



HELSINKI BICYCLE CENTRE 1.0

User survey



Maiju Malk
Sanna Viik





WORK GROUP

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Project Manager:

Merita Soini, Design for Everyday Mobility project, Helsinki Metropolia University of Applied Sciences merita.soini@metropolia.fi

Reporting and collection of research material:

Maiju Malk, Interior Design student, Helsinki Metropolia University of Applied Sciences maiju.malk@metropolia.fi

Sari Seppälä, Interior Design student, Helsinki Metropolia University of Applied Sciences sari.seppala@metropolia.fi

Sanna Viik, Interior Design student, Helsinki Metropolia University of Applied Sciences sanna.viik@metropolia.fi

Collection of research material:

Juuso Andersin, Design student, Helsinki Metropolia University of Applied Sciences juuso.andersin@metropolia.fi

Joonas Jansson, Media student, Helsinki Metropolia University of Applied Sciences joonas.jansson@metropolia.fi

Supervisors:

Mari Siikonen, Design Director, WSP Design Studio mari.siikonen@wspgroup.fi

Pia Salmi, Project Director/Industrial Designer, WSP Design Studio pia.salmi@wspgroup.fi

Commissioners:

Leena Silfverberg, City Planning Department of the City of Helsinki

Artturi Lähdetie, Helsinki City Transport

Translation from Finnish:

Said Dakash

Mika Oksanen

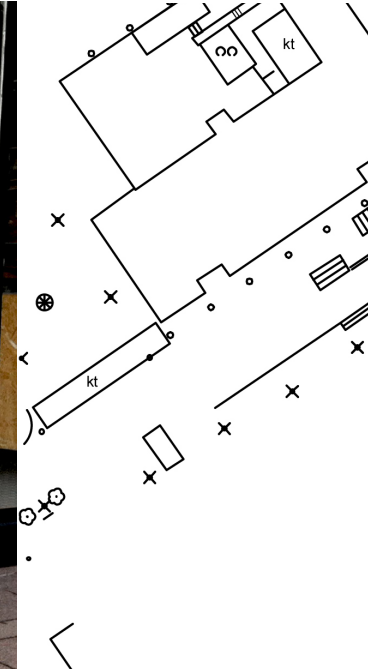
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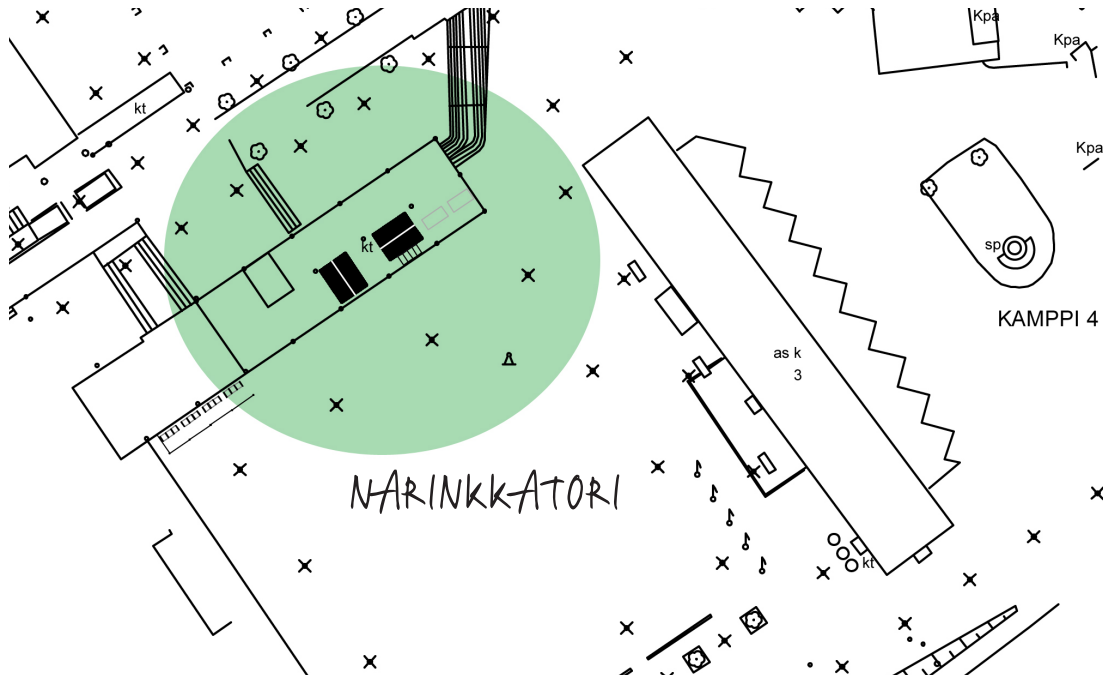


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"THE BICYCLE CENTRE IS LOCATED AT THE EDGE OF NARINKKATORI SQUARE IN KAMPPI"





1. INTRODUCTION

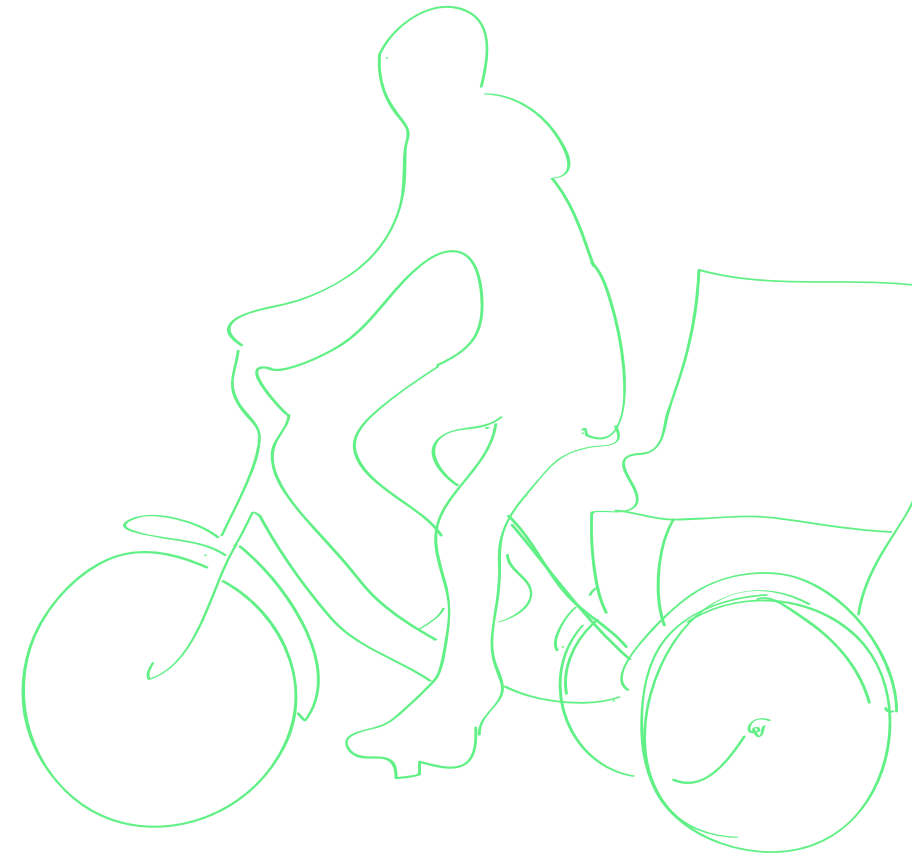
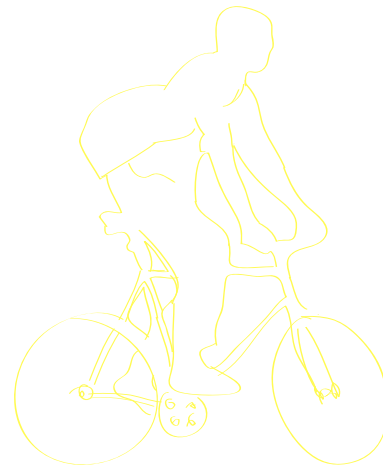
The number of cycling enthusiasts is continuously growing worldwide and, in line with the trend in Europe, the City of Helsinki is creating new cycling services and promoting a general increase in bicycling. Provided as a new service, Bicycle Centre 1.0 was part of the strategy for promoting cycling and is included in the programme of the World Design Capital 2012 year. Bicycle Centre 1.0 served as a communication and influencing channel to the residents of Helsinki, and the aim was to use it to promote cycling in the city by distributing information and services. Located on Narinkkatori Square in Kamppi, the centre offered bicycle rental, parking, servicing, guidance and events and the chance to test different bicycle racks during the summer of 2012. Bicycle Centre 1.0 served as a research platform and prototype stage for a developing project that studies cycling services and products and demand for these.

During summer 2012, the Bicycle Centre collected research material on cyclists' cycling habits and storage needs, services related to cycling, the servicing of bicycles and the visual appearance of the Bicycle Centre. During the summer, researchers at the centre also made important observations on users' experiences with bicycle racks and studied the usability of bicycle racks in the area. Based on the material collected, future plans will be made with the aim of establishing a permanent bicycle centre. The user survey was conducted as a commission by Artturi Lähdetie from Helsinki City Transport (HKL) and Leena Silfverberg from the City Planning Department (KSV) of the City of Helsinki in cooperation with WSP Finland and Helsinki Metropolia University of Applied Sciences.





Due to its pioneering and unique nature, the user survey provided valuable information that will form the basis of future development work. Documentation and analysis of the results carried out during the summer will indicate those areas of the project that require improvement and those that functioned well. One of the main ideas was that development work would be carried out in cooperation with the residents of Helsinki and the surrounding metropolitan area. The survey enabled each and every participant to have his or her voice heard and facilitated the tailoring of future services to specifically meet user needs. This way, all cyclists and users of the services will have the chance to influence what kind of bicycle centre will be established in Helsinki in the future.



2. DESCRIPTION OF THE COMMISSION

Helsinki City Transport (HKL) and the City Planning Department (KSV) of the City of Helsinki commissioned WSP Finland to provide consultancy and product design services for the bicycle centre. The work was supervised by designers Pia Salmi and Mari Siikonen. The user survey was conducted under the guidance of WSP as part of the Design for Everyday Mobility project, which utilises the design and technology competence of Helsinki Metropolia University of Applied Sciences. The user survey on Bicycle Centre 1.0 and its reporting was carried out by students from the Design degree programme at Helsinki Metropolia University of Applied Sciences.

The purpose of the survey was to collect information regarding user experiences and needs of the city's residents. The findings were used to generate information on services, products and demand. The purpose of the commission was also to increase awareness of cycling in general and to highlight the presence of cycling in Helsinki's city image. Reporting was carried out by students and supported their educational goals and provided an interesting work experience.



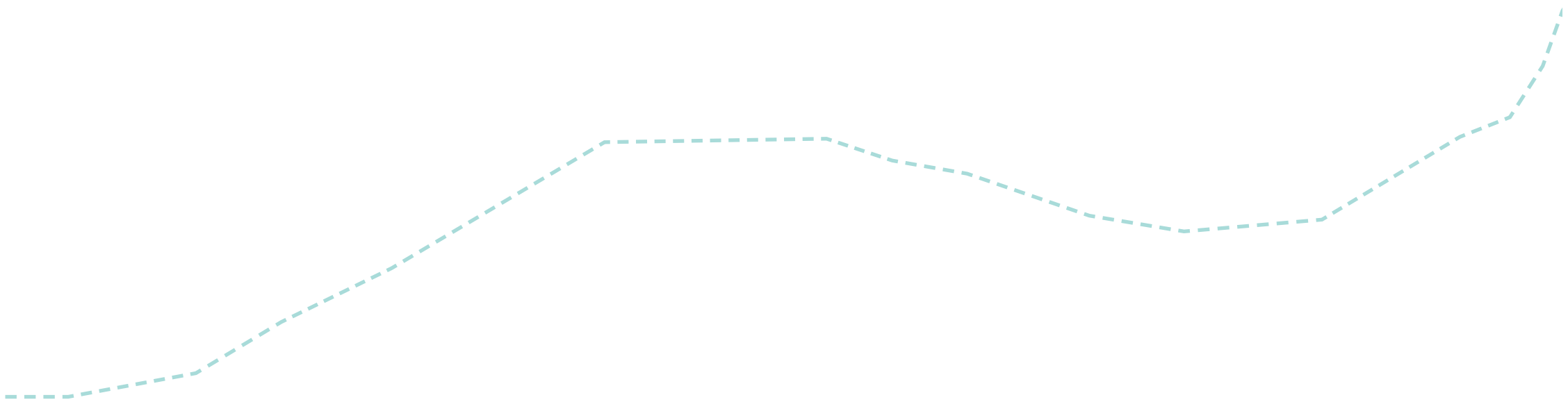
3. USER SURVEY:

BACKGROUND AND PLANNING

3.1 Goals and target groups

3.2 Challenges

3.3 Methods and the usability of the material



3.1 Goals and target groups

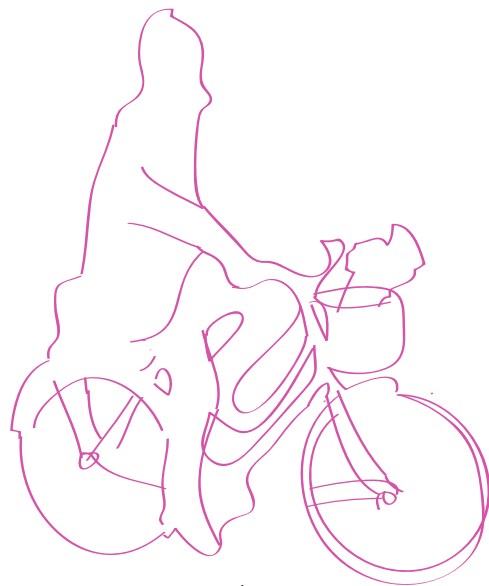
During the operation of Bicycle Centre 1.0, the survey aimed to collect as much information as possible for the City of Helsinki. The results will be used for further specifying the Bicycle Centre concept, developing services that better meet residents' needs, and evaluating demand for services related to cycling. The aim was to familiarize the residents of Helsinki with the bicycle centre concept through visibility and engaging interviews. Through these efforts the goal was to heighten awareness of cycling in general.

With regard to the rental service, the objective was to study the convenience, usability, and demand based on the most common cyclist profiles. Considering the resident's hopes, the survey studies bicycle storage options and their security in Helsinki. With regard to the branding of cycling, the purpose was also to evaluate the success of the Bicycle Centre's visual appearance, and to study the centre's current location, and potential future locations in Helsinki.



The user survey revealed a number of cyclist profiles, including:

1. Lifestyle/active cyclists
2. Commuter cyclists
3. Occasional/summer cyclists
4. Tourist cyclists



OCCASIONAL/
SUMMER CYCLISTS

TOURIST CYCLISTS



COMMUTER CYCLISTS



LIFESTYLE/
ACTIVE CYCLISTS



3.2 Challenges

The challenge in the user study was to reach interviewees from all target groups, as Narinkkatori Square in Kamppi is a busy area. The Bicycle Centre was not located next to major cycling routes or roads. This meant the most active cyclists and commuter cyclists did not cycle past the Bicycle Centre frequently. Moreover, there were no other bicycle racks in the vicinity of Narinkkatori besides the bicycle storage area set up on the square. The interviews were carried out on Tuesdays and Saturdays between 9 a.m. and 4 p.m., which may have somewhat limited the user profiles in the interview sample by excluding city residents working office hours.

