Integrating bikes to the railway system
Rio de Janeiro
14th of June 2017
Context

- Urban trains improvement and sustainability programme
- Client: Estate Government transport Secretary of Rio de Janeiro
- Financed through the World Bank
SuperVia bike hubs
Promoting bike and train integration

- Bike hubs:
  - 4,000 bike spaces

- Bike donation:
  - 2012 – 550 bikes
  - 2014 – 300 bikes

- Result
  - Low usage

Source: SETRANS
Project commission

1. Why people do not use the bike hubs

2. Develop a bike sharing programme to be integrated with the railway system (4,000 bikes) + specification of bike functionalities

3. Develop a business plan for the management of 6 bike hubs
SuperVia bike hubs
Train stations and infrastructure
Train stations and infrastructure
Other bike hubs
Other bike hubs
Cyclists
Identifying why people do not use the SuperVia bike hubs

- Focus groups
- Stated preference surveys
Identifying why people do not use the bike hubs

- **Barriers to the train concessionary**
  - ✔ Trains too full
  - ✔ Poor quality trains
  - ✔ Low level of service

- **Barriers to bike use:**
  - ✔ Road safety
  - ✔ Personal security
  - ✔ Bad visibility to access the bike hubs

- **Barriers to bike hub use:**
  - ✔ Unable to register
  - ✔ Time taken to leave the bike
  - ✔ Lack of information and marketing
Bike pool programme

- Using the System
- Maintenance
- Types of bikes
- Registering and monitoring usage
- Legal requirements
- Terms and conditions
- Training
- Marketing and communication
Addressing issues

- Barriers to the train concessionary
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- Barriers to bike use:
  - Road safety
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Information and marketing to:
- Inform of new trains
- Promote bike hubs
- Develop incentives

Easy access to a bike, maintenance and cycling training

Ease of use of bike hub:
- Online registration
- Management approach
- Sponsorship
- Other services
Current status

- Buy-in from SuperVia (train concessionaire)
- Find a sponsor
- Rio corruption problems – project on hold
Lessons learnt to extend the reach

- Investigate and listen to your audience
- Understand their needs
- Address those needs in the simplest way possible
Questions

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