

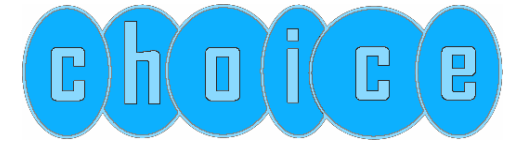
Success Factors for Bike Sharing in Europe

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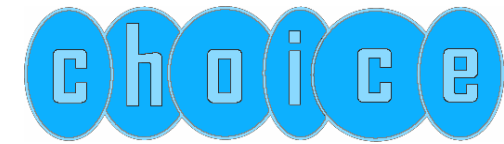
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- 1. Introduction**
- 2. Status Quo**
- 3. Experiences and Perspectives**
- 4. Success Factors**

1. Introduction – What is Bike Sharing?



■ No common definition available

→ thus we characterise bike sharing as:

- Offer on public spaces with public access
- Bike rental to several target groups
- Network characteristics
- Self-service
- Short-time-rental
- One-way-capability



Foto: Flickr, TheBoxpilot



Foto: www.portoseguro.com.br/usebike



Foto: Ramon Vila

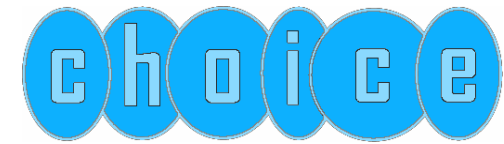


Foto: Clempower.zeblog.com



Foto: nextbike GmbH

2. Status Quo – Which are the Stakeholders?



Street Furniture Providers



JC Decaux



Clear Channel



Cemusa

PT Operators



DB Rent
Call a Bike



NS
(OV Fiets)



Veolia
(Movimento, Oybike)



SNCF/EFFIA
(Velo+)

Local Initiatives



Chemnitzer Stadtfahrrad

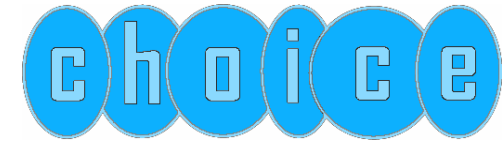


Mödling, Österreich



Cicloteque, Bukarest

2. Status Quo – System Characteristics



■ Availability

- **Station-based Systems:** The bikes are rented and returned at bikes sharing stations.
- **Flexible Systems:** Bikes can be rented and returned at different locations (e.g. junctions) without stations
- **Examples:**
 - Call a Bike - fix und flex
 - nextbike station-based and flexible
 - Velib´ - station-based
 - Bicing – stations-based