Narinkkatori serves as a street marketing area for many various organisations, which sometimes caused residents to react negatively towards the interviewers conducting the user survey. For this reason, it was particularly important that the interviewers were clearly distinguished in their external appearance from fund raisers. The rainy summer also posed its own challenges for the success of the interviews, since material was mostly collected outdoors. The inexperience of the interviewers and the way in which the questions were formulated posed their own challenges. As a result, the questionnaire was further clarified during the summer.



3.3 Methods and the usability of the material

The collection of the material for the user survey was carried out using both quantitative and qualitative research methods. The quantitative research was carried out using a questionnaire created as an iPad application. The questionnaire comprised multiple choice questions compiled under different topics and open questions. The qualitative research was conducted through individual and pair interviews and based on observations made by the researchers, which were documented daily using images and text. The responses obtained with the questionnaire resulted in computational results on users' opinions.

The statistics compiled can be utilised in the further development of the services and in estimating demand. The results based on interviews and observations were used for the creation of general hypotheses and in-depth analysis of individual cases. The results obtained based on the hypotheses can be especially utilised when measuring the usability of the services and evaluating the design and ergonomics of bicycle storage facilities. A great deal of information was also obtained by other means than the questionnaire, namely through discussions with interviewees. Efforts have been made to voice the opinions of the city's residents in the report as comprehensively as possible.



4. TIMETABLE OF THE USER SURVEY

JUNE

JULY

AUGUST

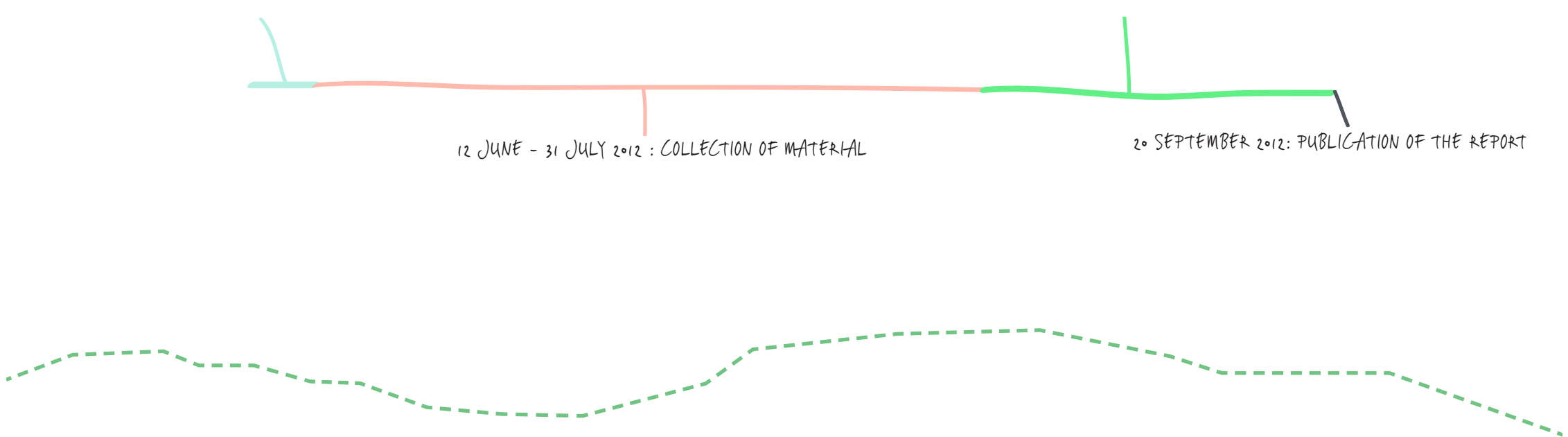
12 JUNE 2012 : HELSINKI DAY, THE BICYCLE CENTRE AND THE BAANA CROSSTOWN CYCLING ROAD ARE OPENED

THE SURVEY BEGINS

1 AUGUST 2012: PREPARATION OF THE SURVEY REPORT

12 JUNE - 31 JULY 2012 : COLLECTION OF MATERIAL

20 SEPTEMBER 2012: PUBLICATION OF THE REPORT





IMPLEMENTATION OF THE USER SURVEY

5.1 Identifiability of the researchers

5.2 Field work



5.1 Identifiability of the researchers

The user survey was conducted in June and July 2012 in the immediate vicinity of the Bicycle Centre located on Narinkkatori Square. In the summer, there is a multitude of different events and numerous operators trying to reach out to customers in the square. This had to be taken into account in order for the Bicycle Centre's interviewers to be distinguishable from other operators in the area. During their shifts, the interviewers wore T shirts that sported the Bicycle Centre's logo. Results were recorded using iPads, which conveyed the message that the interviewers were trustworthy.





5.2 Field work

The survey was conducted by interviewing and observing users of the Bicycle Centre's services and cyclists interested in cycling services who passed the centre. Collection of the material was started on 12 June 2012, the opening day of the Bicycle Centre, and continued until the end of July. Apart from a few exceptions, the interviewing days were Tuesdays and Saturdays, when two interviewers were on duty at the Bicycle Centre between 9 a.m. and 4 p.m. Interviewers were provided with a set of questions, which they went through with each respondent. The questionnaire was edited after two weeks, as some of the questions had to be clarified, and a few questions were altogether discarded.

In addition to recording responses, the interviewers made observations and recorded comments that arose outside the questionnaire. The interviewers kept personal notes, which have been utilised in the preparation of the results in the report. In addition to the interviews, observations were also made on the use of bicycle storage facilities during the summer. The target group of the observations were people who used bicycle storage facilities on Narinkkatori Square. Interviewers watched how the storage racks were being used and recorded their observations and took photos.





3. RESULTS OF THE USER SURVEY

6.1 Interview

6.1.1 Target group

6.1.2 Rental

6.1.3 Storage racks

6.1.4 Bicycle Centre

6.1.5 Toolbox

6.1.6 Criticism

6.1 Interview

6.1.1 Target group

Conducted near the bicycle centre, the interview targeted residents of an active age who travelled on bicycles in Helsinki metropolitan area. The interviewees were aged approximately between 16 and 40. A smaller sample group was studied from an older age demographic. The results obtained with the questionnaire could not be utilised as such, as the earlier questionnaire falsified the age distribution. The interviewees were mostly local residents of Finnish nationality. Since the people interviewed were mostly residents of Helsinki, the study did not produce meaningful information on bicycle renters.

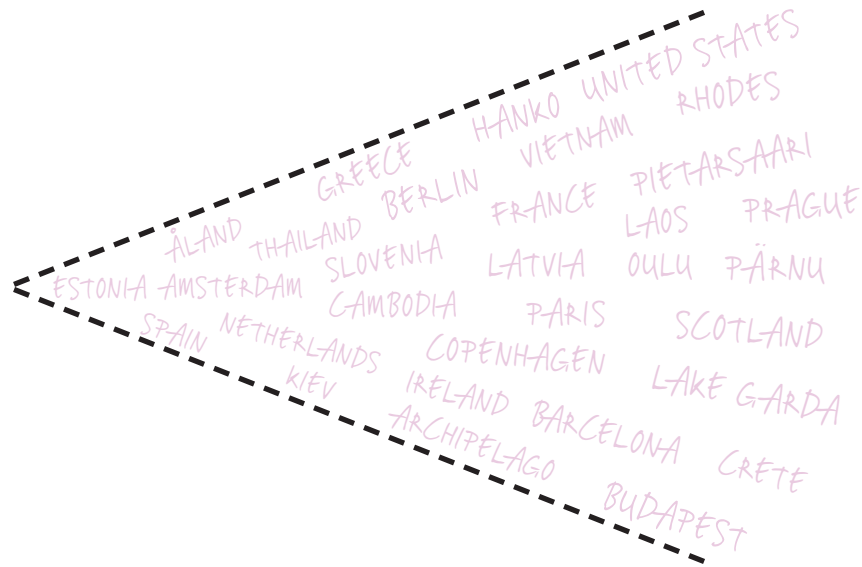
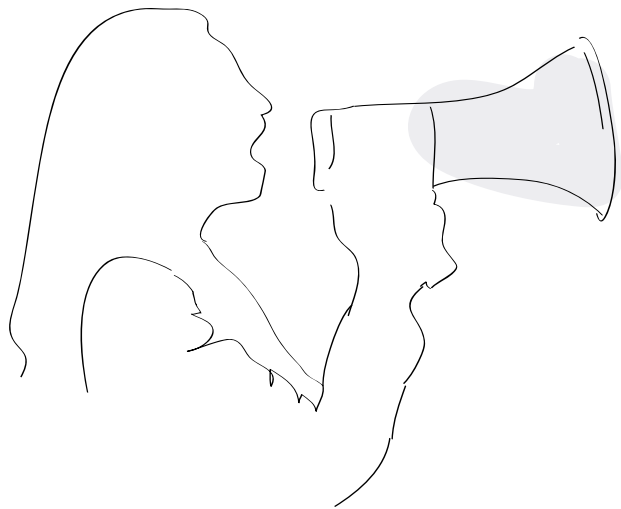
Among respondents from Helsinki, almost none had used the centre's rental services. However, almost all interviewees had arrived at the location on a bicycle or intended to leave their bicycle in a rack in front of the Kamppi Centre. This way it was ensured that the right target group was questioned. Based on the interviews, the majority of respondents cycled on a daily or weekly basis during the summer. There were also winter cyclists among the respondents, but considerably less than those who cycled during the other seasons.



6.1.2 Rental

To gain background information, we asked respondents about bicycle rental. Slightly less than half had previously rented a bicycle either in Finland or abroad. The majority of rental customers at the Bicycle Centre were foreign tourists or travellers from outside Helsinki. Almost 48% of respondents felt that the availability of bicycle rental services was very important and slightly over 37% felt that bicycle rental services were important. Almost six respondents out of ten preferred bicycle rental with service, whereas four out of ten would opt for self-service rental. Those preferring rental with service often emphasised the importance of affordability in the service.

A service offered by the City of Helsinki was considered affordable, whereas a service provided by a private company was often seen as commercial and more expensive. It was the common opinion from respondents that rental service with assistance was advantageous in comparison to self service rental. Rental with service would involve fewer risks than self-service, and it was also seen as more convenient, comprehensive and reliable. The disclosure of personal information in rental with service was considered unpleasant. Those who preferred self-service emphasised the convenience, speed and ease of the service. Self-service was also seen to be more affordable.



6.1.3 Storage racks

In the questionnaire, we asked respondents for their opinions on the number and condition of bicycle racks, as well as the racks' equipment. Slightly under 7% of respondents were very happy and about 24% were pleased with the current situation. 32% of respondents did not consider the situation with the bicycle racks to be good or bad. 29% of respondents were dissatisfied with the current number of bicycle racks, and about 8% were very dissatisfied. As the interviewing process went on, it became evident that not everybody considered bicycle racks to be important. Some respondents stated that they would rather lock their bicycles to a fence, a post or some other suitable place than to a bicycle rack.

Bicycle racks are often considered unsafe if the frame of the bicycle cannot be locked to them. The lack of room in and around the racks, the poor condition of the racks and abandoned bicycles were seen as negative aspects. The different models of the racks split opinions. Some considered it good that there were several models from which to choose the preferred one, while others felt it a drawback that the racks did not have a consistent appearance and operating principle. The lack of safety and surveillance at the racks was also considered a problem. A well-functioning rack is of no use if bicycles are susceptible to vandalism.

"Put pumps at the racks"

"Cannot lock the frame to the rack"

"A bike locker is safer for longer storage periods, but an area with surveillance will suffice for short-term storage"

"Often it's too full. There are too few racks"

"Hard to use - keep it simple"

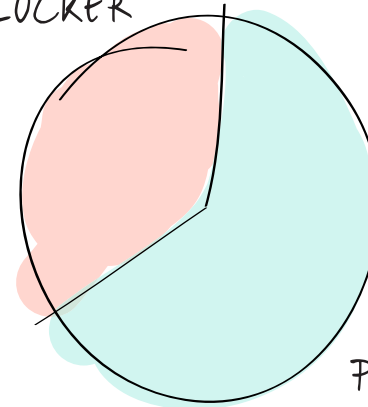
"The new ones are better, the old ones are bad; developing in the right direction"

More than half of the respondents had experienced that their bicycles had been vandalised. Vandalism experienced by respondents included stealing of the bicycle, puncturing of bicycle tyres, stealing of the saddle, tyres punctured by pins on the road and stealing of accessories. During the interviews, it was also asked whether respondents would prefer to store their bicycles in a storage area with camera surveillance or a lockable bicycle locker. Almost 70% of cyclists preferred a storage area to a bicycle locker.

We also inquired how much respondents would be willing to pay for bicycle storage. About half of the respondents would prefer to pay nothing, while approximately half were willing to pay 1–2 euros or more. Responses indicated that the fee would depend on such factors as the location of the storage area; respondents were more willing to pay for storage in unsafe areas. Storage with a fee was also considered acceptable at night time. Several respondents stated that a monthly fee could be included in the price of a travel card or should be equal to the price of a tram or bus ticket at the most.

Those preferring a storage area indicated the ease, straightforwardness and convenience of parking the bicycle as the reasons for their choice. A storage area was also thought to be more affordable, or even free of charge. It was also considered more suitable for short-term parking/storage. The bicycle locker was praised for its safety, whereas the storage area was preferred for its ease. The storage location had a significant influence on the need for a storage solution.

