



# Bubi® or Not to Be?



VELO-CITY 2013  
THE SOUND OF CYCLING  
URBAN CYCLING CULTURES  
VIENNA, JUNE 11 - 14



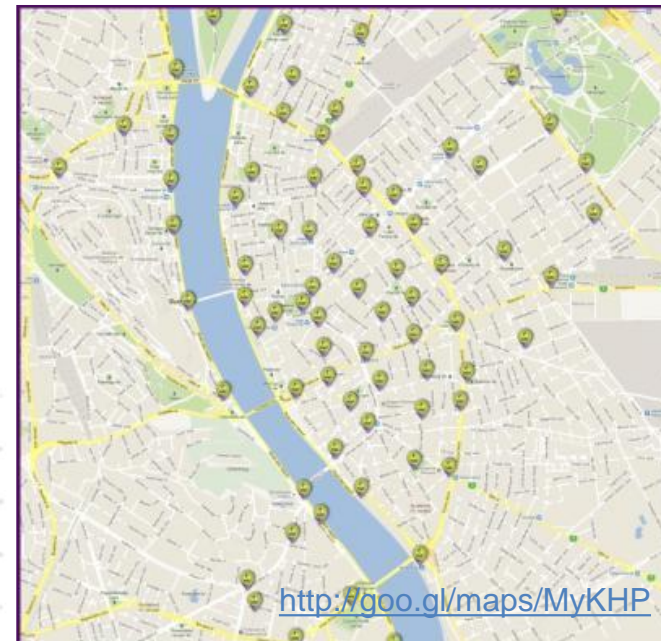
# Bubi® or Not to Be?

Preparing and Launching the Bike Sharing Scheme for  
Budapest. Curiosities and lessons learnt

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# Budapest Bike (Bubi)

- Budget: 3.5 mEUR
- EU co-funding: 85 %
- Technical content:
  - 15 km<sup>2</sup> operational area
  - 75 locations  
(57 in Pest, 16 in Buda, 1 on Margitsziget)
  - Average distance between locations: 320 m
  - 1000 bikes, 1500 docking units



# Project outline

## Basic informations about the project environment

- BKK (The Centre for Budapest Transport) is the project developer

BKK is owned by the Municipality of Budapest (100%)

- The 85% of the project is financed by EU fund (only implementation).
- The scheme supplier has to operate the scheme for 5 years.

## Special tendering rules: Hungarian public procurement

### Timing

2013 spring	Open tender
2013 summer	Selecting and contacting the supplier
2013 autumn	Production installation
2014 spring	Lauch of the scheme



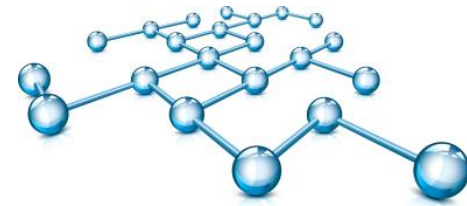
# Planning

## boundary conditions

- Number of stations:  
75 station
- Number of bicycles:  
1000 bike
- Number  
of docking stands:  
1500 pcs.
- Station distance:  
300-500m

## Planing steps:

Step 1: Station network



Step 2: Station sizes  
(big or small?)



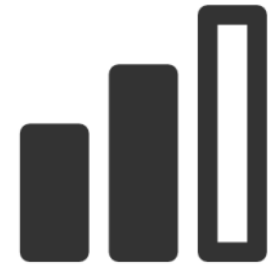
Step 3: Station location  
(on the spot)



# Station sizes

1. Station size categories
2. POIs
3. Usage values for POIs
4. Usage values for stations
5. Station size limits by usage values
6. Iteration

Small, medium, large



Banks, office buildings et

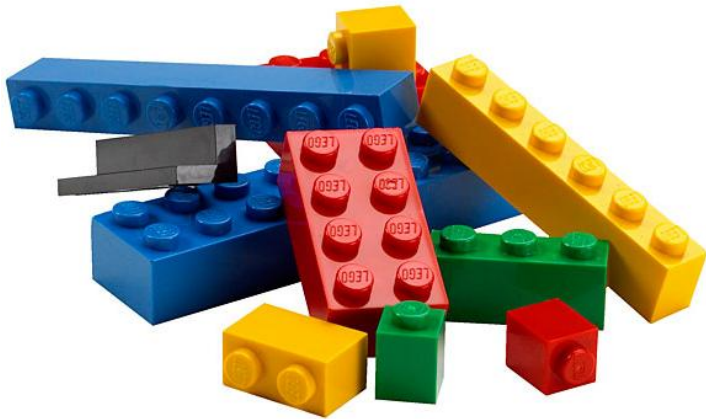
Bank=4, office=8...



