



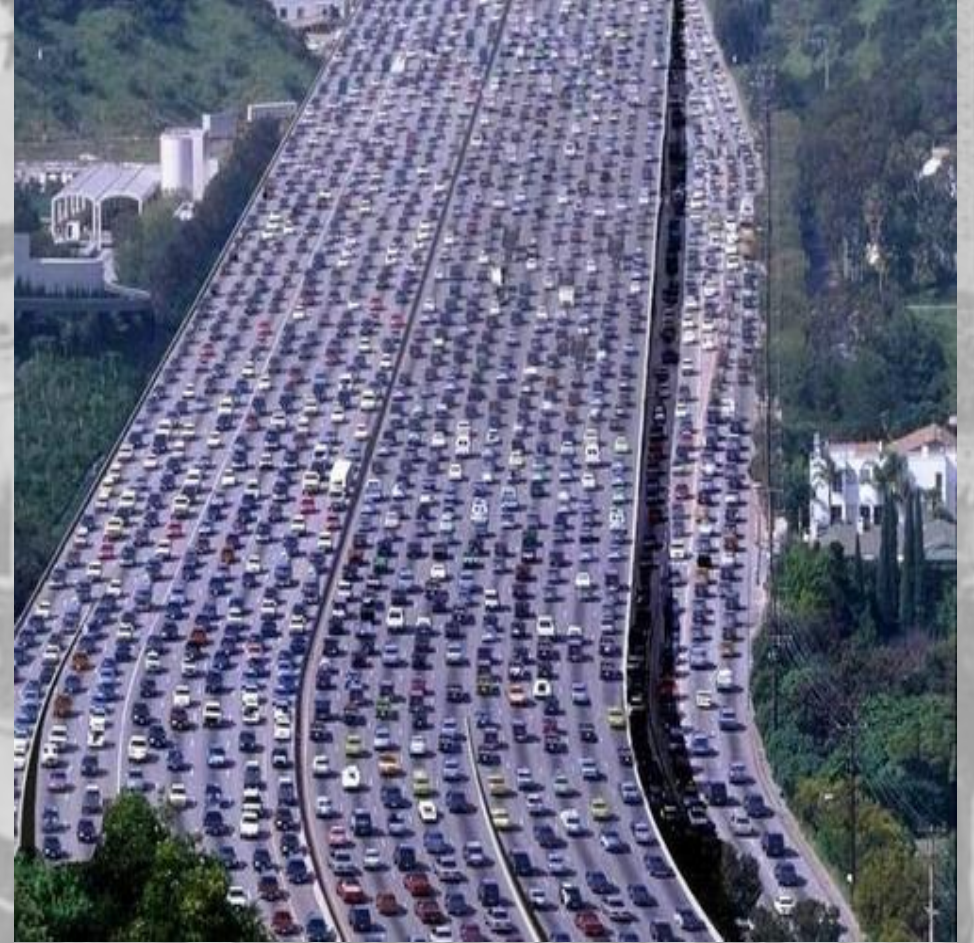
BIKE SHARING

Bridging the gap between cycling and public transport

Sebastian Schlebusch, nextbike GmbH

Cycling and Public Transport

- Together major modes of transport at beginning of 20th century
- Two completely segregated modes
- Motorization pushed both into niches



