


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	Nextbike: bike sharing system in rural territories in Austria (P8)
2.	Precise theme/issue tackled by the practice	In Austria, traffic is mainly responsible for the increasing amount of CO ₂ emissions, so one of the government's aims to protect the climate is the reduction of those emissions by offering alternative means of public transport such as rental bikes to the communities.
3.	Objectives of the practice	<p>The main objective is the reduction of harmful greenhouse gases, especially in rural, low-density areas.</p> <p>To achieve this aim the project nextbike has set itself following goals:</p> <ul style="list-style-type: none"> • To establish a network of bike rental stations at railway or bus stations to offer a possibility for complete public transport chains. • High usability and easy hiring procedure. • Public access and bike availability round the clock. • Cheap rental fee. • Make public transport more attractive by offering a range of bikes to support multimodal mobility.
4.	Location	<ul style="list-style-type: none"> - Austria - Lower Austria and Burgenland <p>In the future, this system is supposed to be extended to all of Austria through Franchise partners.</p>
5.	Detailed description of the practice	
	<p><u>Origin:</u></p> <p>The system nextbike was created 2004 by Ralf Kalupner, General Manager of nextbike GmbH. In Burgenland the bike sharing system started in 2007 with six terminals and 100 bicycles. The project was initiated by the Mobility center of Burgenland within the EU-funded umbrella project "Sustainable transport and tourism". The terminals were mainly</p>	

located at local train stations and in the cities of Eisenstadt and Neusiedl am See. Two years later, Lower Austria started a pilot project and in 2010 the state government obtained a franchise contract in order to establish the system in its territories. The operator, which was hired to implement the plan, is Lower Austria's Energie-und Umweltagentur Betriebs-GmbH.

Timescale:

- Burgenland: after the project start in 2007 the network of nextbike-terminals had been extended year by year. Today the network consists about 40 terminals and 200 bikes.
- Lower Austria: The plan is to establish a network of bike rental stations until the end of the year 2014. After this period the project will be evaluated and the results will determine how the project will be continued.

Bodies involved/implementation:

- Mobilitycenter Burgenland.
- Pro Umwelt GmbH (operator in Lower Austria until the end of 2011), since 2012: NÖ Energie- und Umweltagentur Betriebs GmbH.
- Michael Chibin/ oemobil GmbH: In charge of bike servicing and bike distribution.
- Im-plan-tat: planning office.
- Drachhübler & Socher: graphic office.
- ÖBB – Austrian railway federation.

Process and detailed content of the practice:

- Burgenland: Within the umbrella project "Sustainable transport and tourism", the mobility center started a procurement procedure in which local and international enterprises were asked to develop an automatic bike-rental scheme especially for rural regions. Nextbike, a german start-up which established a rental system in Leipzig a few years earlier, took part on the procurement offered the best solution and won.
- Before choosing nextbike the government of Lower Austria asked to study and compare all available rental bike systems in order to select the most appropriate system considering rural conditions.
- nextbike offered the best solution, thus in 2007 (Burgenland)/ 2009 (Lower Austria) started implementing nextbike.
- In both federal states a network of 320 rental stations has been put up within the last 6/4 years.
- Interested communities can apply for the system. For several communities, the best way to implement this system in rural areas is to join the project in order to establish a network of stations from the start.

Legal framework:

- Burgenland: Nextbike Company operates system together with a local franchise partner.

	<ul style="list-style-type: none"> • Lower Austria: operator received a service license from state government to achieve realization of the project. <p><u>Financial framework:</u> Communities or companies pay a defined amount for installing a nextbike – station.</p> <p><u>Use degree (%): users/total population</u> Registrations: 15.000 persons have used nextbike in Austria (Burgenland & Lower Austria) so far.</p>
6.	<p>Evaluation</p> <p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Established traffic system of 320 stations and 1.350 bikes achieved within 6 years. • 15.000 registered customers using the bike rental system. • Increasing number of bike rentals, 2012 saw a 40% increase in rentals compared to 2011. • ÖAMTC valued all European bike rental systems and “nextbike” was rated “good” (B). • 35 tons of CO₂ could be avoided in the year 2011. In 2012 the potential savings will be about 67 tons. <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Focus on appropriate location: frequent use of nextbike is more probable at touristic places or in urban areas with higher population density. • Combination of bike sharing systems with public transport installing nextbike stations at railway or bus stations. • Special offers (tariffs) like “first hour for free” help to stimulate the use of rental bikes. • Cooperation with transport companies (e.g. Austrian railway Federation or VOR - transport association Eastern-Region) enable special ticket offers. • Communities support promoting the system in their region voluntarily. • The most important success factor for a long-lasting project is selling the advertisement fixed on the bikes. <p><u>Difficulties encountered:</u></p> <ul style="list-style-type: none"> • A balanced distribution of the bikes is one of the biggest challenges. • The sale of the advertisement in rural areas is more difficult than in highly frequented cities. These incomes are essential for a long-lasting, economically sustainable business.

7.	Lessons learnt from the practice	A lesson learned is that before implementing a bike sharing system a detailed business plan and a tough calculation are essential.
8.	Contact information	Franchise Partner in Burgenland: OEMOBIL O.G. Michael Chibin Franz Schubertgasse 25 A-3420 Kritzensdorf – Webpage: www.nextbike.at
9.	Other possible interesting information	<ul style="list-style-type: none"> • Evaluation of nextbike Burgenland 2011 • EuroTEST of 40 public bicycle systems in Europe.