BICYCLE LOCKER



PARKING AREA

6.1.4 Bicycle Centre

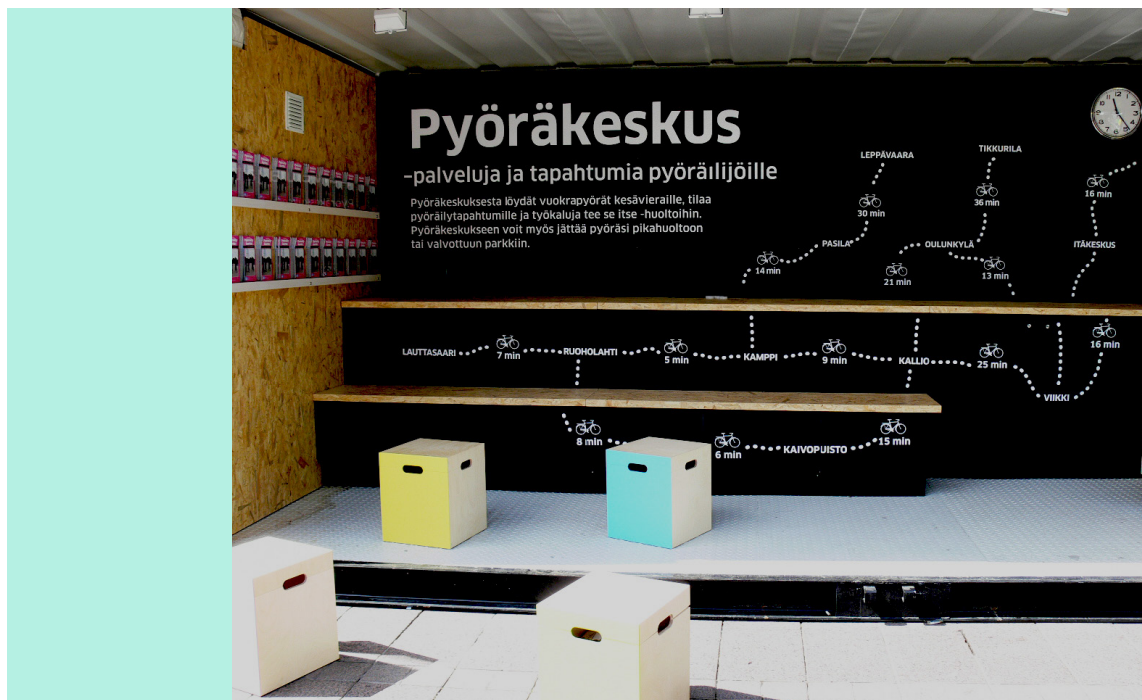
More than half of the interviewees first came across the Bicycle Centre when they walked or cycled past it. About a quarter of them had read about it either on the Internet or in the Helsingin Sanomat newspaper. Only in rare cases was the Bicycle Centre identified as a service provided by the City of Helsinki. About nine out of ten respondents held the opinion, that the Bicycle Centre's appearance, did not indicate that it was a service provided by the City of Helsinki. A large number of respondents noted the lack of the City of Helsinki seal. The respondents thought that the Bicycle Centre was commercial and expensive, as they only saw the Greenbike logo. A minority of respondents, however, connected the centre's colour scheme and WDC pennants with the City of Helsinki. The majority of the interviewees considered it necessary that the city be better represented, as it would communicate affordability, easy access and reliability.

Based on the interviews, if the City of Helsinki had a higher profile as the provider of the Bicycle Centre's services, it would generate good publicity for the city and its policy on the development of cycling. There was a fairly large distribution in the proposals for the location of the Bicycle Centre. This was attributed to the place of residence and work of each interviewee. Respondents felt that the greatest need for the Bicycle Centre was in central meeting locations, near major pedestrian traffic, and at other traffic junctions. The three clearly most popular locations for the Bicycle Centre were the Railway Station Square, Helsinki Market Square and Kamppi. The next most popular locations were Töölönlahti, Hakaniementori and the eastern part of the inner city, Pasila Railway Station, Itäkeskus and the Kaivopuisto area.





"IT'S WONDERFUL
THAT CYCLING
OPPORTUNITIES
ARE BEING
IMPROVED
IN HELSINKI"



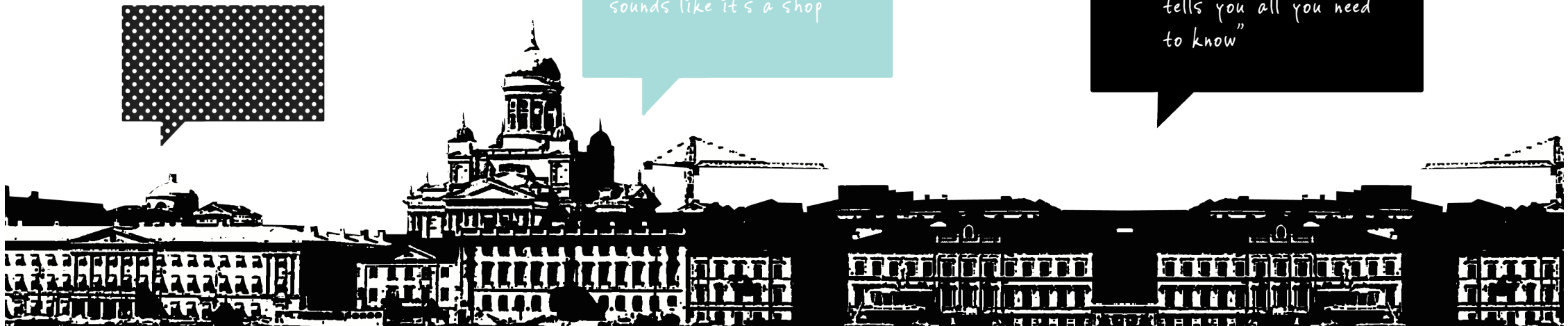
Almost seven out of ten respondents considered the Bicycle Centre's appearance very pleasant or pleasant. The centre's general appearance was seen as mostly urban and modern, and its large window areas and spaciousness were appreciated. The use of freight containers as the centre's building blocks, however, split opinions. Some respondents felt that the containers blended well with the city milieu, as they had an urban look, while others criticised the containers' black colour and bunker-like and unfinished appearance. The placement of the containers in relation to one another was seen as slightly confusing, and the Bicycle Centre was often thought to be closed.

The graphic appearance was seen as fresh, high-quality and reliable. Some had the opinion that the name of the Bicycle Centre should have been more visible. More than seven respondents out of ten considered the Bicycle Centre's name to be very appropriate or appropriate. The fact that the name was in Finnish was lauded and it was felt that it communicated all the necessary information. The translation of the name into English was also considered important for tourists. The name received criticism for it being misleading and boring, and it was thought to refer to a commercial store.

"Include the name
in English, too"

"The name 'Bicycle Centre'
sounds like it's a shop"

"'Bicycle Centre' is a
good name because it
tells you all you need
to know"

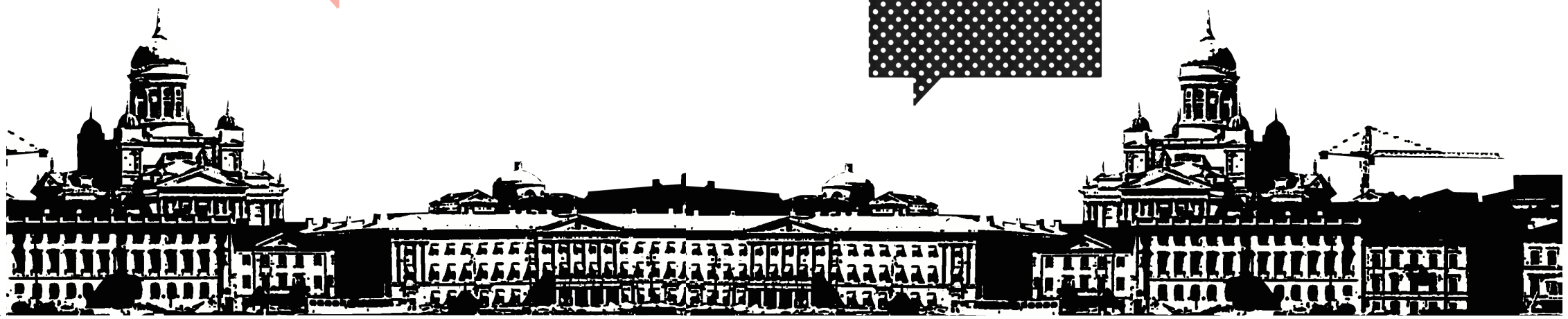
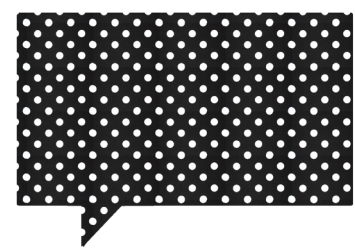




"The Finnish name is good"

"The name is boring"

"The name is slightly misleading"

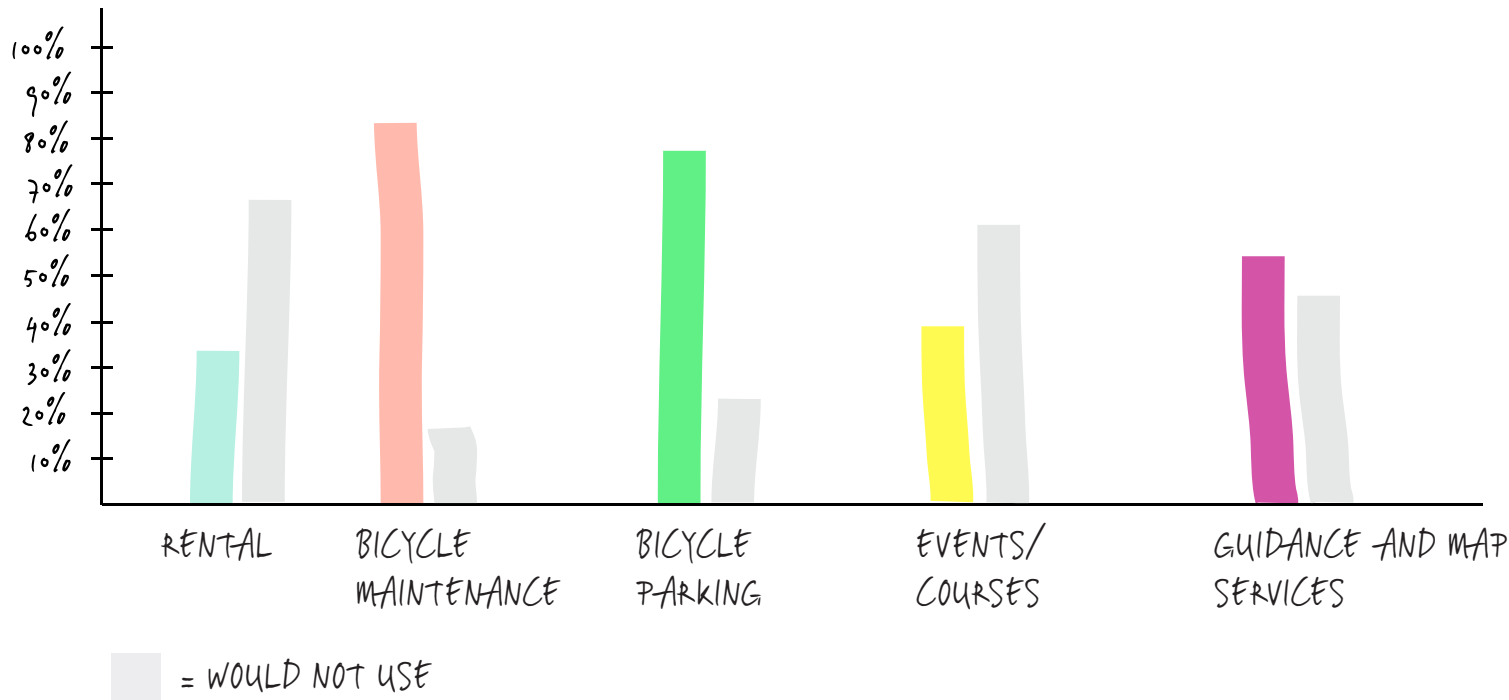


WHICH OF THE SERVICES ENVISAGED FOR THE BICYCLE CENTRE WOULD YOU USE?

The survey asked respondents to name the services envisaged for the bicycle centre. The most popular ones were bicycle maintenance and parking services. The next most popular were guidance and map services, which more than half of the respondents would use. About a third of the respondents expected that they would also use the rental services and participate in events, product presentations and courses. It should be noted that the respondents who chose the rental services included only few travellers from elsewhere in Finland or abroad.

Other suggestions for services:

- Rental of accessories (e.g. trailers)
- Sale of spare parts
- Charging point for electric bicycles
- Advocacy group activities for cyclists
- Water tap/drinking fountain/dressing room and shower
- Information campaigns on traffic rules
- The opportunity to test ride various bicycle models
- Professional guidance on cycling
- Guided bicycle trips
- Café services



6.1.5 Toolbox

Bicycle Centre 1.0 offered the opportunity for cyclists to service their own bicycles. The service included a small borrowable toolbox that contained a comprehensive set of tools for bicycle maintenance. The toolbox also contained information on the purpose of each tool. Half of the respondents preferred to service their bicycles themselves if they received the tools and guidance. More than a third of the respondents felt they did not need guidance and preferred to service their bicycles personally with the tools available.

During the study, the Bicycle Centre received customers with bicycles that needed minor adjustments and maintenance who nevertheless did not know how to use the toolbox on offer. They were not offered any guidance, either. Interviewees felt that the opportunity for independent bicycle servicing was necessary and had plenty of interest in improving their servicing skills. The interviewees also expressed their wish that a tap and a sink be installed at the Bicycle Centre for washing their hands after maintenance.

1. SERVICING YOUR OWN BICYCLE UNDER GUIDANCE (50.4%)

- Sunday cyclists, commuter cyclists, trend cyclists.
- wish to keep their bicycles in good condition but do not possess the skills, are willing to learn
- most likely service their bicycles at a shop against a fee or ask for help from competent acquaintances
- did not recognise the tools in the toolbox

2. SERVICING YOUR OWN BICYCLE INDEPENDENTLY (36.8%)

- cycling enthusiasts and lifestyle cyclists
- keep their bicycles in excellent condition and possess profound knowledge of their bicycles and their servicing in general
- recognised all the tools in the toolbox

3. NO SELF-SERVICE (12.8%)

- This group included cyclists from all profiles.
- Some service their bicycles personally elsewhere, some prefer to have their bicycles serviced at a shop against a fee because they are not interested or are too busy.

6.1.6 Development of the services - Current and future situation

Based on observations, the services selected for the first stage of the Bicycle Centre achieved variable degrees of success. A relatively small number of the city's residents who visited the Bicycle Centre used the centre's services, even though plenty of citizens interested in the centre's operations came to the area. Greenbike, which was responsible for the bicycle rental service, carried out its operations and provided its service impeccably at the centre. Those interested in the rental services, however, were mostly tourists visiting Helsinki. Among the city's residents, rental services were often considered expensive and commercial, even though most respondents felt that it was important that rental services are available. There were clear differences in needs and desires among these customer groups.

The interviewees often mentioned their wish for city bikes. This form of rental seemed to appeal particularly to those permanently living in Helsinki. The availability of bicycle accessory rental was also emphasised. Almost all interviewees owned a bicycle, and therefore felt that there was demand for the renting of accessories needed occasionally, such as trailers. These aspects should be considered when planning future services, as travellers have very different needs from locals in terms of bicycle and accessory rentals.

The Bicycle Centre also offered customers the chance to independently service their bicycles using tools borrowed from the centre. In practice, borrowing the toolbox was made relatively difficult for customers. The toolboxes were located inside the events container and customers could borrow a toolbox from an employee. Irregular opening hours were problematic. When the events container was closed, customers had to ask the employee of the rental company to open the container's doors. This decreased customers' willingness to borrow a toolbox. The bicycle maintenance point should exist as a clearly separated area, because on the busiest days, room for maintenance was insufficient or it was difficult to find. Customers whose bicycles needed very minor maintenance often assumed they would receive help at the Bicycle Centre. Those customers, however, had to be instructed by the Bicycle Centre to turn to Kampin Suutari (shoe repair shop) or other maintenance providers that charge a fee and often have long queuing times. Many customers would have been willing to carry out maintenance themselves if there had been a person present who would introduce them to the tools and offer help when necessary. This kind of service was offered by the Bicycle Centre at bicycle maintenance evenings, where participants had the opportunity to personally maintain their bicycles under the guidance of a professional. These evenings, however, were only held at specific hours on certain days in August and September.