0-46: small, 47-85 medium, >85 large

# Operation

1. Variability
2. Modular
3. Flexibility
4. Network free



# Planning process

- Desk research
- Feasibility issues
- Impact on the transport policy
- Information Day
- Technical specification
- Crucial barriers

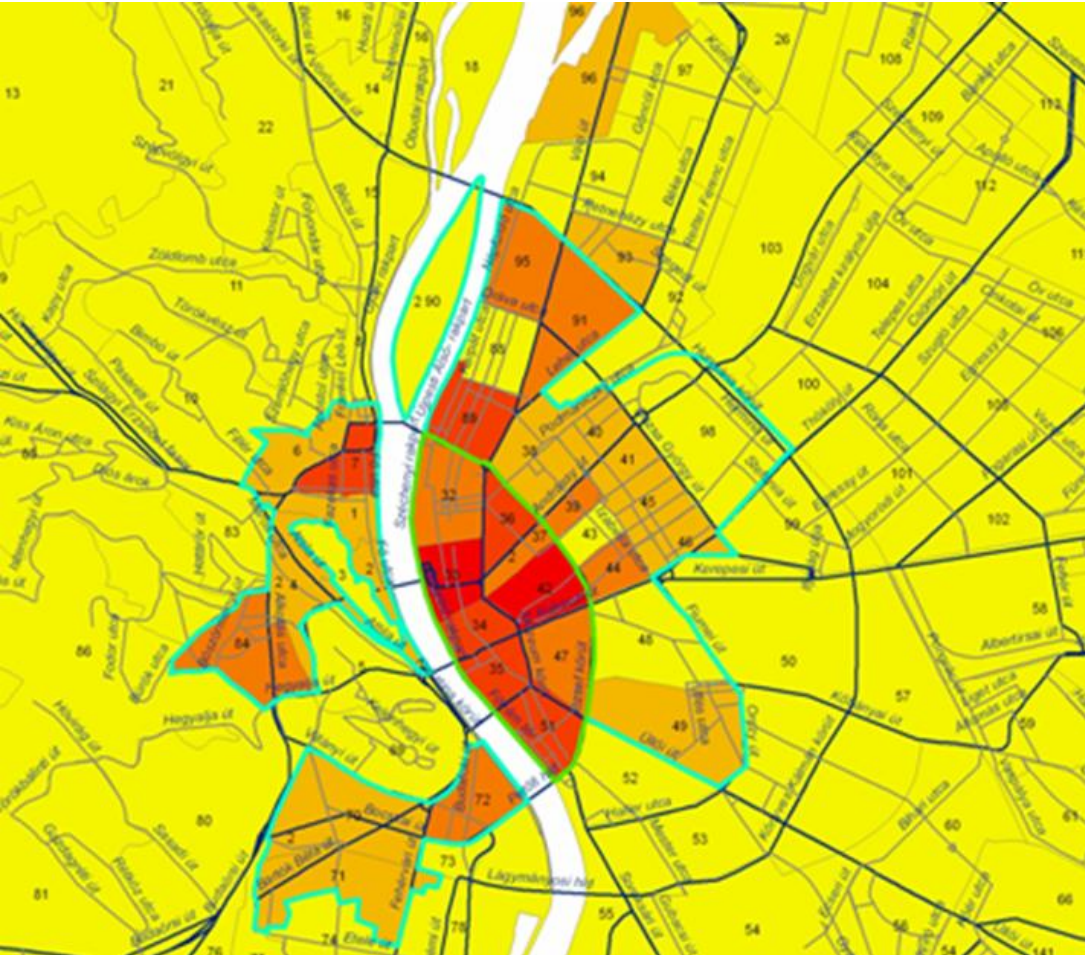


# Desk research

- worldwide situation back in 2008
- accessible sources
- expert community



# Feasibility study



- financial sources
- organizational issues
- CEE specialties
- target market
- operation model
- feasibility issues

# Integration to transport policy

- road network
- operation model
- legislation
- fare-system
- customer service
- communication
- parking



