



OBIS

A Handbook

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Content

1. Target Groups

2. Content:

- I. OBIS Results
- II. Recommendations
- III. Country Reports

3. How to Get



1. Target Groups

- National Authorities



Photo: BMVBS

1. Target Groups

- National Authorities
- Local Authorities



Photo: TfL

1. Target Groups

- National Authorities
- Local Authorities
- BSS Operators



1. Target Groups

- National Authorities
- Local Authorities
- BSS Operators
- PT Operators



1. Target Groups

- National Authorities
- Local Authorities
- BSS Operators
- PT Operators
- Researchers



1. Target Groups

- National Authorities
- Local Authorities
- BSS Operators
- PT Operators
- Researchers
- ...and many more



1. Target Groups

- 'Established cyclists'
 - e.g. Germany, Austria, Sweden



1. Target Groups

- ‘Established cyclists’
 - e.g. Germany, Austria, Sweden

- ‘Cycling newcomers’
 - e. g. France, Spain, Italy, UK



Photo: JCDecaux

1. Target Groups

- ‘Established cyclists’
 - e.g. Germany, Austria, Sweden

- ‘Cycling newcomers’
 - e. g. France, Spain, Italy, UK

- ‘New European Union (EU) partners’
 - e. g. Poland, Czech Republic



Photo: Beauty and the Bike

2. Content

1. Target Groups

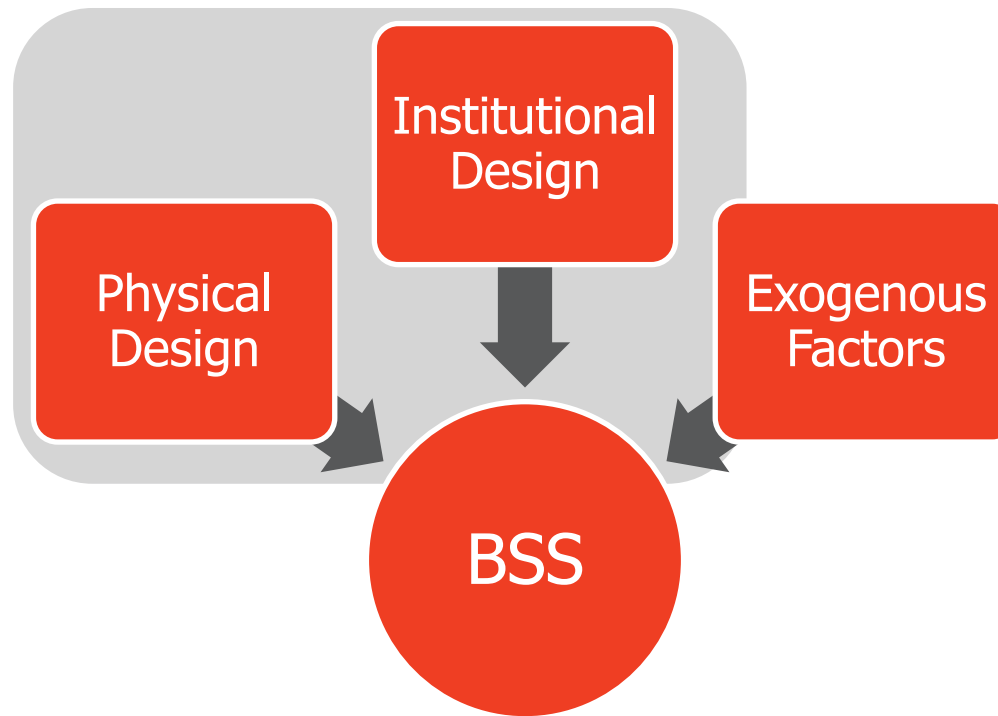
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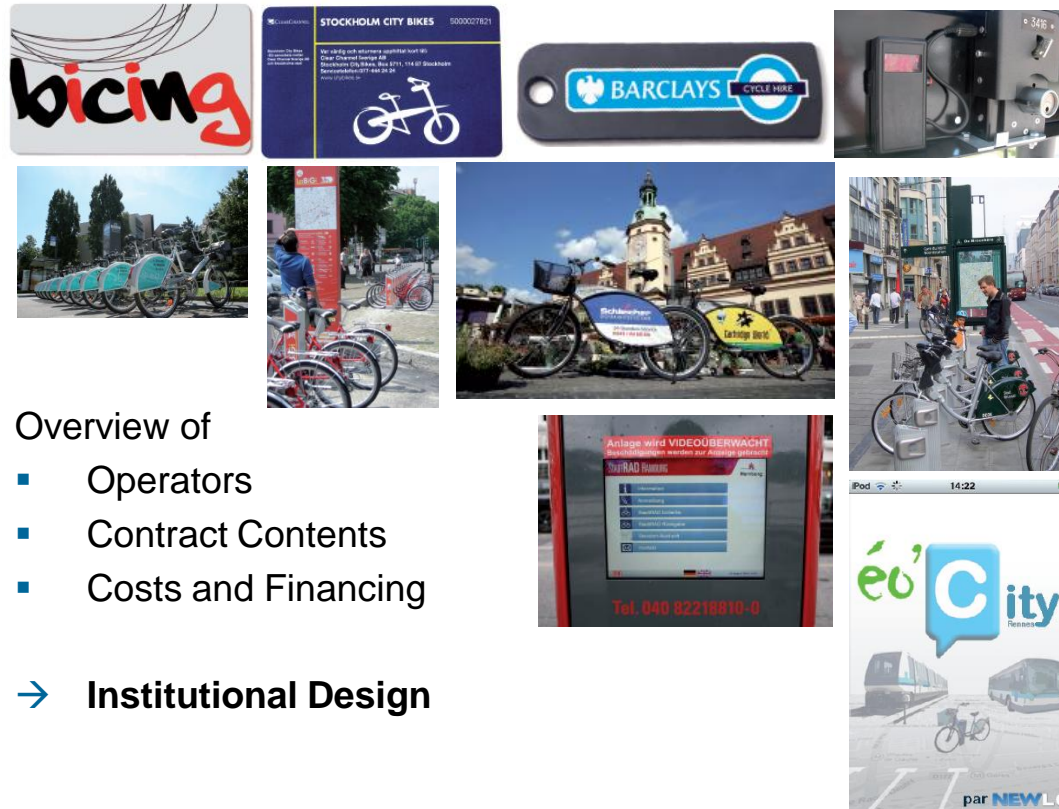
I. OBIS Results



