



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

	Car	Public transport	Bike	Others
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
교환 하실 수 있습니다.



브레이크
브레이크가 잘 작동되는지 체크!



타이어 공기압
타이어 바람이 빠지지 않았는지 체크!



안장
안장 높이와 고정미 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!



QR 코드 촬영

Scan the QR Code

Place the QR code within the while 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

1:40 1

LTE



어울링 소개

행복도시 세종, 스마트한 공영자전거

행복도시의 쾌적한 도시 환경에 적합한
세종시 공영 자전거

원하는 곳에서 쉽게 대여하고, 사용 후
가까운 곳에

편리하게 반납하는, 자전거를
이용한 대중교통으로

평일엔 출 퇴근용으로 사용하고,
야간 및 휴일에는 호수공원 등에서 레저용으로
사용 할 수 있는 창조적인 녹색교통수단입니다.



원하는 곳 어디서든,
대여 가능



가까운 곳 어디든 편리하게,
반납 가능



자전거 대여소 안내

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.

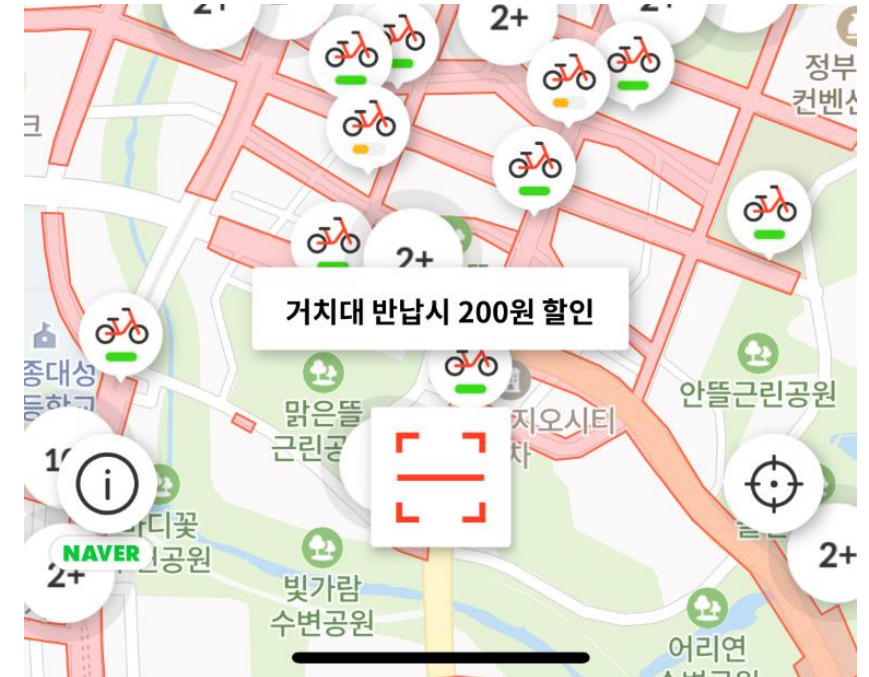
**Rent your Ouling bike
wherever you are.**

**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

Manual bike
Ouling(20 min) : \$1

Electronic bike
Elecle(20 min) : \$3

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

Reference
Cost of McDonald's
hamburger is \$8
