


Studocikl: Student bicycle sharing system in Zagreb

2012

 **University**
University of Zagreb, Faculty of Transport and
Traffic Sciences
Country
Croatia

Location 
Peri-urban

Size 
<5,000

Mobility Organizational Structure 
None

Summary

The system of public bicycles known as “bicycle sharing”, is a service in which bicycles are made available for shared use to individuals with or without a certain fee. Users can take and return the bike at numerous locations in the urban parts of city. The idea behind the Studocikl is to connect two remote locations of the Faculty of Transport and Traffic Sciences, between headquarters in Vukelićeva Street and Borongaj Campus. Registration (login, logout) of users and the entire administration is done through a web portal.

Aims

- The improvement of the quality of life of the students of the Faculty of Transport and Traffic Sciences by providing them the means of easier transportation between 2 locations of the Faculty of Transport and Traffic Sciences.
- Promoting and encouraging sustainable, clean and energy-efficient modes of transport.

Stakeholders

- Students and employees of the Faculty of Transport and Traffic Sciences (FTTS).
- The City of Zagreb.
- Croatian abbreviation for Sustainable Community Development NGO (ODRAZ).

Background

Not available.



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Description

The Student Bicycle Sharing System in Zagreb – Studocikl was developed as part of the CIVITAS ELAN project (2008-2012). The CIVITAS ELAN project was aimed at improving the quality of life of citizens by establishing high-quality solutions to deal with city traffic and to promote and encourage sustainable, clean and energy-efficient modes of transport. A pilot project of Studocikl was implemented at the University of Zagreb. One of the main objectives of the project was to provide the students with easier transport between the two locations of the Faculty of Transport and Traffic Sciences, while meeting the standards of the Civitas Elan project. In order to do so, the Studocikl project offers 20 bicycles with the logo of the faculty, all of which meet the requirements of Croatian legislation. The design of the bicycle homogenous (blue colour, unisex frame, two baskets), adapted for users (in this case, students). Each bicycle is equipped with a locking mechanism, ensuring each user can satisfy their own demands. Users can take-out and return the bicycles at any of the two locations intended for this, the first is a small station located in the central part of the Borongaj Campus. The second station is a metal container located at Vukelićeva Street, in front of the faculty building. Both locations are in the vicinity of corresponding

buildings of the FTTS. The bikes and deposits are monitored, secured and protected from possible thefts, vandalism and weather conditions.

As a supporting entity in the Civitas Elan project, the City of Zagreb provided land for a bicycle parking facility equipped with bike racks in front of the FTTS building in Vukelićeva Street. The parking facility enables users to easily and safely deposit their bicycles. The web portal can provide the following activities:

- Continuous monitoring of bicycle depots is allowed in real-time to provide information about currently available bicycles and depot occupancy online.
- Users are allowed to create a profile on the portal. By logging onto the portal, the users can make bicycle reservations for a specific time period, monitor their activities and edit their profiles.
- The users can make suggestions (e.g. locations of new stations).
- Administrators can keep track on bicycle rentals.
- Advertising is supported by social networking (Facebook, Twitter, LinkedIn, Google+, etc.).



Indicators

- Number of participants.
- Number of people who leave the car at home and travel by bike because of the Studocikl project.



Results

After the first year of use (from October 2012 until October 2013, there were 140 registered users who had rented the bicycle at least once. A total number of 360 rentals were registered. Three quarters of the total number of rentals were made in order to cross the distance between the two depots (the bicycle is rented at one depot and deposited at the other). The average daily rental rate is one bicycle per day.

However, if the winter months (due to the weather), summer months (due to the summer break) and weekends are excluded, the average daily rental rate then becomes 3 bicycles per day. During the course of a year, there was no significant damage to any of the 20 bicycles in the system.

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Expense

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Findings

The project is viable, the students use the offered means of transportation, as is shown in aforementioned statistics.

There exists the possibility of a wider application of the programme (other faculties of the University of Zagreb), as is indicated in the willingness of students to participate in "Studocikl".

Based on the experiences from the project, the possibilities for the implementation of the project to the entire City of Zagreb and other urban areas in the Republic of Croatia must be analysed and projected for further development.

Pictures



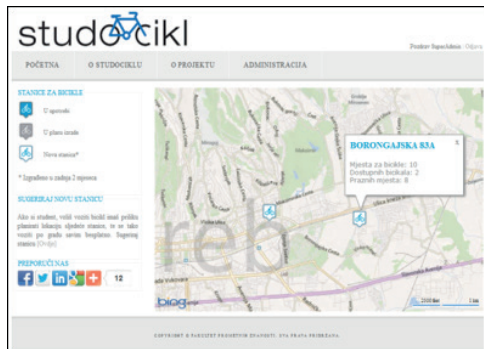
 Pictures


Fig.1. Bicycle depot at Borongaj Campus

Fig.2. Bicycle depot at Vukelićeva Street

Fig.3. An example of bicycle for rental

Fig.4. Comparison of distance and travel times for each mode of transport between Vukelićeva Street and Borongaj Campus

Fig.5. Studocikl project on the web

Fig.6. Promotion of "Studocikl"

 Links

Not available.

 Contact person

Not available.