



OBIS

Optimising Bike Sharing in European Cities

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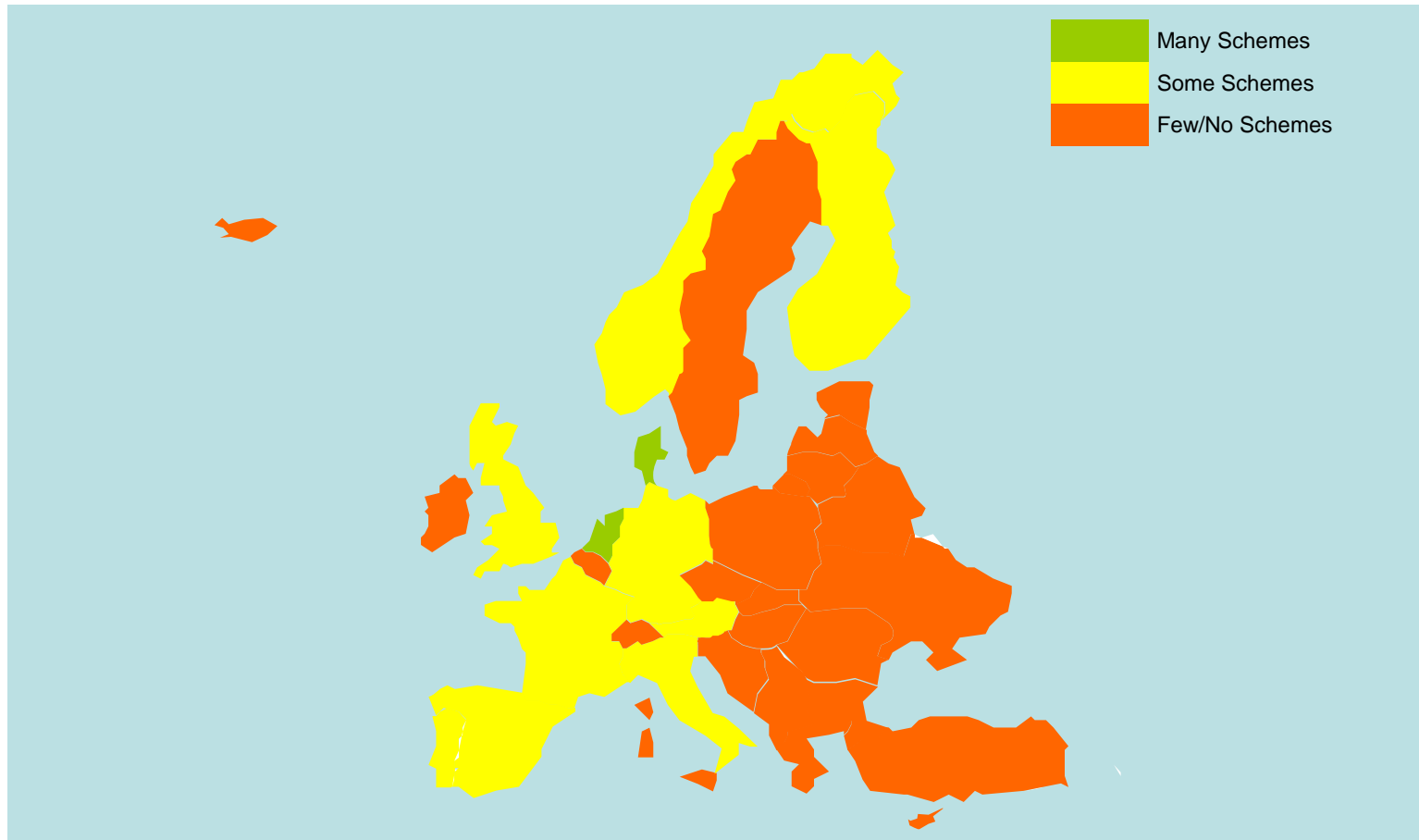


1. What is Bike Sharing?

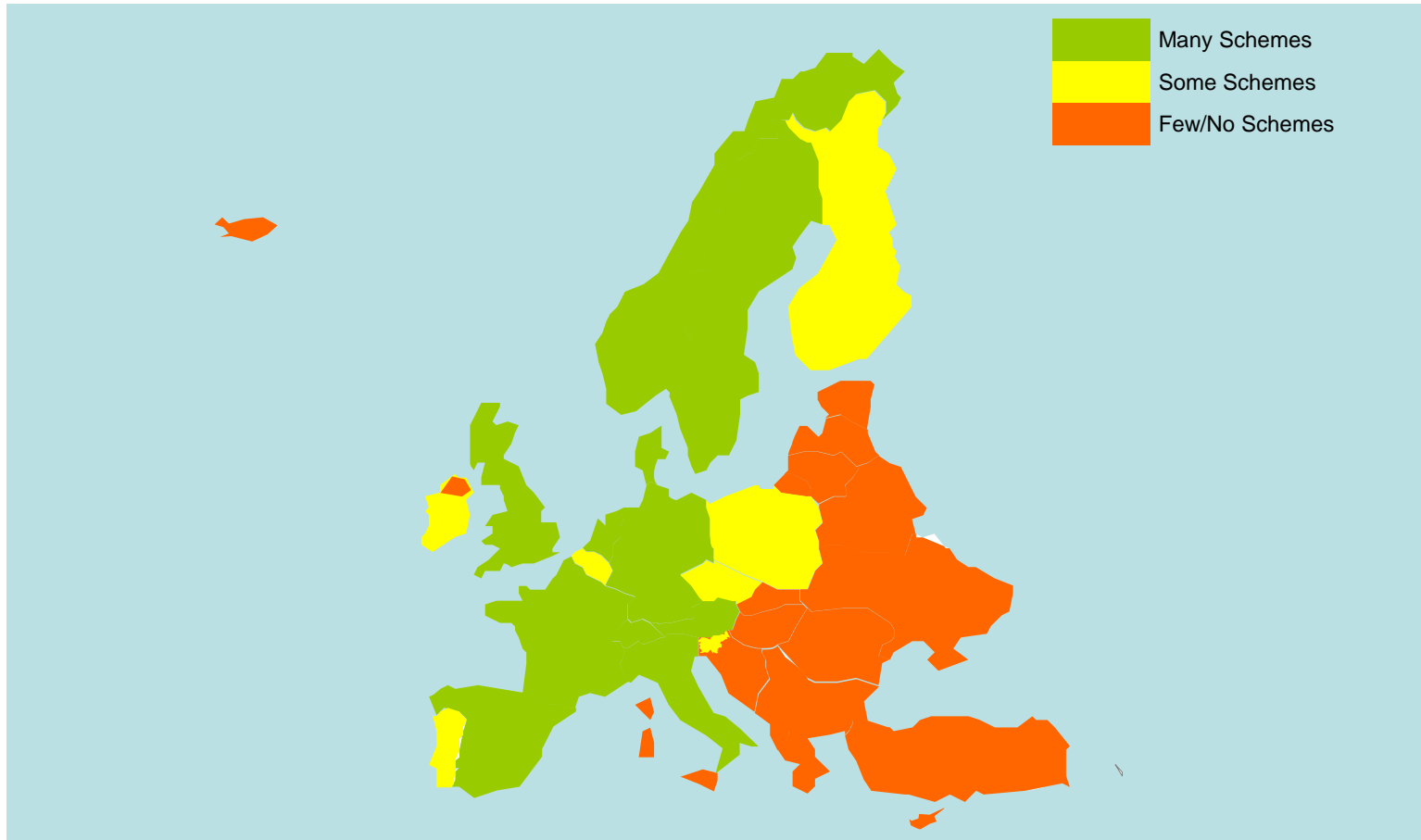
- No common definition available thus we characterise bike sharing as:
 - Offer on public spaces with public access.
 - Bike rental to several target groups with:
 - Network characteristics,
 - Self-service,
 - Short-time-rental and
 - One-way-capability.



