

Single base bike sharing & Point-to-point station bound bike sharing

Mobility | Eindhoven, NL



Photo source: Municipality of Eindhoven

12 bikes operated locally by Mobility S as a service for visitors, workers and inhabitants. A mixture of ebikes and normal bikes is offered in a station bound bike sharing system located at one of the entrances of Strijp S. Bookings are done via a smartphone app, via the website and in an office located at the station. Different types of bikes are available (e.g. electric). Special offer from the district for the district.

Measured Impacts

725 citizens be involved
Number of trips: **3548**

project scale

District level

development type

Upgrading

Benefits

- Reducing use of fossils
- Reducing GHG emissions
- Improving air quality
- Supporting environmental efficient transport
- Reducing traffic congestion
- Promoting sustainable behaviour
- Improving public transport
- Promoting use of active modes
- New job opportunities for people distant to the labor market (maintenance of bikes), marketing exposure (through branding of the bikes)





Lessons learned

- People own their own bikes and therefore there is no real need for sharing. Sharing mainly for tourists.
- New mobility options need to be incentivized to create a user base.
- The bike sharing has to fit to mobility needs in a suitable way - a significant use case is needed.

Challenges

Find suitable locations that are easily accessible via other transport modes - those are in areas where floor space is scarce and expensive.

Supporting factors

-  Good bike lanes available in the district and beyond.
infrastructural
-  Eindhoven – Strijp-S district, direct interaction as the office of the operator in located on-site
geographical
-  VolkerWessels
partners
-  Strong biking community
social

Contacts

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