Optimising Bike Sharing in European Cities

OBIS

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Fotos: Alberto Castro Fernández
OBIS - Project Summary

- Advancing the role and the opportunities of bike sharing as a valuable instrument to foster clean energy efficient and sustainable modes of mobility in urban areas.

- Supporting health and the overall quality of life through improving environmental performance and enhancing the quality of public transport.

- Identifying good practices, success factors, limits, market potentials and country specific differences with the help of analyses, demonstrations and optimised strategies.

- Compiling and publishing key findings and recommendations in a comprehensive manual.
OBIS - Background

- Bike sharing is an innovative scheme for bike rental in urban and suburban areas as well as in areas of tourist interest.

- Bike sharing is spreading out more intensively, it has also become a (part of) commercial business.

- The variety of concepts and frameworks in the fields of bike sharing as well as common problems concerning financing and operation have not yet been systematically analysed.

- Verified knowledge about the further development and stabilisation of bike sharing in European cities is missing.

→ It was time to have a close and comparative look at existing concepts.
OBIS – Work Programme

Analysis of Existing Bike Sharing Schemes and Market Potentials

Identification of Key Attributes

Handbook and Recommendations

Test of Optimised Bike Sharing Concepts (Demonstration Projects)
OBIS – Main Steps and Achievements

- **Inventory and market analyses** to examine market potentials for bike sharing in different countries including barriers and market needs.

- **Vertical demonstrations** with the focus on new approaches, advanced technologies and the extension of bike sharing schemes.

- **Policy recommendations** for sustainable and energy efficient urban mobility.

- **Promotion and dissemination** of project results to the wider audience of European cities.

- **Raising awareness** and motivation of relevant actors to adopt bike sharing as an innovative individual system of public transport.
OBIS - Outcomes

- **Bike sharing handbook**: Recommendations and guidelines for introducing, implementing or optimising bike sharing schemes.

- **Demonstration Projects**: Practical introduction of new and optimised bike sharing schemes and concepts for access, tariffs etc.

- **International Conferences**: Three public conferences for international stakeholders

- **Website**: Including project information and newsletters on bike sharing

→ Raising awareness and offering guidance for stakeholders in bike sharing
OBIS - Outcomes

OBIS Handbook including
- Snapshot of European BSS
- Key factors and success factors of BSSs
- 10 Country Reports
OBIS - Outcomes

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of BSS studied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>4</td>
</tr>
<tr>
<td>Belgium</td>
<td>2</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>8</td>
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<tr>
<td>Germany</td>
<td>7</td>
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<td>Italy</td>
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<td>Poland</td>
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</tr>
<tr>
<td>Spain</td>
<td>7</td>
</tr>
<tr>
<td>Sweden</td>
<td>4</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6</td>
</tr>
</tbody>
</table>
OBIS - Outcomes

“Catalogue” of
- Access Technologies
- Bikes
- Stations
- Software
- Scheme Size and Density
- Availability
- Registration & Charges
- Information
- PT Integration
- Target Groups

⇒ Physical Design

⇒ Institutional Design

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OBIS - Outcomes

Snapshot of the current situation in the OBIS sample:

• How big are schemes in the OBIS sample?

• How dense are schemes in the OBIS sample?

• How many rentals do schemes in the OBIS sample have?

• Are schemes available 24/7 or not?

• Who are the operators in the OBIS sample?

→ Connected to city size, climate, modal split (exogenous factors)
OBIS - Partners

- Choice GmbH, Germany (Co-Ordinator)
- DB Rent GmbH, Germany
- Senatsverwaltung für Stadtentwicklung Berlin, Germany
- Technische Universität Wien, Austria
- Kungliga Tekniska Högskolan Stockholm, Sweden
- Altran Innovacion, Spain
- Ayuntamiento de Barcelona – Sector Seguretat i Mobilitat, Spain
- Pomorskie Stowarzyszenie 'Wspolna Europa', Poland
- Ökoinstitut Südtirol/Alto Adige; Italy
- MTI Conseil, France
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