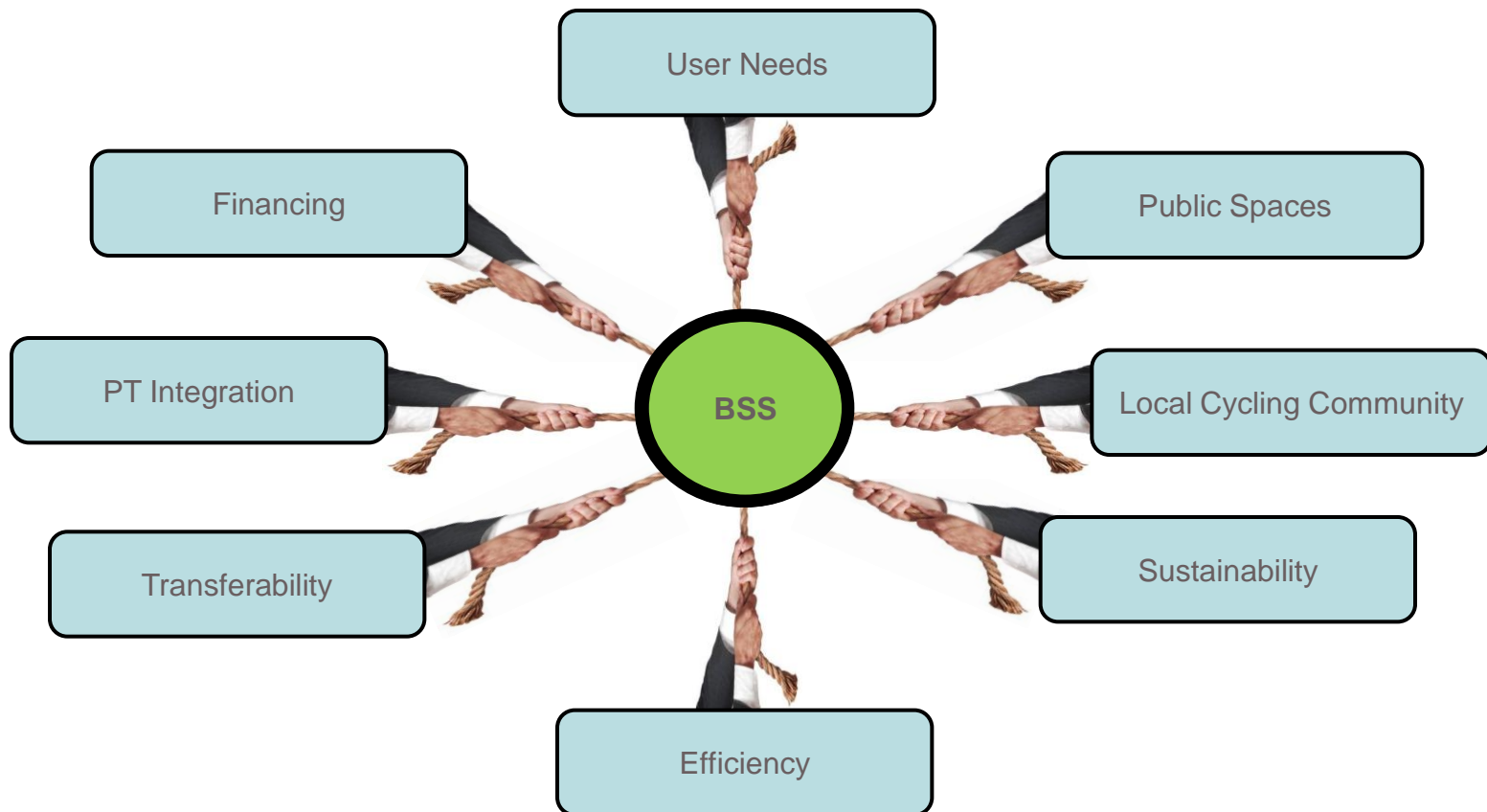
1. Market Development – Europe 2001



1. Market Development – Europe 2011

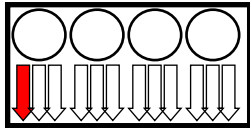


1. Bike Sharing - Fields of Tension

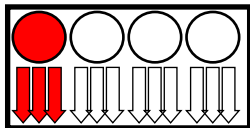


2. Bike Sharing in EC-Projects

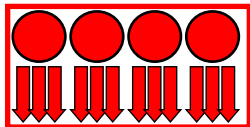
- NICHES (2004-2007) - Bike Sharing Relevance: Part of a Work Package



- SPICYCLES (2006-2009) – Bike Sharing Relevance: One Work Package



- OBIS (2008-2011) – Bike Sharing Relevance: The Project



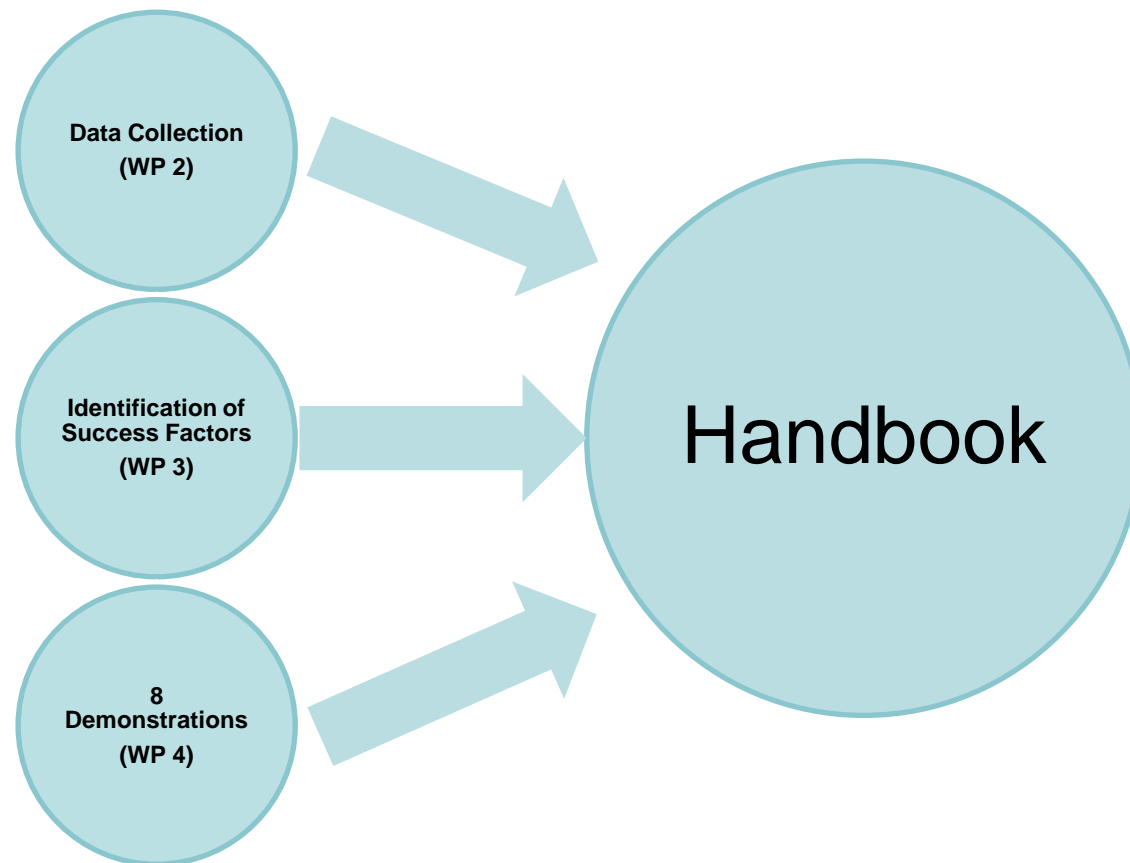
3. OBIS at a Glance

15 partners from 9 countries analysed and optimised bike sharing schemes

- Key questions:
 - Success factors?
 - Needs for optimisation?
 - Effects on mobility behaviour?
 - Sustainability?
- Project goals:
 - Show best-practice models
 - Point out solutions for common problems
 - Optimisation of schemes
 - Analyse transferability
- Result: A Bike Sharing Handbook!



3. OBIS at a Glance



4. The Programme

Final Conference 21.06.2011

The European Perspective

Bike Sharing in Europe - The OBIS Countries at a Glance

Alberto Castro Fernandez,
TUW

Bike Sharing 2008-2011: OBIS Impacts and Developments

Sara Basterfield, CTC

Handbook Presentation

Lessons Learnt - Handbook Presentation

Tim Birkholz, choice

OBIS Demo Project Flashlights

Part 1:

Barcelona
Berlin
Stockholm

Part 2:

Milan
London
Austria
Czech Republic
Tczew

External Perspectives

Visualising Bike Share - A Global Perspective

Oliver O'Brien,
UCL CASA

Development of Cycling in Czech Republic

Daniel Mourek, Nadace Partnerstvi

Getting Bike Sharing to Break Even,

Charles Butler,
HOMEPORT