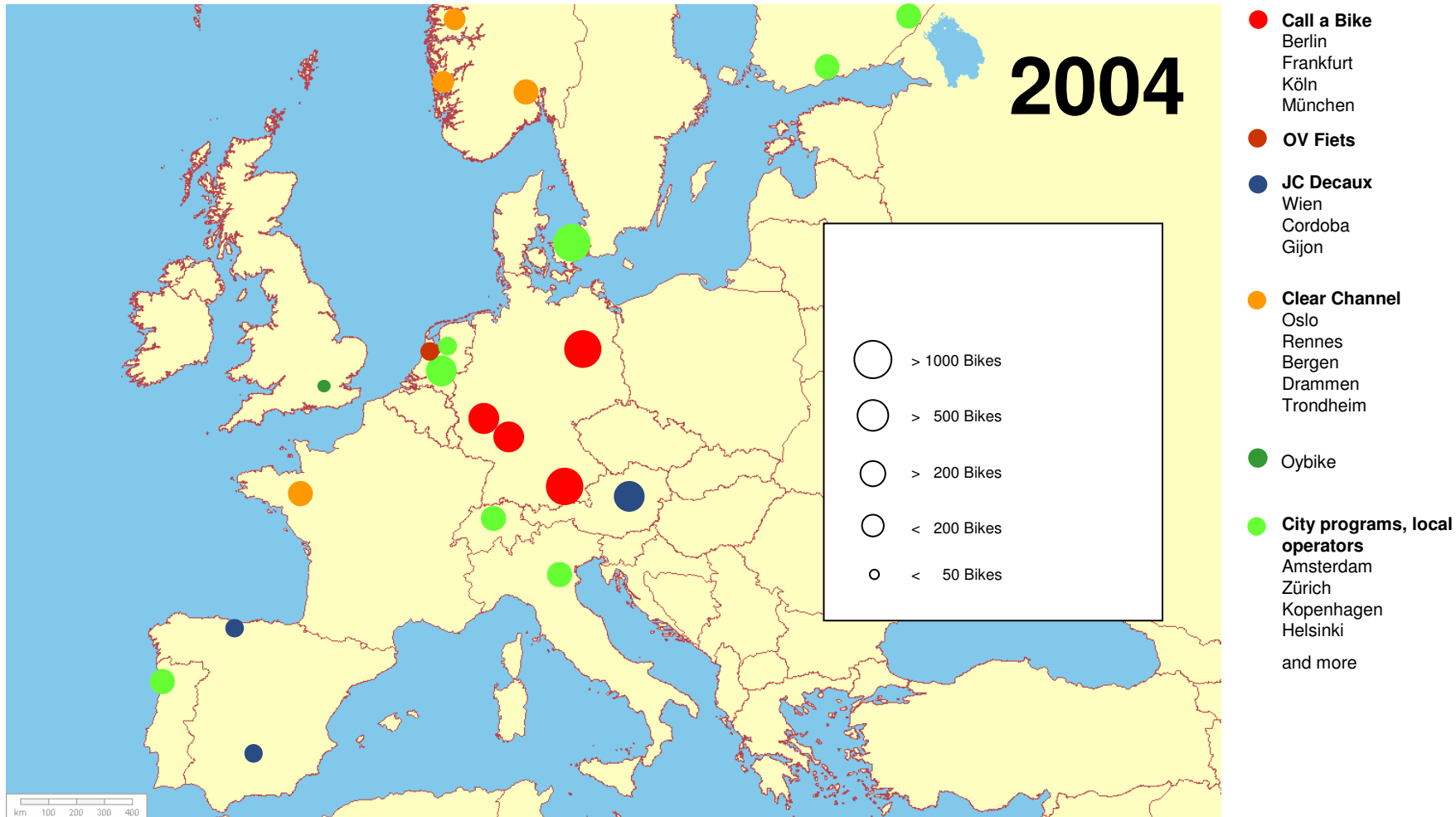
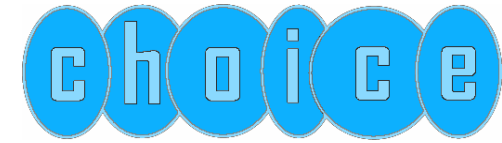
→ Trend towards station-based systems

