



User Potential Analysis for a Bike Sharing System in Salzburg

Project duration:
06. 2016 - 01. 2017

Project lead:
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Role Z_GIS:
Contractor

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Status quo:

Prior to the launch of a public bike sharing system in the city of Salzburg the potential of future users should be estimated on a local spatial scale. Furthermore, an evidence base for the optimization of the location of docking stations is required to be implemented in a decision support system.

Project goals:

- Spatial analysis of utilitarian mobility patterns with a focus on bicycle traffic and PT
- Empirical study (open online survey) of the transfer potential
- Estimation of the spatially differentiated transfer potential
- Spatial decision support tool for the assessment of potential locations for docking stations

Results:

Taking together the results from spatial analysis and the online survey allows for an estimation of the mode transfer potential. Based on this evidence the profitability of the system is evaluated by the future operators. When it comes to the concrete planning of the network and the location of docking stations, we provide a tool, which quantifies the local potential and the effect of single stations on the entire system.

Contribution Z_GIS:

- Implementation of the entire study

