

Case study – Strasbourg (FR)

1. City profile
2. Description of Bicycle Share Scheme
3. Operational aspects
 - a. Technology
 - b. Registration
 - c. Tariffs
 - d. Operational figures
4. Marketing
5. Contact details



1. City profile

Strasbourg is a city with 484.000 inhabitants making it the largest city and capital of the Grand Est region in France. Strasbourg historically has been an important city within Europe, therefore it is now the seat of several European institutions, such as the Council of Europe, Eurocorps, the European Parliament (once a month) and the European ombudsman of the EU. Although Strasbourg has been part of France from 1683 the city still remained connected to the German-speaking intellectual world throughout the 18th century. The city's university attracted numerous students from the Holy Roman Empire making the city a center for humanism in Europe. Still to this day the three universities based in Strasbourg rank in the top of France's universities.

modal share

| modal | Share |
|---------------|-------|
| Motor vehicle | 47% |
| Walk | 33% |
| PT | 12% |
| Bike | 8% |

2009, http://www.epomm.eu/tems/result_city.phtml?city=8&list=1

2. Description of Bicycle Share Scheme

Name bike share scheme and website: Vélhop:
http://www.velhop.strasbourg.eu/en/saq_accueil.html

In operation since: 23 September, 2010

Operator: Strasbourg Mobilités

Hardware supplier: Smoove

Contract duration: Nov. 2010 -

Financing of the contract:

3. Operational aspects

Technology:

The Velhop bikes are comfortable to use, have a high performance, safe and well-maintained. The bikes have 3 gears, a large basket and each bike has a padlock allowing the user to leave the bike

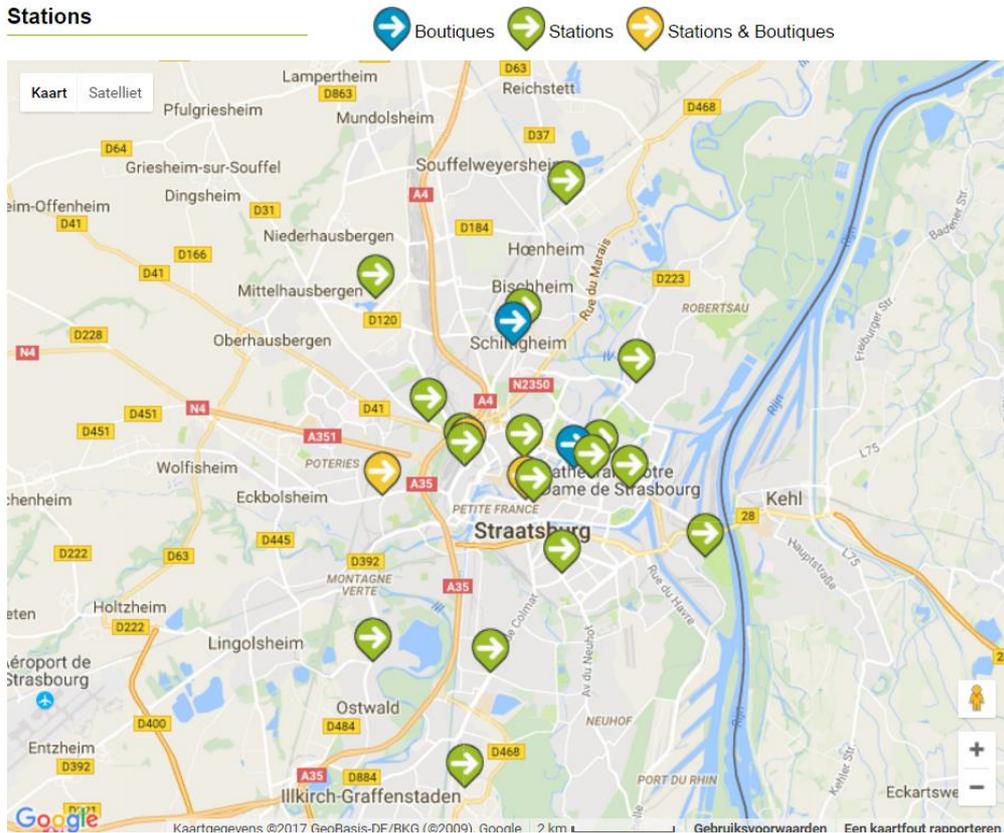




for a short period. All Velhop bikes have a shaft drive instead of a chain, this means no dirt stains on clothes.

The system has a total of 18 automatic stations (self-service) and 5 manned shops offering help with group hire and customer service. The stations are placed in strategic locations such as public transport hubs and popular destinations.

Map



Registration

Velhop has three registration systems; occasional hires, liberte formula and long-term rental services. Occasional hires is for visitors and infrequent users. Bikes can easily be hired in manned shops, however can also be hired from automatic stations by calling 09 69 39 36 67. A code will be given that is valid for 7 days.

The liberte program comes in combination with Badgeo (strasbourgs public transport pass) Within the program three subscriptions can be made:

| SUBSCRIPTION | PUBLIC |
|--------------|--------|
| Per month | 10 € |
| Per quarter | 20 € |
| Per year | 36 € |

The long-term program allows for users to lease a Velhop bike for a period of 1 up to 12 months. Before using this program a 150 euro deposit is in place. The bike has to be taken in to a Velhop shop for maintenance every 3 months. Damages have to be paid by the user (apart from wear and tear).

| Classic bike price | Year 1 | Year 2 | Year 3 |
|------------------------|--------|--------|--------|
| Full price | 84 € | 95 € | 110 € |
| Reduced rate -26 years | 68 € | 77 € | 89 € |

Tariffs

| Price without subscription Code by phone | | Rate with Freedom Formula subscription 36 € / year | |
|---|----------|---|-------------|
| 1 to 5 hours | 1 € / hr | 1 to 5 hours | 0.20 € / hr |
| 5 to 12 hours | 5 € | 5 to 12 hours | 1 € |
| 12 hours sup. | 5 € | 12 hours sup. | 1 € |

| Classic bike price | | Price for child bike | |
|--------------------|------|----------------------|------|
| 1 day | 6 € | 1 day | 6 € |
| 2 days | 12 € | 2 days | 12 € |
| 3 to 7 days | 18 € | 3 to 7 days | 18 € |
| 1 month | 23 € | Not available | - |

| Electric bike price | | Price tandem bicycle / trailer bike child | |
|---------------------|-------|---|------|
| 1 day | 12 € | 1 day | 12 € |
| 2 days | 24 € | 2 days | 24 € |
| 7 days | 42 € | 7 days | 42 € |
| 15 days | 72 € | 15 days | 72 € |
| 1 month | 102 € | Not available | - |

Mobility pass:

The mobility pass is a way of moving about the metropolitan area of Strasbourg by grouping together various different modes of transport: bus, tram, bicycle, car sharing, park and ride and coaches. Customers have the choice between two annual options: Liberté and Premium. The mobility pass prices are attractive; for less than €3 more than a monthly bus and tram pass, the mobility pass allows customers to use Vélhop bike sharing scheme, the use of all CTS park and ride car parks (4,200 spaces) and the right to use the car-sharing scheme as well.



Operational key figures Vélhop:



 1107 self-service bikes

 9000 long-lasting lease bikes

 15 stations

 1107 docks

 4579605 traveled km



4. Communication / Marketing

Key messages: n/a

Main target groups: n/a

5. Contact details

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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:

