

**JCDecaux**

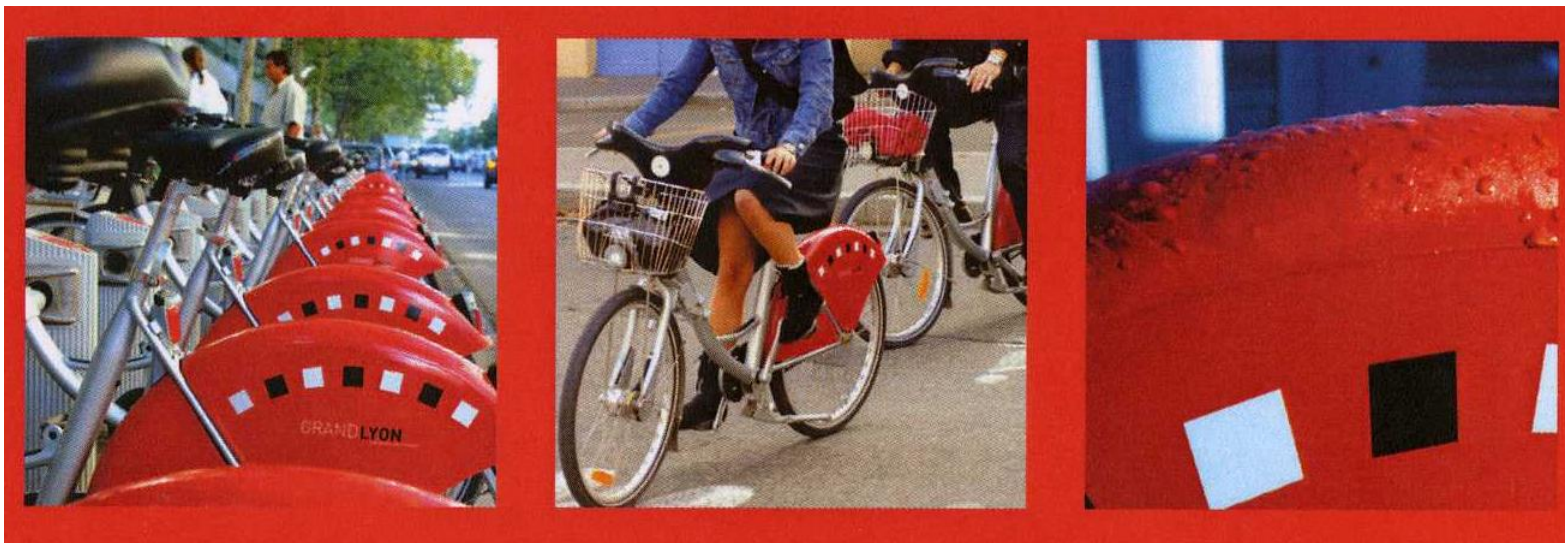
*les vitrines du monde*

# **CYCLOCITY®**

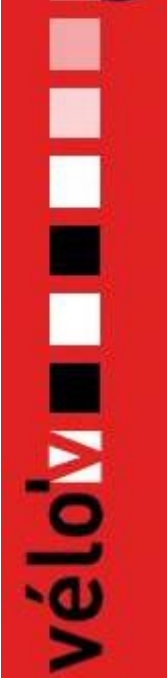
## **A REVOLUTIONARY PUBLIC TRANSPORT SYSTEM ACCESSIBLE TO ALL**



# vélo'v



## Presentation Philadelphia 2008



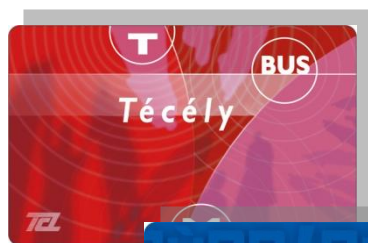
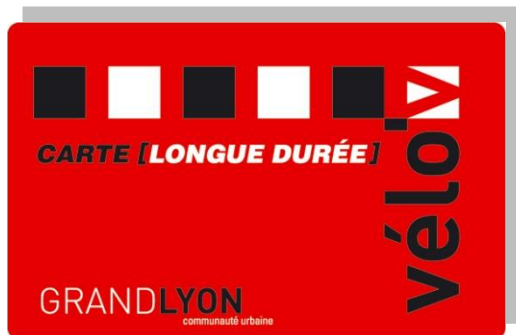
Principes du monde



