Bubi® or Not to Be?

VELO-CITY 2013
THE SOUND OF CYCLING URBAN CYCLING CULTURES
VIENNA, JUNE 11-14
Bubi® or Not to Be?

Preparing and Launching the Bike Sharing Scheme for Budapest. Curiosities and lessons learnt

László Vértesy, Virág Bencze-Kovacs (BKK Centre for Budapest Transport), Peter Dalos (Trenecon COWI)
Budapest Bike (Bubi)

- Budget: 3.5 mEUR
- EU co-funding: 85 %
- Technical content:
  - 15 km² operational area
  - 75 locations
    (57 in Pest, 16 in Buda, 1 on Margitsziget)
  - Average distance between locations: 320 m
  - 1000 bikes, 1500 docking units

http://goo.gl/maps/MyKHP
Project outline

Basic informations about the project environment

- BKK (The Centre for Budapest Transport) is the project developer
- BKK is owned by the Municipality of Budapest (100%)
  - The 85% of the project is financed by EU fund (only implementation).
  - The scheme supplier has to operate the scheme for 5 years.

Special tendering rules: Hungarian public procuration

Timing

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 spring</td>
<td>Open tender</td>
</tr>
<tr>
<td>2013 summer</td>
<td>Selecting and contacting the supplier</td>
</tr>
<tr>
<td>2013 autumn</td>
<td>Production installation</td>
</tr>
<tr>
<td>2014 spring</td>
<td>Launch of the scheme</td>
</tr>
</tbody>
</table>
Planning steps:

Step 1: Station network

Step 2: Station sizes
(big or small?)

Step 3: Station location
(on the spot)

Planning boundary conditions

- Number of stations: 75 station
- Number of bicycles: 1000 bike
- Number of docking stands: 1500 pcs.
- Station distance: 300-500m
Station sizes

1. Station size categories
2. POIs
3. Usage values for POIs
4. Usage values for stations
5. Station size limits by usage values
6. Iteration

Small, medium, large
Banks, office buildings etc
Bank=4, office=8…

0-46: small, 47-85 medium, >85 large
Operation

1. Variability
2. Modular
3. Flexibility
4. Network free
Planning process

• Desk research
• Feasibility issues
• Impact on the transport policy
• Information Day
• Technical specification
• Crucial barriers
Desk research

- worldwide situation back in 2008
- accessible sources
- expert community
Feasibility study

- financial sources
- organizational issues
- CEE specialties
- target market
- operation model
- feasibility issues
Integration to transport policy

- road network
- operation model
- legislation
- fare-system
- customer service
- communication
- parking
Information Days

- 30 vendor/operator
- successful discussion
- constraints of public procurement

Involving stakeholders

- NGO’s
- districts
- public communication
Technical specification

- development process
- iteration

- implementation/operation
- surveillance system
- communication
Key to success

- ultimate issues
- crucial barriers
- lessons to be learned
Cycling Strategy of Budapest

• According to the Budapest Transport Development Masterplan, the declared goal of the City of Budapest is to reach 10% of the modal share of cycling by 2020.
Projects

Available budget for the next 4 years:

EUR 800,000/year on average

- Bicycle route network development (accessible, safe and comfortable)
- Bike-friendly inner city, “light” measures
- Bubi – bike-sharing scheme
- Supporting interchanges (bike & public transport)
- Cycling information, services and promotion
Bike-friendly Bubi area

The planning process in 2013:

- covering 9 districts,
- approximately 100 section of one-way street,
- 60 signalised junctions,
- 32 sections of main roads,
- and 22 zones.

→ awareness raising campaign as well.
Bike-friendly Bubi area

<table>
<thead>
<tr>
<th>Main roads</th>
<th>Bike lanes, sharrow</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Road reconstruction</td>
</tr>
<tr>
<td></td>
<td>Correction of the network</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bus+bike lanes</th>
<th>Every new installation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Depends on the road layout</td>
</tr>
<tr>
<td></td>
<td>and traffic</td>
</tr>
</tbody>
</table>

| Advanced stop-lane              | Priority of bikes,           |
|---------------------------------| increased safety             |
|                                 | Helps to cross the           |
|                                 | junction and turning         |
## Bike-friendly Bubi area

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening one-way streets for bike traffic in both directions</td>
<td>In the whole area, complex Defining the right of way</td>
</tr>
<tr>
<td>Bike-stands, parking</td>
<td>Bike parking facilities and B+R</td>
</tr>
<tr>
<td>Traffic calming</td>
<td>Pedestrian + bike zone Reducing speed</td>
</tr>
<tr>
<td>Eliminate obstacles</td>
<td>Ramps, curbs, dead-ends, short cuts</td>
</tr>
</tbody>
</table>
Achieved up to 2013

6.6 km bike path, 2.4 km new cycle lane; 6.5 km bus&bike lane; advisory cycle

12 km, 50 one-street contraflow

Bubi® or Not to Be? Preparing and Launching the Bike Sharing Scheme for Budapest.
László Vértesy, Virág Bencze-Kovacs, (BKK), Peter Dalos (Trenecon COWI)
Bubi® or Not to Be? - Bubi in 2014!

László Vértesy
project manager
Directorate of Strategy, Development and Investment
Budapesti Közlekedési Központ / Centre for Budapest Transport
bubi@bkk.hu

Péter Dalos
Transport planner
TRENECON COWI Consultancy.
dal@trenecon.hu

Virág Bencze-Kovács
coordinator for cycling policy
Directorate of Strategy, Development and Investment
Budapesti Közlekedési Központ / Centre for Budapest Transport
bicikli@bkk.hu