

Bike sharing as a stone into still water of a traditional passenger information system

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Sharing Beyond the Bike
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INTERMODAL FREE (FLOATING)

- # EU-funded
- # Public
- # Complimentary
- # Last mile
- # Promotion



„WHAT PUBLIC SPACE?”

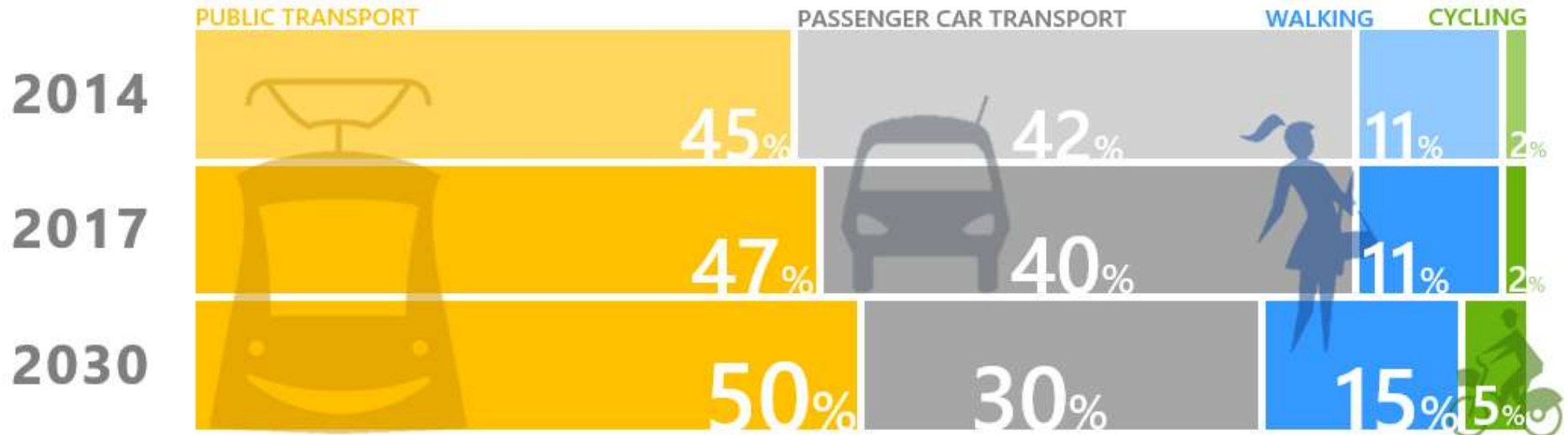


Fabian Todorovic

SUMP – MODAL SPLIT GOALS



MODAL SPLIT - BUDAPEST (DISTANCE BASED, WORKING DAY)



BKK – INTEGRATED MOBILITY MANAGEMENT



- **Development and implementation** of BMT Balázs Mór plan (**SUMP**)

- Organizing **public transport**

- **Public bike sharing** (MOL Bubi)



- Strategic decisions in connection with **city-logistics**, **parking management**, **e-mobility** and **car sharing**

