

# Bikesharing in Ostrava

Strategic development department  
Radek Březina

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# City of Ostrava

- 3<sup>rd</sup> largest city in Czech Republic
- metropolis of the Moravian-Silesian Region
- nearly 300 000 inhabitants
- 244 km of bike paths (416 km is the plan)
- area 214 km<sup>2</sup>
- 23 districts
- 2 universities



# Development of the project

- 09/2016 – beginning, survey among people (90% positive)
- 2017 – preparation of requirements and places (permissions for placing stations)
- 10/2017 – public tender
- 01/2018 – results, beginning talk with companies Rekola and OFO
- 03/2018 – public offer of locations for providing bikesharing system
- 05/2018 – launch of the project

# REKOLA Bikesharing s.r.o.



- 2013 – recycle bikes in Prague
- 2014 – community stationless system in Prague, Brno and Pardubice
- 2015 – transforming to professional service
- 2016 – Prague, Brno, České Budějovice, Olomouc
- 2017 – big improvement and get closer to western systems (GPS sensors, payment by credit card, professional redistribution)



[www.ostrava.cz](http://www.ostrava.cz)

**OSTRAVA!!!**

# REKOLA Bikesharing s.r.o.



- 2018 – Prague, Brno, Olomouc,  
Teplice, České Budějovice,  
Liberec, Ostrava

- station less system – leaving  
bikes in zones (only Ostrava has  
stations)

- development and testing of e-  
bikes for city bikesharing systems



# Cooperation between Ostrava and Rekola

- Ostrava provided Rekola with all permissions and background for service center for advantaged price
- signed 1 year contract for:
  - renting locations for free
  - basic requirements of system (station system, minimum and maximum number of bikes, etc.)
- Rekola managing whole system (stations, bikes, services) and will provide Ostrava with data and analysis at the end

# Basic features

- pilot project
- 45 stations
- 150 bikes
- covered 6 km<sup>2</sup>
- costs for Ostrava 0,- CZK



# Stations - features

- not connect to ground
- easily removeable
- modularity
- usable also for bikes out of bikesharing system
- cheap
- „unlimited“ number of bikes





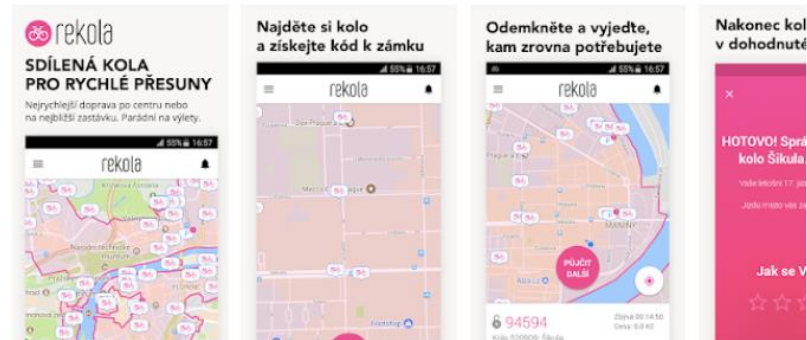
# Bikes - features

- differentiation from other bikes (colour, frame)
- integrated numerical lock
- basket in front
- GPS locator
- derailleur (3 speeds)– some of them
- it takes more time to un/lock locks



# Ways of renting

- application
- web
- messenger (robot)
- SMS
- possibility of reservation



# Customer care and services

- prevention check and lock changing every 72 hours
- repairing failures within 17 hours
- infolines (FB, messenger, phone, whatsapp)
- motivational system for customers – returning and riding
- educating users through info in application
- Czech and English version



# Prices

- first 15 minutes for free each ride (sponsored)
- next 45 minutes 18 CZK/3 PLN/0,7 EUR
- 15 minutes more than 1 hour 6 CZK/1 PLN/0,4 EUR
- reservation for 15 minutes 6 CZK/6 recoins
- subscription for 1 year to all cities 1200 CZK/200 PLN/48 EUR – than every 60 minutes for free
- fee for not returning bike in station 320 CZK/54 PLN/13 EUR

# Statistics

- 8 000 registered users so far (100 new per day)
- 1 000 rentals per day (every bike ride 7 times per day)
- record – 40 times per day rides 1 bike
- 98% users use application for renting
- 3 lost bikes (1 still missing)



# Challenges

- bikes rides on sidewalks
- not enough bikes yet
- excessive service of bikes
- overcrowded some stations



# Thank you for your attention!

Contact:  
Radek Březina  
[rbrezina@ostrava.cz](mailto:rbrezina@ostrava.cz)  
+420 552 303 573  
+420 727 895 039

