

Benefits of MOL Bubi Bike sharing system in Budapest

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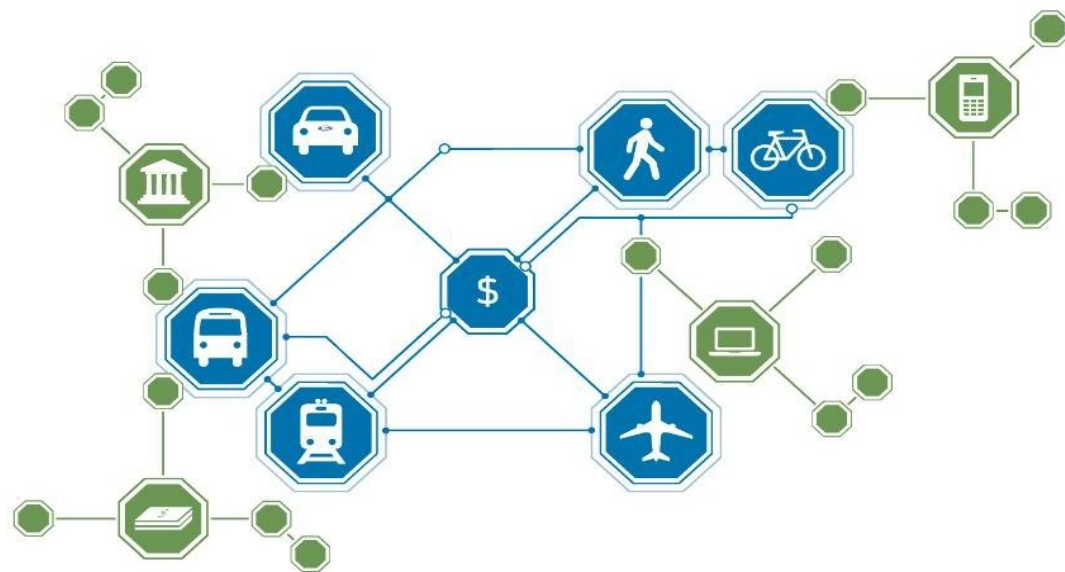
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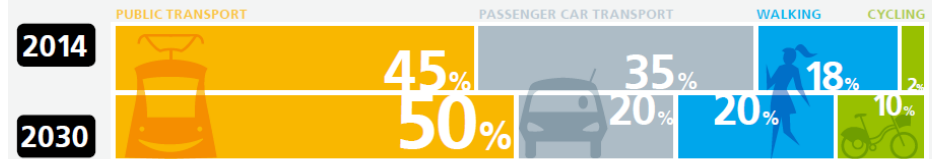
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Foreword

Budapest – Capital of Hungary (since 1873)

- 525 square km
- 1,700,000 inhabitants – stagnating
- 600,000 car trips per day
- Complex geography and governance



Sustainable strategy – the Balázs Mór Plan, the first SUMP in Budapest

In the first SUMP-based transport development strategy of Budapest, called the BMT Balázs Mór Plan, the city set a goal of **10% modal share for cycling by 2020.**

Its current level is 5%.



Sustainable strategy – the Balázs Mór Plan, the first SUMP in Budapest

Measures of cycling strategy:

- bicycle route network development, (capacitive, safe and comfortable)
- cycling-friendly downtown, "light" measures
- interchange development (cycling + public transport)
- information, services and promotion



MOL Bubi (Budapest Bike)

- Phase 1 opened to public (2014 Q3), phase 2 to be opened soon (2015 Q3)
- 76+22 stations with autonomous energy supply
- 1100+50 bikes with onboard computer, electronic lock, GPS locator
- Online, real-time information system
- Hiring options: card, QR code, pin code, mobile app



Additional projects

Infrastructure development:

- 2.4 km new cycle lane
- 10 sections (6.5 km) bus+bike lanes
- advisory cycle lanes
- 50 sections (12 km) contraflow
- 5 bike boxes



Bubi fits into citylife

Bubi is about integration:

- Bubi is part of public transport
- Anybody who is a public transport passenger can be a Bubi user
- Bubi+public transport represents multimodality



The new form of public transport
molbubi.bkk.hu



50% flexibility
50% speed
100% MOL Bubi

Bubi fits into citylife

Principles of positioning of Bubi stations

- Promote public space usage
- Good public transport connections
- Close to the possible destinations

Partnership with

- District municipalities
- Private partners – potential of PPP
- State investments and major events - catalyst
e.g.: FINA 2017 world championship



Bubi fits into citylife

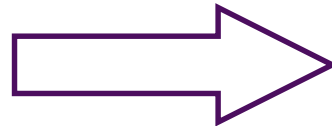
Users of Bubi

- Who are ready to change their daily transport routine
- Who are open to multimodality
- Who are open to daily biking

Yuppies

Party people

Students



**Good partners of BKK to
make the city more
liveable**



Thank you for your kind attention!