

Integrating bikes to the railway system

Rio de Janeiro

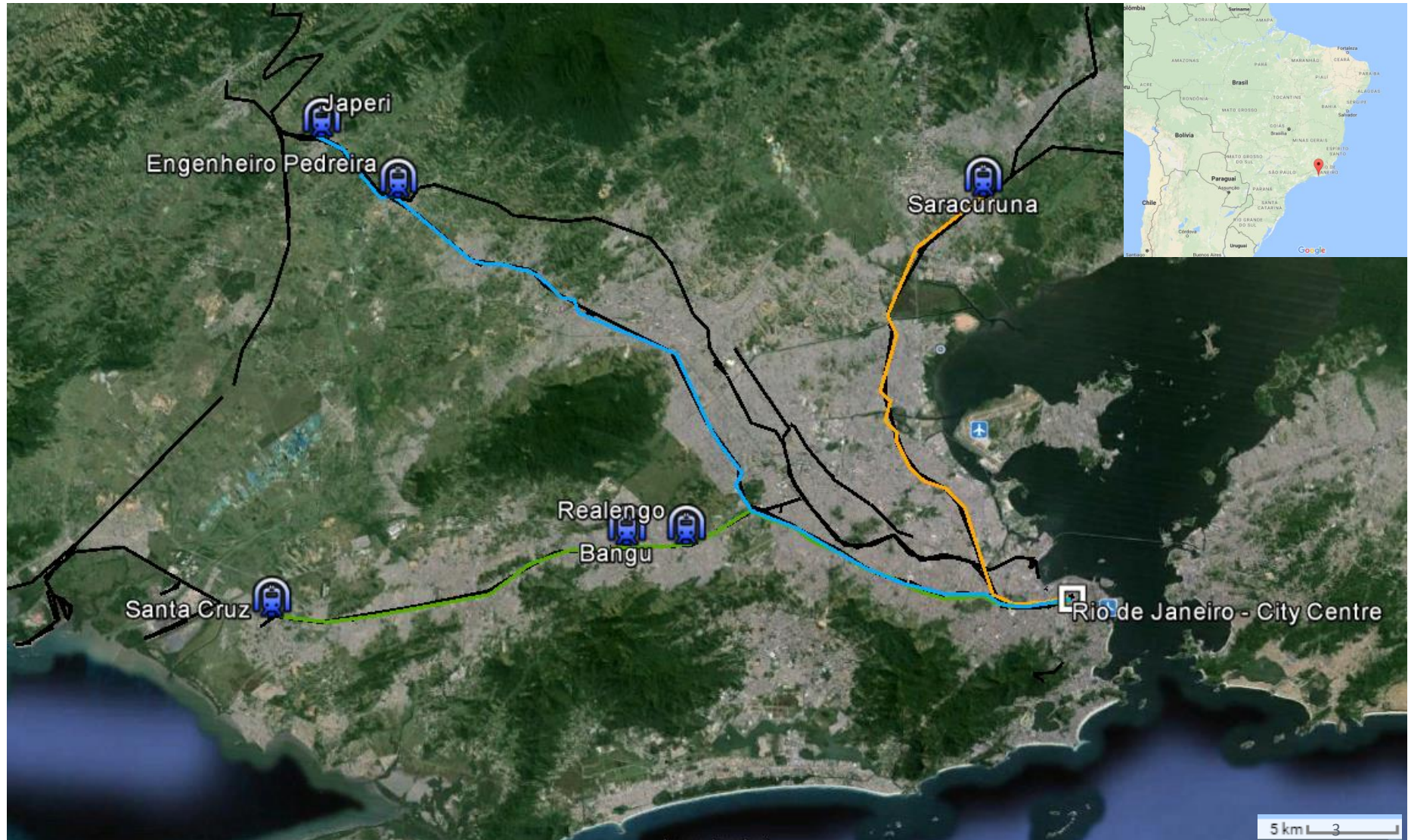
14th of June
2017

Context

- Urban trains improvement and sustainability programme
- Client: **Estate Government** transport Secretary of Rio de Janeiro
- Financed through the **World Bank**

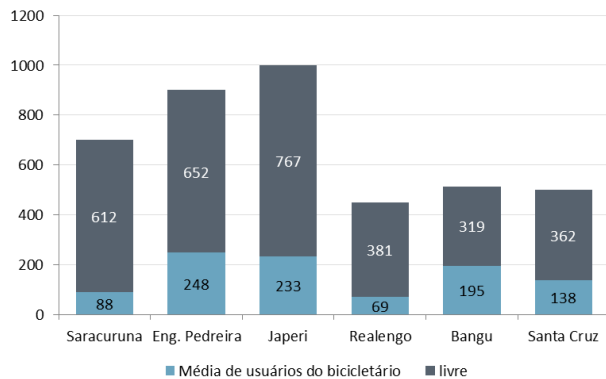


SuperVia bike hubs



Promoting bike and train integration

- Bike hubs:
 - 4,000 bike spaces
- Bike donation:
 - 2012 – 550 bikes
 - 2014 – 300 bikes
- Result
 - Low usage



Project commission

1. Why people do not use the bike hubs
2. Develop a **bike sharing programme** to be integrated with the railway system (4,000 bikes) + specification of bike functionalities
3. Develop a **business plan** for the management of 6 bike hubs

