

Krakow Pechakucha presentation

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1. Kraków is the second largest city in Poland, located in the south of the country. It is a historical city with more than 750 000 inhabitants, 180 000 students and more than 10 mln tourists visiting us annually.
2. Kraków is home of many legends one of them being a story about a cruel dragon feasting on virgins instead of a nice sandwich for his breakfast. But, as you can see – he’s not that inhuman – he adores cycling!
3. We started our adventure with the Velocitta project with 30 stations and ca. 300 bikes. The system was named KMK Bike and was owned by the city. Use of the system was rather standard.
4. By that I mean: website registration, a small initial fee, a PIN code sent to one’s mobile phone. Code and phone number, integrated PT or university cards were used to rent a bike. Every first 20 minutes were free, with a small charge applied to excess minutes.
5. In 2015 the system increased to merge the central districts with the biggest one. Our Mayor, on the right, could not hide his satisfaction when opening new stations as it was an indicator of the growth in popularity of cycling in Krakow.
6. We engaged with a variety of stakeholders during the campaign planning with frequent meetings. We also promoted the system in multiple ways, also using their websites, pre-empting the wind of change...
7. Through this knowledge we were able to deliberately narrow down the number of actions in 2015 and focus on residents, offering them this nice set of thematic tourist bike tours during the summer time. They loved them!
8. We also wanted them to ride safely and securely on our bikes. So we trained them how to do it in a real traffic environment acquainting them with the new cycling infrastructure. Again – they loved it!
9. To raise the awareness of residents, students and employees about our BSS we launched a knowledge competition. Consisting of a series of questions to test the participants awareness of Bike sharing . More than 160 participated, winning fun prizes and there were only a few cheaters☺
10. The wind of change blew in with an idea of a completely new system and new bikes. Everything that could have gone on to challenge the plans, including legal issues, did. Nevertheless, our vice-mayor’s support was continued throughout.
11. 100 brand new bikes of the so called 4th generation cycled in to Kraków a bit more than a month ago... They, together with the whole system and 15 bike stations, are now in hands of a private operator, a consortium of companies with a leading role of BikeU.

12. To attract residents attention to our system, the most advanced in Poland, we invited them to choose the name in a vote. Wavelo was the favorite one. It combines velo and Wawel which is Krakow's famous castle.
13. The operation is different. You register via website or an online application and you buy a month or annual subscription including 60 or 90 minutes for free every day. You can choose one of 3 options to rent a bike.
14. The new system is much more sophisticated and therefore flexible. For instance the tech is in the bike equipped with GPS and on-board computer. Stations and bike stands no longer need any mechanical elements to rent a bike. It's now possible to any cycle stand.
15. Even before the system was officially launched at the press conference, it featured on Facebook and other social media with daily helpings of entertaining news concerning Wavelo and cycling including funny contests.
16. In Poland mid Oct is not the smartest time to inaugurate even the greatest bike sharing system. We had to face a real challenge and revise our marketing scheme. So we produced this brilliant instruction and promotional movie about Wavelo. We addressed it to residents, students, employees and commuters. Those who are too afraid of cycling now, may get confidence to try it in a few months.
17. We informed everyone Wavelo had arrived in Kraków with this beautiful poster accompanied by a series of explainer movies. They are catchy, easy to understand and they present in short series of the new face of Krakow's BSS.
18. We took on the chin some ironic comments about the launch of Wavelo almost with the first snow and created this charming Christmas poster with cycling wishes. For the very first time in Kraków the system will be open for a whole year.
19. Wavelo is going to expand significantly, a further 200 bikes and 20 stations in January and 1500 bikes and 150 stations by spring 2017! The significantly increased numbers will provide a system for all employees, commuters and tourists.
20. Although Velocitta is coming to an end, the game for us has only just started. There is still a lot to happen within the project and beyond. During the life of the previous system users rose more than 5 times. So keep your fingers crossed Wavelo will do even better and feel invited any time to Kraków since spring next year 😊