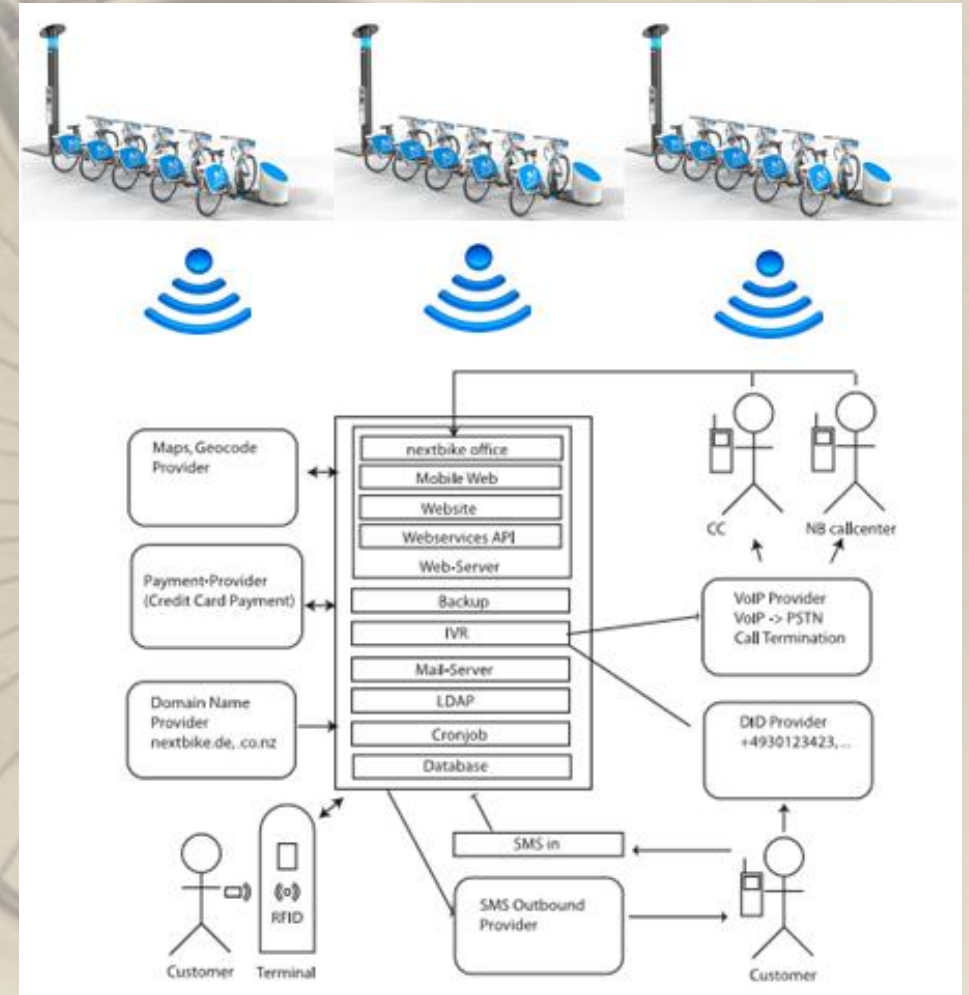
Cycling and Public Transport

- Last two decades has seen a tremendous growth in significance of cycling and PT
- Limited space in urban environments calls for smart design
- Main mobility nodes at the center of attention

