



Tartu: Public Bike Sharing System

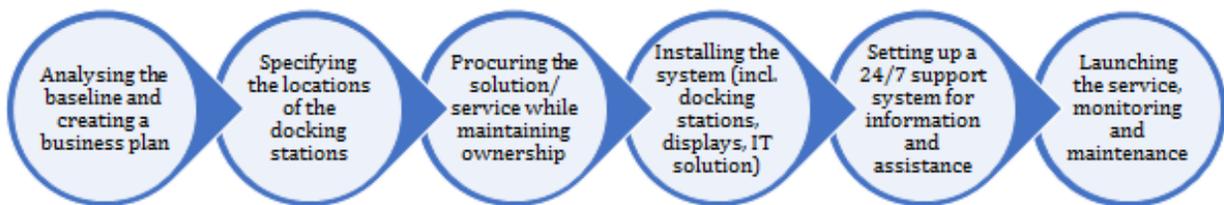
Overview

The aim of setting up a public bike sharing system is to encourage the use of bicycles and make this a considerable alternative to cars. It is expected that the bike sharing system will bring about decreased environmental problems (noise, air quality), parking issues and problems with traffic intensity. Bike sharing is considered a part of the public transport system of the City of Tartu.

As such, the current bike share system consists of 750 bikes in 69 bike share stations across the city and was launched on 8 June 2019. A total of 510 bikes are electric and the remaining 240 are regular bikes. The bike share system is supplied by the Canadian company Bewegen Technologies Inc, who won the public procurement organised in 2018.

In order to rent a bike, the user must have a valid Tartu bus season ticket, or they must purchase a bike share membership. The user must create a bike share account, either online (ratas.tartu.ee) or via the mobile app (Tartu Smart Bike) and connect it to a credit card. As technical support and to report any errors, an information hotline and email address have also been set up.

Process



Benefits

- Traffic reduction and decrease in the need of parking spaces
- Behavioral change
- Fast implementation compared to other means of transportation
- Reduction of carbon emissions and noise
- Greener and cleaner urban environment
- Autonomy from fossil fuels
- Improving the mobility and health of the citizens
- Increase in data availability
- New business opportunities (e.g. safety gear)

Citizen Engagement

The residents of Tartu have been involved from the very beginning of planning the solution.

First, the residents could decide on the locations of the docking stations and drafting the service pricing policy. After setting up the bike sharing system, feedback will be collected to identify user expectations and needs, and the design of the service will be adjusted accordingly.

Citizens have been informed of how the system operates, how they can register as users, use the system and pay for it, how they can ensure their own and others' safety etc. Similar content will be communicated to visitors and tourists



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Stakeholders

Owner(s)	City of Tartu
Service/Technology Provider	Bewegen Technologies Inc
Users	Citizens, visitors
Investors	City of Tartu, national and private funds

Investment/Finance: 1.5 mill Euro

TARTU Outcome

Starting June 8th, the city-wide bike-sharing system was launched in Tartu. The system uses 750 bicycles (500 from this are electric bicycles and purchased with project support) and 69 stations across the city. Bikesharing has become extremely popular and has covered more than 2,000,000 kilometers and more than 800,000 trips during the first 8 months. The bike-sharing system will be expanded by 10 parking stations in 2020 and the share of electric bikes in the bicycle fleet will also be increased.

Replication Potential

Various bike sharing systems have been successfully set up in ca. 700 cities all over the world but the comprehensive approach taken by Tartu to cover the entire city can serve as a good practice. After all, it is more likely that people will use the system if they can get to their exact destinations, not just the approximate neighborhood.

As such, the main factors that determine the success of the bike sharing solution are the following:

- Coverage of the system/number of parking lots
- Availability of bikes and docking stations
- Safety (e.g. requirement to wear a helmet)
- Simplicity of the solution
- Weather conditions (e.g. whether the service can be used in wintertime)
- Affordability
- Population and density

Contact

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More Details:

<https://smartencity.eu/about/solutions/public-bike-sharing-system-tartu/>



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