I. OBIS Results

“Catalogue” of

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



Overview of

- Operators
- Contract Contents
- Costs and Financing

→ **Physical Design**

→ **Institutional Design**

I. OBIS Results

“Catalogue” of

- Access Technologies
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- Target Groups

Overview of

- Operators
- Contract Contents
- Costs and Financing

Influenced by

- City size
- Climate
- Mobility behaviour
- Demographic factors
- Economic factors
- Existing infrastructure
- Financial situation
- Political situation

→ **Physical Design**

→ **Institutional Design**

→ **Exogenous Factors**

2. Content

1. Target Groups

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3. How to Get



II. Recommendations – Benefits of bike sharing

Direct benefits	Indirect benefits
Increase cycling modal share	Make cycling more visible
Additional mobility option	Encourage cycling infrastructure development
Congestion avoidance	Health benefits
Manage (public) transport demand	Liveable streets
Increase attractiveness for tourists	Savings with reduction of car infrastructure
Advertising opportunities	Positive city image
Health benefits	Improve cycling safety
Employment opportunities	Reduce CO ₂ -emissions

II. Recommendations – Why do people cycle?

- Survey from Copenhagen:
 - 56 % **Quick & Easy**
 - 19 % Good Exercise
 - 6 % Inexpensive
 - 1 % Environment



II. Recommendations – For National Level

a) Bike sharing initiatives need national support



Photo: BMVBS

II. Recommendations – For National Level

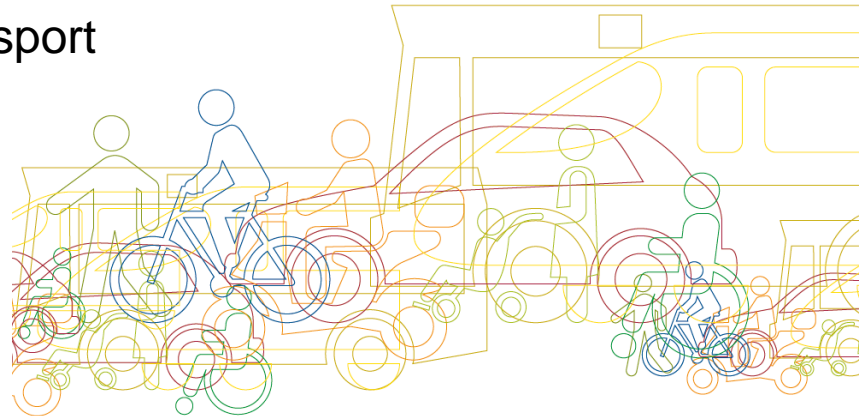
- a) Bike sharing initiatives need national support
- b) Develop funding instruments