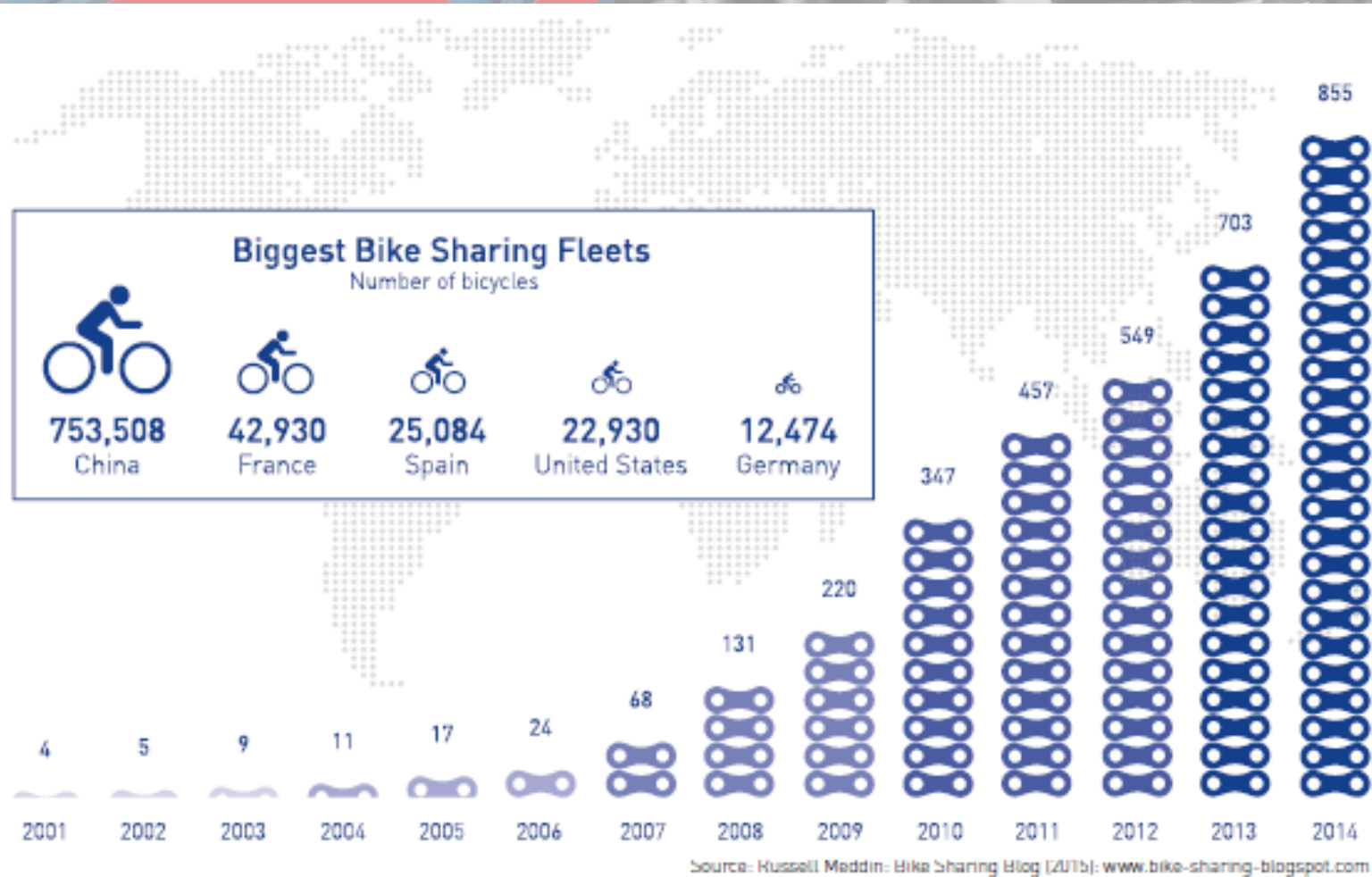


Bike Sharing – Combining a 19th Century Vehicle

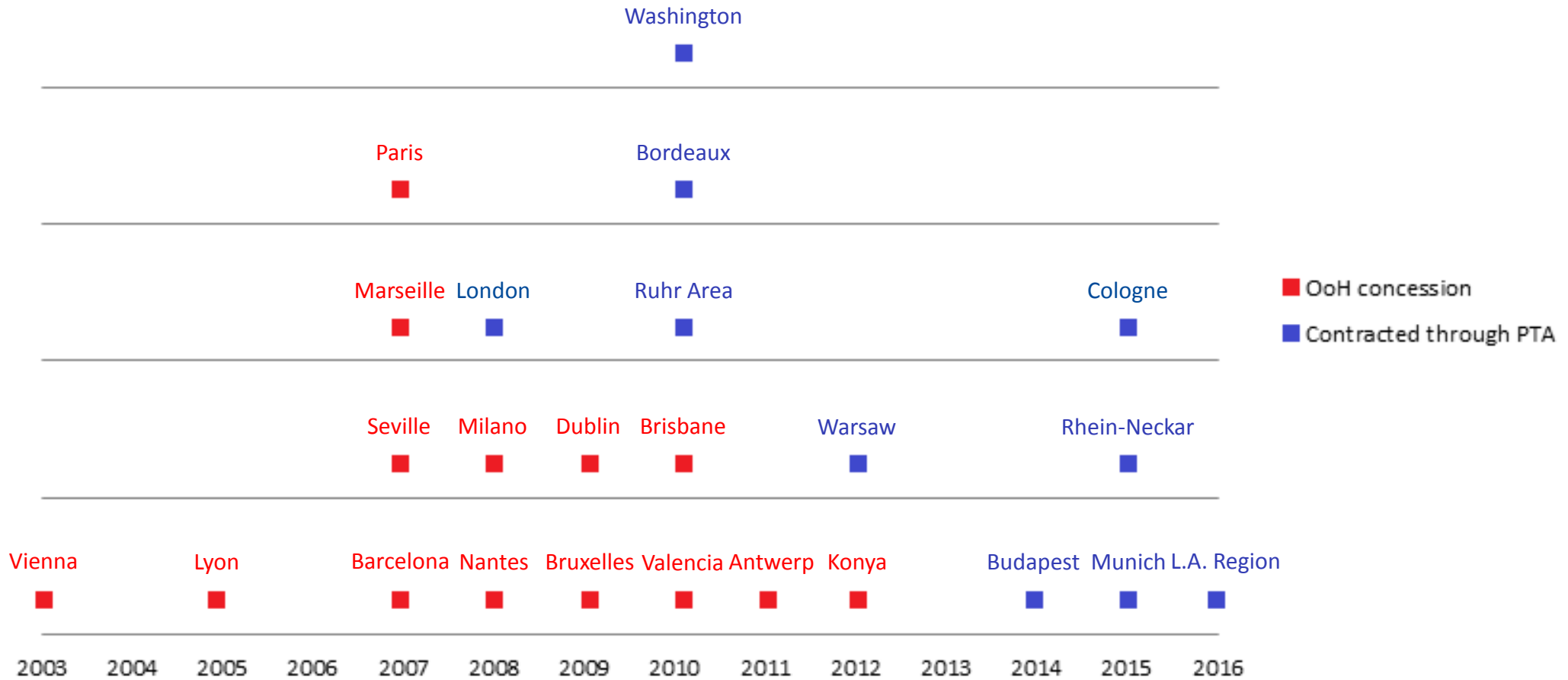
- Real-time information
- Full service
- 24/7 availability
- Spatial flexibility for users
- Reduced space requirements for bike parking
- Quick planning and implementation