During June, various kinds of bicycle racks were installed in the immediate vicinity of the Bicycle Centre. The racks were in frequent use throughout the summer. Some of the racks were in an area with surveillance cameras, but the sign indicating this often went unnoticed by cyclists. Interviews indicated that cyclists mostly wished bicycle parking to be convenient and quick to use.

The most important criteria for the racks were security, quality, and location. The guidance and map service consisted of cycling maps that were distributed at the Bicycle Centre. These were very popular among cyclists. As the study progressed, interviewees indicated they wished that city cyclists would be provided with traffic education, as knowledge of traffic rules was felt to increase cycling safety. Guided cycling trips were also mentioned in some interviews. During the past summer, customers of the Bicycle Centre took part in the HePo street cycling event. It was organised by the Helsinki Cyclists association, in which the city's residents had the chance to familiarise themselves with cycling on streets with cars in theory and in practice. During the summer and early autumn, the Bicycle Centre also organised various events.

In August and September, the centre held bicycle maintenance evenings, where cyclists were given advice and tools for servicing their bicycles independently. These events were praised by the participants. The events were publicised with an audio commercial broadcast inside the Kamppi Centre, a poster in front of the Bicycle Centre and through social media. The New Clothes for Your Bike workshop was held as part of the Helsinki Design Week event. This free workshop offered tips and material for giving bicycles a new look. The Bicycle Centre was also the starting point of the Critical Cycling Trip event on several occasions. The positive feedback received on the bicycle maintenance evenings speaks in favour of continuing these kind of activities and developing other similar services. One significant issue is the role of publicity. The city's residents should be made more aware of the services and events available. The threshold for participation in events should be kept as low as possible. Encouraging people should be studied and developed in the future. It is recommended that the range of services and usability be closely examined in the planning stage for Bicycle Centre 2.0.



6.1.7 Criticism

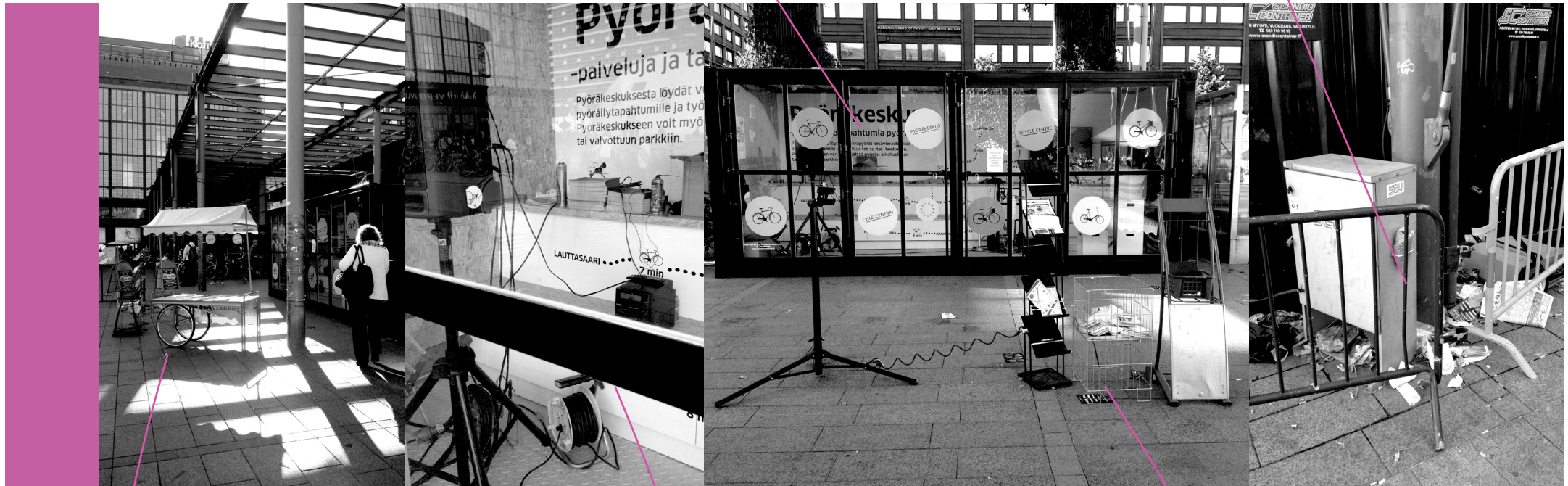
The Bicycle Centre was quite unfamiliar to the city's residents, and it was not clearly recognisable even to those who came to the location. The role of the City of Helsinki should have been more prominent, as this would certainly have given the project a more positive image. As a concept, the Bicycle Centre still seemed very inconsistent and illogical. The Bicycle Centre appeared to be an operation managed by Greenbike, and the adjacent event container was open irregularly, which led people to believe the centre was often closed. The opening hours indicated were not correct. Activity at the container was limited to relatively occasional events, publicity for which could have been more diverse.

In its external appearance, the location often seemed to be confusing, with the stands of different operators placed in front of the containers. The challenge is to create a credible concept that functions as a living room for the city's residents, offering well-functioning services that have a competitive price compared to other service offered by the city. Greenbike's rental services were considered rather expensive, and respondents often thought the Bicycle Centre was a commercial operation. It is interesting to reflect on whether the respondents' attitudes towards the Bicycle Centre had been different if it had been clearly indicated that the centre was a service offered by the City of Helsinki.

What kind of image does this give?

Container closed during daytime

Who's going to clear the rubbish?



Equipment not consistent with the concept and not included in the original design

Goods that don't belong there and messy interior

What are these? And who's in charge of them?





7. OBSERVATIONS ON BICYCLE RACKS

7.1 Presentation of the bicycle rack models

7.2 Observation

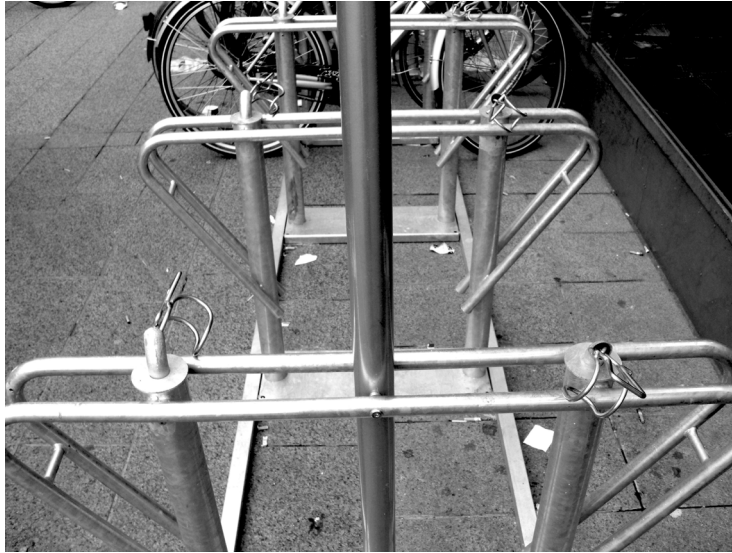
7.3 Conclusions and analysis of observations



7. Observations on bicycle racks

7.1 Presentation of the bicycle rack models

MODEL NO. 1



Ovella Systems Oy, PyöräNoja PN-2

In this model, the bicycle is placed next to the rack and can be supported against the rack with a chain hook that the user pulls out of the rack. With this rack, the bicycle is protected against falling over and takes up less room when using the kickstand. The bicycle can be locked at the frame or at the wheel or by only using the rear wheel lock. The racks feature illustrated instructions on how to use them. The model is suitable for two bicycles at a time.

Use of the different bicycle racks situated near the Bicycle Centre was monitored by way of observation. More particular observations were made on two days, 24 July and 31 July. The bicycle park monitored by the shoe repair shop featured two different rack models:

MODEL NO. 2



WSP Finland Oy

In this model, the bicycle is parked next to the rack, after which it is locked to the rack at the frame. If the cyclist does not have a lock for this purpose, the rack does not provide support for the bicycle or keep the bicycle from falling over. The rack construction is simple, and the lock can either be placed around the entire rack or passed between the sides of the rack. The bicycle can also be placed leaning against the rack.



MODEL NO. 3



Alushel Oy, Tubular

Tubular is a bicycle rack made of bent steel tube, to which the frame of a bicycle can be locked. One module consists of a total of five rack components, and the model is free-standing. In terms of quantity, this rack model outnumbered all others. The model in question is built of arches that support the bicycle. The bicycle can be locked to the arches from its frame. The bicycle wheel is placed into the smaller fork that features two arches, and the bicycle can be locked to the larger arch against which the frame leans. The rack works as intended when approached from the right side. These racks had the most visible location from the point of view of approaching cyclists. The line of racks extended very near the entrance to the Kamppi Centre, and most of the bicycles were parked at this end of the racks.

MODEL NO. 4



Ovella Systems Oy, a model applied from Junior V3

The bicycle rack has a frame structure with a half-circle shape and six retaining hooks of the type "Junior V3". The bicycle's front wheel is placed inside the hook where it rests in a slightly upward position, so that the wheel and the bicycle remain straight and upright. The bicycle's front wheel can be locked to the rack. One rack of this type was placed in front of the glass cubes next to the Bicycle Centre. No usage results were obtained from this rack at the time of observation. All that could be analysed were the parked bicycles and their placement. It was concluded that users were not inclined to use the retaining hook either due to difficulty of use or some other reason. The turnover of bicycles was also small, and during the observation, no bicycles were brought to the rack or taken out of it. The rack's location was somewhat out of the way, far from the entrance to the Kamppi Centre. The rack has room for 6 bicycles.

7.2 Observations and usage experiences

"How do these things work?"



MODEL NO. 1

No. of racks: 25; room for 50 bicycles (22 with black hook, 3 with red hook).

On 24 July, there were 22 bicycles parked on the rack, and the chain hook had been used on 15 of them. One user had locked the bicycle to the rack with a chain and a padlock.

On 31 July, there were 14 bicycles parked on the rack, and the chain lock had been used on 12 of them.

- When the use of the rack was observed, a female user was seen with bicycle bags attached to the back of the bicycle and a basket at the front. It was difficult for her to position the bicycle next to the rack without the basket and bags getting in the way. The basket had a lot of goods in it, and its weight made the bicycle tip to the side, as she was trying to lock the bicycle. Eventually, she did not park her bicycle.

- A female user was seen to effortlessly lock her bicycle to the rack at the frame, but she did not use the chain hook.

- A female user parked her bicycle with her school-aged child. The child also had a bicycle. They examined the chain hook for a minute and first placed the child's bicycle and then the woman's bicycle to the rack. They used the chain hook on both bicycles and locked the rear wheels. Their use of the rack appeared rather smooth.

- Three male users parked their bicycles in the racks. One of them said to the others: "How do these things work?" After brief examination, they all locked their bicycles to the rack, using frame locks. Two of them also used the chain hook.

- A male user parked his bicycle between the racks and locked the rear wheel with a wheel lock. He neither attached the bicycle to the rack nor used the chain hook.



"There's plenty of space."



MODEL NO. 2

No. of racks: 8; room for 16 bicycles.

This model is used with a frame lock. Those users who have a flexible or wire-type lock place it around the entire arch, whereas those with a rigid U-lock pass it through the rack.

- A female user parked her bicycle effortlessly. She had a basket that did not seem to be in the way, as there was enough space for it in front of the rack. The female user locked her bicycle to the rack with a frame lock.
- A male user used the rack effortlessly, locking his bicycle from the frame.
- A female user parked her bicycle next to the rack and locked the rear wheel. She did not lock her bicycle's frame to the rack.
- A male user locked his bicycle to the rack effortlessly, using a frame lock.
- A female user locked her bicycle effortlessly with a rear wheel lock and with a chain to the rack.
- A female user parked her bicycle and effortlessly locked it to the rack using a wire-type lock. She placed the wire around the rack. She did not use the rear wheel lock, even though her bicycle had one.
- On 31 July, there were only 3 users between 10.00 am and 12.30 pm.

There were no user experiences of situations in which users would have to operate between the racks while surrounded by two bicycles. This situation was simulated, and the space was found to be sufficient. See the photo.

"Bicycles falling over"



MODEL NO. 3

No. of racks 12; room for 60 bicycles

Use of the rack was affected by the number of parked bicycles. As the rack started to fill up and fewer free spots were available, the rack was used more carelessly, and in many cases bicycles were parked next to the rack. The arches were not used if it proved difficult to stand between the bicycles.

- A female user parked her bicycle in the rack and locked up the rear wheel. The front wheel was in the fork. The bicycle fell over and hit the bicycle next to it. She did not lift the bicycles back up.

- A female user approached the rack from the side of the square and tried to force the front wheel into a twisted fork. She could not push the wheel in, and once instructed, she changed sides and was able to get the front wheel into the fork this way, because it is usually the top part of the fork that is bent. She locked her bicycle to the arch of the rack, using a wire around the frame.

- A female user and her two children parked their bicycles in the rack. One child travelled on a seat on the mother's bicycle, and the other child had a bicycle. The woman pushed her bicycle backwards into the outermost fork of the rack and then placed her child's bicycle next to the rack. She locked the bicycles together with a wire.

- A female user locked her bicycle's frame to the twin arch. The bicycle fell over and hit the bicycle next to it. The female user lifted up her own bicycle, but did not lift up the other bicycle, which was left in an inclined position.

- A male user was looking for an appropriate space for his bicycle. He pushed his bicycle into the twin arch in a tight space and locked the bicycle's frame to the large arch.



- A female user parked her bicycle in front of the rack, leaving her bicycle in front of other bicycles. She locked the rear wheel.

- A male user locked his bicycle with a chain, after parking it into the twin arch. He locked the frame of his bicycle to the big arch.

- A female user walked to and fro with her bicycle, looking for an empty spot in the racks. She pushed her bicycle into a tight space and locked the rear wheel.

- A female user parked her bicycle, rear wheel first, and attached it to the arches with a frame lock.

- A female user parked her bicycle between the arches (without using the twin arch) and left her bicycle leaning on the kickstand. She locked the rear wheel and attached the bicycle to the big arch with a frame lock.

- A female user parked her bicycle next to the rack and locked the rear wheel. She attached it to the twin arch with a frame lock.

- A male user lifted his bicycle up and turned it around, placing the rear wheel next to the stand. He attached the bicycle's frame to the twin arch with a chain lock.

- A female parked her bicycle between other bicycles, but did not place it in the rack. She thought for a while and looked around, and then took her bicycle to the other side of the rack. She placed the rear wheel into the twin arch and locked the bicycle with its own lock. In addition, she attached her bicycle with a wire-lock to the rack from both the frame and the wheel.