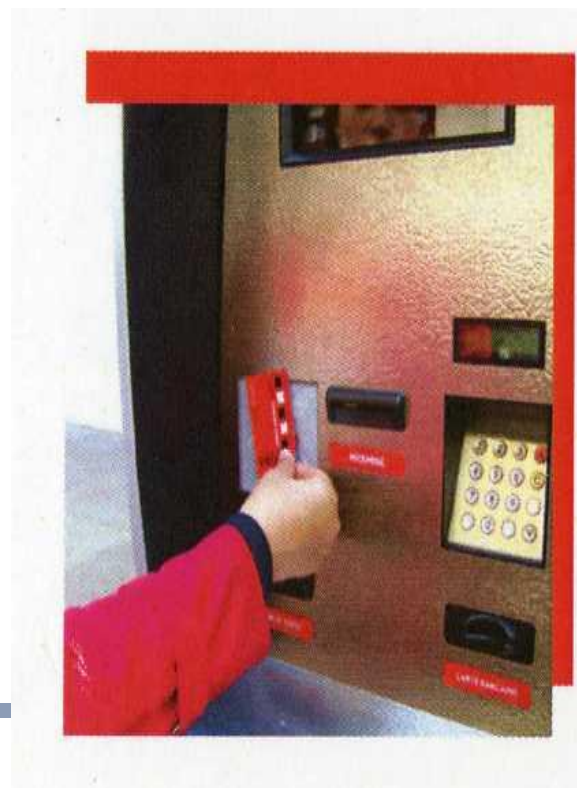


JCDecaux

les vitrines du monde



# Access



# **CYCLOCITY<sup>®</sup>: THE CONCEPT**

## JCDECAUX: No1 WORLDWIDE FOR SELF-SERVICE BICYCLE HIRE

- 1999: 1st developments in self-service bicycle hire within JCDecaux
- 2003: 1st bicycles in Vienna (*Austria*), Cordoba and Gijon (*Spain*)
- 2005: Lyon
- 2006: Brussels
- 2007: Paris, Aix-en-Provence, Marseille, Mulhouse and Besançon, Seville
- In Paris, 20,600 cycles - 250,000 rentals/day\*



**Late 2007:**

- a fleet of 30,000 bicycles
- more than 2,200 cycle racks
- 5 years' experience of operating self-service bicycle hire

# CYCLOCITY®: A MOBILITY CONCEPT SUITABLE FOR EVERY CITY

- **Improve mobility:** a solution that compliments existing public transport systems
- **Improve the quality of city life**
  - Fight pollution (200g less CO<sub>2</sub> per km travelled)
  - Reduce travelling times
  - Encourage regular physical exercise
- **“Boost” bicycle usage** which is still under exploited in cities such as Paris (2% of trips versus 28% in Amsterdam)



A revolutionary public transport system accessible to all

# VELO'V IN LYON: A KEY CYCLOCITY® BENCHMARK

## After 2 years of operation

- ▶ 3,000 bicycles/250 cycle racks (2008 : 4,000 bicycles/343 cycle racks)
- ▶ 14,000,000km covered 2007
- ▶ 20,000 rentals per day ⇒ 8 rentals per day per bicycle
- ▶ 5,000 km/year per bicycle (100 x a retail cycle)
- ▶ 51,472 annual subscriptions
- ▶ Temporary subscribers: 1,800 cards/day or 40% of rentals



### Bicycle use

**44% growth in the number of bicycles**  
**Decline in the accident rate**  
**25% of the bicycles on the road are Vélo'v**

