

Introductory project Pechakucha presentation
European Bike Share Conference – Rotterdam – 30 November 2016

Renske Martijns – DTV Consultants: r.martijns@dtvconsultants.nl

- 1) The Velocitta project started in 2014 looking at the marketing and support of bike sharing systems in 5 cities and monitoring the operational improvements made by 2 service providers to increase **membership and trips**.
- 2) Bike sharing systems evolved since the first examples in 1960's, like here on the picture: white bikes in Amsterdam. Globally in 2016 it was estimated that there were almost 1.5 million bikes operational. Velocitta looked at examples across the world, for example in the webinars we have organised.
- 3) 25 years from now it is predicted that **access not ownership** becomes the practical and economic way for personal mobility. This is already happening now. The trend for bike sharing to complement this, is a logical outcome. Velocitta identifies why a good quality BSS is part of the recipe for success.
- 4) Bike sharing is an important part of urban regeneration because it provides a **convenient method of sustainable transport**, relieves the **stress of public transport**, offers a **healthy alternative** (Krakow bike share bikes used for organised cycling tours), and the more it is used the **cleaner the air**. What could possibly go wrong? I will give 6 examples.
- 5) Financial viability – operating a bike sharing system is not without short term financial risk. Sponsorship in exchange for advertising is currently one of the more successful methods. Here you see Santander in London, Coca cola in Ireland, Alga in Helsinki's new scheme and, surprisingly, Ford in San Francisco. Make sure however, that the third party contracts are robust.
- 6) Political support – many local politicians support bike sharing as a concept. However annually reducing resources and vital priorities like social housing and education make it sometimes difficult for then to make BSS a priority. Political engagement is one of the aspects VeloCitta focussed on in the past years – several reports with findings on this can be found on the website in the next months.
- 7) Planning – to introduce BSS much planning is needed and it is likely that many different permissions and exemptions are required. Whenever there is a public consultation there is likely to be objections. Velocitta has documented how each city involved got through these hurdles, for example by organising successful bike share focus group sessions.
- 8) Technology – the day where all the technology required can be managed from an app is here. This will mean progressively less infrastructure investment in docking stations but increased cost per cycle. Balancing the security of the investment is the challenge.

- 9) Street clutter – competition for space on the public realm presents a challenge to locating docking stations. Finding a balance to complement the space is an important part of the process. Again, involving all the relevant stakeholders.
- 10) Expansion – enhancing your existing BSS is another challenge. Demand is often for a larger service area. VeloCitta looked for example at redistributing unused existing docking stations, working with developers and with complementary bike share systems like Brompton lockers. Cargo bike sharing schemes are interesting too, in this regards, but were not part of VeloCitta.
- 11) The VeloCitta partnership included Choice technical bike share experts and Velomondial as Communication & moderation expert. Monitoring and evaluation is coordinated by Isinnova and we at DTV have managed the whole process under the watchful eye of the quality board. All of our progress can be seen on www.velocitta.eu
- 12) In Italy the partners included both the city of Padua and their bike share service provider Bicincitta. This combination enabled the project to look at issues through the eyes of both parties and also access Bicincitta activity in other cities.
- 13) In Hungary our partner Sund provides the Bike Sharing in the city of Szeged. Their progress from a new independent system at the beginning of the project has given a unique perspective to the project. This picture shows a famous Hungarian band on Szeged city bikes in their video clip.
- 14) In London the boroughs of Lambeth and Southwark shared their experience of expanding the Transport for London managed Santander Bike sharing system in their boroughs with a new sponsor. They had some innovative campaigns, on which you will soon hear more.
- 15) In Krakow, Poland and Burgos, Spain the project was able to monitor the process of changes in operators and in bicycles and all the challenges of contracts, while at the same time maintaining public interest.
- 16) Today we want to share some of our experiences with you and hope you find it useful whether you are developing a new or improving an existing Bike Sharing System. If you have experiences you would like to share please contact us through the website. On behalf of the consortium: enjoy the conference.