



IMATRA

2 0 1 8

CITYBIKE

Report for Pilot Project





2 Cities:

- Tampere (Hervanta)
- Imatra



200 Bicycles

- 150 bicycles in Tampere
- 50 bicycle in Imatra



4 Months service time

- Tampere: 01.07.2018 – 31.10.2018
- Imatra: 25.07.2018 – 31.10.2018



55 Parking spots

- 40 in Tampere
- 15 in Imatra

Imatra User Data

User number:

272 registered users

63% passed ID verification

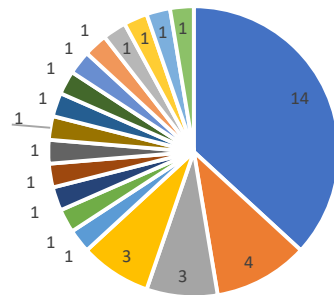
Nationality:



233 Finnish users (86%)



39 International users (14%)



- Russia
- Germany
- Greece
- United Kingdom
- Algeria
- American Samoa
- Andorra
- Bangladesh
- Egypt
- France
- Hungary
- Israel
- Lithuania
- Poland
- Portugal
- Suriname
- Ukraine
- Vietnam

Gender and student:



59%

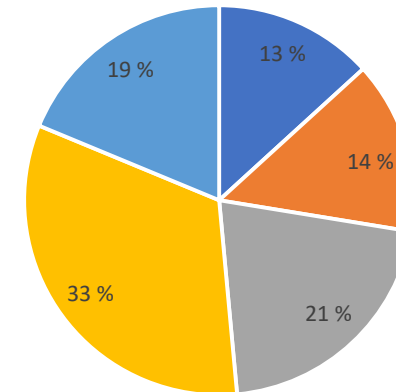


35%



5%

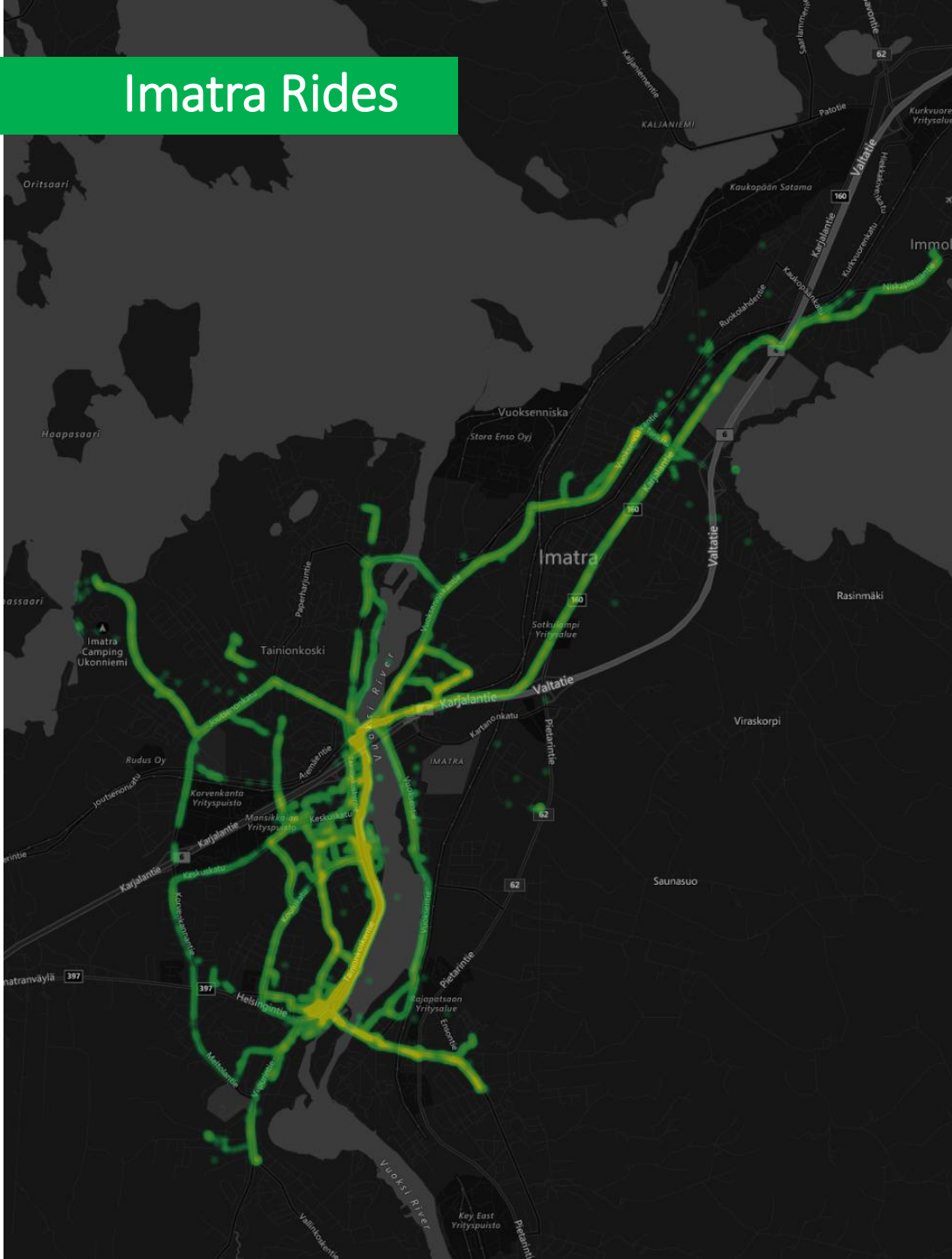
Age group:



- >49 (born before 1970')
- 39-48 (born in 1970')
- 29-38 (born in 1980')
- 19-28 (born in 1990')
- <18 (born in 2000')

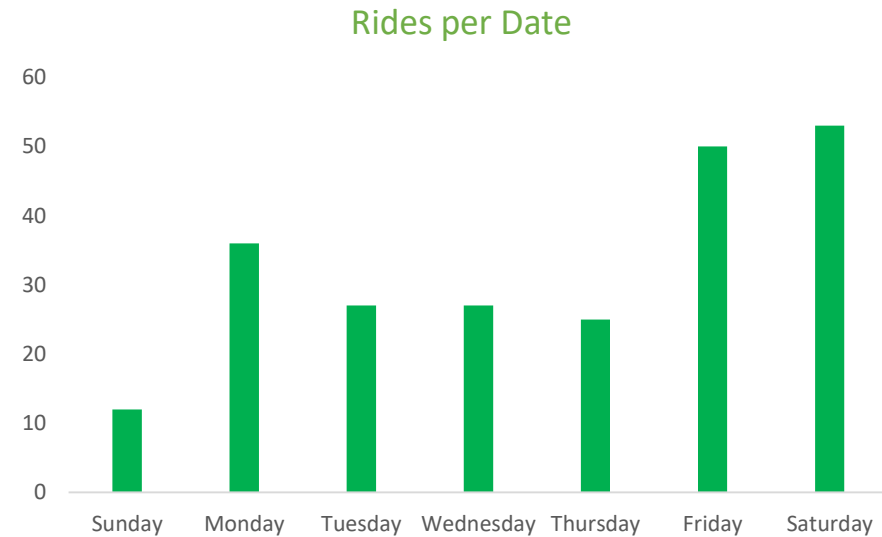
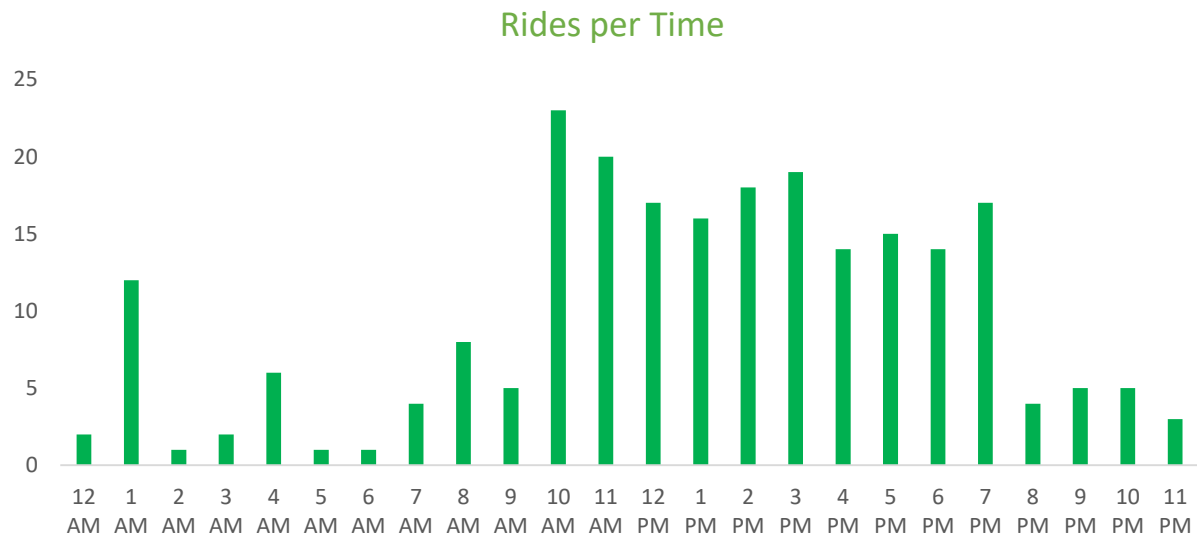
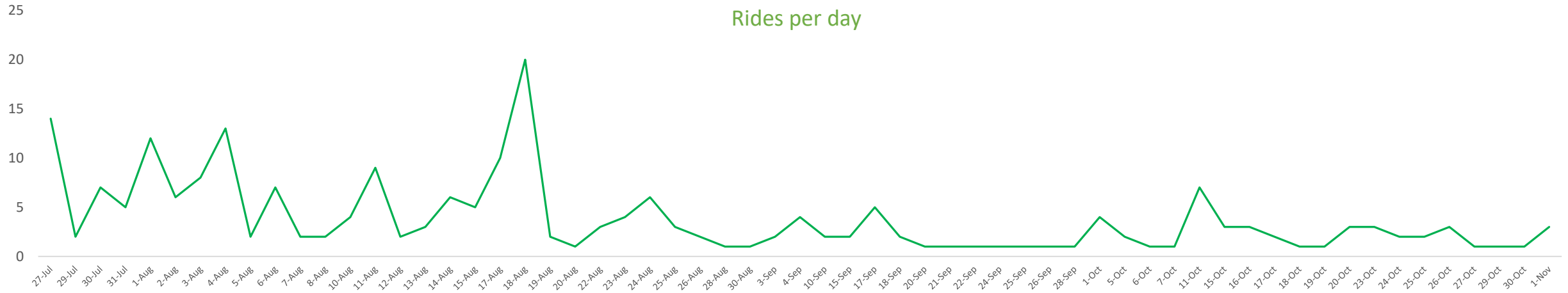
Users born in 1980' and 1990' are the main users

