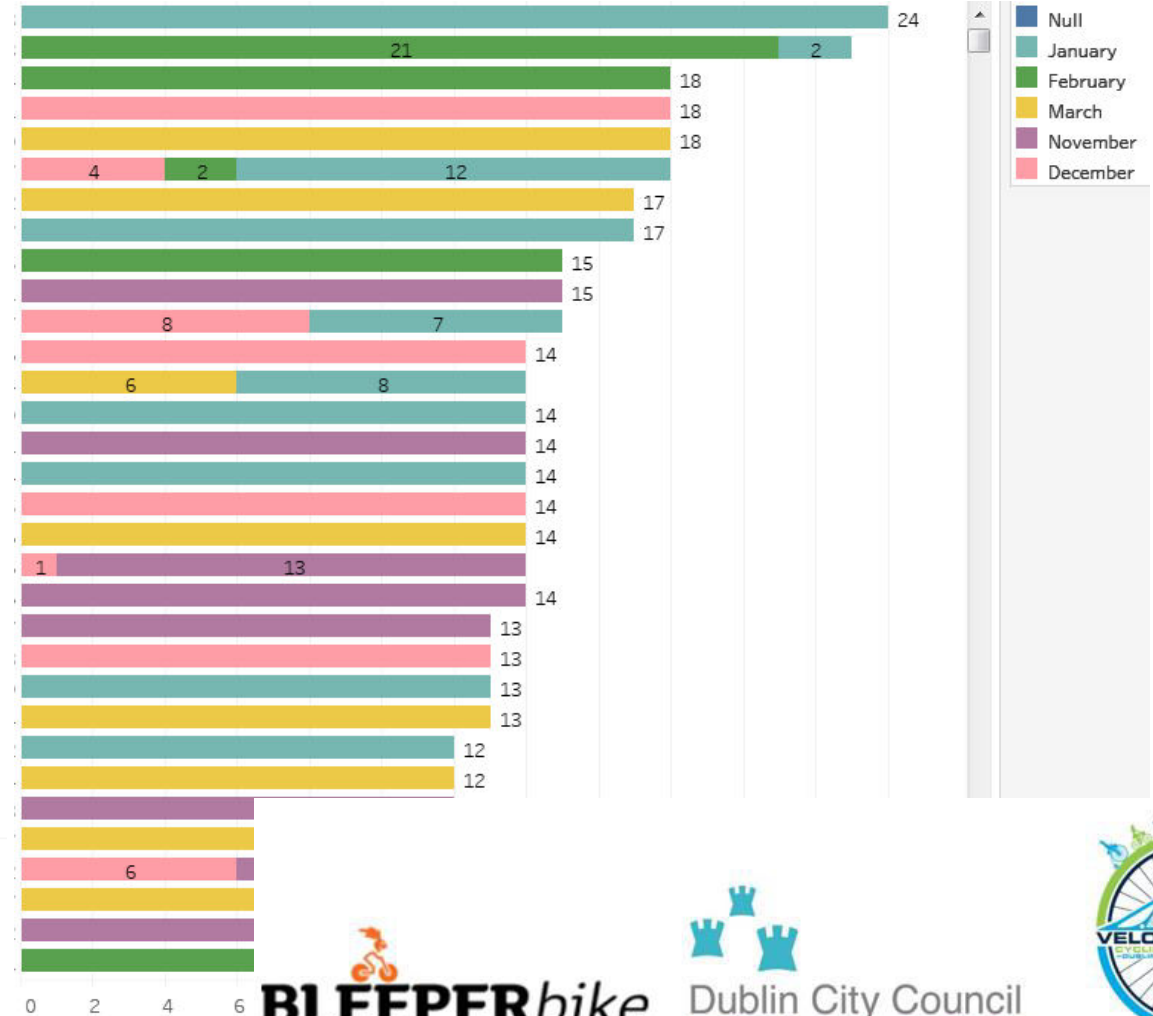
Are we Creatures of Habit

Is there a preference for Clients to use the same bike?

The Most Popular Bike?