Growth of Bike Sharing



Shift of Bike Share Business Models

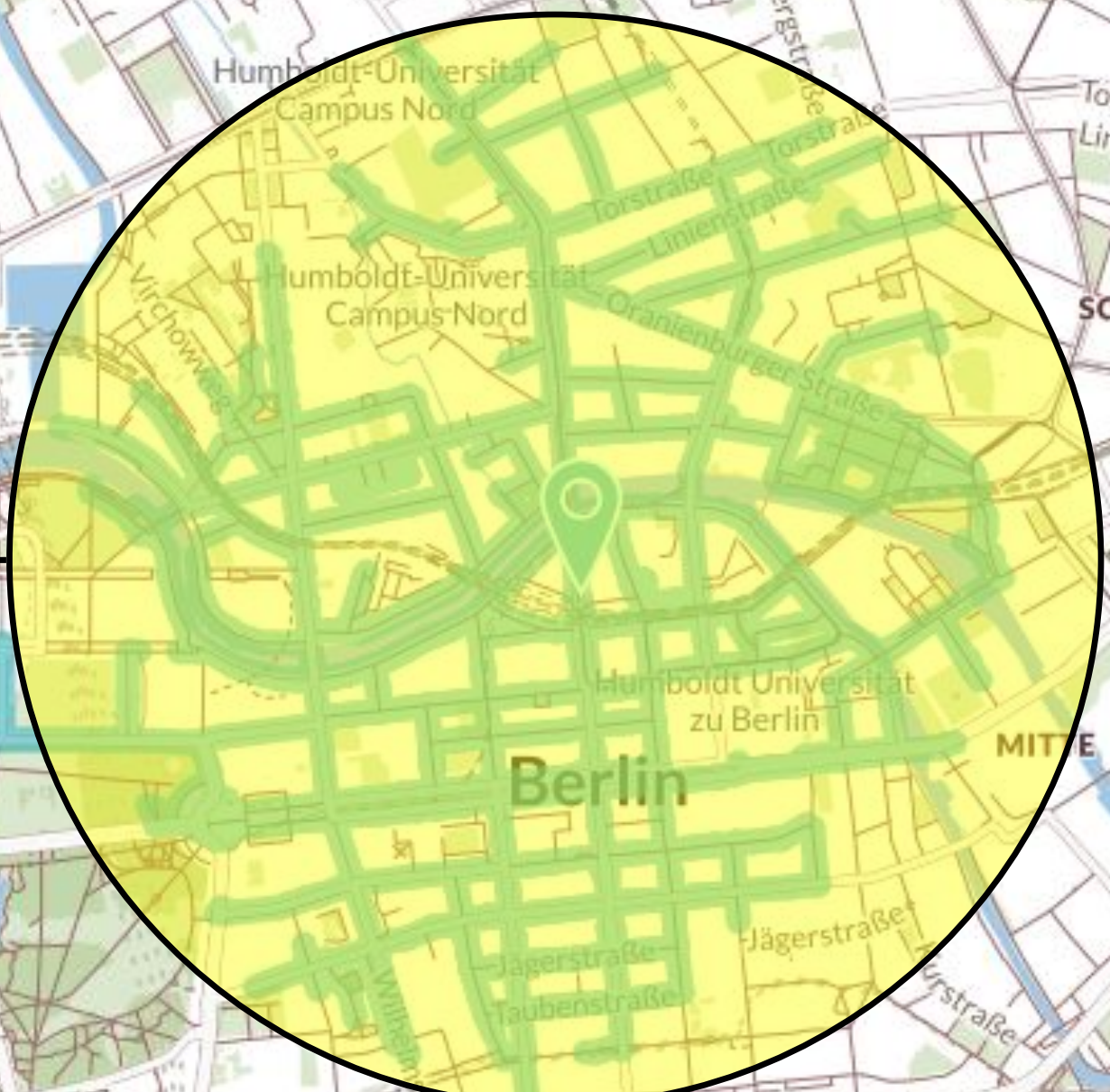


