



## Draft Programme

### "European Bike Sharing Conference - Recipes for Success"

#### Rotterdam, 30 november 2016

#### 10.00 – 10.30:

VeloCittà: What have we learned and what do we offer? Introduction on project & results and PechaKuchas from partners Krakow (PL) and London (UK)

#### 10:30 – 10:45

Vice Mayor for Mobility of City of Rotterdam address on Bike Sharing in Rotterdam

#### 10:45

Signing by politicians of "Commitment to Bike Sharing"

#### 10.55 – 11.15:

VeloCittà: lessons learned – PechaKucha presentations from partners Padua (IT), Burgos (SP) and Szeged (HU)

#### 11.15 – 12.00:

Key notes speeches on Bike-Sharing

- Nicole Freedman, President of the North American Bike Share Association and Director of Transportation for the City of Newton (USA) where she is spearheading new initiatives including bike share and first/ mile last mile shared mobility solutions. Before that, she helped put bike share systems in place in Seattle and Boston.
- Alberto Castro, Bike Share Researcher and founder of the Spanish bike share observatory. He'll introduce the evolution of bike-sharing in Spain, including some features of closed schemes, and will show the modal shift and consequence on private cycling of bike sharing users based on own survey results.
- Jim Moore, Jim is CEO of the An Rothar Nua consortium which was awarded the contract for Bike Share Ireland: the provision of public bike schemes in the cities of Cork, Galway and Limerick. The public bike schemes are known as Coke Zero Bikes.

#### 12:00 – 12:30:

Q&A session and panel discussion with above three speakers

#### 12.30-14.00:

"Eat & Learn": interactive working lunch for cities only on Bike Share tendering and contract management – a selection of cities give insight in their contracts, do's & don'ts and golden tips

#### 12:30 – 14:00:

Open networking lunch for non-city participants

#### 14:30 – 16:00:

Polis Political Group Site Visit, hosted by Vice-mayor Pex Langenberg.  
Politicians only.

#### 14:00 – 16:00:

possibility to have one-on-one sessions between bike share operators and municipality representatives (non-Polis members only).

**Chairwoman / moderator for the day: Marianne Weinreich, co-founder and chairwoman of the Danish Cycling Embassy and expert on cycling policy and promotion.**

*Location: Conference centre De Doelen in Rotterdam, The Netherlands*

*Registration via: [www.velo-citta.eu/bikesharingconference/](http://www.velo-citta.eu/bikesharingconference/)*

*The annual Polis conference on "Transport innovation for sustainable cities and regions" takes place on December 1st and 2nd at the same location. <http://www.polisnetwork.eu/2016conference>*

## Short biography Vice Mayor and key note speakers



### Vice Mayor of Rotterdam Pex Langenberg

Mr Langenberg (D66) is the Vice mayor for Port, Sustainability, Mobility and Governance of the city of Rotterdam. Previously Langenberg was Director of the Water and International Water Programme Department of the Ministry of Infrastructure and the Environment. Between 2008 and 2013 he was Transport counsellor for the Dutch embassy in Washington DC.

In 10 years a spectacular 60% growth of bicycle use is seen in Rotterdam. Being rebuilt after World War II as a typical "car city", Rotterdam accelerates the shift to sustainable urban mobility. In particular the city takes measures to promote and facilitate biking as a strategy to become a more attractive, healthy, and prosperous city. In the beginning of 2016, Mr. Langenberg signed an agreement with Gobike to deploy the city's first bicycle sharing system. Rotterdam expects that more operators will follow. Bike Sharing systems fit the ambition for a better cycling city. They are important in first and last mile transport, but also to seduce visitors and citizens that don't own a bike to cycle more.

### Keynote Speaker– Nicole Freedman

Nicole Freedman recently started working as Director of Transportation for the City of Newton where, in addition to overseeing the division, she is spearheading new initiatives including bike share, a smart parking technologies, and first/mile last mile shared mobility solutions.

