

Dublin's Bike Sharing Experience







Dublin City
Baile Átha Cliath





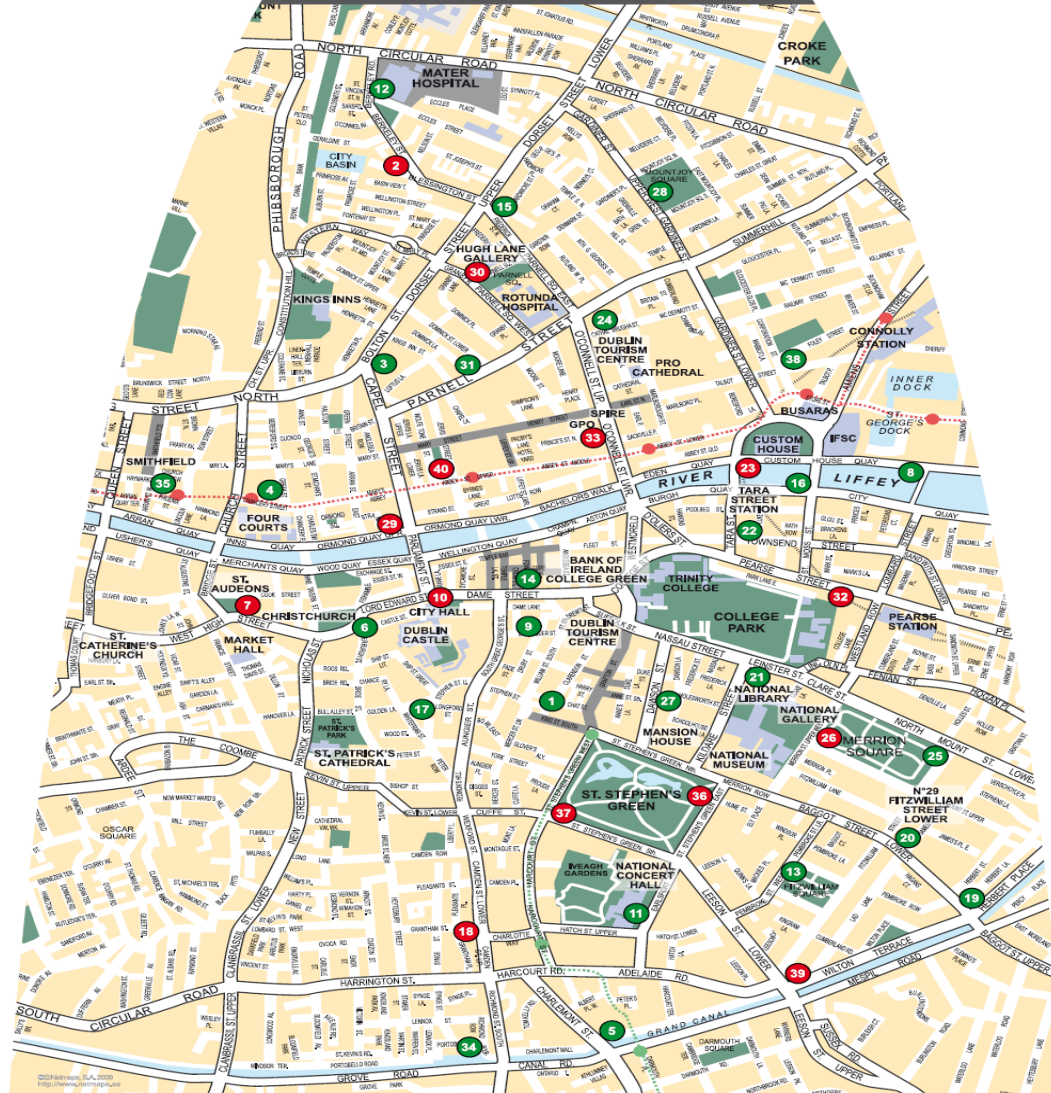
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Pricing

Membership

- Annual €10
- 3 Day €2

Rental

- First ½ hour free
- 1 hour €0.50
- 2 hours €1.50
- 3 hours €3.50
- 4 hours €6.50
- Every extra ½ hour €2.00