- A male user parked his bicycle next to the rack. He locked the bicycle at the rear and placed a frame lock on the rear wheel, but did not attach the bicycle to the rack.



7.3 Conclusions and analysis of observations

"The rack with the most bicycles on it"



Thanks to its most visible location, model no. 3 was used the most. This was most probably attributable to the fact that these racks outnumbered the others and were placed in the most visible location. Many cyclists may have already decided to use this model before even seeing any of the other racks.

In the afternoon, the rack was quite full of bicycles, and at that time the bicycles were parked more carelessly. It was also observed that the bicycles were parked in more orderly fashion when the racks were not lined up right next to one another but had some space between them. We noticed that clear spacing between the racks promoted careful parking. Conversely, if there is a long line of bicycle racks with bicycles parked in disorder, more and more cyclists will park their bicycles carelessly.

Model no. 3 was used in many different ways. For some of the users, it only served as a rack. The bicycle was not always locked to the rack from the frame. In this case, it was only the front wheel leaning against the rack that kept the bicycle upright, and if it was hit by another bicycle or by a person with a bicycle, it was prone to fall over. Bicycles were also parked next to the rack, without utilising the arches at all. Moreover, in many cases it was obviously unclear to cyclists how to place their bicycle in the rack. If they came from the direction of the square with their bicycles, they were unable to utilise the racks as intended. In such a case, the large arch of the rack was on the other side and could not be utilised if the bicycle was placed directly into the twin arch.



"The rack is bent out of shape"



The structure of model no. 3 was found to be rather weak. After only a few weeks of use, the base of the rack was bent, causing deformations in the rack. An attempt was made to bend the racks by hand, and it was found to be possible to bend the arches by hand. This opens us possibilities for vandalism and shows that the rack is easy to bend, for example, by stepping on it.

In some of the racks, the arches had been bent against one another, making them too tight for a bicycle wheel. In some cases, the arches had been bent away from one another so that they provided inadequate support for bicycles. Bent arches were often left unused, and bicycles were parked next to the rack instead. This resulted in the bicycles taking up too much space.

A defective rack resulted in improper use, and the parking of bicycles began to take up too much space. Furthermore, parking the bicycles in random spaces posed a risk of causing damage to other bicycles.



*"Popular among
active cyclists"*



Model no. 2 was the most simple to use, and it was clearly used most frequently with valuable bicycles. The users often appeared to be cycling enthusiasts. Male users in particular favoured this model. They parked their bicycles with a frame lock, because the rack alone did not serve as support in place of the kickstand, for example.

These racks were few in number, and a bicycle locker situated in the area blocked them from view for those approaching the bicycle parking area. This may have also had an effect on the less frequent use of the model and on the fact that it was more randomly observed in the first place. The racks were placed and used so that the bicycles were at a suitable distance from one another. Users were assured that other bicycles would not fall over on theirs. The racks showed no visible signs of damage or bending.

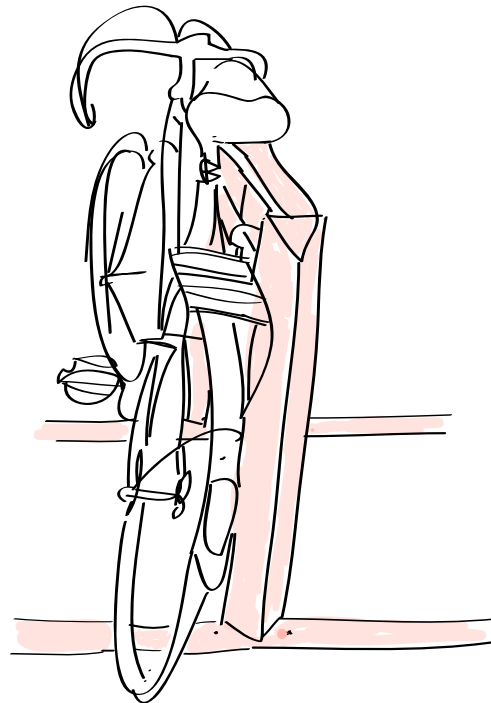
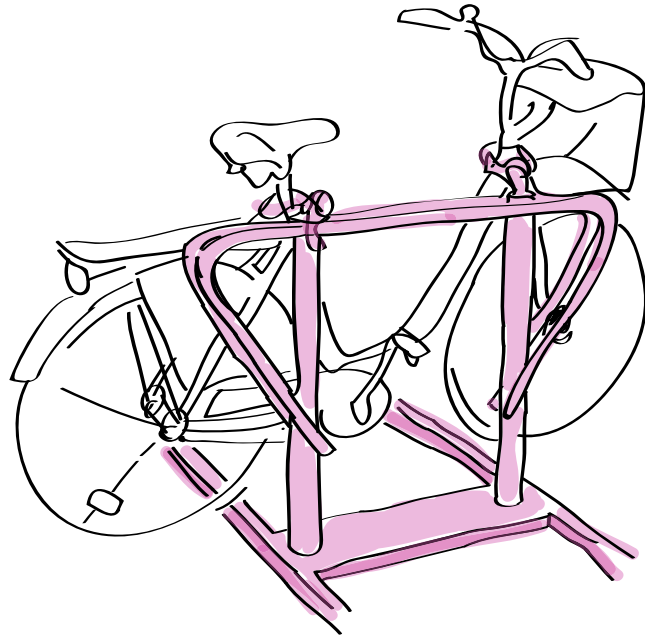
The minimalist design added an element of style to the area, and the racks had been left with enough space between them to allow passage.



Model no. 1 was used more frequently than model no. 2. It was used extensively by female users, too. The chain hook was usually used, and the bicycles remained in fairly good order. These racks were also in the most sheltered spot of all models, being located right in front of a shoe repair shop's windows. Users often had to examine the model and think about how to use it, so its use was not clear to all. The racks featured instructions on how to use the locking mechanism, but this was written in a very small text and the attached illustrations were small. This made the instructions difficult to read. Users were not observed reading the instruction but determining how to use the rack by trial and error.

In some of the racks, the chain hooks were red, and in others, they had the same metallic colour as the rest of the rack. It was observed that those racks with the red hooks were almost always occupied. This may have also been affected by these racks' location under a large parasol.

A clear advantage of this model was that it supported the bicycles and kept them upright, even when users did not have a frame lock with them but only used a rear wheel lock. Additionally, the chain hook was utilised so that it was possible to lock the bicycle's frame with chain and padlock.

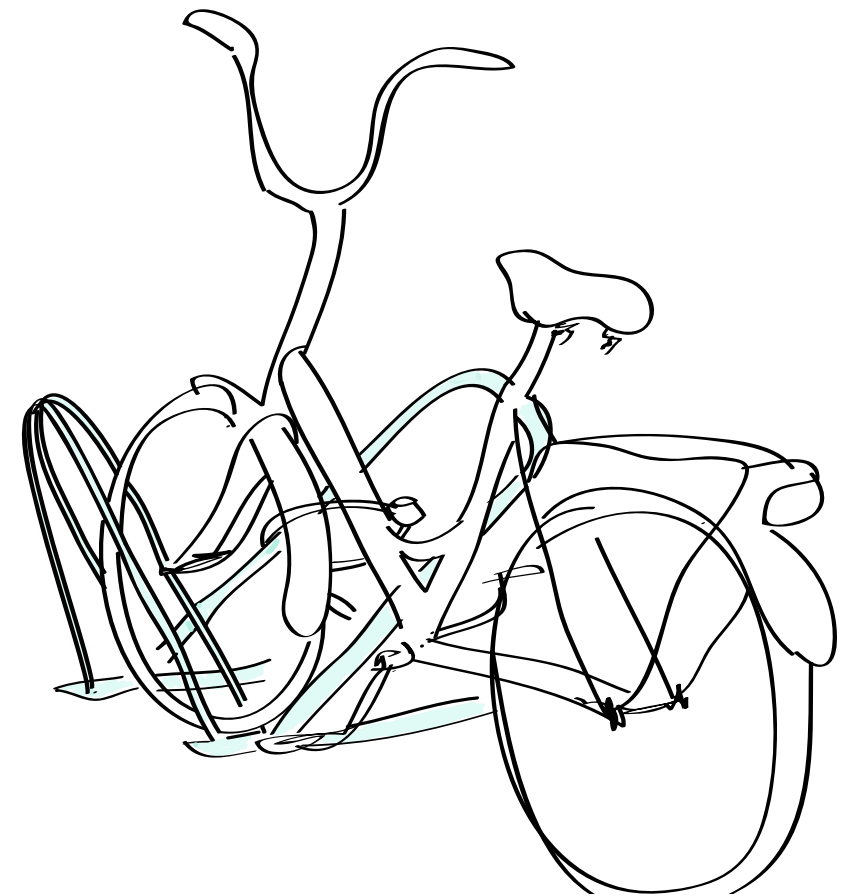


Of the model nos. 1–3, models 1 and 2 can be recommended for further use. Model no. 3 was experienced as impractical on a large scale. It is not durable, and bicycles are not parked in a sufficiently neat and orderly manner in it. The rack supporting the bicycle at the front wheel causes bicycles to fall over, damaging adjacent bicycles. Locking the frame is not obvious with it, and is more labourious than with models 1 and 2.

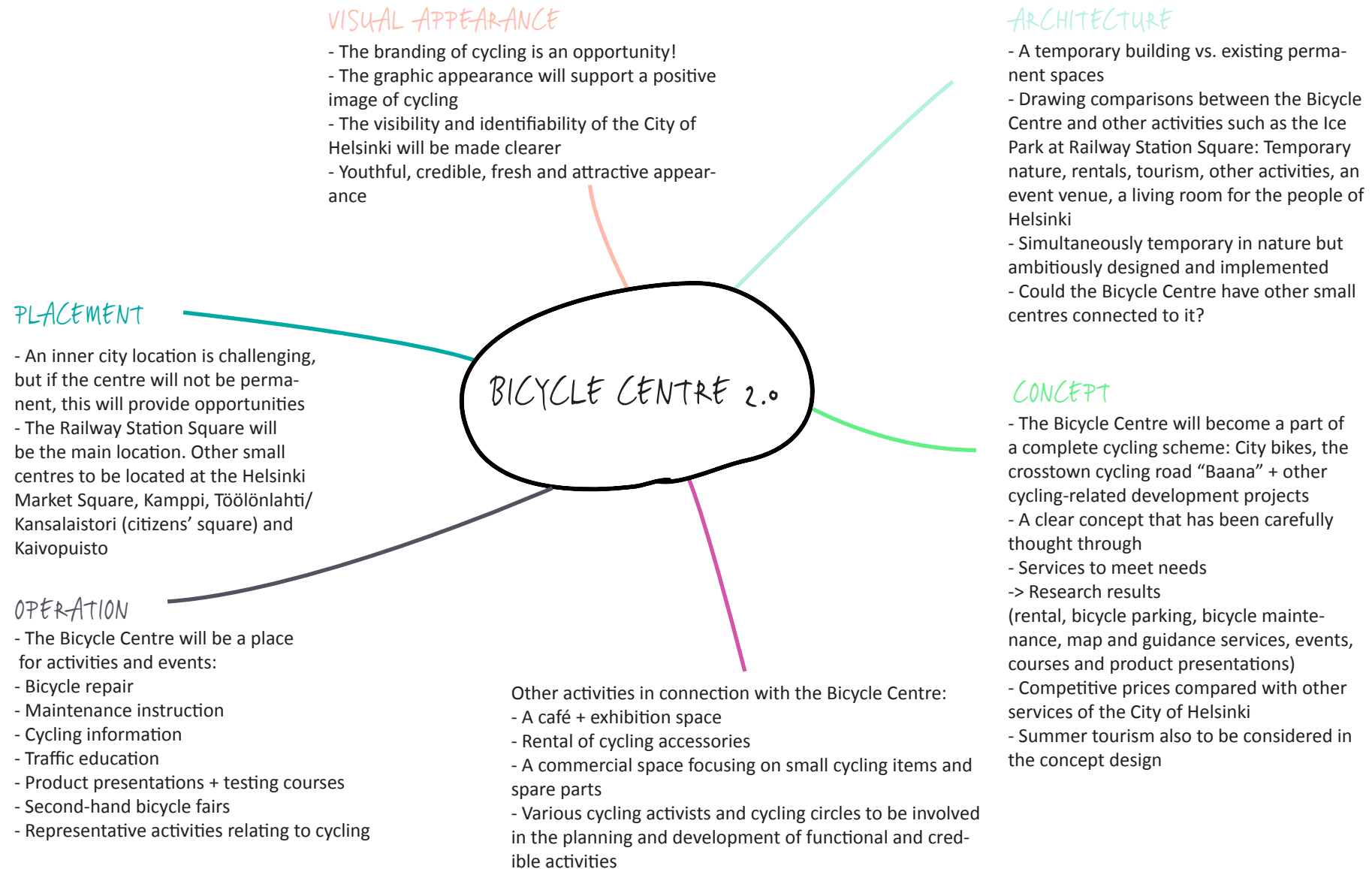
Model no. 2 was found the most elegant, the clearest to use and the most attractive, owing to the quickness of its use. It appealed to those cyclists who had a valuable bicycle. It was both sturdy and secure. The rack had a separate space reserved for each bicycle and each user. The rack served to encourage locking the bicycle from the frame, which is the most secure form of locking. However, this rack does not serve those who do not own a suitable lock for this purpose.

Model no. 1 is not as clear to use as model no. 2. The poorly visible instructions on this model may discourage some users who feel awkward for not being able to use the rack properly. But the rack does offer more versatile locking options. It can be used with a frame lock, a padlock or just the rear wheel lock, in which case the chain hook will prevent the bicycle from falling over.

Models no. 1 and 2 did not suffer damage or vandalism, but because of the chain hook, model no. 1 is more likely to be vandalised or suffer breakage in use than model no. 2.