■ Access

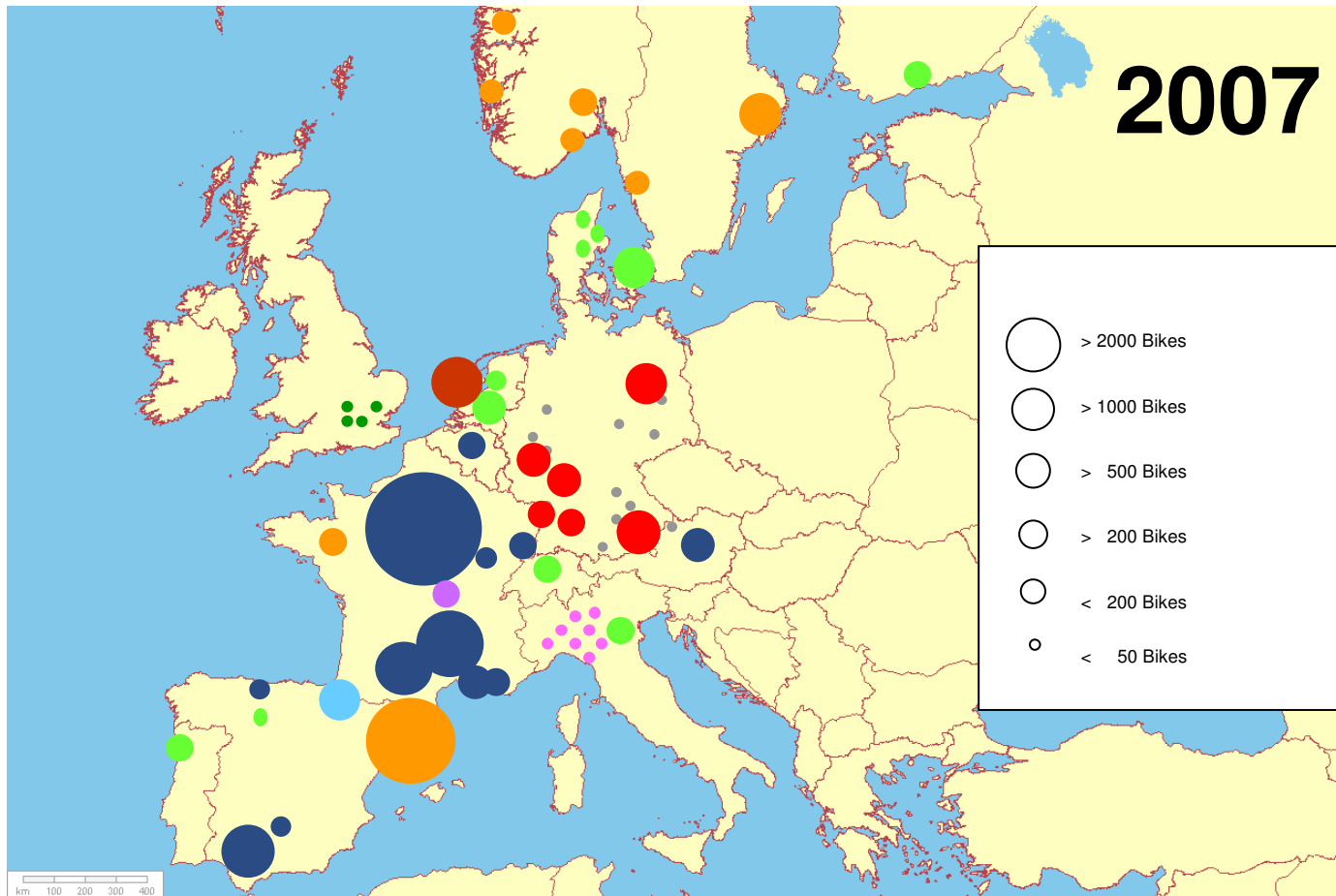
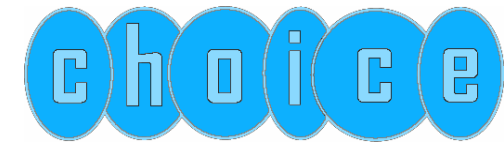
- **Telephone-based access:** The customer receives an access code via telephone
- **Card-based access:** The customer receives a card medium to unlock bikes
- **Examples:**
 - Telephone-based: Call a Bike, nextbike
 - Card-based: Velib´, Bicing

→ Trend towards card-based systems

2. Status Quo – Bike Sharing Schemes in Europe



2. Status Quo – Bike Sharing Schemes in Europe



- **Call a Bike**
Berlin
Frankfurt
Köln
München
Stuttgart
Karlsruhe

- **JC Decaux**
Paris
Wien
Brüssel
Marseille
Lyon, Toulouse
Sevilla
Cordoba
Dijon
Besancon
Mulhouse
Aix-en-Provence