Imatra Rides

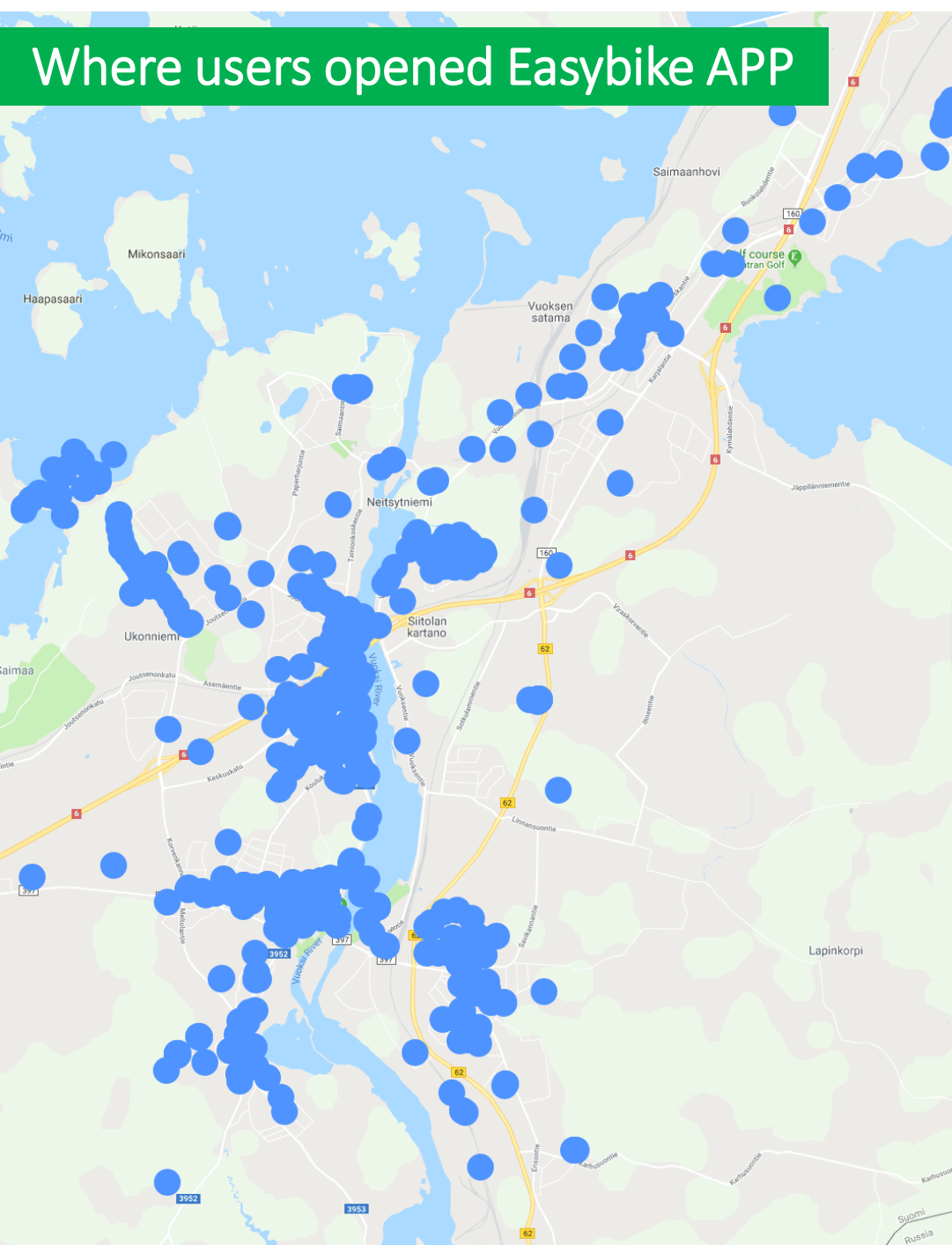


- **231** bike trips in Imatra
- **331** kilometers pedaled
- **1.4** km per ride (average)
- Peak riding hour: **10 am**
- Peak riding date: **Saturday**