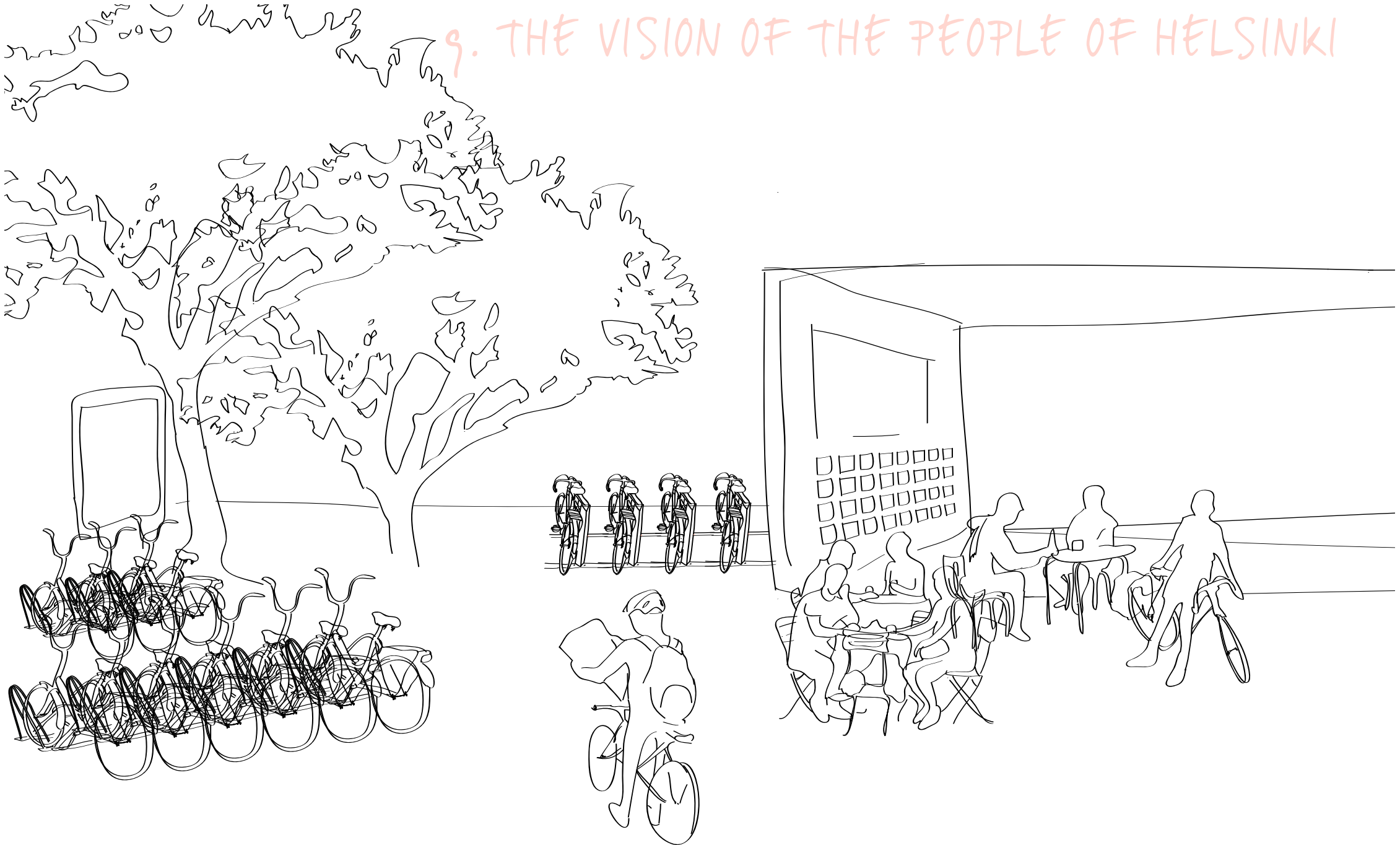
8. THE FUTURE; BICYCLE CENTRE 2.0

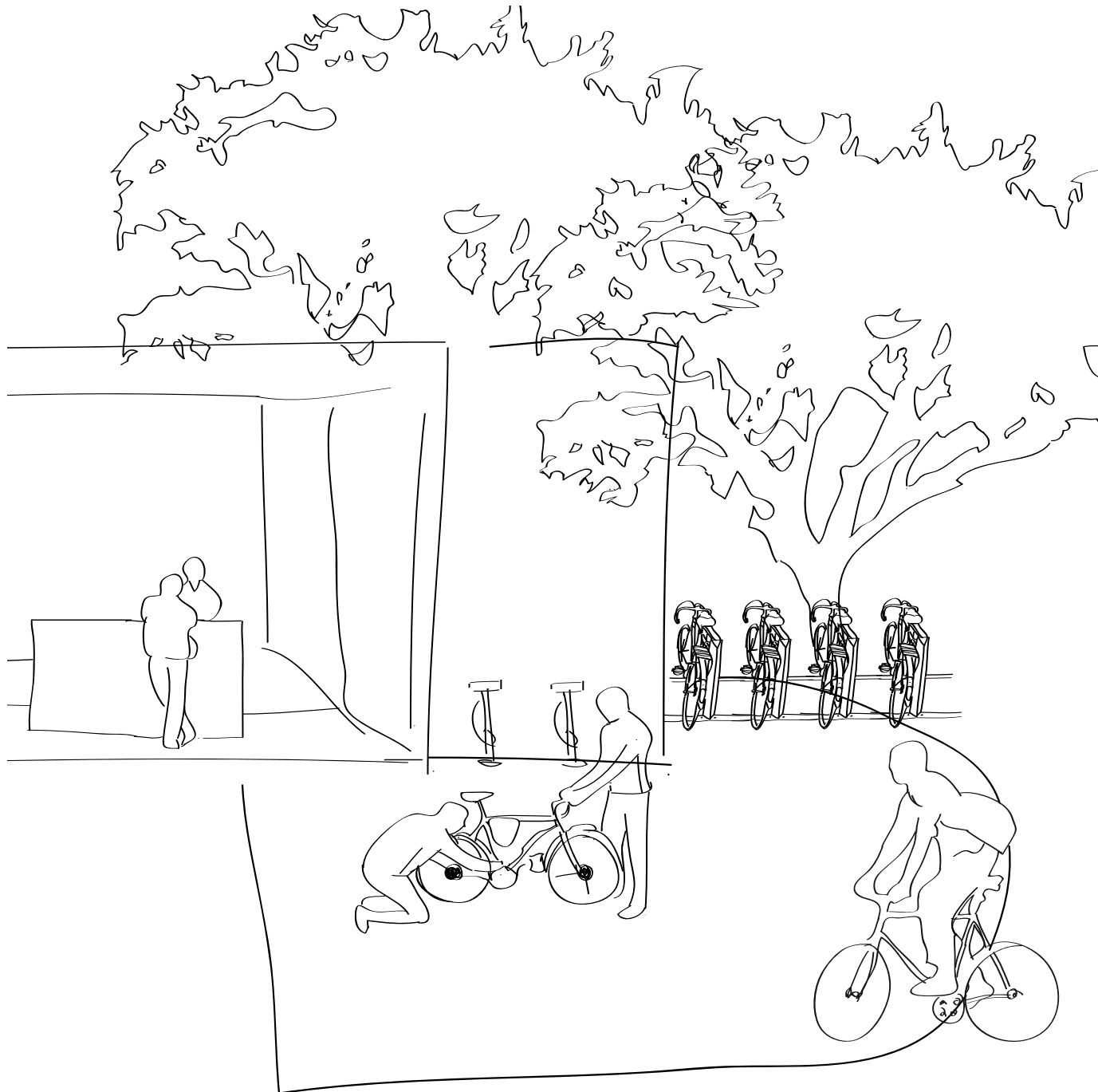


SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Cycling is on an upward trend • Helsinki is at the helm of development • Cycling services are being improved • Cycling has a positive image • There is a clear need for services • A good infrastructure • The crosstown cycling road "Baana" has been received well • Strong design competence • Interesting for travellers 	<ul style="list-style-type: none"> • Finding the right location • Suitable collaboration partners • Resources and funding • Lack of partners • Economic situation • Negative attitudes • Bureaucracy and regulations • Timetable • Lack of appropriately designed services
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • A chance to improve the city's image • Successful branding will promote cycling • "A living room for the people" • Can spread to other cities • Will strengthen the image of cycling • An attraction for travellers • WOW architecture • Will improve cycling services • Will promote city cycling • Winter cycling • Emergence of new players in the field • Promotes competition 	<ul style="list-style-type: none"> • Regressing economy • A negative image of city cycling • Inappropriately designed services • Poor location • Disagreement between different operators • Lack of partners • Entry of competitors to the market • Commercialisation • High price • Lack of services • Poor planning

9. THE VISION OF THE PEOPLE OF HELSINKI





The *Bicycle Centre for the people of Helsinki* is a centre located in downtown Helsinki, either a permanent one or only open in the summer season, where the services are provided by the City of Helsinki. The Bicycle Centre has a fresh appearance that fits in well with the cityscape and serves as a lively living room in the heart of the city.

The Bicycle Centre provides the city's residents with cycling-related services that can be used conveniently at affordable prices. The secure racks in the monitored bicycle parking area are in continuous use, and the lockable bicycle lockers are filled up with more valuable bicycles requiring longer storage. At night-time, people are willing to pay a small fee for the opportunity to leave their bicycles in the area for safe custody. At the beginning of summer, cyclists can come to the Bicycle Centre to obtain a copy of the cycling map of Helsinki and an event brochure.

When summer visitors come on holiday to Helsinki in August, they can rent bicycles at the Bicycle Centre to go on a cycling trip together. There will be a broad range of bicycles available, also catering to special needs.

A good number of people will bring their bicycles to the service area, because they can maintain their bicycles there, instructed by the Bicycle Centre's trained assistants. Bicycle chains will be oiled and tyres inflated, using tools on loan from the City of Helsinki. Once the bicycles have been serviced, users can compare the latest bicycle bag designs and have a cup of coffee. Varied theme nights and repair workshops will provide a colourful addition to the Bicycle Centre's operations.

10. FEEDBACK TO THE CITY OF HELSINKI

"A good service that I would certainly use."

"A great many thanks!"

"A wonderful project"

"The new bicycle racks are good"

"Thank you for paying attention to cyclists. Baana is a good thing."

"This is a positive thing. Helsinki lags behind other countries, and we need more development like this."





"Good luck and all the best with your experiences."

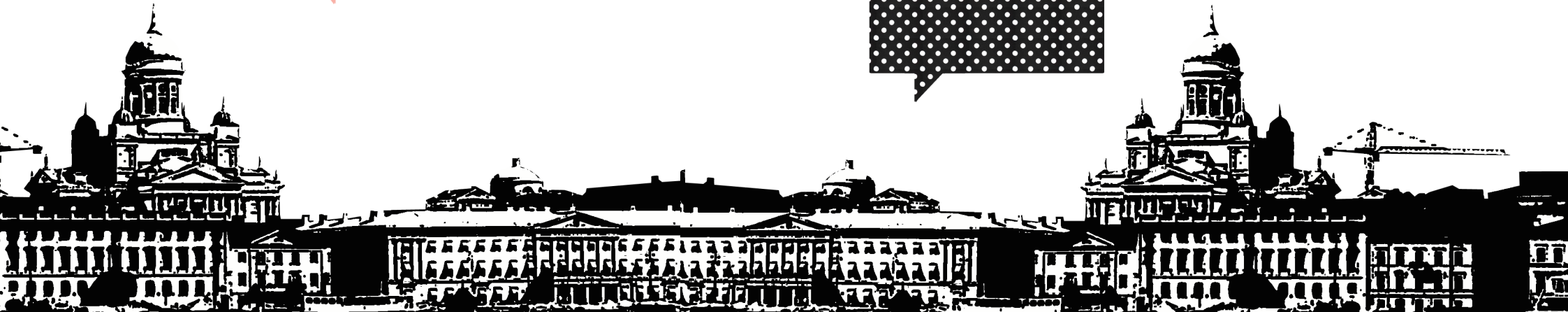


"More European, and cyclists are already respected more than before."

"A larger structure, architecturally interesting. Could be supplemented with pop-up containers."

"It's wonderful that cycling opportunities are improved in Helsinki."

"Baana is the best thing that has happened to cycling in Helsinki."

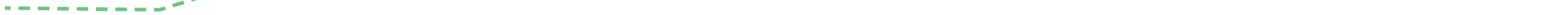


CLOSING WORDS

Bicycle Centre 1.0 was a summerlong project. The opening was a success beyond expectations, and it was encouraging to see how the centre was received. Although the summer was a rainy one and not all expectations were met, it can be said that the collection of valuable information through interviews was executed as hoped. The people of Helsinki greeted the survey with enthusiasm, and all respondents seemed to have their own viewpoint on cycling. Cycling is a topic that seems to concern everyone, regardless of age or background. None of the interviewees questioned the significance or relevance of the Bicycle Centre. The respondents related positively to it, and it was apparent from many comments that people have been waiting for cycling services to be established. The opening of the Baana crosstown cycling path and the increasingly lively public discussion about cycling anticipated the positive reception of the Bicycle Centre. During the summer it became apparent that there is a clear need for the development of a permanent bicycle centre. The residents of the Helsinki metropolitan area have shown considerable interest towards its presence

Bicycle Centre 1.0 was a magnificent leap for the development of cycling services. It must, however, be remembered that there is still room for improvement. The survey was carried out in order to give the people of Helsinki a voice. The respondents felt that this was extremely important, and considered it an exceptional approach. The future Bicycle Centre 2.0 must be designed in high quality, relying on the expertise of professionals in the field, without forgetting the wishes of the citizens. The Bicycle Centre user survey is the right step forward; the starting point is to ask users for their opinions, after which decisions can be made. All good planning is based on thorough groundwork. The planned services must serve the users and directly meet user needs. The Bicycle Centre in itself is nothing without functional content and active users that bring it to life.

-Maiju ja Sanna-



Appendix: Questionnaire form no.1

KAMPPI BICYCLE CENTRE – 2012 USER SURVEY

Rental

Have you ever rented a bicycle?

No Yes Where?

Which form of rental would interest you more?

Hiring based on self-service and a deposit
 Rental at a bicycle centre with service

On a scale of 1-5, how important do you consider having bicycle rental services available in Helsinki?

1 2 3 4 5

Where did you learn about the rental services?

Noticed when passing by
 On the Internet
 On the radio
 From the Helsingin Sanomat newspaper
 From a free newspaper
 From a friend
 Elsewhere

Mistä?

Note to self: The person returning the bicycle, if hired from Greenbike.

On a scale of 1-5, how good was the service?

1 2 3 4 5

Reasons

Storage

How frequently do you cycle in Helsinki? Please choose the nearest option

Daily
 Weekly
 In the summer
 Round the year

On a scale of 1-5, how satisfied are you with the current number of bicycle racks available in Helsinki (on the streets, in the squares, in the parks etc.)?

1 2 3 4 5

On a scale of 1-5, how satisfied are you with the racks' equipment, their features, their security etc.?

1 2 3 4 5

Free comment

By designating a monitored but unguarded bicycle parking area (it must be specified how the monitoring is defined/Hannu). Indicate in the picture a lockable bicycle locker where the travel card is used for identification. Use of the locker is free of charge.

Which one would you rather use

Parking area Bicycle locker

Do you consider Narinkkatori a good location for it?

Yes No

Please also mention 2-3 spots where you would like a bicycle centre to be located.

The service as a whole

In your opinion, does the Bicycle Centre's appearance indicate clearly enough that it is a service offered by the City of Helsinki?

Yes No

Free comment (where does it show or does not show?)

On a scale of 1-5, does the Bicycle Centre's appearance please you?

1 2 3 4 5

Free comment (ask respondents to describe the appearance in their own words)

On a scale of 1-5, how appropriate do you find the name Pyöräkeskus ("Bicycle Centre")?

1 2 3 4 5

Which of the following services envisaged for the Bicycle Centre would you use?

- Rental
- Bicycle parking
- Servicing your own bicycle
- Guidance and map services
- Events, product presentations and courses
- Something else

What?