Photo: dpa

II. Recommendations – For National Level

- a) Bike sharing initiatives need national support
- b) Develop funding instruments
- c) Include bike sharing in (national) transport strategies



Graphik: Senatsverwaltung für Stadtentwicklung Berlin

II. Recommendations – For Municipal Level

a) Planning

b) Implementation

c) Optimisation

Planning	Implementation	Optimisation
Defining goals for urban mobility	Division of tasks: operator models	Steering demand
Defining goals for the BSS	Designing the operator contract	Enlarging the scheme
Getting information	Looking for funding sources	Optimise redistribution
Getting everyone on board		Finding new financing opportunities
Getting ideas		Developing new technologies
Defining a rough concept		Combining BSSs with other means of transport
Writing a tender		

II. Recommendations – For Municipal Level

a) Planning

Define general aims for urban mobility and objectives of the scheme for your town



Photo: auto.pege.org



Photo: 4.bp.blogspot.com

II. Recommendations – For Municipal Level

a) Planning

Get Information and Get Everyone on Board

- Set up a bike sharing task force
- Set up a 'round table'
- Involve BSS operators
- Get the Support of the Politics
- Involve the Public Transport Operator



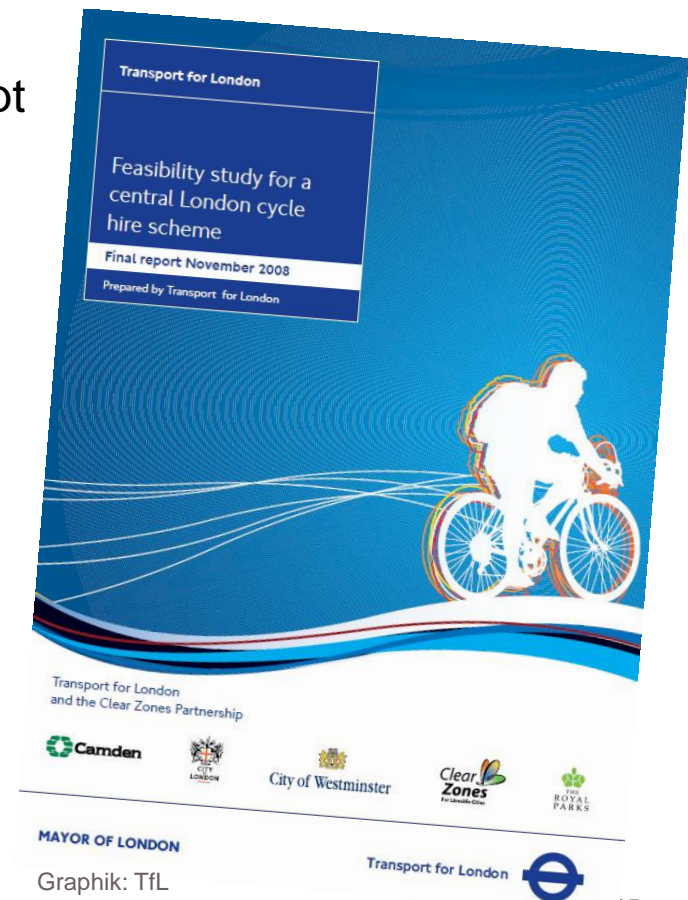
Photo: kingartus.de

II. Recommendations – For Municipal Level

a) Planning

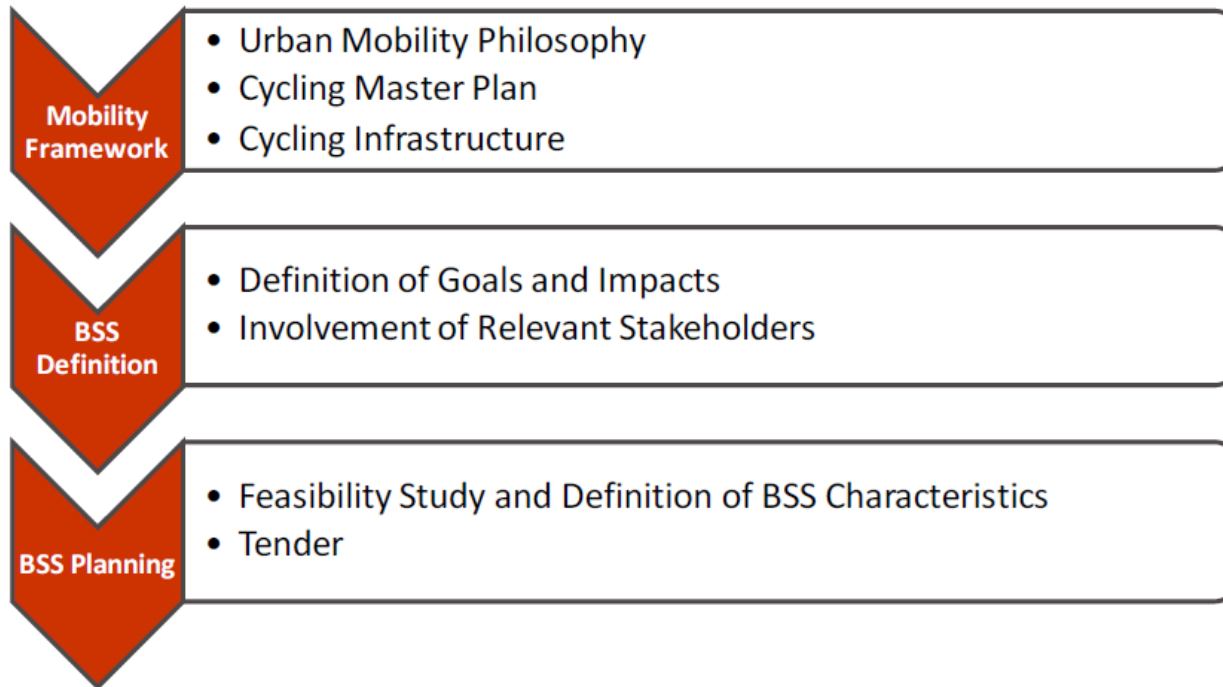
Analyse requirements and define a rough concept and indicators of success

- Write a Feasibility Study
- Look for funding options
- Make your scheme unique
- Develop Standard Planning and Implementation Procedures
- Prepare a Mini Business Plan
- Write a tender



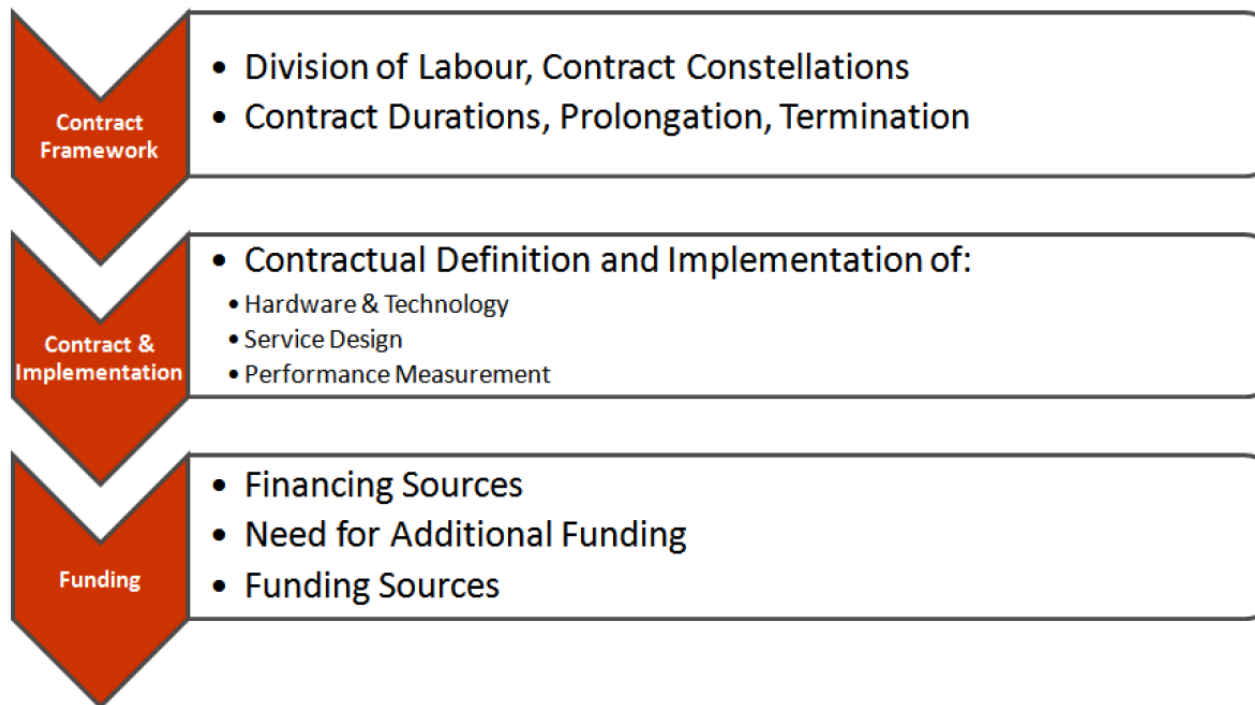
II. Recommendations – For Municipal Level

a) Planning



II. Recommendations – For Municipal Level

b) Implementation



II. Recommendations – For Municipal Level

b) Implementation

- Division of Tasks
- The Operator Contract (and BSS without contracts)

	Infrastructure	Operation
Option A1	Contractor	
Option A2	Contractor A	Contractor B
Option B	Contractor	Municipality
Option C	Municipality	Contractor

II. Recommendations – For Municipal Level

b) Implementation

- Division of Tasks
- The Operator Contract (and BSS without contracts)
- Station Planning



II. Recommendations – For Municipal Level

b) Implementation

Hardware & Technology,
Physical Design

- explaining and listing possibilities

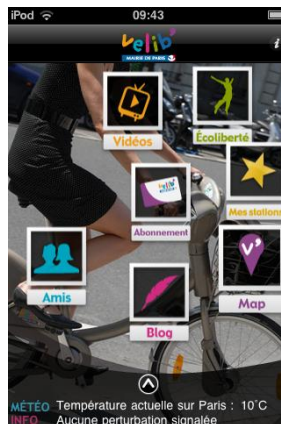
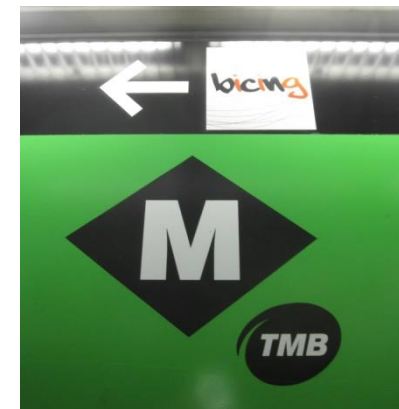
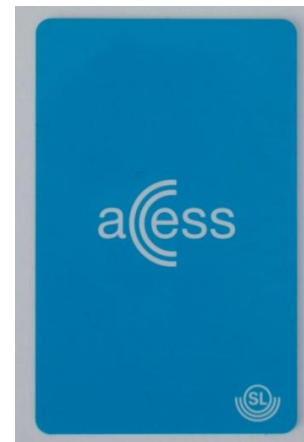
Element	Function	Service Design
Terminal interface	-Rental -Registration	-Front-end design
Station Configuration		
Terminal		
-Screen		
-Card reader/other reader		No/yes
-Printer		
-Keyboard		
Information		Static/dynamic
-Rental Information		
-Registration		
-Station Information		No/yes
Docking Points		
-Mechanical docking points		
-Electronic docking points		
Electrification		No/cable/other
Data connection		No/cable/other
	-Contact -Rental -Registration -Station information -Scheme information -Customer account information -Announce defects	-Front-end design -Language requirements -Account & payment security -Usability (Consideration of - screen size, menus etc) -Availability & price
Mobile applications		

II. Recommendations – For Municipal Level

b) Implementation

Hardware & Technology,
Physical Design

- explaining and listing possibilities
- “best practice”



II. Recommendations – For Municipal Level

c) Optimisation

Financing Opportunities

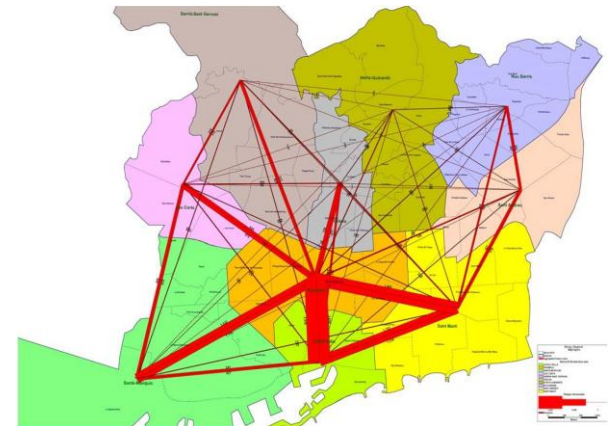
- Involve Sponsors
- Involve Companies and Employees



II. Recommendations – For Municipal Level

c) Optimisation

- Scheme Densification and Expansion
- Redistribution and Availability

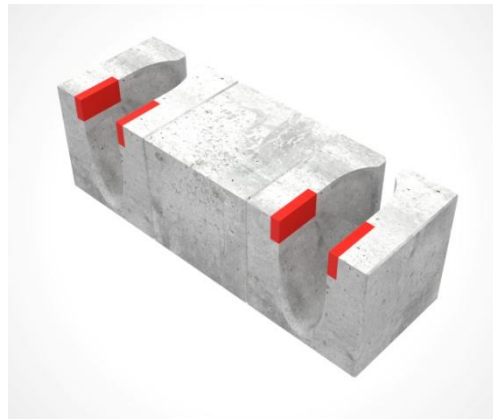


II. Recommendations – For Municipal Level

c) Optimisation

New Technologies

- new docking points and solar power



2. Recommendations – For Municipal Level

c) Optimisation

New Technologies

- new docking points and solar power
- RFID-technology



II. Recommendations – For Municipal Level

c) Optimisation

New Technologies

- new docking points and solar power
- RFID-technology
- Applications



II. Recommendations – For Municipal Level

c) Optimisation

New Technologies

- new docking points and solar power
- RFID-technology
- Applications
- E-Bikes



II. Recommendations – For Municipal Level

c) Optimisation

Combination with Other Means of Transport

- Milan
- Czech Republic
- Stockholm
- Berlin...



Photo: Tom Petersen

Půjčovny kol Českých drah

Nečtete se vám tráčet s kolama na dovolenosti? Nevadí, nechte kole doma a půjčte si ho u nás. Přímo na nádraží si můžete vypůjčit kvalitní rekreační kole a vydat se na cestu. Kole můžete obvykle vrátit i v jiné stanici než jste si ho vypůjčili. Koleč můžete vypůjčíte kole přepravovat zdarma vlakem na vybraných traťích blízko k cíli svého výletu.

Proč si půjčit kole u nás?

- žádné starosti o přepravu kola na místo výletu
- žádné náklady na přepravu kola do místa výletu
- po vybraných traťích můžete vypůjčíte kole svědět vlakem zdarma
- kole můžete zdarma uschovat v úschovněch zavedení CD
- kole můžete většinou vrátit i předem než jste si ho vypůjčili
- kole si v půjčovně můžete předem rezervovat
- nízká servisní cena

Všechny půjčovny kol CD jsou vybaveny kvalitními trekingovými koly s odborným prováděním servisem. Jednoduše a bez starostí o své kole přijedete vlakem do centra oblíbených cyklistických oblastí a přímo na nádraží si můžete kole vypůjčit v půjčovně CD. Kole si v půjčovně můžete rezervovat už předem telefonicky nebo prostřednictvím internetu. Chcete-li si potom ulehčit cestu, můžete si vypůjčíte kole bezplatně přepravit vlakem po vybraných traťích blízko k cíli vaší cesty při využití služeb spolupracovníků nebo úschovna během přepravy.

Zdarma si také můžete kole uschovat ve všech stanicích na vybraných traťích vybavených úschovněmi zavedení. Po celodenním výletu za pomoci nás máte přírodu a kulturní památky nemusíte kole vrátit v místě, kde jste si ho vypůjčili - lze ho většinou vrátit i v jiných výhledových stanicích, kam opět můžete dopřít vlakem bez placení přepravného za vypůjčíte kole.

Půjčovny kol jsou v provozu každoročně od 1. března do 31. října.

Výhledy půjčovny kol CD:

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- Electronic Version (PDF) available on www.obisproject.com
 - English: 22nd June 2011 --- **TOMORROW**
 - Czech, French, German, Italian, Polish, Romanian, Spanish, Swedish, Slovenian, Russian: 31.08.2011
- Electronic Version (PDF) on CD-Rom including project reports & fact-sheets will be disseminated on conferences, events, among cycling organisations etc.
 - English: 31st August 2011, available for conference participants
 - Czech, French, German, Italian, Polish, Spanish, Swedish: 31.08.2011
- Print Version can be ordered according to upcoming order information on www.obisproject.com
 - Czech, English, French, German, Italian, Polish, Spanish, Swedish: 31.08.2011



Thank you for your attention!

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