## Information Days

- 30 vendor/operator
- successful discussion
- constraints of public procurement

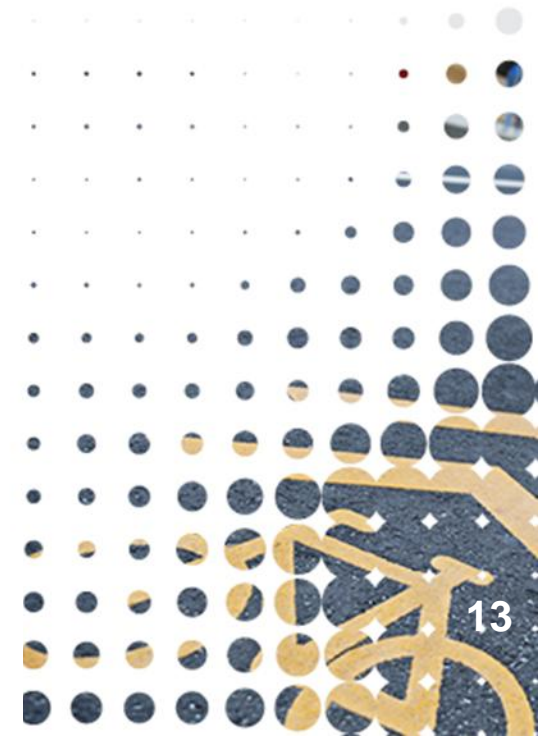
## Involving stakeholders

- NGO's
- districts
- public communication



# Technical specification

- development process
- iteration
- implementation/operation
- surveillance system
- communication



# Key to success

- ultimate issues
- crucial barriers
- lessons to be learned



spilmilkmoms.com

# Cycling Strategy of Budapest

- According to the Budapest Transport Development Masterplan, the declared goal of the City of Budapest is to **reach 10% of the modal share of cycling** by 2020.



# Projects

Available budget for the next 4 years:

EUR 800,000/year on average

- Bicycle route network development (accessible, safe and comfortable)
- Bike-friendly inner city, "light" measures
- Bubi – bike-sharing scheme
- Supporting interchanges (bike & public transport)
- Cycling information, services and promotion





# Bike-friendly Bubi area

The planning process in 2013:

- covering 9 districts,
- approximately 100 section of one-way street,
- 60 signalised junctions,
- 32 sections of main roads,
- and 22 zones.

→ awareness raising campaign as well.



# Bike-friendly Bubi area

## Main roads



Bike lanes, sharrow

Road reconstruction

Correction of the network

## Bus+bike lanes



Every new installation

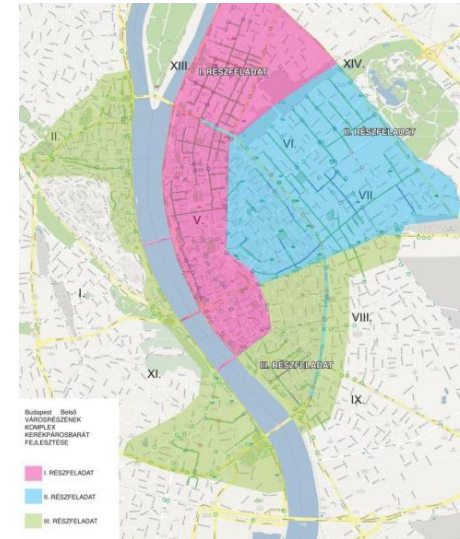
Depends on the road layout and traffic

## Advanced stop-lane



Priority of bikes,  
increased safety

Helps to cross the  
junction and turning



# Bike-friendly Bubi area

**Opening one-way streets for bike traffic in both directions**



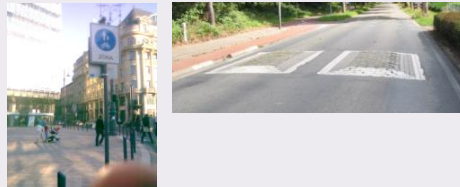
In the whole area, complex  
Defining the right of way

**Bike-stands, parking**



Bike parking facilities and B+R

**Traffic calming**



Pedestrian + bike zone  
Reducing speed

**Eliminate obstacles**



Ramps, curbs, dead-ends,  
short cuts

# Achieved up to 2013



6,6 km bike path, 2,4 km new cycle lane;



6,5 km bus&bike lane;



advisory cycle



12 km, 50 one-stret contraflow



5 Bike-box



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## Bubi® or Not to Be? - Bubi in 2014!



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