- **Clear Channel**
Barcelona
Stockholm
Oslo
Rennes
Göteborg
Bergen
Drammen
Stavanger

- **EFFIA / SNCF**
Orléans

- **Oybike**

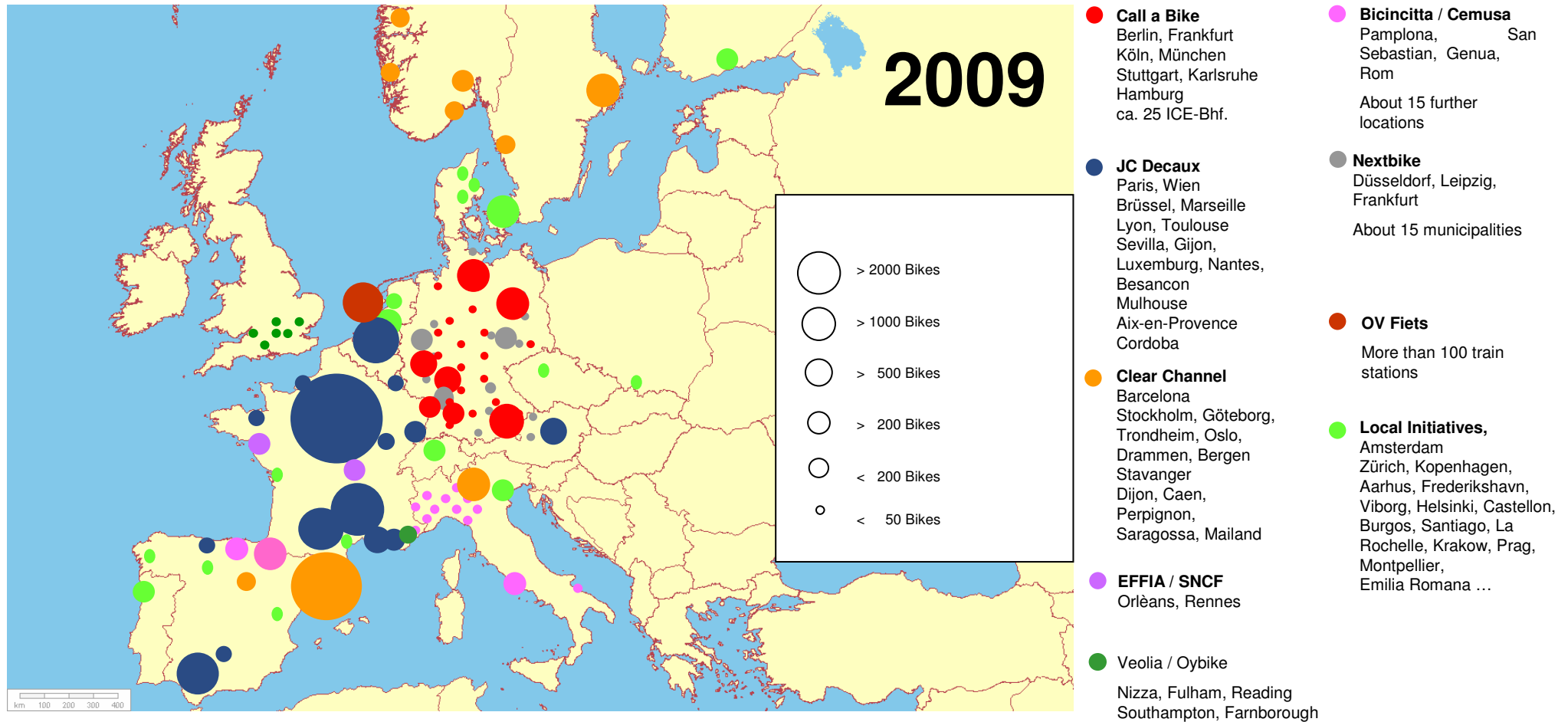
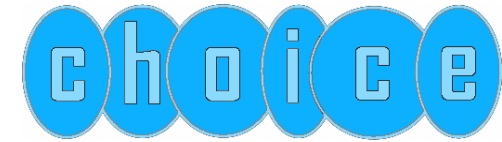
- **Cemusa / Bicincitta**
Pamplona, Parma
Alba
Bari
Bra
Chivasso
Cuneo
Novara
Pinolero
Pistoia
Prato
Savigliano
Settimo