Source: Greater Lyon

### Customer satisfaction

**Recommendation rate: 90%**  
**Satisfaction rate: 7.7 / 10**  
**90% of the people surveyed think it's a very good initiative**

**Figures that speak for themselves!**

## VÉLIB' IN PARIS: CHANGING GEAR!

- **20,600 self-service bicycles\***
- **1,451 cycle racks\***
- **250,000 rentals/day\*\***  
(15,000 in Lyon)
- **10 rentals/bicycle/day\*\***  
(8 in Lyon)



- **An even more robust bicycle**
- **Even easier to use**
  - Double sided terminals
  - Elimination of the PIN
  - Bicycle stands capable of reading subscribers' cards
- **Reworking / convergence of all software tools**
- **On-site maintenance**
- **Creation of 20 repair workshops in Paris**
- **1 Houseboat maintenance**

**The world's largest self-service bicycle hire system completely financed by advertising and bicycle rental charges**

# CYCLOCITY®: 5 SECRETS OF SUCCESS

**1. Service available to all**



**Low price**

**2. Easy to access service**



**Simple, intuitive service, accessible to the widest possible audience thanks to the use of a banker's card**

**3. Density of the network**



**1 cycle rack every 300 metres**

**4. Quality of the equipment**



**Ergonomic, robust, simple to use**

**5. Quality of the service**



**Maintenance, service, regulation, customer service, software**

# CYCLOCITY®: 5 SECRETS OF SUCCESS

## 1 - Service available to all

- Low price: just a few euros (but not competing with bicycle rental firms)

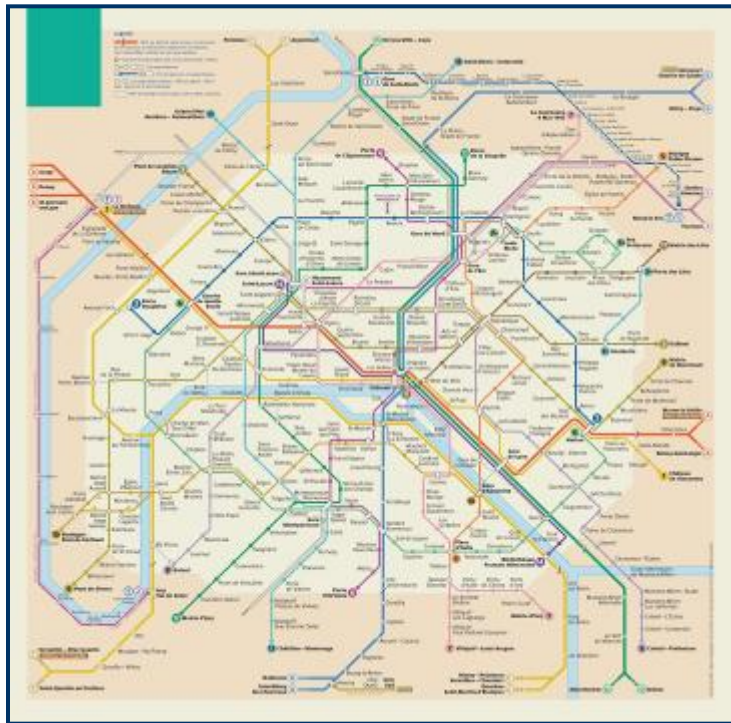
## 2 - Easily accessible service

- Use of a banker's card
- Short-term subscriptions
- Possible link with the public transport cards such as the Navigo®\* card



\* Navigo is a STIF brand

## 3 - Density of the network: example of Paris



**Paris metro:  
A network of 298 metro stations**



**Vélib':  
a network of 1,451 cycle racks in Dec. 2007**

# CYCLOCITY®: 5 SECRETS OF SUCCESS

## 4 – Quality of the equipment

### The bicycle

- Comfortable
- Simple
- Protected against theft
- Safety of users



### The terminal and cycle stand

- Ergonomic
- Simple
- Strong



## 5 – Quality of the service

- Maintenance
- Service
- Regulation
- Customer service
- Software



# CYCLOCITY®: 5 SECRETS OF SUCCESS

## 5 – Quality of the service: close-up on the regulation of availability

### Computerized regulation management

For each cycle rack, monitoring the number of:

- Available cycles
- Available stands



### Cyclodispo service

Information panels with variable messages



### Mobile Internet

- Maps of the cycle racks
- Availability in real time



# CYCLOCITY®: A SERVICE THAT CITIES FIND APPEALING

## CYCLOCITY CITIES

- Vienna
- Giron
- Cordoba
- Lyon
- Brussels
- Aix-en-Provence
- Marseille
- Paris
- Seville
- Besançon
- Mulhouse
- Toulouse
- Rouen
- Nantes
- Amiens

## FRANCE

### Calls for tenders with cycles:

- Perpignan

## INTERNATIONAL INTEREST

- Chicago
- Vancouver
- Hamburg
- Seoul
- Londres
- New York



# CYCLOCITY®: AN AWARD-WINNING SERVICE

- **October 2005: 2005 Bicycle Trophy**, institutional recognition of the success of Vélo'v
- **December 2005: Usine Nouvelle Engineers of the Year Prize for CYCLOCITY®** (*sustainable development category*)
- **February 2006: Janus de l'Industrie award for CYCLOCITY®** The French Design Institute grants CYCLOCITY® an award for its respect for users and the natural environment
- **November 2006: JCDecaux wins 2<sup>nd</sup> Enterprise & Environment Prize for CYCLOCITY®**, an award presented by the French Ministry of Ecology

JCDecaux

NOS INGÉNIEURS AVAIENT  
LA TÊTE DANS LE GUIDON

MAIS ILS N'ONT PAS  
PERDU LES PÉDALES

AUJOURD'HUI, LEUR PETITE REINE  
EST 4 FOIS ÉLUE...

Trophée du vélo 2005

Trophée 2005 Usine Nouvelle

JCDecaux

Prix Entreprise & Environnement 2006

Récompensé par ces quatre prix, Cyclocity symbolise l'esprit d'innovation et de citoyenneté de JCDecaux.

Après la ville 2005, Trophée 2005 Usine Nouvelle pour sa contribution au vélo et à l'environnement, le Trophée d'Usine Nouvelle de l'Industrie, Prix d'Usine Nouvelle pour l'innovation et l'écologie et le Trophée 2006 de l'Industrie, Trophée de l'Industrie pour l'innovation et l'écologie. Cyclocity est le seul service de vélos en libre-service qui ait obtenu ces quatre prix. Le Trophée du vélo 2005 a été remis à JCDecaux par le Comité National du Vélo (CNV) le 10 octobre 2005. Le Trophée 2005 Usine Nouvelle a été remis à JCDecaux par le Comité d'Usine Nouvelle le 15 décembre 2005. Le Trophée de l'Industrie pour l'innovation et l'écologie a été remis à JCDecaux par le Comité de l'Industrie pour l'innovation et l'écologie le 15 février 2006. Le Trophée d'Usine Nouvelle pour l'innovation et l'écologie a été remis à JCDecaux par le Comité d'Usine Nouvelle le 15 décembre 2006.

**CYCLOCITY®: A SERVICE THAT RESPECTS  
THE FUNDAMENTAL VALUES  
OF JCDECAUX**

# THE QUALITY OF ITS IN-HOUSE TEAMS INSTALLATION / OPERATIONS

The example of Paris: the service installed in 4 ½ months



750 cycle racks (phase 1)  
150 installation teams working in parallel  
Management of 20 civil engineering subcontractors

# THE QUALITY OF ITS IN-HOUSE TEAMS PRODUCTION / LOGISTICS

**1,000 terminals assembled  
in Maurepas**



**22,000 bicycles prepared  
at Clé St Pierre**



**35,000 bicycle stands assembled  
at Clé St Pierre**



# UNRIVALLED EXPERTISE IN DESIGN APPLIED TO OUTDOOR REQUIREMENTS

Paris: collaboration between the designer  
Patrick Jouin and JCDecaux personnel