2 Years of Dublinbikes

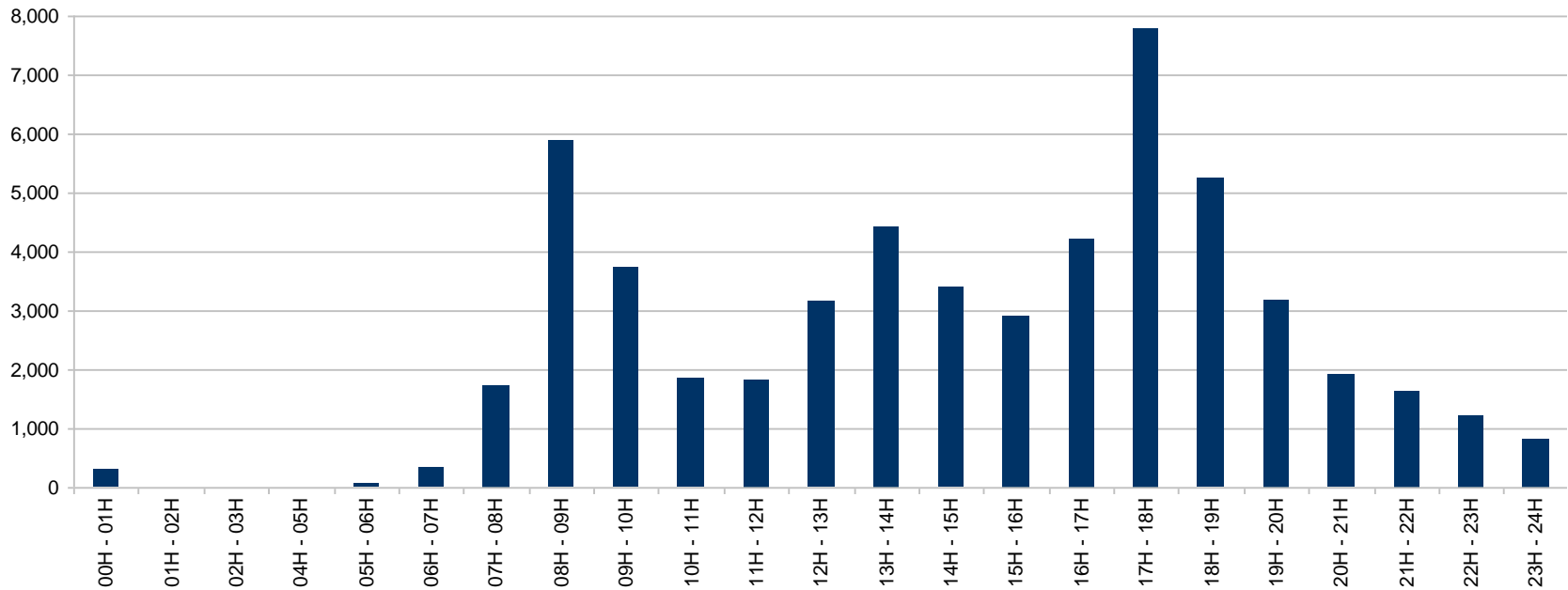
- **Total Members** **63,072**
 - annual members 37,417
 - 3 day members 25,655



2 Years of Dublinbikes

- Total number of Journeys **2,529,693**
- Average duration of journey = 13 minutes
- Percentage of total journeys which are free = 95.3%
- Average number of subscribers per bike = 115
- Busiest day = 6,281 rentals 13/07/2011
- Bike Rotation Rate **9.8**

Patterns of Use



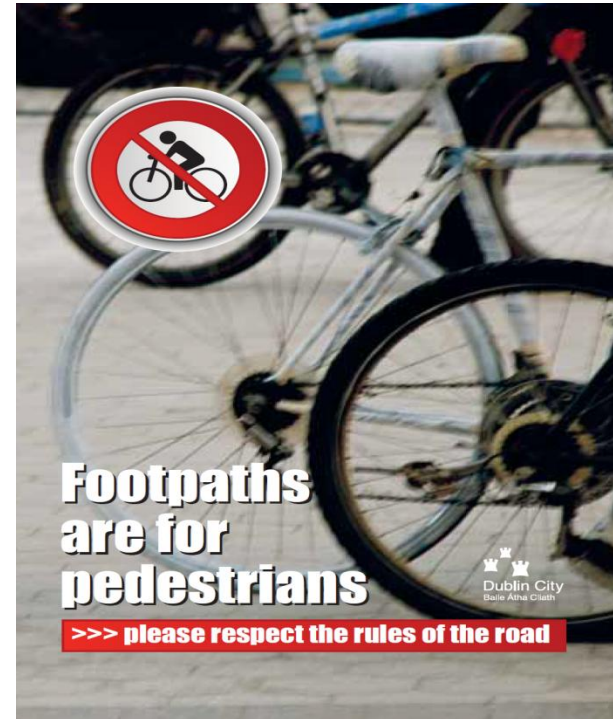
Users & Uses

- ‘Efficient’ and ‘handy’ cited as the main reason for use
- Replacing long(ish) walks
- Used in combination with other modes
- 42% ‘rarely or never’ cycled prior to scheme



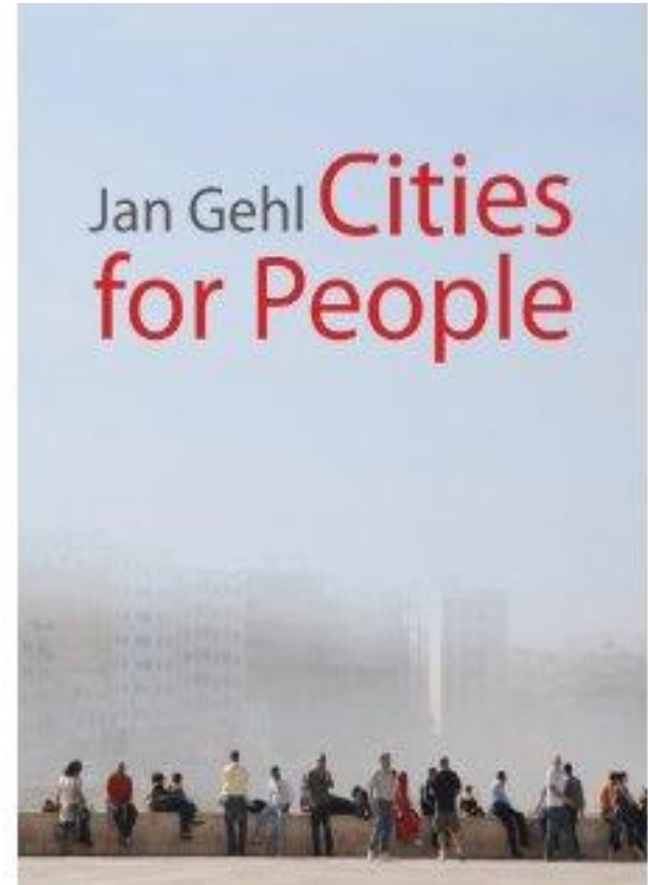
Growing Pains

- Risky behaviour
- Inconsiderate users
- Demand problems
- Infrastructure catch-up



Note of Caution

- Bike sharing schemes must be a **link** in efforts to build and reinforce bicycle culture – not the **spearhead**.





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