- **Local Initiatives**
Amsterdam
Zürich, Kopenhagen
Helsinki, Burgos,
Emilia Romana
and about 20 more

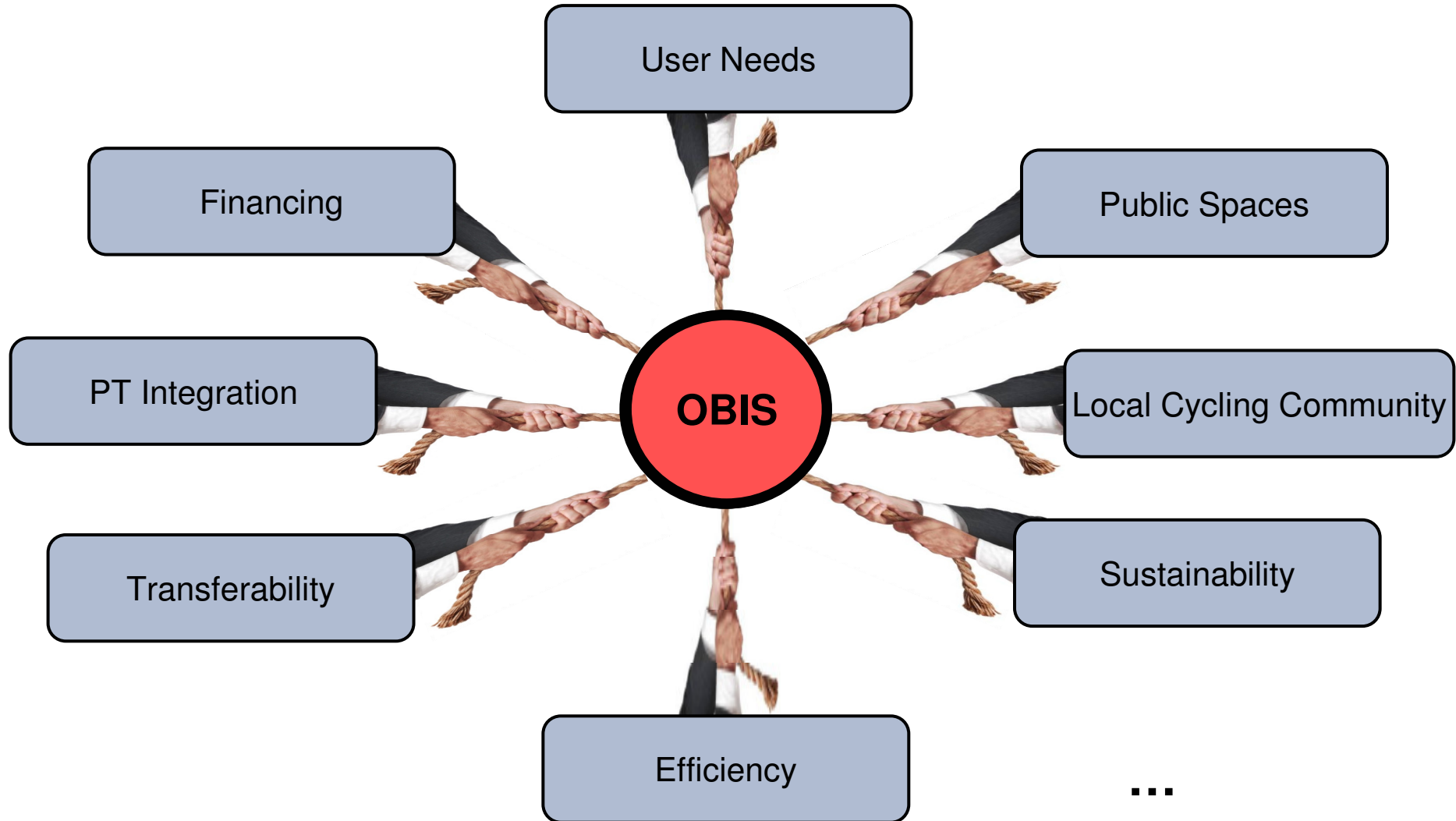
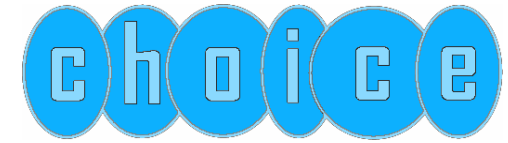
- **Nextbike**
Frankfurt,
about 10 cities