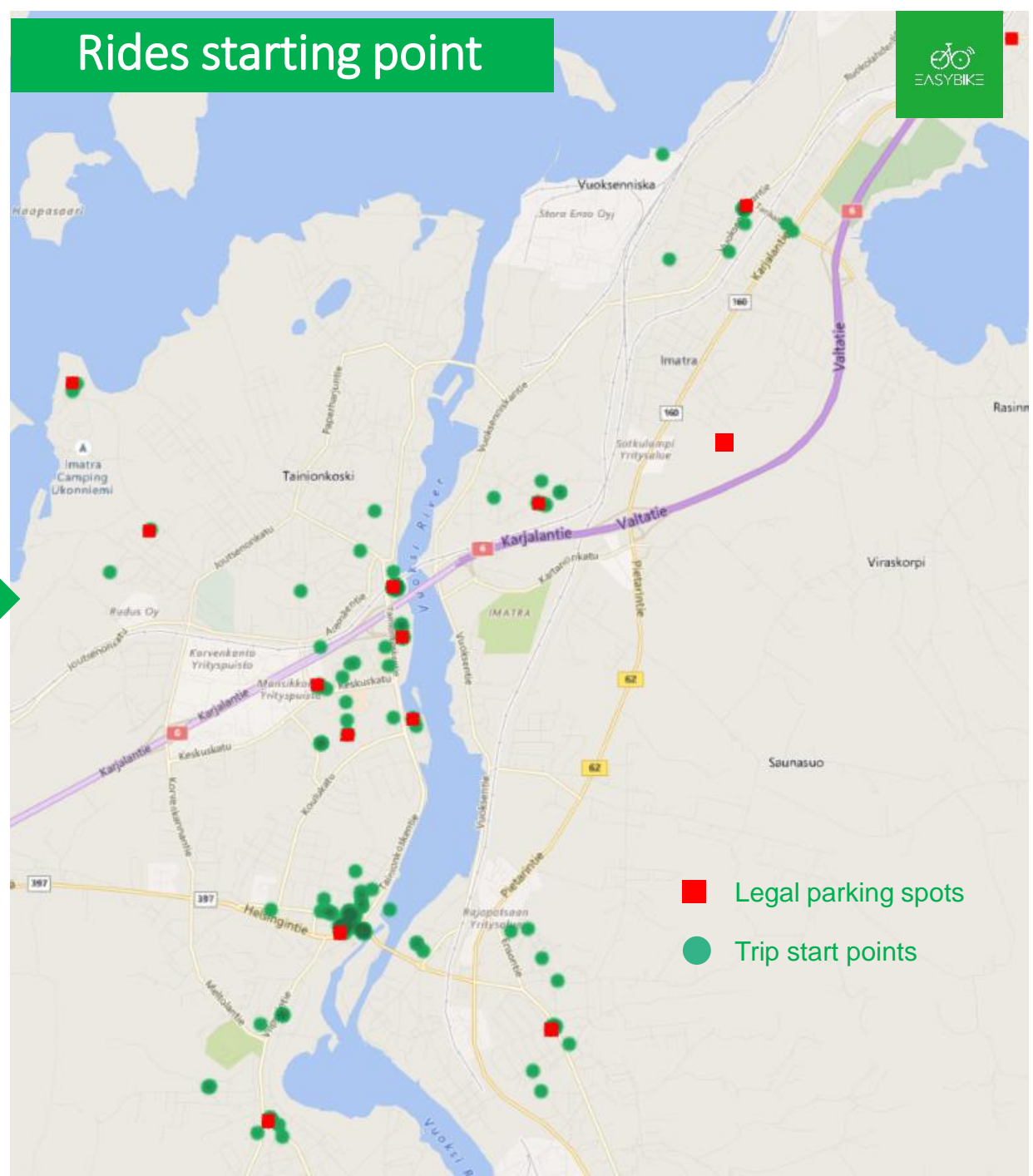
Rides Data (per Day /Time /Date)



