

The Bicing Effect

Redha Zetchi | Bicing Manager

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 @RZetchi

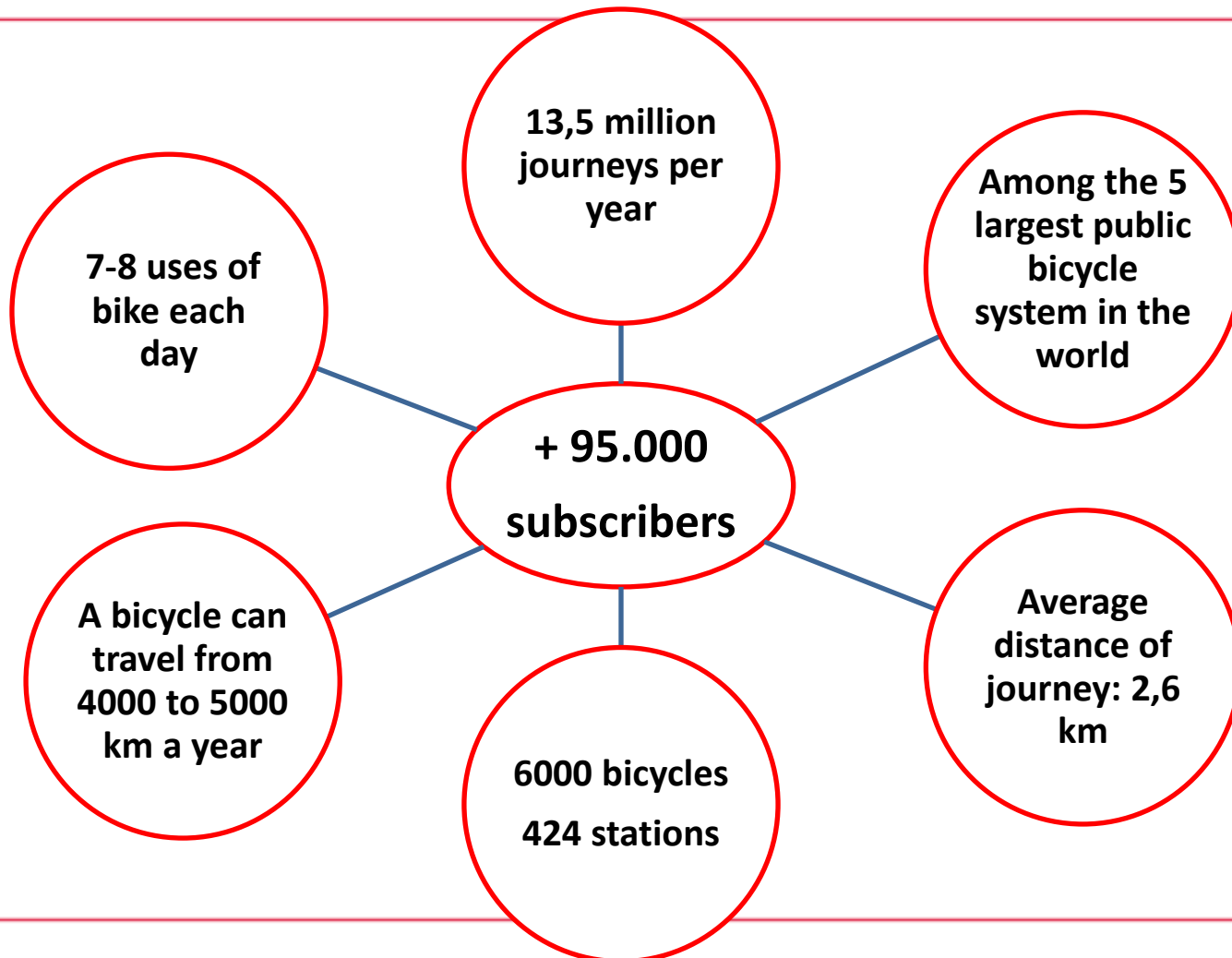
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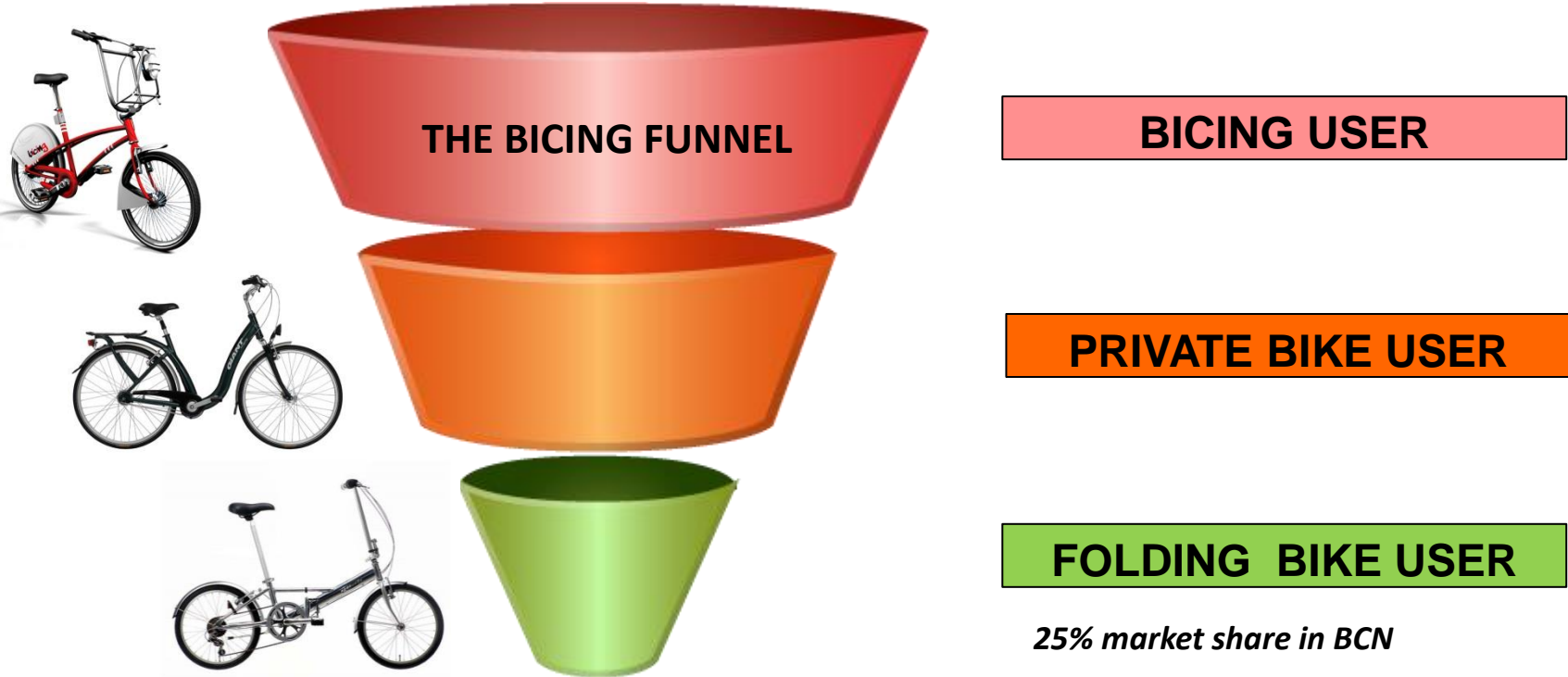