- **OV Fiets**
More than 100 train
stations

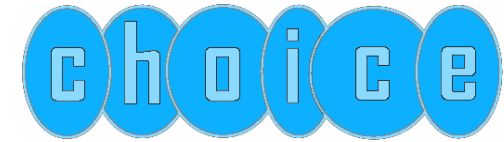
2. Status Quo – Bike Sharing Schemes in Europe



3. Experiences – Fields of Tension



3. Experiences – OBIS



– Optimising Bike Sharing in European Cities

15 partners from 19 countries analyse and optimise bike sharing schemes

■ Key questions:

- Success Factors?
- Needs for optimisation?
- Effects on mobility behaviour?
- Sustainability?

■ Project goals:

- Show best-practice models
- Point out solutions for common problems
- Optimisation of schemes
- Analyse transferability



Ajuntament de Barcelona

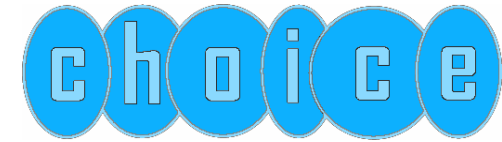


Result: A bike sharing manual!



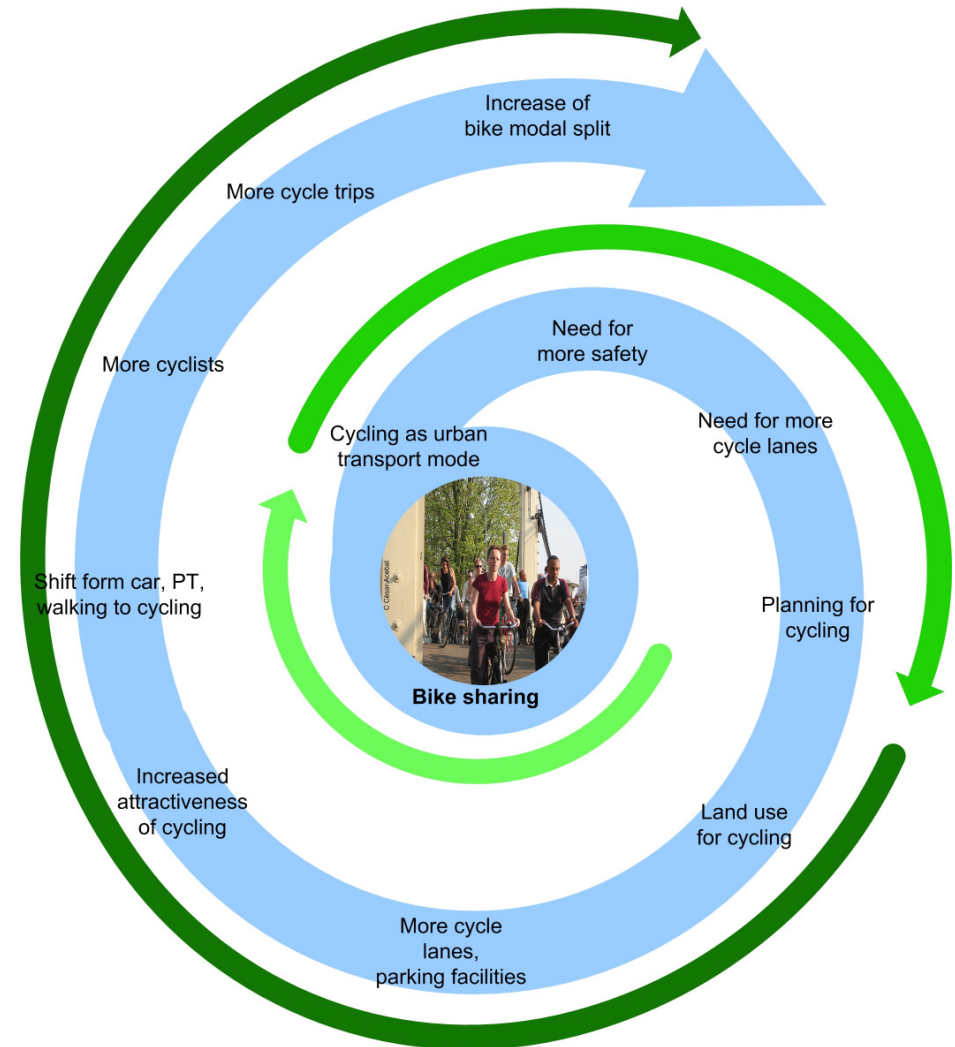
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3. Experiences – Bike sharing chances

