

Case study – Helsinki (Finland)

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Description of Bicycle Share System



Name: HSL City Bikes (<https://www.hsl.fi/en/citybikes>)

In operation since: May 2016

Operator: Helsinki City Transport (HKL) is responsible for the city bike sharing system. In practice, the system is maintained by CityBike Finland, a subsidiary founded in Finland by the supplier consortium, Smoove and Moventia. The bikes and bike stations are supplied by Smoove, and Moventia is responsible for supplying the stations with bikes at even rates and for the upkeep of the bikes.

Subcontractor: Advertisement sales are managed by ClearChannel, and the official sponsor is HOK Elanto (grocery store Alepa).

Financing of the contract: The Helsinki city bike system is procured by Helsinki City Transport. The contract has been made for 10 years for a total value of 12 950 000 euros.

Most of the costs are covered by advertising and sponsoring. Thereby do the user fees also contribute to the maintenance of the system, and they are intended to cover a similar proportion of costs as with other modes of public transportation, i.e. half of the costs.

The manufacturer of the City Bikes is Decathlon, which is a French sports retail giant. The bike was designed for Smoove to be used as a city bike, and similar bikes are used in their systems in other cities.



Operational aspects

Registration: Users can register on their computer or mobile device. It is possible to contact the City Bike Customer Service or to visit the Kampi Bicycle Center at Narinkkatori for further help.

Tariffs: The costs of using a HSL city bike depends on the price of a pass that includes a 30 minute bike-use and potential charges for extra time when this is needed. 30 minutes should be enough to cross the entire area where the city bike scheme operates. If you want to cycle longer, the additional costs will be like shown in Figure 1. If the user exceed the 5hour-period, he/she will be charged with a fee of €80.

Fares:

Day pass	€5
Week pass	€10
Season pass	€25



Operational key figures:

Year	Number of bikes	Nr. of stations
2016	500	50
2017 (aim)	1400	140

Advanced operation figures:

To follow

City profile

Helsinki is the capital of Finland. The city has a population of 629.512 inhabitants, an urban population of 1,231,595 and a metropolitan population of more than 1.4 million.

The City of Helsinki strives to raise the share cycling to 15 percent of all modes of transport in the city by 2020. In 2013, this share was 11 percent. Means to increase the popularity of cycling are listed in a cycling promotion programme, which was approved by the City Planning Committee in spring 2013. The activities proposed in the programme aim to make cycling more attractive on routine journeys.

Helsinki region has good facilities for cycling. There are some 3,000 kilometers of cycle paths in the metropolitan area and about 12,000 Park & Ride spaces for bicycles across the region. In the coming years, the metropolitan area cities will construct more high-quality cycle routes. In addition, 8,000 new Park & Ride spaces for bicycles will be provided.

Cycling is a mode of transport that is taken account of when planning housing, land use and transport solutions, as well as in town planning, transport policy, legislation and other decision-making related to transport. According to a study conducted by the City of Helsinki, investing one euro in cycle paths will yield almost eight euros in health benefits and time savings. Compared to other transport projects, the impact is much greater.

Modal share:

Modal	Share
Car	23%
Public Transport	34%
Bicycle	11%
Walk	32%

(Source: epomm, 2013)



Marketing & Communication

For cycling in general, HSL and the Cities of Helsinki, Espoo and Vantaa have developed a marketing strategy aimed to encourage more and more people to cycle. The goal of the strategy is to change the attitudes of the residents to be more cycle-friendly and develop mutual understanding among all road users. The aim is to normalize cycling: it is one mode of transport among others. In 2016, the theme is “Now we are rolling”. The aim is to tell what the municipalities and HSL are doing to make cycling a convenient mode of transport for as many people as possible.

The brand color for cycling is yellow, which is also the color of city bikes. Other elements of the image include a bicycle icon, bicycle pattern, dotted line, pictogram library and an image bank. The elements of the image can be found in [HSL's Style Guide](#).

Specifically for the bike share scheme, Clear Channel Finland organizes project promotion and partnerships as a Moventia & Smoove subcontractor. Helsinki Cooperative Society Elanto's (HOK-Elanto's) grocery store Alepa is the main cooperation partner of the city bike's and supports the system's implementation.

HSL is responsible for the city bike website at hsl.fi/citybikes and the city bike functionality of the Journey Planner. In addition, HSL and HKL are jointly responsible for the marketing of the system.

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February 2017



About VeloCittà:

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of operational solutions with regard to organisational and financial aspects. Also political involvement was a major element in the project. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu or send an email to info@dtvconsultants.nl

Partners:

