



# Status of Public Transportation in Sejong City (Integrated with Micromobility Modes)



Future Transportation of the Public Transportation Division  
Sejong Special Self-Governing City

## □ Status of Public Transportation in Sejong City

- **City bus (public, private)**
- **Demand-responsive bus (DuRuTa, eup/myeon, public/Shucle(shuttle+circle), new town, private)**
- **Ouling (manual bike/public)**
- **Elecle (e-bike/private)**
- **Electric kick scooter (private)**

## □ Sejong City Transportation Modal Share

	<b>Car</b>	<b>Public transport</b>	<b>Bike</b>	<b>Others</b>
2019	72.5%	13.7%	6.2%	7.5%

## Current Status of Ouling

Input (KRW million)					Turnover
Total	Labor costs	Facility maintenance (systems, etc.)	Fees (lease, etc.)	Other	
1,243	808	200	220	15	530

## Satisfaction with Ouling

### Overall service satisfaction

Rating	Very good	Good	Fair	Not good
2020	38%	50.7%	9.4%	1.9%

### Reason for satisfaction

Reason	Easy rental/return	Low rate	Rental station, bike, etc.	Other
2019	33.8%	25%	24.3%	16.9%

# □ Ouling App

12:29



< 대여하기

## 대여 전, 꼭 체크해주세요.

모든 버튼 클릭이 완료되면 QR 대여로 이동됩니다.

대여 후 이상이 있을 시, 반납 후 다시 대여하여 자전거를 교환하실 수 있습니다.



**브레이크**  
브레이크가 잘 작동되는지 체크!



**타이어 공기압**  
타이어 바람이 빠지지 않았는지 체크!



**안장**  
안장 높이와 고정이 잘 되었는지 체크!



### Rent Your Ouling Bike

#### Check before renting your Ouling bike.

After you have pressed all buttons below, you will proceed to the QR code screen.  
If you find any problem with your bike after rental, please return the bike and rent another.

#### Brakes

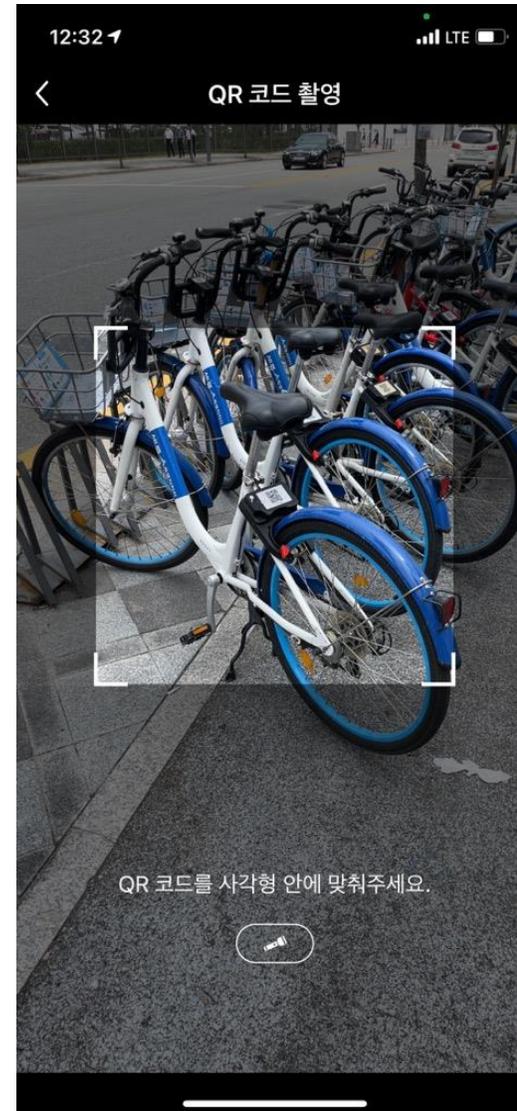
Check if the brakes work properly!

#### Tire pressure

Check if the tire pressure is good!

#### Saddle

Check that the saddle is well-adjusted and set at the right height and position for you!



### Scan the QR Code

Place the QR code within the white lines.

# □ Ouling App

12:30 1 LTE

어울링 공영자전거 지금  
[어울링]  
대여가 시작되었습니다.



## 어울링 대여완료

### 가상대여소

뉴어울링 대여 및 반납은 가상의 대여소에서만 가능합니다.