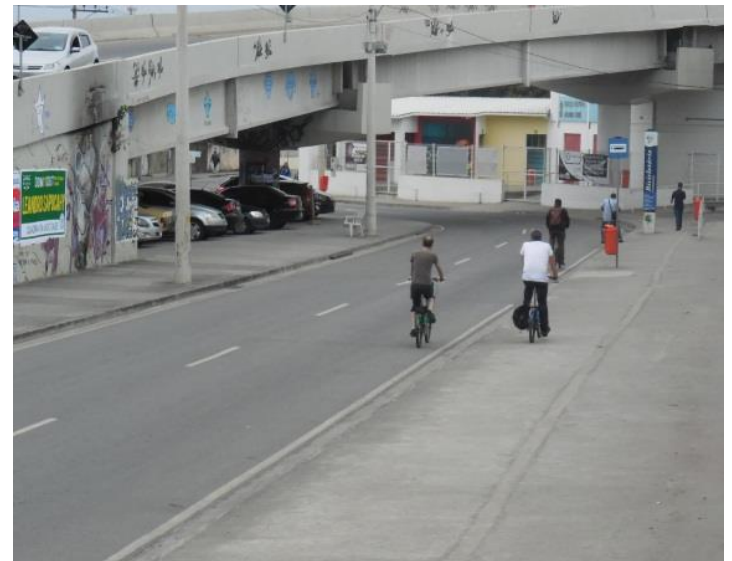
SuperVia bike hubs



Train stations and infrastructure



Train stations and infrastructure



Other bike hubs



Other bike hubs



Cyclists



Identifying why people do not use the SuperVia bike hubs

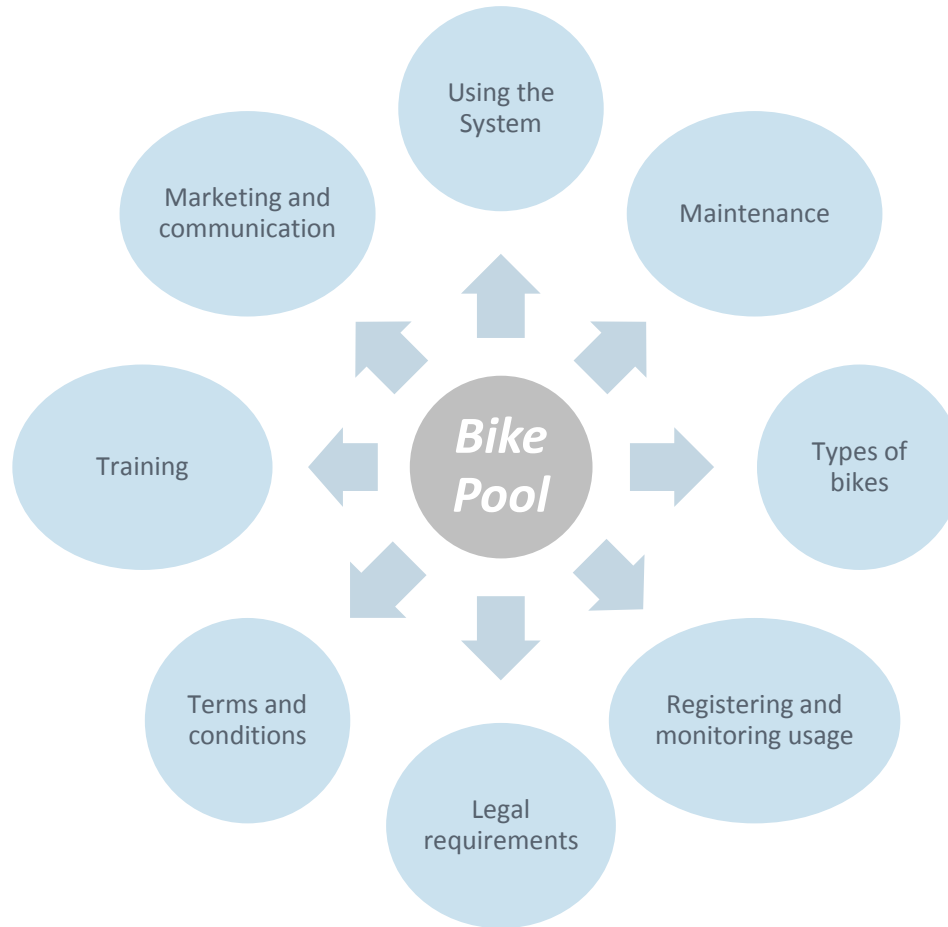
- Focus groups
- Stated preference surveys



Identifying why people do not use the bike hubs

- Barriers to the train concessionary
 - √ Trains too full
 - √ Poor quality trains
 - √ Low level of service
- Barriers to bike use:
 - √ Road safety
 - √ Personal security
 - √ Bad visibility to access the bike hubs
- Barriers to bike hub use:
 - √ Unable to register
 - √ Time taken to leave the bike
 - √ Lack of information and marketing

Bike pool programme



Addressing issues

- Barriers to the train concessionary

- √ Trains too full
- √ Poor quality trains
- √ Low level of service

- Barriers to bike use:

- √ Road safety
- √ Personal security
- √ Bad visibility to access the bike hubs

- Barriers to bike hub use:

- √ Unable to register
- √ Time taken to leave the bike
- √ Lack of information and marketing

Information and marketing to:

- Inform of new trains
- Promote bike hubs
- Develop incentives

Easy access to a bike, maintenance and cycling training

Ease of use of bike hub:

- Online registration
- Management approach
- Sponsorship
- Other services

Current status

- Buy-in from SuperVia (train concessionaire)
- Find a sponsor
- Rio corruption problems – project on hold

Lessons learnt to extend the reach

- Investigate and listen to your audience
- Understand their needs
- Address those needs in the simplest way possible



Questions

Claudia.ramirez@sdgworld.net

DISCLAIMER: This work may only be used within the context and scope of work for which Steer Davies Gleave was commissioned and may not be relied upon in part or whole by any third party or be used for any other purpose. Any person choosing to use any part of this work without the express and written permission of Steer Davies Gleave shall be deemed to confirm their agreement to indemnify Steer Davies Gleave for all loss or damage resulting therefrom.