

Burgos Pechakucha presentation

European Bike Share Conference – Rotterdam – 30 November 2016

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Good Afternoon, I'm going to explain the case of the city of Burgos in regards to the VeloCittà project, and am proud to say that it has been a success story

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Firstly, it is important to mention that thanks to the City Council and the regional government, bikes and the bicibur system were improved which helped a lot in our marketing campaign

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It is very important to say that the project had good political support of both the promotion campaigns and the new bikes. Also other stakeholders including the University and various Associations helped a lot

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Another important aspect is that the membership card was integrated with the public transport card so it is now possible to use one card for the bus and bike, promoting intermodality. Similarly, at the University, the students card can now be used for bicibur.

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One of the most important aspects of change was the website, which has been updated and improved, and now it is simpler to use the online membership system, a contributory factor in attracting new users

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The marketing campaign ran from May to September 2016 and was based on some promotional gifts for both new users and those who renewed their subscription: a holder for the mobile, a water bottle and a headband to secure glasses.

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Also a contest was organized with 6 smart watches as the big prize. Two of the six winners had their picture taken when Burgos hosted the velocitta meeting when the contest finished in October.

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Now in terms of marketing campaign, some leaflets were produce explaining the vantages of the system: easier now to be member, very cheap (only 15 € per year) and explaining the gifts and awards

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The campaign targeted both workers and residents, and included some advertising in the local newspapers and on the local news websites giving visibility to the campaign

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We also produced radio advertising to target different groups, covering music radio for young people and local news radio for general public

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The marketing campaign covered the bike sharing system points with posters announcing the campaign, and the van for the delivery of the bikes to give more visibility.

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As one of the targets was students, many activities were organized in the different campuses, mainly focused on giving leaflets and explaining the advantages and improvements of the Bike Sharing system

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The University Language schools are very popular in Burgos, which attract a high level of mature students, so this is why it was one of our target place

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During this year`s European Mobility Week we carried out promotional activities in the streets and in the pedestrian areas including special BSS membership stand .

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Activities targeted different groups, for example some outdoor concerts were particularly popular with younger people. Other activities were designed to cover a broader appeal.

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A blog was launched to promote the activities and to provide an explanation on how to become a member, with news and other information useful to new and existing members

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Social Networks were very active; we capitalised on this by announcing the activities and the marketing campaigns, with twitter and Facebook gaining more than 400 followers

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We had a target to increase our membership to 1000 members. In the period of the marketing campaign the number of users was doubled, from 460 to 938, We are hopeful of finding the remaining 62 members to meet the target before the project ends in February.

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Analysis of the new membership showed a slightly higher percentage of women, and to our surprise, the average age of the new user was 42 years old, so the "general worker" members target outperformed the "students"

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This is all, thanks very much for your attention, attached my contact details, thanks very much