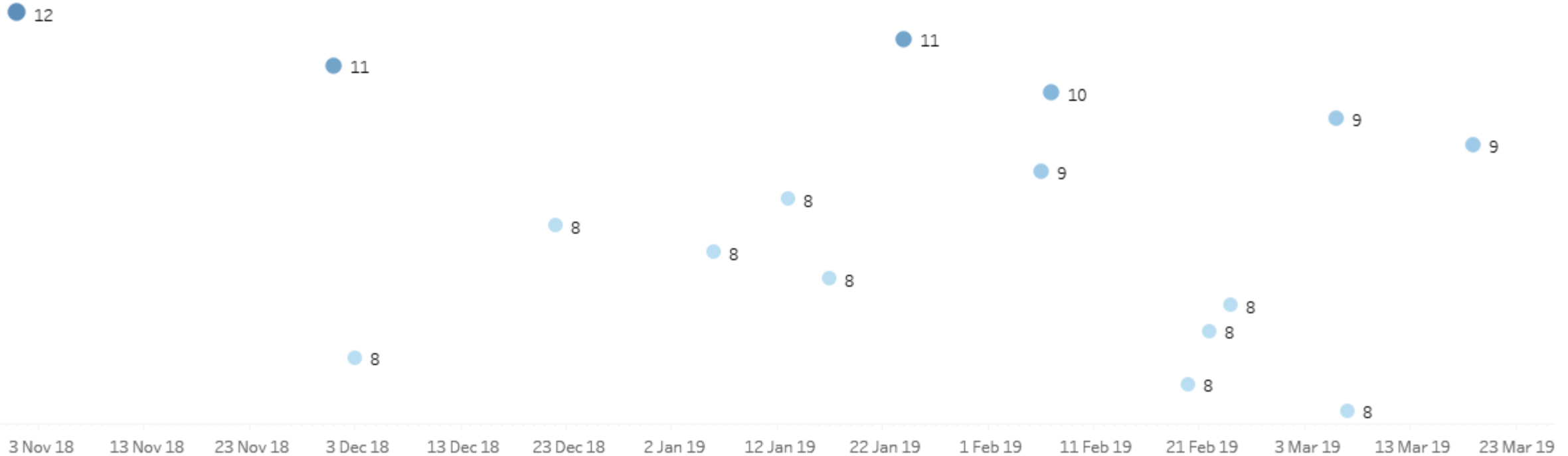
Same Bike & Client and which month?

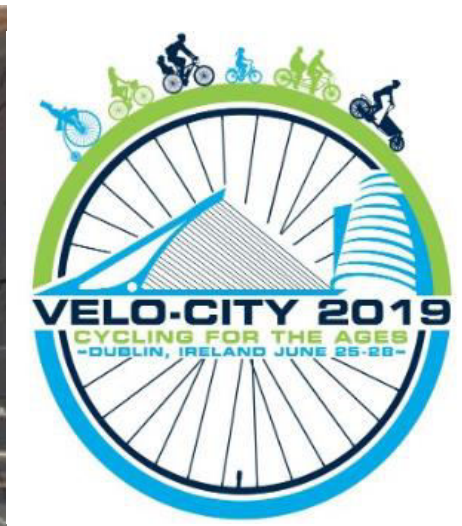
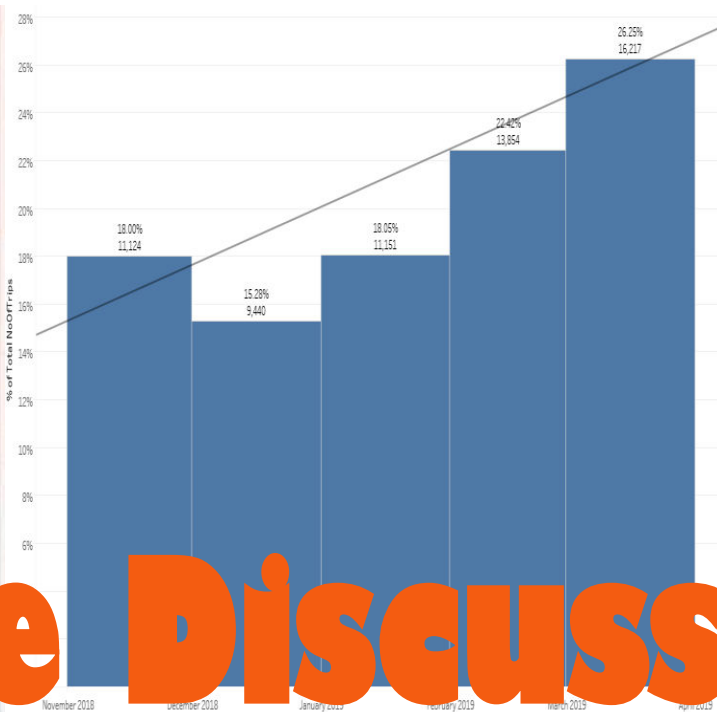


Are we Creatures of Habit

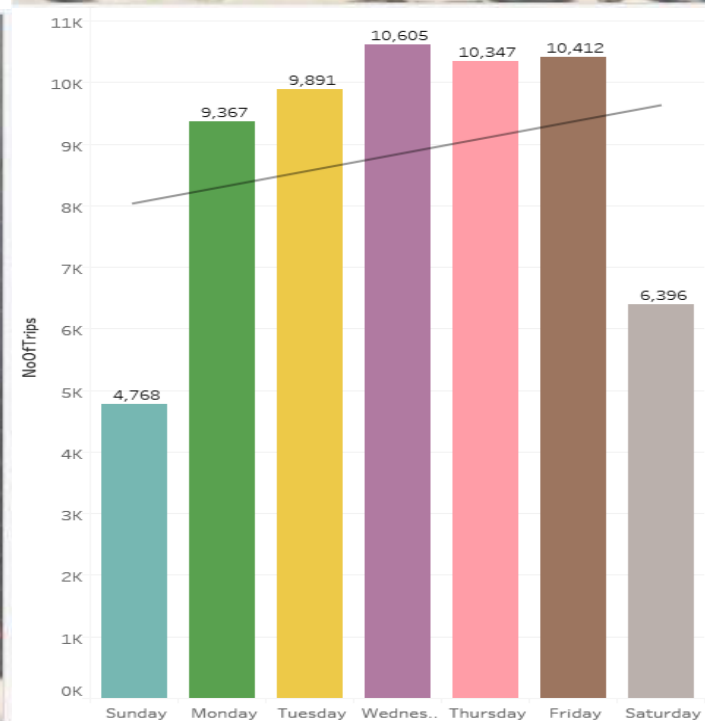
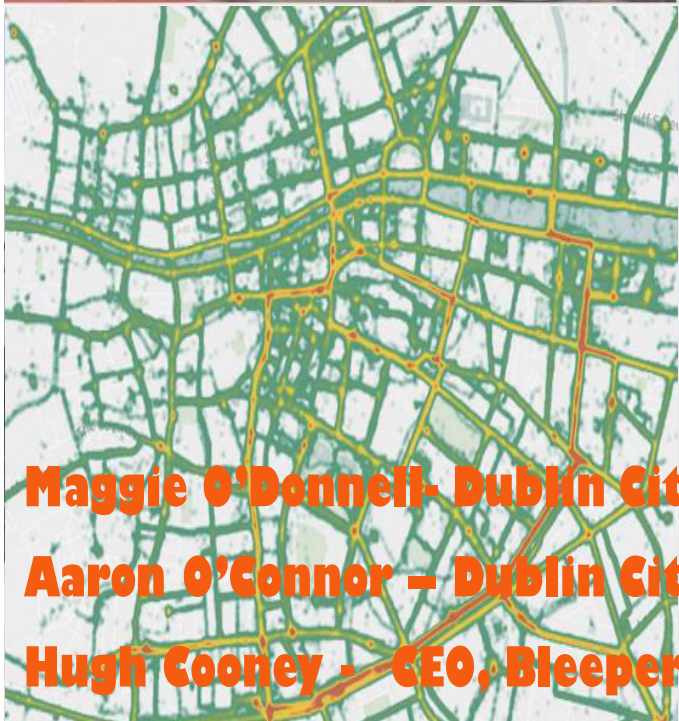
Is there a preference for Clients to use the same bike?

Graph shows how often and when a client used the same bike?





Join the Discussion.....



Maggie O'Donnell - Dublin City Council
Aaron O'Connor - Dublin City Council
Hugh Cooney - CEO, Bleeperbike