- Authorizing **taxis**



- **Strategic road network** operation and reconstruction management

- Development, maintenance and operation of the extended **infrastructure**

- Macroscopic **transport modelling**

- International **R&D** projects



USER EXPERIENCE

- # Surprising
- # Inviting
- # Attracting
- # Normalizing
- # Mainstreaming



CUSTOMER CENTRES

- # 50% flexibility
- # 50% speed
- # 100% MOL Bubi



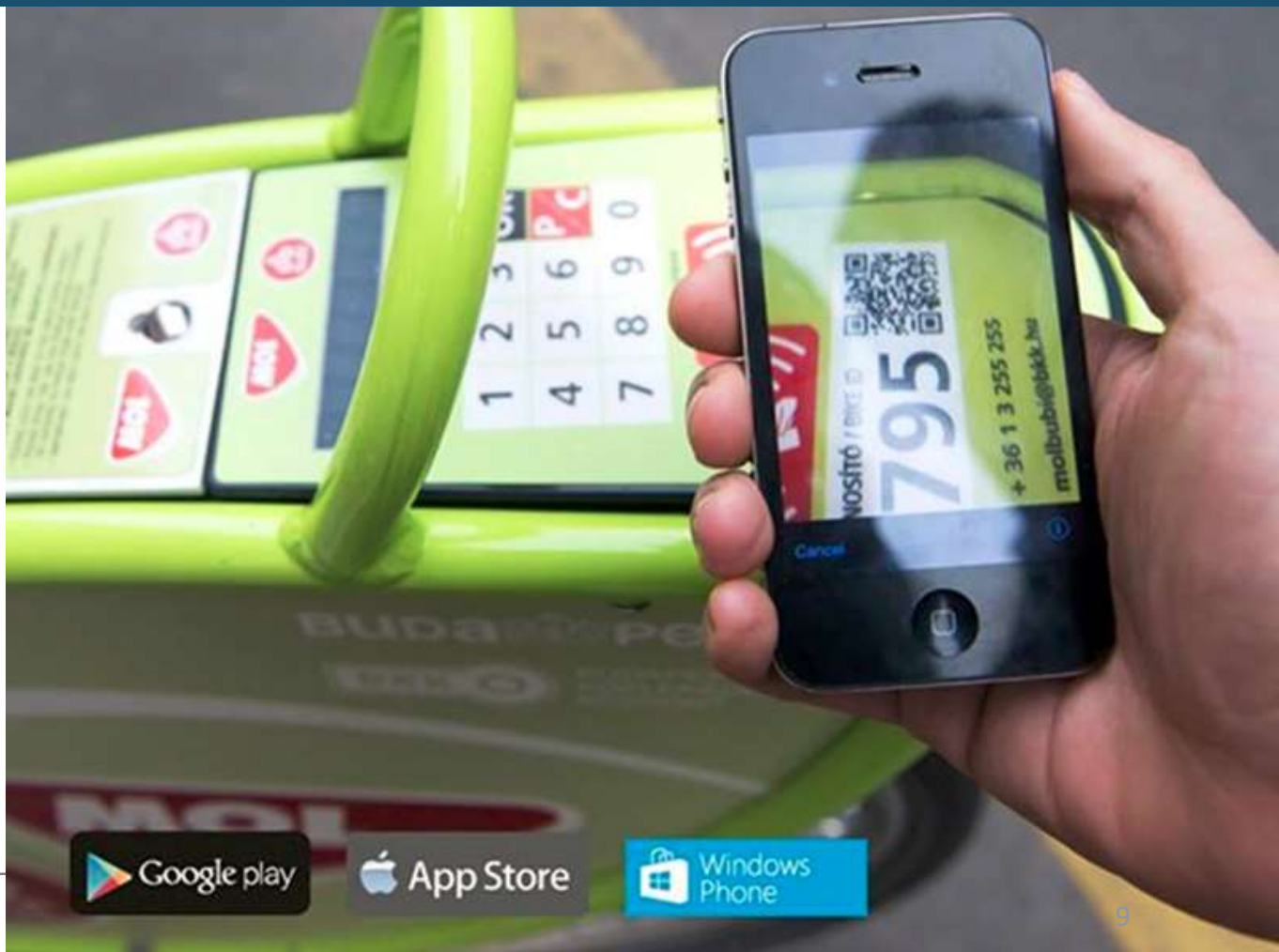
ADAPTIVE INNOVATION

- # Normalizing
- # Mainstreaming
- # Various access channels



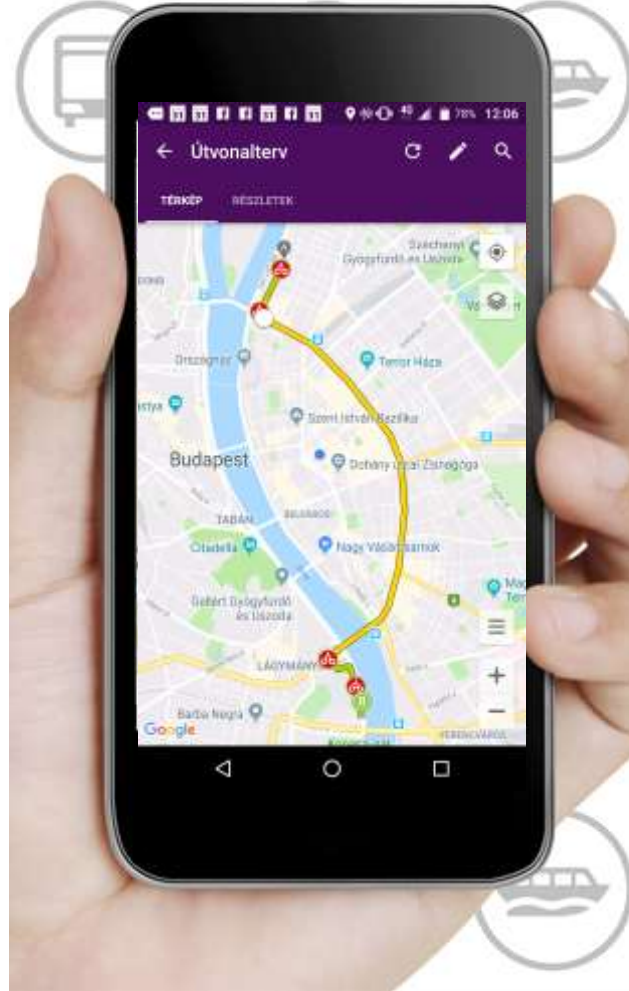
4th GENERATION FEATURES

- # Normalizing smart bikes
- # Mainstreaming application
- # Since 2014



INTEGRATED JOURNEY PLANNER

- 650 K Android users
- 435 K iOS users
- ~85 K trips planned/day
- ~ 10 % full trip cycling
- < 1% last mile bike-sharing



PUBLIC SERVICE FOR ALL

Accessibility

Equity

- „Non users“?
- Relevant target groups?



CYCLING FOR THE AGES?

- # Potential
- # Multimodal
- # Attractive



PUBLIC TO BE EQUITABLE

- # Opportunity
- # Accessible
- # Transforming mindset



PUBLIC TO BE INCLUSIVE

- # Normalizing
- # Mainstreaming
- # „Un-dangerizing”



WOMEN!

- # Key group
- # Normalizing
- # Behavioural change



**FEDEZZE FEL
A MŰALKOTÁSOKAT
MOL BUBIVAL!**

WOMEN!

- # UX
- # Chic
- # Normalizing
- # Mainstreaming



WOMEN!

- # Information
- # Stone into still water
- # Equity