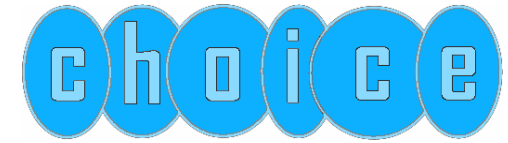


- **Overall promotion of cycling:** Visibility of cycling improved
- **Cyclefriendly image of the city** – with that cyclists demands increase
- **Additional mobility options**
 - Increased attractiveness of PT
 - PT relief
 - Modal split effects require large system
- **Potentials for MIT reduction**
- **Labour market chances**
 - Strengthening of first labour market
 - New options for social labour organisations

A combination with other instruments of cycling promotion strengthens the effects.

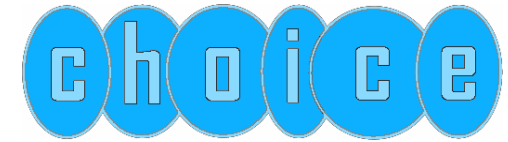


4. Success Factors



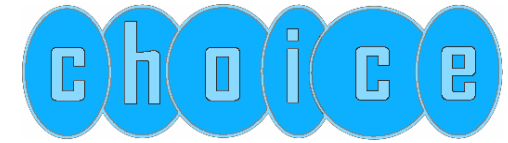
-
- High density of the network (a station every 300-400 m)
 - Reliable availability of bikes
 - Reliable availability of stations
 - Simple handling
 - Clear objectives of local authority and visible support
 - Consideration of local characteristics
 - Integration into PT
 - Local authority and operator appear together
 - Both types of costs – installation and running costs- have to be considered
- Sustainability of systems has to be in the focus!

5. Discussion

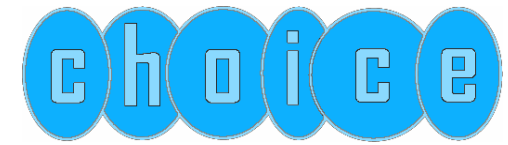


How can different forms of contracts between local authority and operator contribute to success?

Read more...



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- **OBIS**
<http://www.obisproject.com>
 - **The Bike-sharing Blog (2008),**
<http://bike-sharing.blogspot.com/>
 - **The World City Bike Collaborative website (2008),**
www.worldcitybike.org



Thank you for your Attention!