Toolbox (servicing your own bicycle), Would you be prepared to service your own bicycle if the Bicycle Centre provided opportunities for this?

Yes Yes, provided that I am instructed No Specified as necessary



Free field

Proceed

Save

Järjestelmän Eduix E-lomake 3.1, www.e-lomake.fi

Liite: Kysymyslomake 2

KAMPPI BICYCLE CENTRE – 2012 USER SURVEY

Background information

Age of the respondent
(estimated by the interviewer)

Rental

Have you ever rented a bicycle?

No Yes Where?

Which form of rental would interest you more?

Hiring based on self-service and a deposit
 Rental at a bicycle centre with service

On a scale of 1-5, how important do you consider having bicycle rental services available in Helsinki?

1 2 3 4 5

Where did you learn about the rental services? - Assumed replies (the interviewer does not provide options)

Noticed when passing by
 On the Internet
 On the radio
 From the Helsingin Sanomat newspaper
 From a free paper
 From a friend
 Elsewhere

Note to self: The person returning the bicycle, if hired from Greenbike.

On a scale of 1-5, how good was the service?

1 2 3 4 5

Reasons

Storage

How frequently do you cycle in Helsinki? Please choose the nearest option

Daily
 Weekly
 Monthly

How frequently do you cycle in Helsinki? Please choose the nearest option

In the summer
 Round the year

On a scale of 1-5, how satisfied are you with the current number of bicycle racks available in Helsinki (on the streets, in the squares, in the parks etc.)?

1 2 3 4 5

On a scale of 1-5, how satisfied are you with the racks' equipment, their features, their security etc.?

1 2 3 4 5

Free comment

[Empty text box]

Has your bicycle been vandalised? Has your bicycle been vandalised? Free comment

[Empty text box]

By designating a monitored but unguarded bicycle parking area (it must be specified how the monitoring is defined/Hannu). Indicate in the picture a lockable bicycle locker where the travel card is used for identification. Use of the locker is free of charge.

Which one would you rather use?

Parking area	Bicycle locker	Why?
<input type="radio"/>	<input type="radio"/>	<input type="text"/>

How much would you be willing to pay for bicycle storage? Free comment

[Empty text box]

Please mention 2-3 spots where you would like a bicycle centre to be located.

[Empty text box]

The service as a whole

In your opinion, does the Bicycle Centre's appearance indicate clearly enough that it is a service offered by the City of Helsinki?

Yes No

Free comment (where does it show or does not show?)

[Empty text box]

On a scale of 1-5, does the Bicycle Centre's appearance please you?

1 2 3 4 5

Free comment (ask to describe the appearance in their own words)

[Empty text box]

On a scale of 1-5, how appropriate do you find the name Pyöräkeskus ("Bicycle Centre")?

1 2 3 4 5

Which of the following services envisaged for the Bicycle Centre would you use?

- Rental
- Bicycle parking
- Servicing your own bicycle
- Guidance and map services
- Events, product presentations and courses
- Something else

What?

[Empty text box]

Toolbox (servicing your own bicycle), Would you be prepared to service your own bicycle if the Bicycle Centre provided opportunities for this?

Yes Yes, provided that I am instructed No Specified as necessary



Free field

[Empty text box]

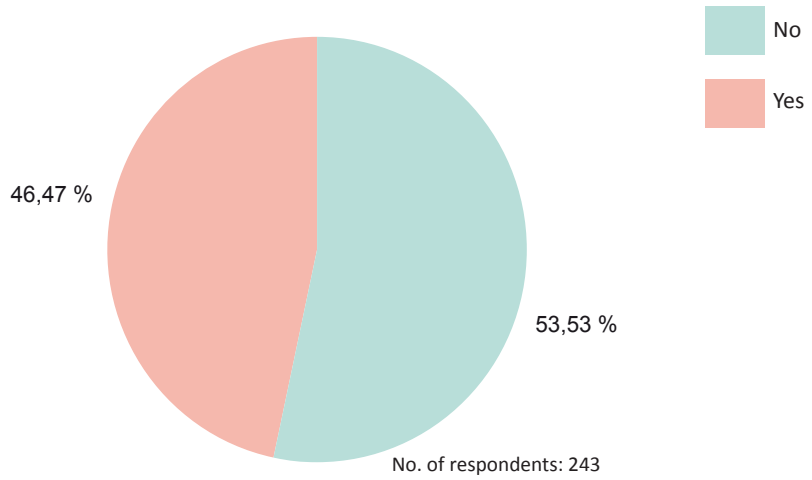
Proceed

Save

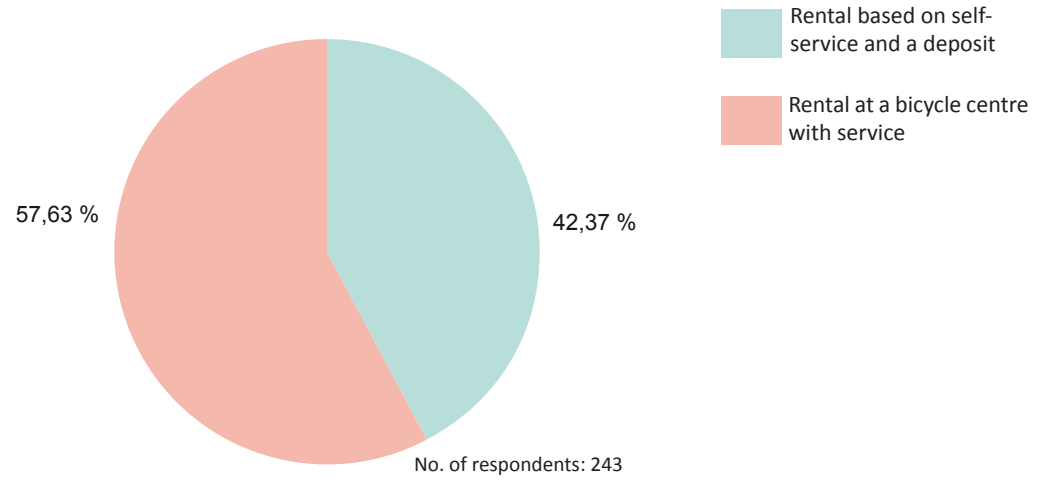
Appendix: Survey results

RENTAL

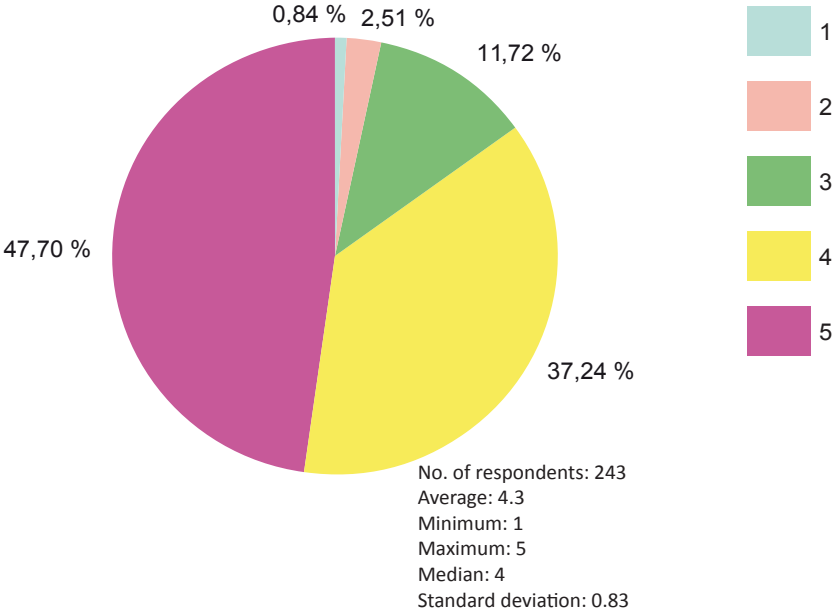
Have you ever rented a bicycle?



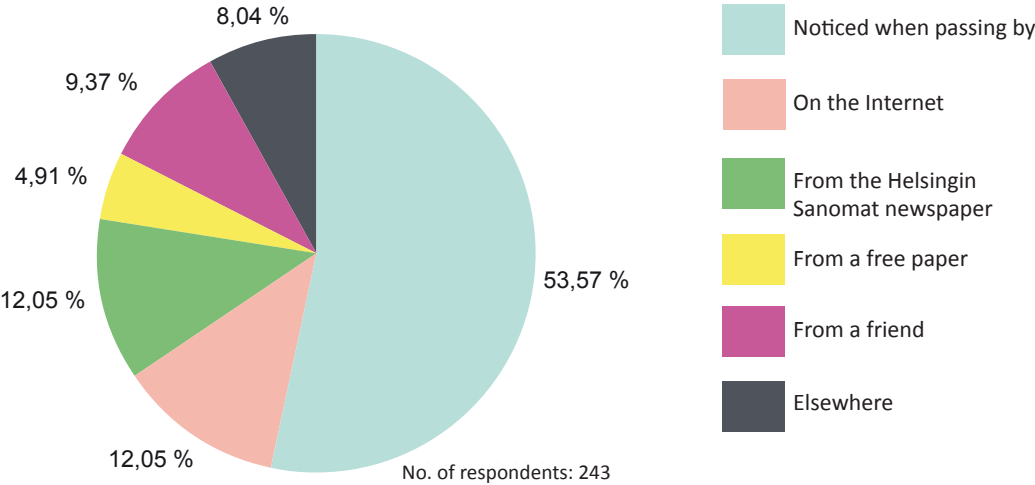
Which form of rental would interest you more?



On a scale of 1-5, how important do you consider having bicycle rental services available in Helsinki?

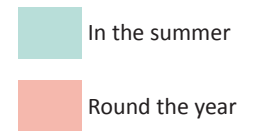
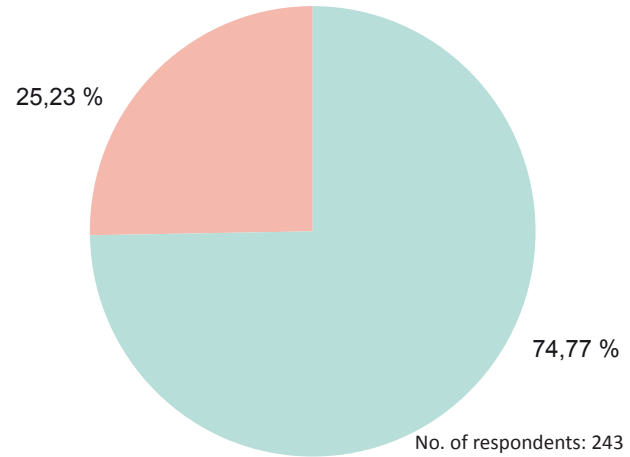
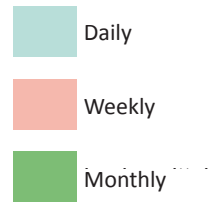
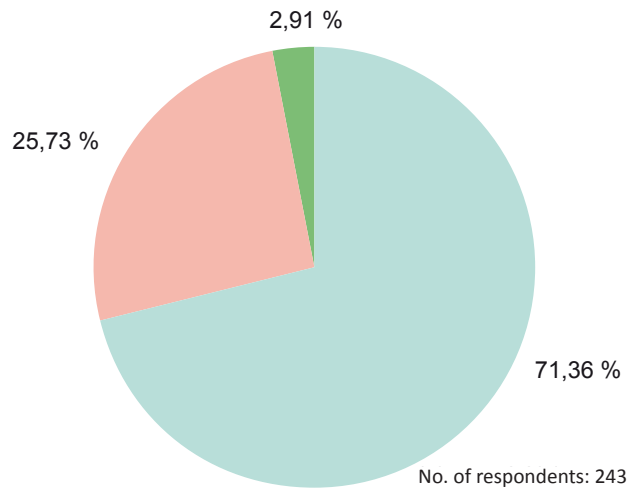


Where did you learn about the Bicycle Centre?

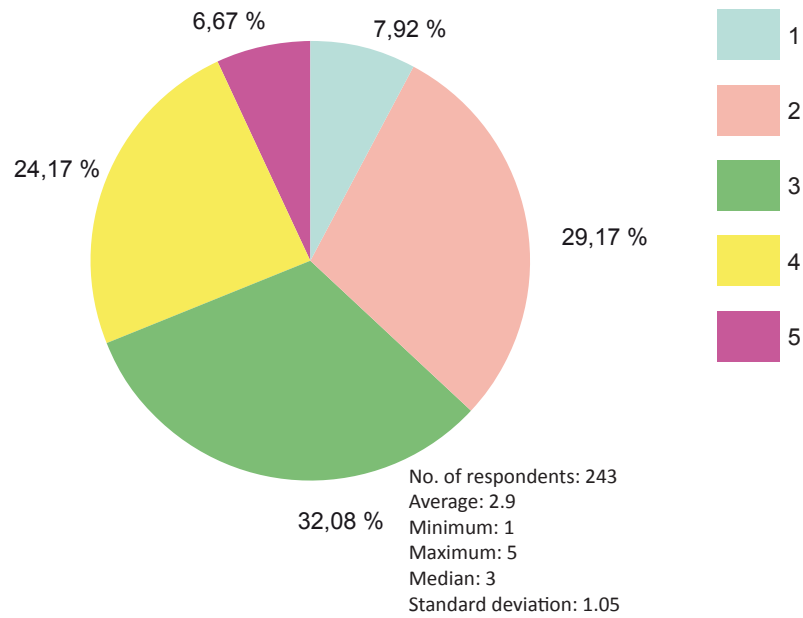


STORAGE

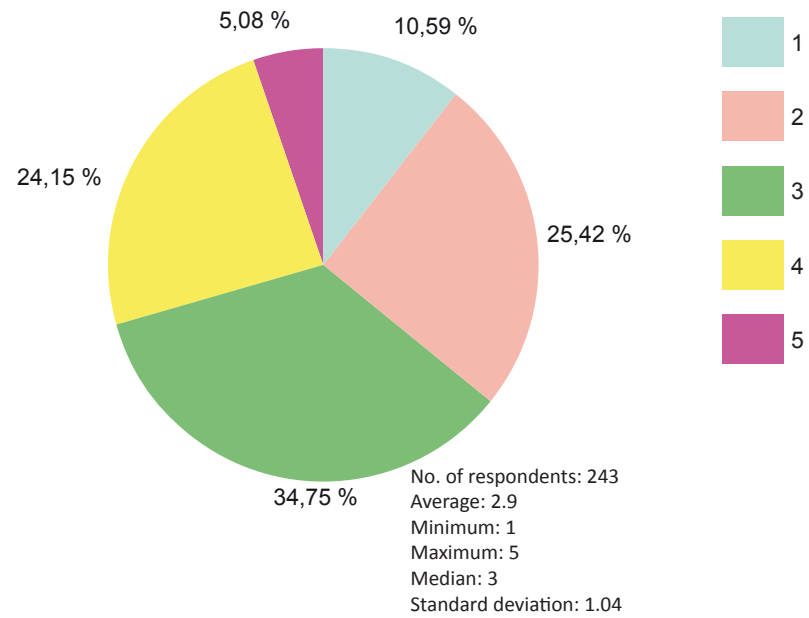
How frequently do you cycle in Helsinki?
Please choose the nearest option



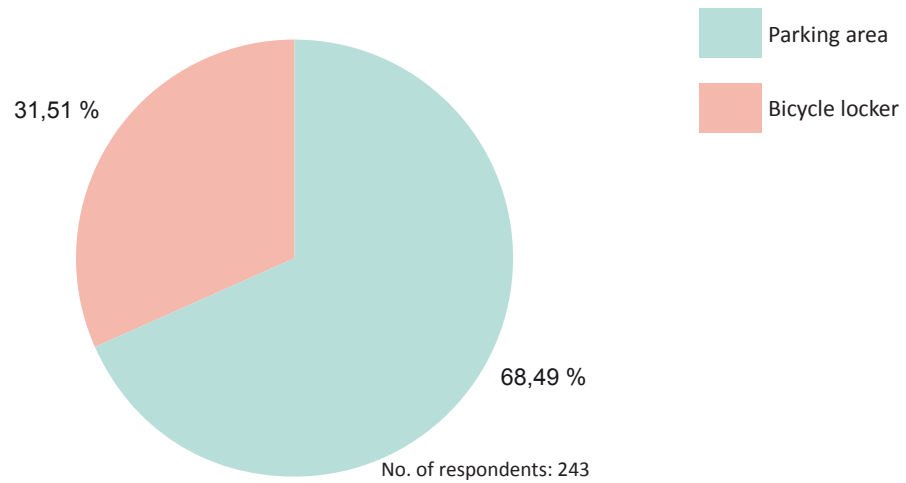
On a scale of 1–5, how satisfied are you with the current number of bicycle racks available in Helsinki (on the streets, in the squares, in the parks etc.)?