PT & Bike Share – a Strategic Alliance

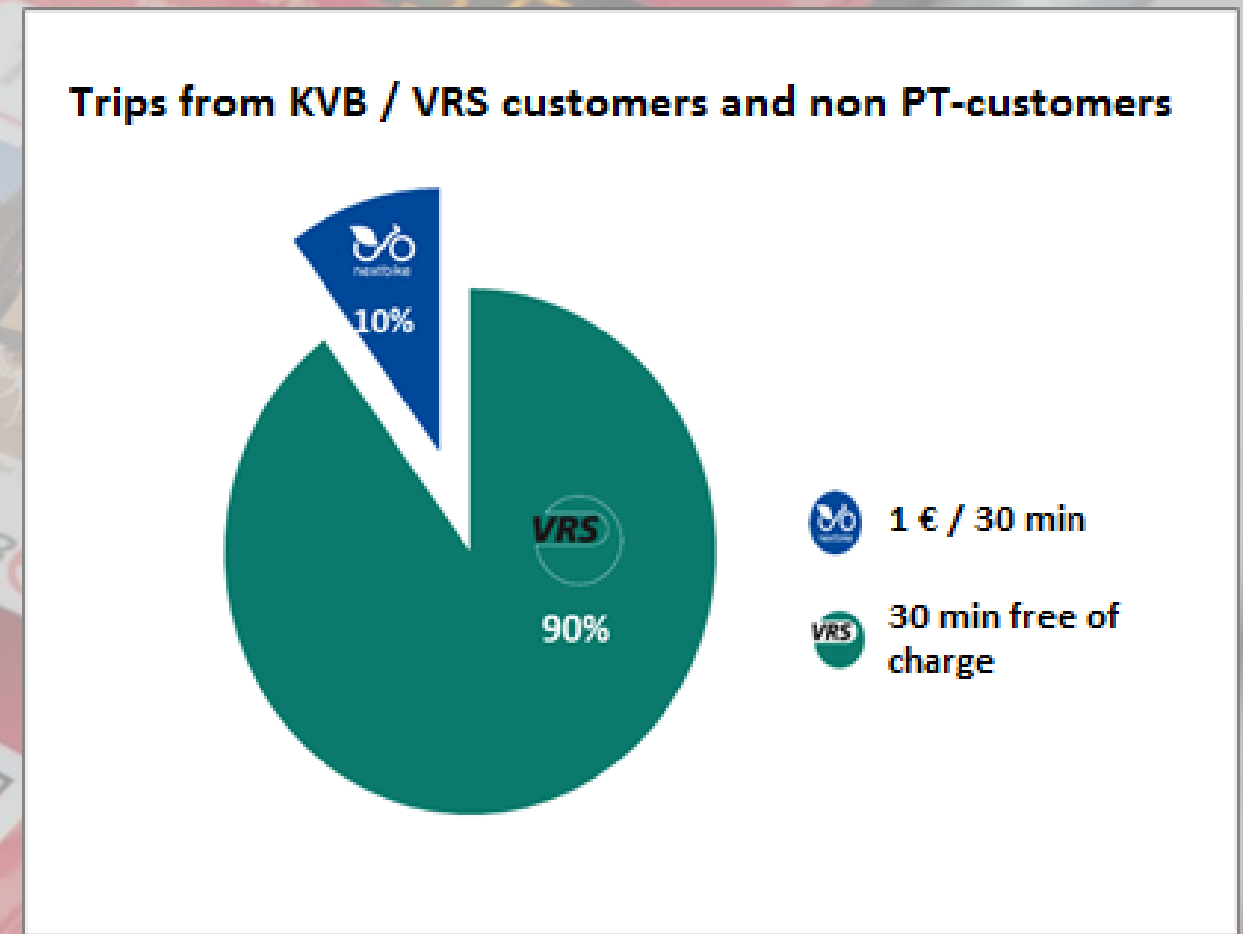
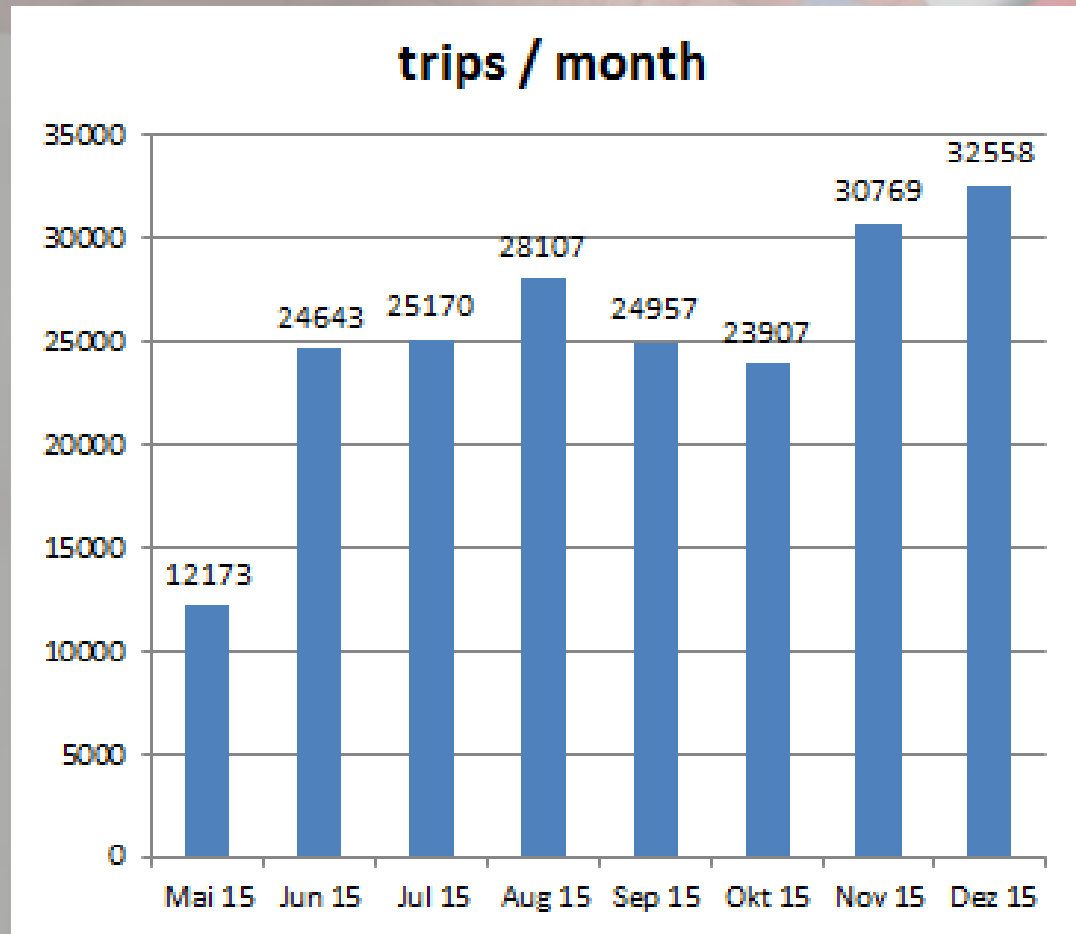