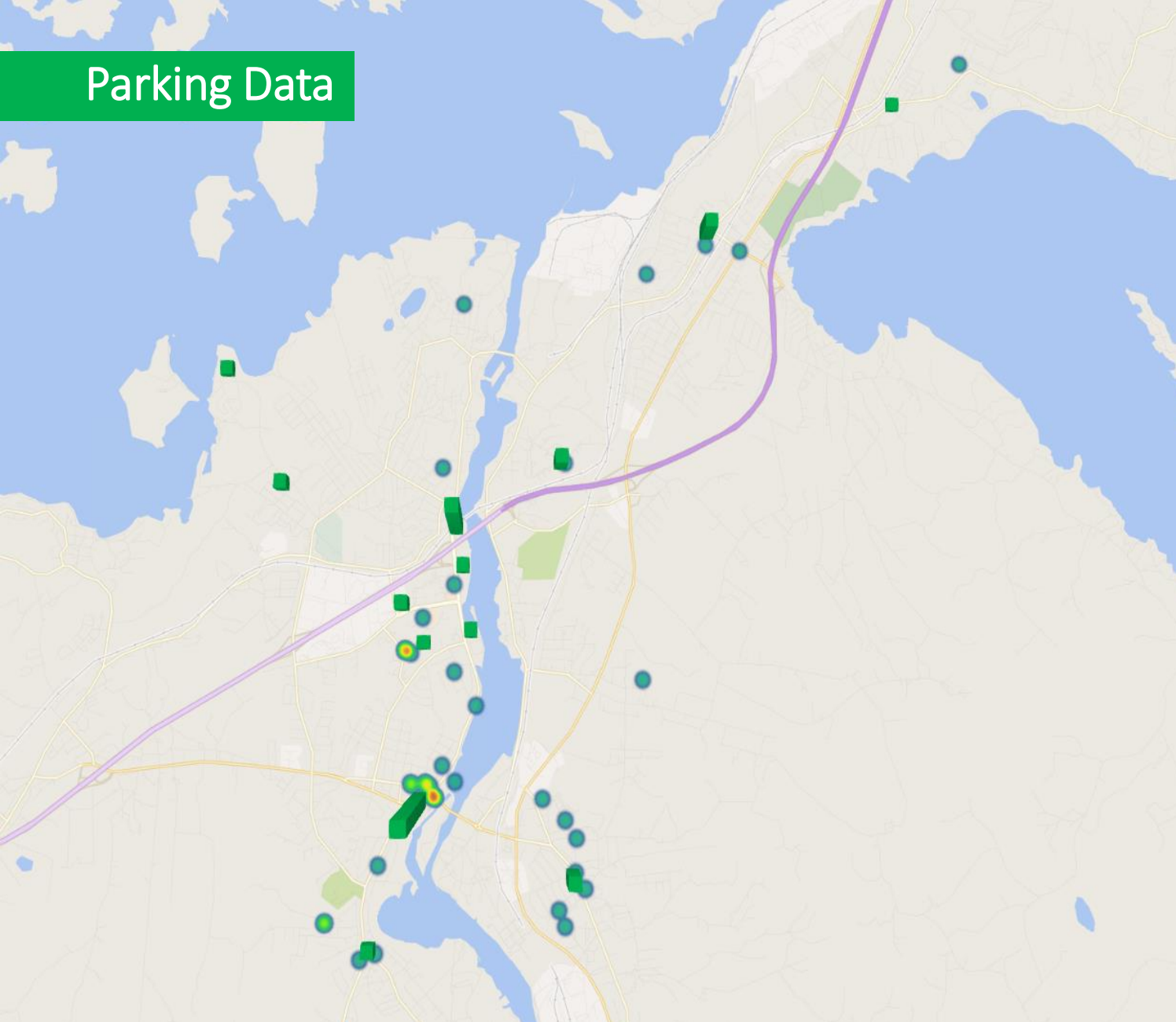
Where users opened Easybike APP



Rides starting point



Parking Data



■ Parking at legal parking spot ● Parking outside of legal parking spot

No. Parking spot	%Trips end at here
1 Kauppakeskus Koskentori	34%
2 Imatra Keskusliikenneasema	16%
3 S-market Rajapatsas	9%
4 Saimaan AMK, Linnalan kampus	6%
5 Minimani	5%
6 K-Market Meltola	4%
7 K-Market Sienimäki	4%
8 Prisma Imatra	4%
9 Imatran urheilutalo	3%
10 Imatran Pääkirjasto	3%
11 Jäähalli, Ottelukatu 1	2%
12 Imatran kylpylä	1%
13 Karjalantie-Kiskotie pysäkki	1%
14 K-Market Rautio	1%
15 Virta-opisto	0%
Outside	5%

Top 3 popular parking spots:

- Kauppakeskus Koskentori
- Imatra Keskusliikenneasema
- S-market Rajapatsas

Thank you & Looking forward for cooperation in 2019

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