[Beautiful day to use Bicing](#)

1. THE SIZE & SCOPE OF SERVICE



2. THE MAIN CONTRIBUTION : A catalyst for private bicycles



Bicing's contribution on total bike trips is 32%

3 years ago it was a 40% —> private trips increase > 12 %

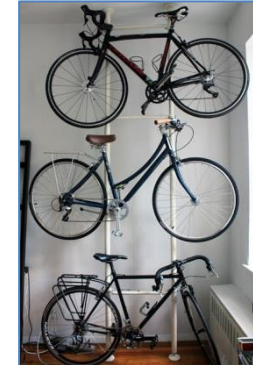
3. BICING SERVICE BENEFITS



Maintenance



**“Outsourcing”
Thefts**



Storage



**For short journeys,
could be faster than
public transport**



**Parking point is not
fixed**

3. BICING SERVICE BENEFITS



**Greater Benefits
than risk**



**Environmental
benefits**



**Descongestion
public service in
peak hour**



**Reduce public
health spending**



**Creation of jobs
1 for each 25 bikes**

4. SUCCESS FACTORS

Easy to use & Immediacy

Integration Fare-Physical-Information

Infrastructure-Part of a global strategy

Territorial coverage

Capillarity

Price

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5. THE FUTURE & OUR VISION

Process defining the new Bicing 2017 with a new tender:

- More bikes?
- Do we need electrical bikes?
- The same management model?
- The same financing model?
- New request based on “bad experience”?

A new hybrid scheme (electric station+ mechanical and electrical bikes) .



6. REFLECTION: SHARED MOBILITY: A TREND OR A NECESSITY?



The future that we thought 50 years ago...

6. REFLECTION: SHARED MOBILITY: A TREND OR A NECESSITY ?

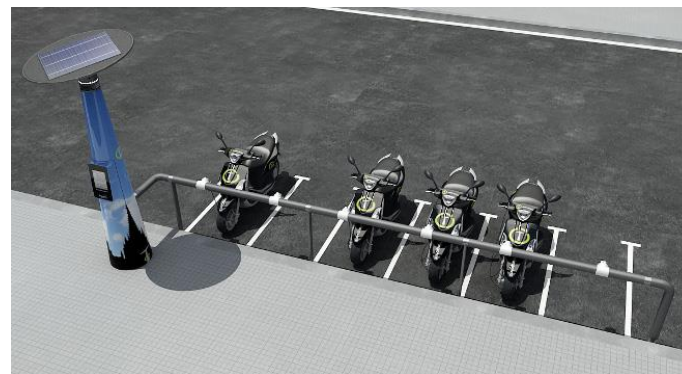
But the reality



United Nation Report:

In 40 years more than 66% of population
will live in cities

7. REFLECTION: SHARED MOBILITY: A TREND OR A NECESSITY ?



#sharedmobility

B:SM Barcelona
de Serveis
Municipals



**Ajuntament
de Barcelona**

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