Before coming to Seattle Nicole served as Chief of Active Transportation for the City of Seattle where she helped put Seattle on track to have the largest e-bike share in the United States. She previously worked as Director of Bicycle Programs for the City of Boston during which time she helped transform Boston from the worst cycling city in the country to a recognized leader.

Nicole has a degree in Urban Planning from Stanford University. She competed professionally in bike racing from 1994-2005 winning two national championships and competing for the United States in the 2000 Olympics in Sidney.



### Keynote Speaker– Alberto Castro

Alberto Castro is researcher at the University of Zurich and coordinator, together with Esther Anaya, of the Observatory for Bike-sharing in Spain ([www.bicicletapublica.es](http://www.bicicletapublica.es)). This independent project has as a goal to provide objective information that facilitates the analysis of bike-sharing.

Alberto Castro has intensively investigated bike sharing from different perspectives. He did his doctorate on sustainability of bike-sharing at Vienna University of Technology. There he led from 2008 to 2011 the data collection and evaluated the Austrian case study of the EU-Project OBIS (Optimizing Bike Sharing in European Cities). In 2012, as consultant, he participated in a study commissioned by the Spanish Agency of Energy that reviewed the status-quo of bike-sharing in Spain with recommendations for decision markers. Finally, in 2013, as researcher of the Zurich University of Applied Sciences, he contributed to the pre-study of the improvement of the bike sharing system in Vienna.

## Keynote Speaker – Jim Moore

Jim Moore, an Electronic Engineer from Dublin City University, has more than 25 years experience in the ICT industry with Vision, Logica Australia, Autodesk Switzerland, Informix and Logica CMG Dublin, before starting several start up companies which include ParkByText, BikeShare and All Points Payments. He also holds a MBA from University College Dublin.

Jim is CEO of the An Rothar Nua consortium which was awarded the contract for the provision of public bike schemes in the cities of Cork, Galway and Limerick. The public bike schemes, known as Coke Zero Bikes, were launched in May 2014. An Rothar Nua has been charged with the operation of all regional bike schemes in the Republic of Ireland. Currently they operate a total fleet of 800 bikes through 75 stations, with an expanded 11 stations being planned for in 2017.



## Marianne Weinreich (moderator)

Marianne Weinreich is founder and owner of Weinreich Mobility and co-founder and chairman of the Cycling Embassy of Denmark. For the last 15 years she has advised cities about promotion of sustainable mobility. She works with all aspects of mobility management, but she's an expert on cycling policy and promotion. She's not an engineer, she has a background in communication and a master in literature and history. Marianne will chair the event.

## About VeloCittà:

With nearly a thousand cities in over fifty countries worldwide having a bike sharing system in place, this way of travelling has experienced enormous growth and is one of the fastest ways to make energy efficient and sustainable transport available in urban areas.

VeloCittà brings together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system is enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

A selection of the major outputs of this demonstration project:

- Communication campaigns aimed at five specific target user groups: commuters, employees, tourists, students and residents. VeloCittà will deliver be an overall campaign report and separate fact sheets per segment.
- Knowledge gathered in VeloCittà on financing and organisational aspects of bike sharing as well as political support will be presented in various documents: a report on political barriers and drivers, a report on 10 golden rules for bike share financing & organisation and two fact sheets about optimising the BSS business case and about political involvement.
- A permanent Bike Sharing Workspace which includes a large library with bike share related scientific reports, feasibility studies, evaluations, presentations etc, as well as contact information of bike share experts (both from cities, operators and consultants). Finally, the Workspace will include case studies with detailed information on the bike sharing systems of selected cities. This will be developed into a bike sharing benchmark tool for cities all over the world to use.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It has 11 project partners. It runs from February 2014 – March 2017.



# VELOCITÀ

Better use of Bicycle Share Systems



In cooperation with



# VeloCittà consortium