

Szeged Pechakucha presentation

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1. WHERE WE CAME FROM?

Szeged is located in the Southern part of Hungary, and it is the third largest city with a population of around 170.000. Hungary's second biggest university can be found here. Szeged is one of the top 10 tourist destinations in the country. The bicycle is a very popular vehicle and the "EuroVelo 11" bicycle route (5964 km long) goes through the city.

2. WHAT WE HAVE?

Name of the company: Sund Magyarország Ltd., it is a private company and operator of the BSS called CityBike Szeged

Number of staff: 5 (3+1+1)

Equipment: 100 bikes + 12 docking station

Operation system: own

Support: unknown

3. HOW THE DREAM BEGAN

Eva & László (the bosses) travelled to Barcelona where they saw the local BSS (Bicing). Eva falls in love to BICING and László fall in love to Eva, so he wanted to implement the system and he and the company won a European Tender and accomplish CityBike Szeged.

4. WITHOUT VEELOCITTÁ

Months by months (since 2013) this little private company worked really hard to maintain a BSS, but without VeloCittá all of us (5 of us) were sad and we didn't even know what BSS means.

5. ALL STARTED WITH A PHONECALL

CityBike Szeged started to run the system in October in 2013. and VeloCittá started just 5 months later. We were completely beginners and a bit anxious, but the coordinator, Renske helped and encouraged us a lot.

6. THAN THE PROJECT STARTED WITH A CAMPAIGN when the objectives were:

Increase the use of BSS in ALL year

Promote first time users

Encourage people to buy a PASS

The target groups were:

Students, residents, employees and tourist (we didn't want to select 1 or 2 groups, because we thing more people is more chance.

7. CAMPAIGN OBJECTIVES 1

As a part of the campaign we delivered the following activities:

PLACING POSTERS

Key message WAS: Get on a CityBike today. It's cheaper than the bus.

We placed in: colleges, gyms, sport centres and campuses

8. We had a „COUPON SYSTEM”

Where? In restaurants and cafeterias: where customers could get a coupon with 1 hour free cycling after purchasing

And the message was:

Try it. Its easy to use.

9. We had a face-to-face promotion as well, giving LEAFLETS.
Where? IN: T he university, and all departments and in main library as well.
Where the message was:
At university? Get a pass!
10. On the left side: We visited several pubs to promote the system face to face & where we had enough time to introduce it.
On the right side: we show off on Critical Masses and events, when we offered free BS rides and different prizes.
11. Our BSS is not opened all year long, we have a break in winter period due to the weather conditions. But we did not want people to forget us, so we did a winter campaign as well, just to make this World more healthy and more sporty.
12. We have a CityBike Szeged CARD, which is just an additional extra comfort service, no need for registration process, easier paying method, and even cheaper than the normal price.
It was ready for the DAY of the city.
13. CB MOBILE APPLICATION:
Version 2.0 will be ready for the end of December (now under validation in the Play Store and iTunes). It is for to get a Base notes; how many bikes and free docks are in the stations.
14. SOCIAL MEDIA
We are (CityBike Szeged) on
Facebook: average access is from 400 – 3000 visitors
Twitter: not so popular in Hungary, we have a really low number of followers: 54
Instagram: this is the FASTEST growing chanel community:120
15. Placing links on our website for Cross promotions
with: NYUGI Pub, DARU Association (NGO), SZGD Application
16. Cooperation
with the city: planning two new docking stations for Spring 2017 (knowledge centres)
with Újszativán: 1 new docking station in the centre of the town (potential commuters)
with 6 companies
And advertising in the local radio: RADIO '88 (competitions)
17. And... this is the happy end.
This is how we look like nowadays after VeloCittá. Thanks for VeloCittá because we became a happy BSS operator and owner after this 3 years, what we worked and spend together.