„BKK BICIKLI”

- # Integrating
- # Brand names
- # Multiplication



WALKABILITY/CYCLABILITY

- # Orientation
- # Humanization
- # Changing mindset



COMPLIMENTARY SERVICE



PRIVILIGE



PUBLIC TEAM

- # Trainings
- # Bus drivers
- # Team building
- # Police



irány

17	Bécsi út / Vörösvári út	Indulás (perc)	4
17	Bécsi út / Vörösvári út		
17	Portugália *** Labd		

Szell Kálmán tér M

BUDAPEST

Szell Kálmán tér

MOL BUBIZNI JÓ



HAJLIGYI ÉTEL
BUBIZNI JÓ

17 évesnél idősebbeknek ajánljuk a BUBIZNI JÓ-t, amely segít a szervezetnek a napi tevékenység során felhasznált energiát pótolni, és a szervezetet a következő napra felkészíteni.



HAJLIGYI ÉTEL
BUBIZNI JÓ



4 YEARS IN NUMBERS



TOTAL NUMBER OF TRIPS

2,5 MILLION



DAILY TRIPS

1700



TYPICAL TRIP

1 KM



NUMBER OF DOCKING STATIONS

143



SERVICE AREA
(km²)



some **5 MILLION KILOMETRES**



NUMBER OF BICYCLES

1846



MOST POPULAR DOCKING STATIONS



SOCIAL AND ENVIRONMENTAL BENEFITS*

SOCIAL BENEFITS (EUR)

2,3 MILLION

SAVED ENERGY CONSUMPTION (kcal)

88 MILLION

SAVED CO₂ EMISSION (kg)

0,8 MILLION

*Source: bringazsamunkaba.hu
Social benefits incorporate health and environmental benefits, savings of travel time and energy consumption.

MICROMOBILITY PILOT PROJECT

- # Cities 4 People
- # Multimodal
- # Integrated
- # Code of conduct



I BIKE BUDAPEST



Questions:

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