On a scale of 1-5, how satisfied are you with the racks equipment, their features, their security etc.?

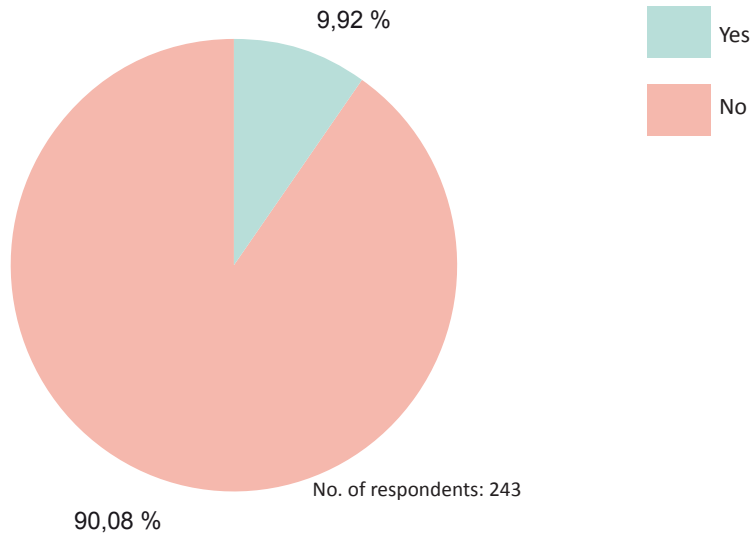


By allocating a monitored but unguarded bicycle parking area.
Indicate in the picture a lockable bicycle locker where the travel card is used for identification. Use of the locker is free of charge.
Which one would you rather use?

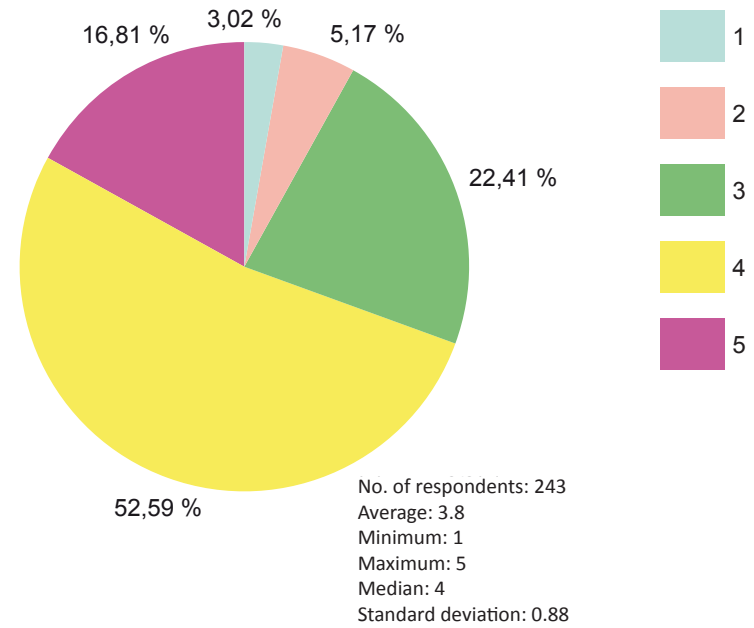


THE SERVICE AS A WHOLE

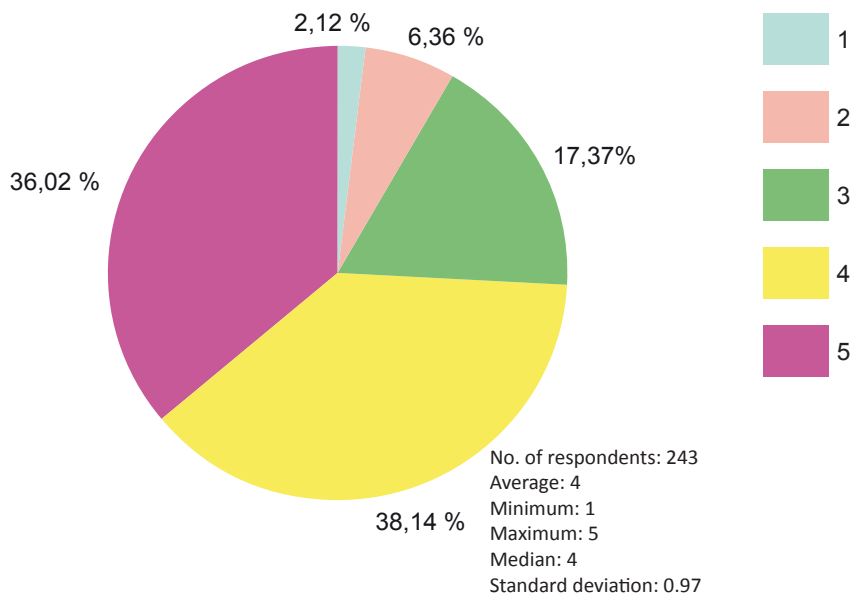
In your opinion, does the Bicycle Centre's appearance indicate clearly enough that it is a service offered by the City of Helsinki?



On a scale of 1-5, does the Bicycle Centre's appearance please you?



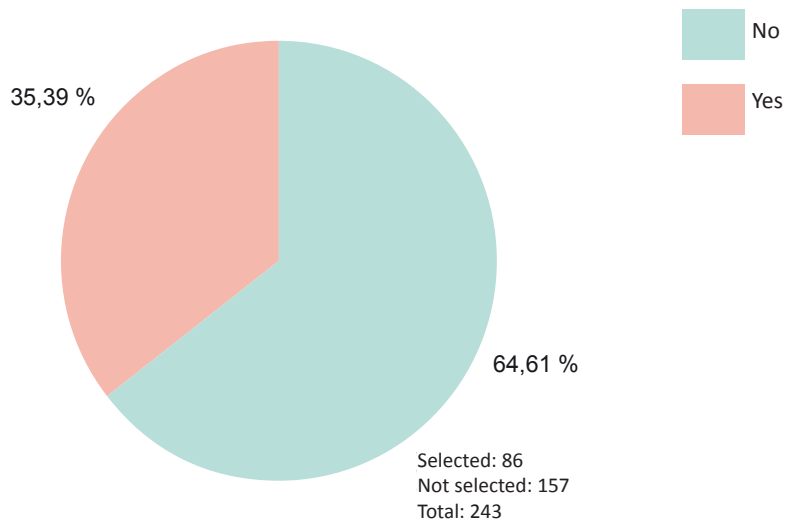
On a scale of 1–5, how appropriate do you find the name “Pyöräkeskus” (“Bicycle Centre”)?



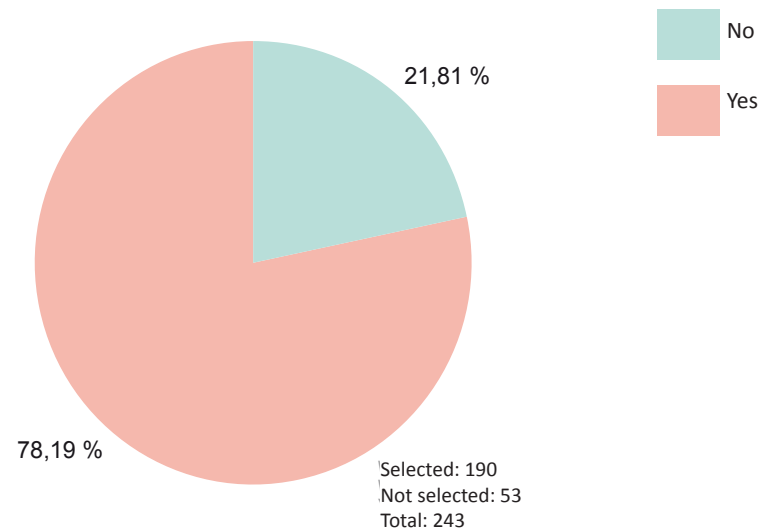


Which of the following services envisaged for the Bicycle Centre would you use?

Rental

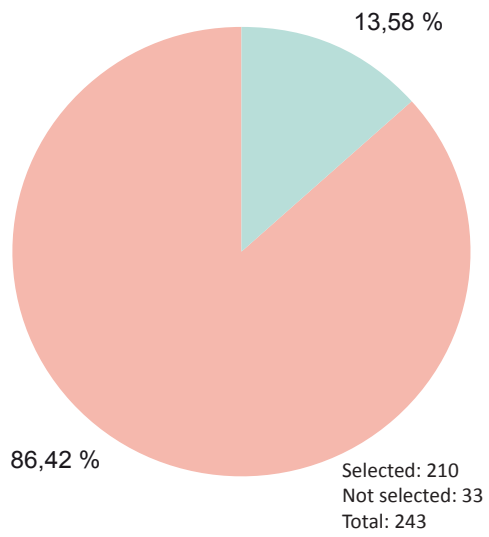


Bicycle parking

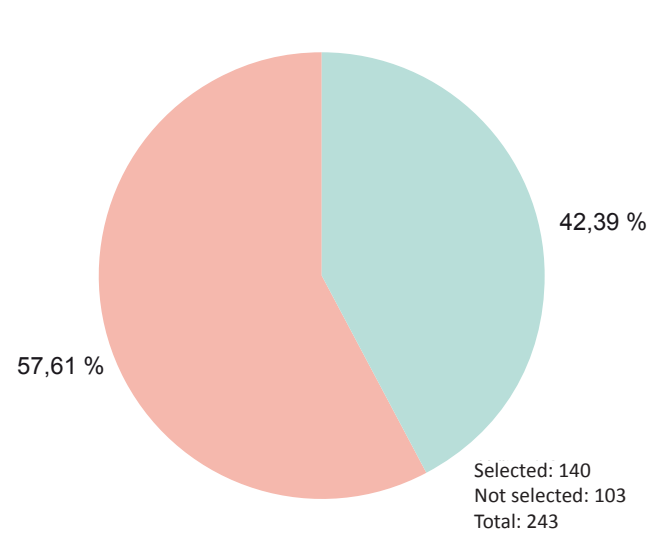


Which of the following services envisaged for the Bicycle Centre would you use?

Servicing your own bicycle



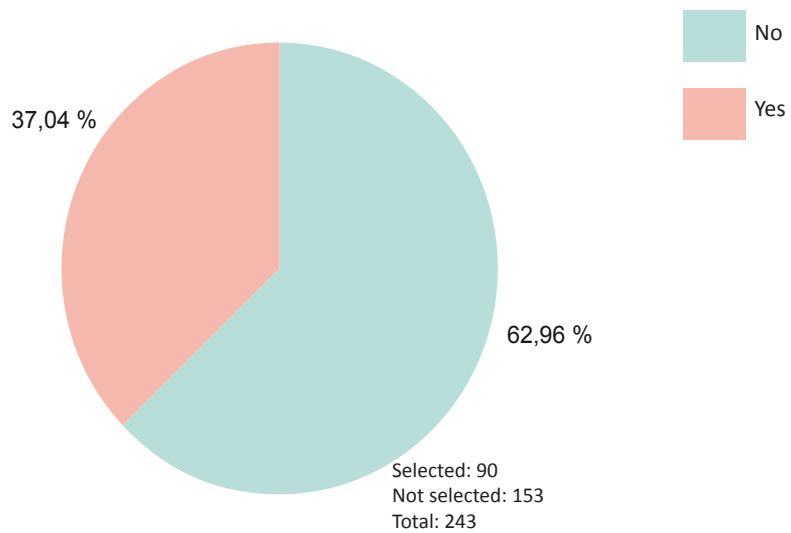
Guidance and map services



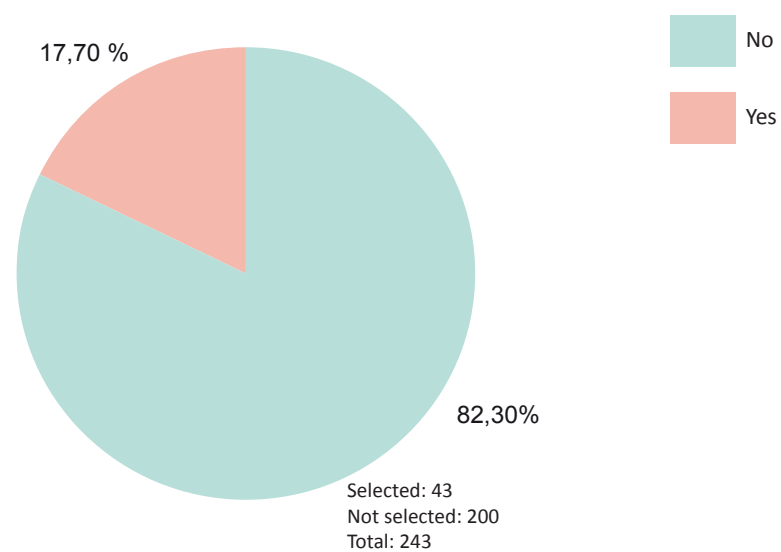


Which of the following services envisaged for the Bicycle Centre would you use?

Events and product presentations



Something else



TOOLBOX (SERVICING YOUR OWN BICYCLE)

Would you be prepared to service your own bicycle, if the Bicycle Centre provided opportunities for this?