Bike Share increases the PT Catchment Area

5 min cycling = 1.3 km



Bike Share offers seamless Mobility Options and increases Attractiveness of PT



Bike Share reduces pressure on trains during Peak Demand



Bike Share S.T.I.M...ulates multi-modal user behaviour

S....ystem integration

- Integration of Bike Share into PT front end channels (App, website, ticketing machines, Invoicing)
- Exchange of whitelists to allow seamless onboarding of PT customers to the Bike Share System
- Multi-application smart cards (DESfire EV2)



Bike Share S.T.I.M...ulates multi-modal user behaviour

T...ariff integration

- 30 min / trip free of charge for PT subscribers
- Discounted rates for PT subscribers
- Combi-Tickets for casual PT users (day tickets)

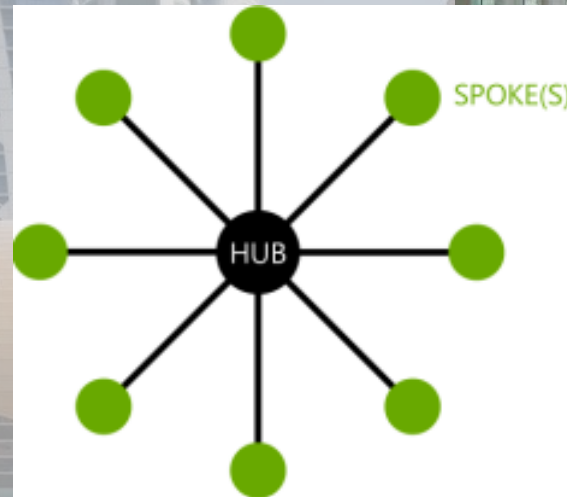
MOL Bubi PUBLIC BIKE-SHARING SYSTEM FARES ① + ② = ✓ Fare to be paid consists of access fee plus usage fee

① ACCESS FEES			② USAGE FEES		
TICKETS			PASSES		
24h MOL Bubi 24-hour ticket** HUF 500 HUF 100 <small>with sur 25 000 deposit</small>	72h MOL Bubi 72-hour ticket** HUF 1 000 HUF 100 <small>with sur 25 000 deposit</small>	7 MOL Bubi weekly ticket** HUF 2 000 HUF 100 <small>with sur 25 000 deposit</small>	2014 MOL Bubi Start pass* HUF 3 000 <small>with sur 1 500 usage fee credit</small> <small>Valid until 31 December 2014</small>	180 MOL Bubi semi-annual pass* HUF 12 500 HUF 8 000 <small>with sur 3 000 usage fee credit</small> <small>Promotional discount valid until withdrawn, available only to natural persons</small>	365 MOL Bubi annual pass* HUF 18 000 HUF 12 000 <small>with sur 5 000 usage fee credit</small> <small>Promotional discount valid until withdrawn, available only to natural persons</small>
<small>Discount applies to tickets purchased before midnight on 22 September 2014</small>			<small>+</small>		
% FURTHER DISCOUNTS			<small>Promotional discount valid until withdrawn, available only to natural persons</small>		
In possession of BKK public transport annual pass: MOL Bubi annual pass**** (with sur 5 000 usage fee credit)			HUF 6 000	In possession of BKK public transport semester pass: MOL Bubi semi-annual pass*** (with sur 3 000 usage fee credit)	
				HUF 6 400	
			up to 30 min. HUF 0 up to 60 min. HUF 500 up to 90 min. HUF 1 000 up to 120 min. HUF 1 500 up to 150 min. HUF 2 000 up to 180 min. HUF 2 500 between 181 min. and 5 hours 59 min. HUF 1 000 every 30 min. started (HUF 3 500 – HUF 8 500) between 6 hours and 8 hours 59 min. HUF 1 500 every 30 min. started (HUF 10 000 – HUF 17 500) over 9 hours HUF 2 000 every 30 min. started (from HUF 19 500)		

Bike Share S.T.I.M...ulates multi-modal user behaviour

I...nfrastructure integration

- Hub and spoke architecture
- Bike Share hubs at PT stations
- Satellite stations in cycling distance around hubs



Bike Share S.T.I.M...ulates multi-modal user behaviour

M...arketing integration

- Multi-modal campaigns in busses, trains and on bikes
- Inclusion of Bike Share station network into city / PT network maps and electronic schedule systems
- Sign posting of Bike Share stations at train / metro stations



Benchmark Projects from Germany – KVB-Rad Cologne

System design


- 950 Smart Bikes in 45km² flex zone, increase to 1.500 in 2016
- 100 hub stations until 2017 (“Hybrid System”)



Benchmark Projects from Germany – KVB-Rad Cologne

System and tariff integration

- Registration and access via KVB / VRS (e-Ticket)
- Students and KVB / VRS customers receive annual membership (VRS-Chipkarten-Tarif)

KVB  rad	<i>Normal-Tarif*</i>	<i>VRS-Chipkarten-Tarif</i>
erste 30 Min. je Fahrt	1 €	frei
jede weitere 30 Min.	1 €	1 €
24 Stunden	9 €	9 €

Benchmark Projects from Germany – KVB-Rad Cologne

Infrastructure integration

- Scalable and responsive flex zone
- Hub locations primarily in vicinity at PT stations



Benchmark Projects from Germany – KVB-Rad Cologne

30 Min. gratis für
VRS-AboKunden!

Marketing integration

- Bike branding in KVB design
- Involvement of local VIP ambassadors
- Multi-modal mobility campaign



www.kvb-koeln.de/kvb-rad

Radfahren Bringts!

fit · spontan · umweltbewusst



Benchmark Projects from Germany – MVG-Rad Munich

System design

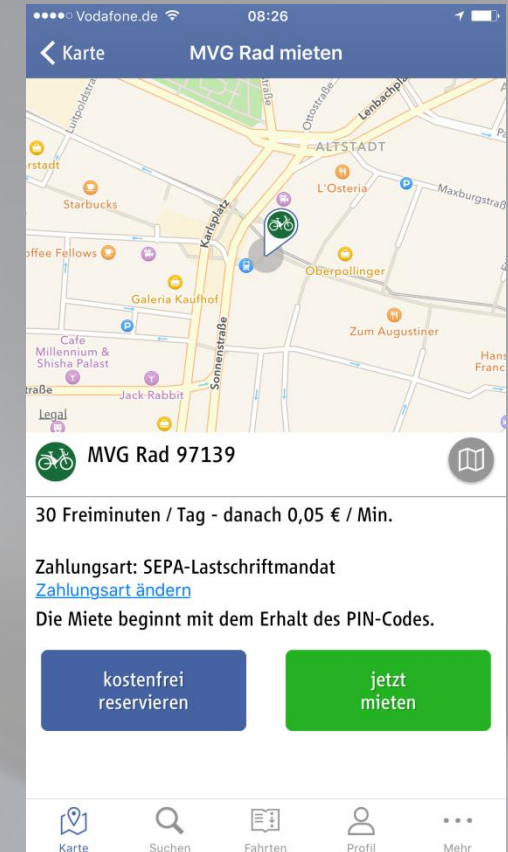
- 1.200 bikes designed by SWM/MVG and N+P industrial design based on nextbike Smart Bike technology
- flex zone with up to 125 stations in 2016
- access via App and Boardcomputer



Benchmark Projects from Germany – MVG-Rad Munich

System and Tariff integration

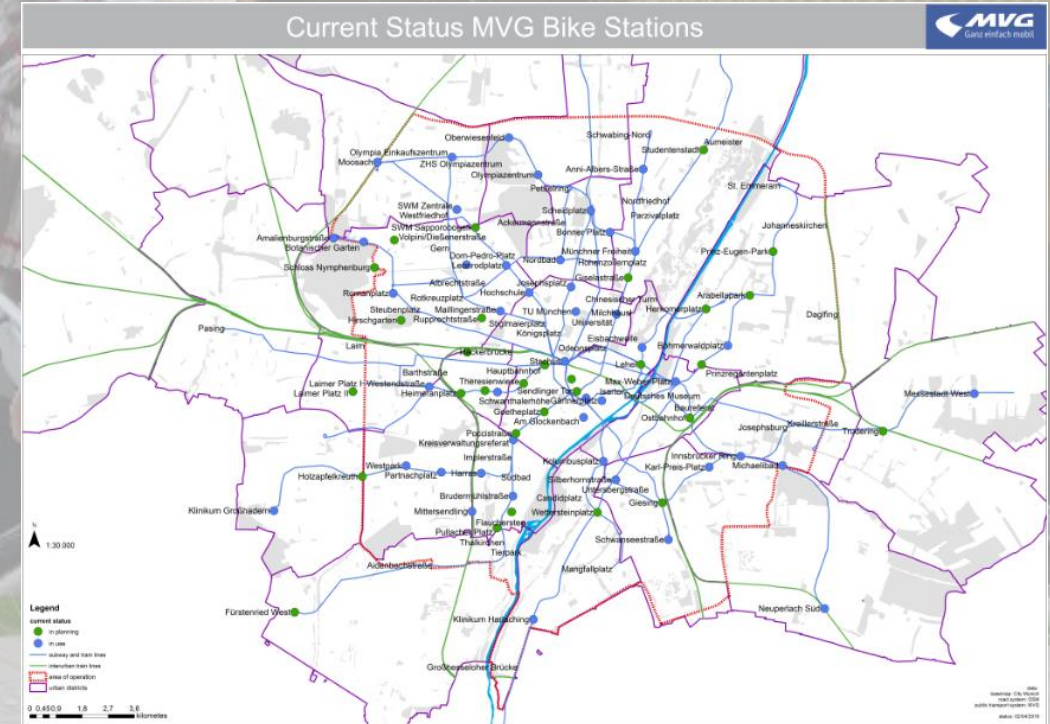
- Generic, multi-modal App “MVG More”
- SWM/MVG customers receive 30 min free / day & 37.5% discounted rates for additional fees
- All customer processes are managed by SWM/MVG



Benchmark Projects from Germany – MVG-Rad Munich

Infrastructure Integration

- 125 stations until 2016 at metro and tram stations
- 110km² flex zone



Benchmark Projects from Germany – MVG-Rad Munich

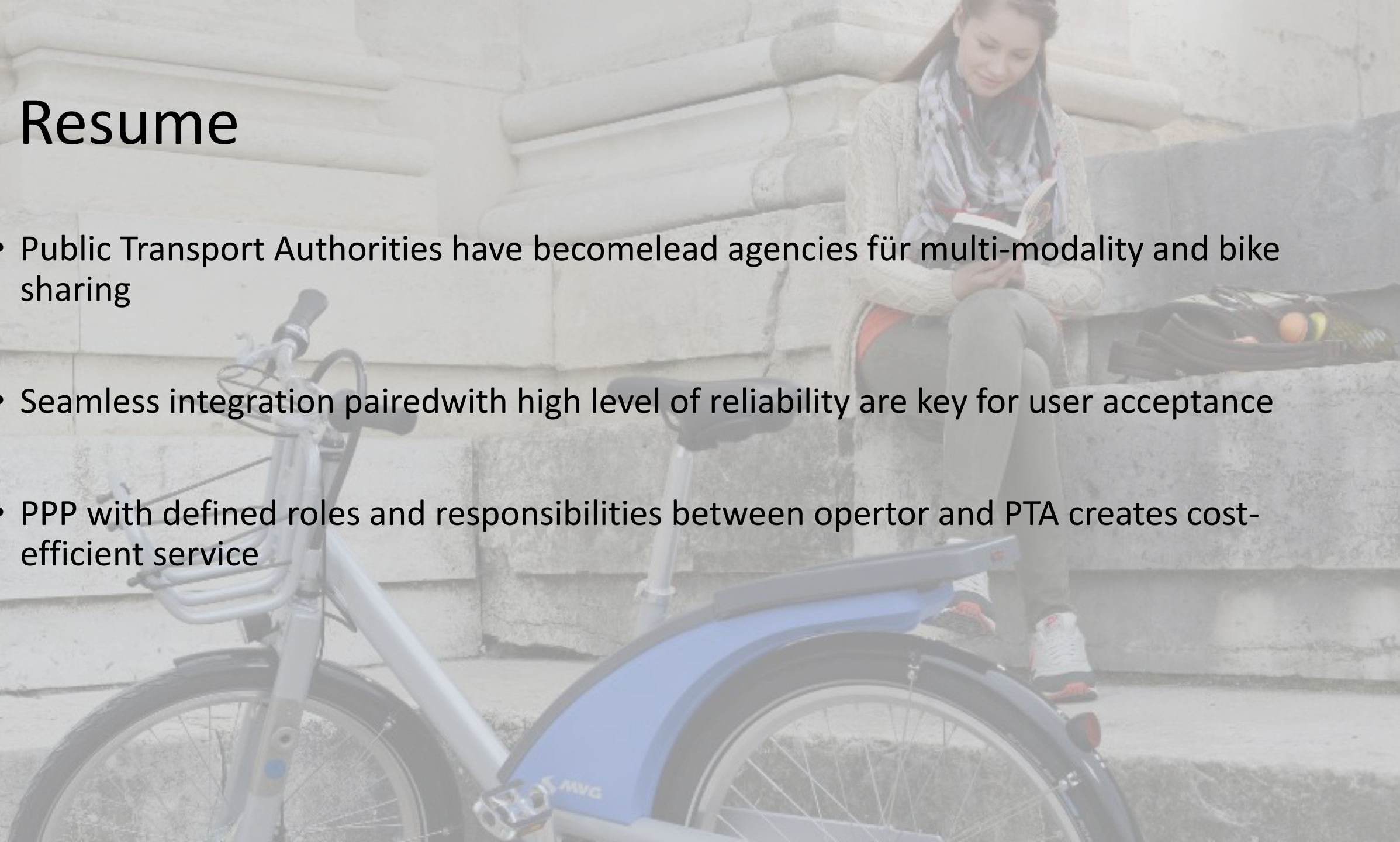
Marketing integration

- Bike and station design by SWM/ MVG and N+P Industrial Design to match the corporate identity
- City-wide campaign in PT stations, busses, trains, participation at events, fairs...



Resume

- Public Transport Authorities have become lead agencies für multi-modality and bike sharing
- Seamless integration paired with high level of reliability are key for user acceptance
- PPP with defined roles and responsibilities between operator and PTA creates cost-efficient service



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