### 뉴어울링 반납

잠금장치를 수동으로 잠근 후, 앱을 실행시켜 뉴어울링 반납 버튼을 꼭 눌러주세요.

### 자가잠금 및 해제

잠금장치 잠금장치를 수동으로 잠근 후, 앱을 실행하여 잠금해제 버튼을 눌러주세요.

확인

### Sejong Public Bike Ouling Now [Ouling]

Your rental period has begun.

### Now, enjoy your Ouling bike!

### Virtual Rental Station

New Ouling bike rentals and returns are available only at the Virtual Rental Station.

### Return of New Ouling Bike

After manually fastening the lock, don't forget to open the app and tap the "New Ouling Return" button.

### Self-locking and unlocking

After manually fastening the lock, open the app and tap the "Unlock" button.

### Confirm



### What is Ouling?

### Smart Public Bike System of Sejong the Happy City

Ouling is a public bike service designed especially for the pleasant urban environment of Sejong City.

Renting and returning an Ouling bike is easy and convenient. Rent your Ouling bike wherever you are and return it wherever you want. Use this creative, eco-friendly bike system for commuting on weekdays. Enjoy your Ouling bike at the lake park or other leisure facilities at night or on holidays as well.

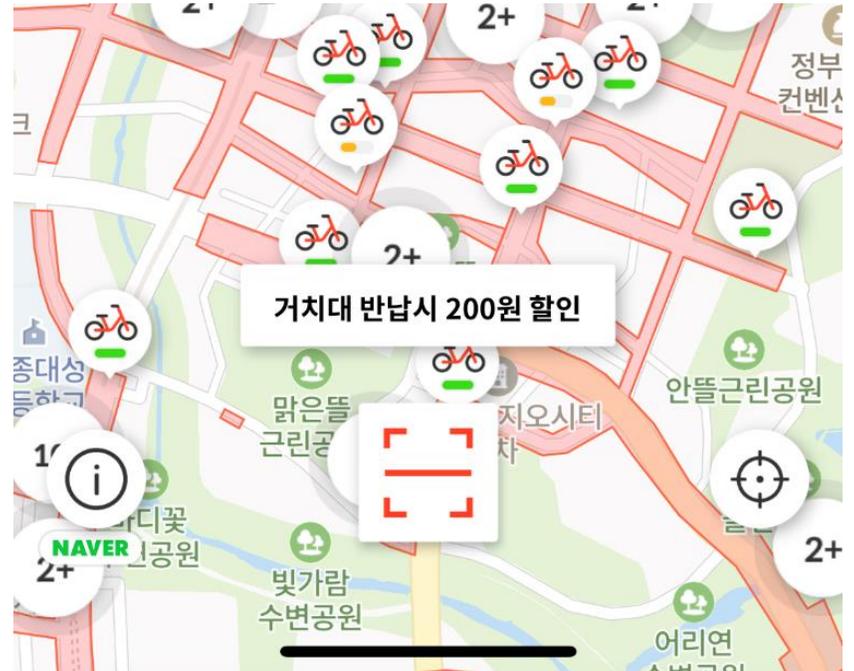
Rent your Ouling bike wherever you are.

Return your Ouling bike anywhere near you.

Ouling Station Guide

## □ Elecle

- Size: 24inch
- Battery Capacity : 36V, 350W
- Riding Distance : Approx. 30~40km
- No. of bike : 600
- Insurance
  - 10 cents per ride
  - Bodily Injury Liability : \$100 million
  - Property Damage Liability : \$10,000
- Etc.
  - Integrated with SoCar  
(Clean car sharing company)



# □ Public Operation vs Private Company Operation

## Public(Ouling)

1. Reasonable fee  
(Pay per a day)
  2. Relatively low-quality  
operating service
- Efficiency of bicycle  
management and  
relocation is low
  - No other special event

## Private(Elecle, Alpaca)

1. High-quality  
operating service
- Adopt high-end  
technology
  - Provide service followed  
by trend
  - Wide insurance coverage
2. Expensive fee  
(Pay per an hour)

## Fee Comparison

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Manual bike  
Ouling(20 min) : \$1

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Electronic bike  
Elecle(20 min) : \$3

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Electric kick scooter  
Alpaca(20 min) : \$3

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Reference  
Cost of McDonald's  
hamburger is \$8

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