

i-BICING

Mobile Information System

Carles Romero, Barcelona Municipality

OBIS Workshop – Milan, September 2010



Ajuntament de Barcelona





Agenda

- » **Introduction**
- » How it works
- » Functionalities
- » End Conclusions

INTRODUCTION

»Bicing began operations as a 300 bike pilot in June 2007 reaching its current offer of about **425 stations** or parking lots and **6,000 bikes** a year later.

»There were more than 190,000 subscribers at the start of 2009, and currently there are **130,000 active subscribers**.

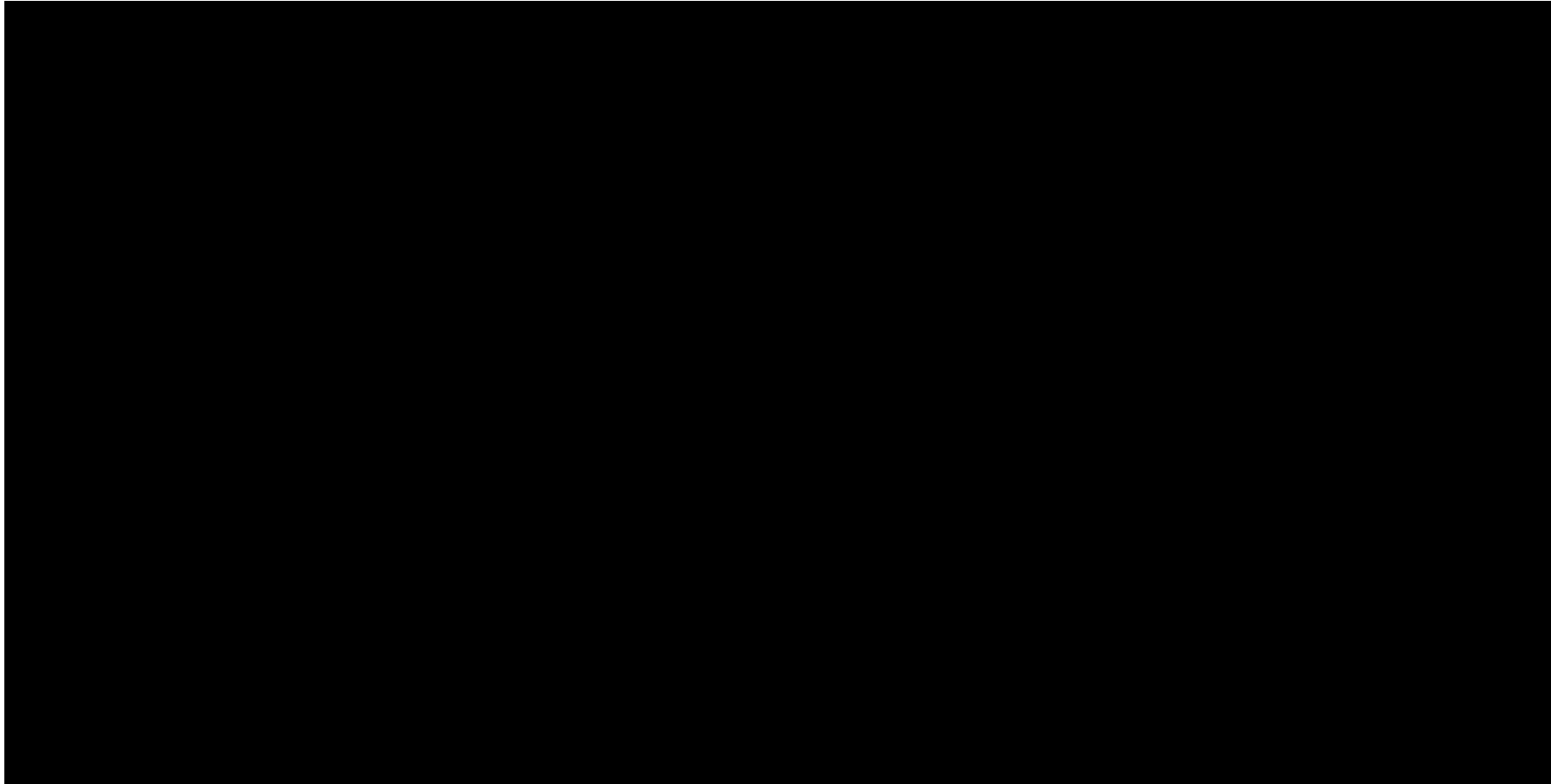
»An estimated **15% of adults** residents in Barcelona are system users.

»During the summer, users perform an average use of **6-7 times** a day per bike with a total of **40,000 trips**.

»The average mileage per trip is about **3 km** (20 km per bike and day).



Information as one of various demand management tools



- I-bicing application is an information service that has been developed as one of the tools for managing demand – identified the study that the Municipality commissioned to find ways of optimising its BSS.



THE CONTEXT FOR IMPROVED USER INFORMATION

New Users Needs

- »With the service creation, new real time information is demanded by the users.
- »Mobile communications offer interesting ways of meeting these new needs.

Station Location
Availability
Where to park
Bike lanes
Report Incidences

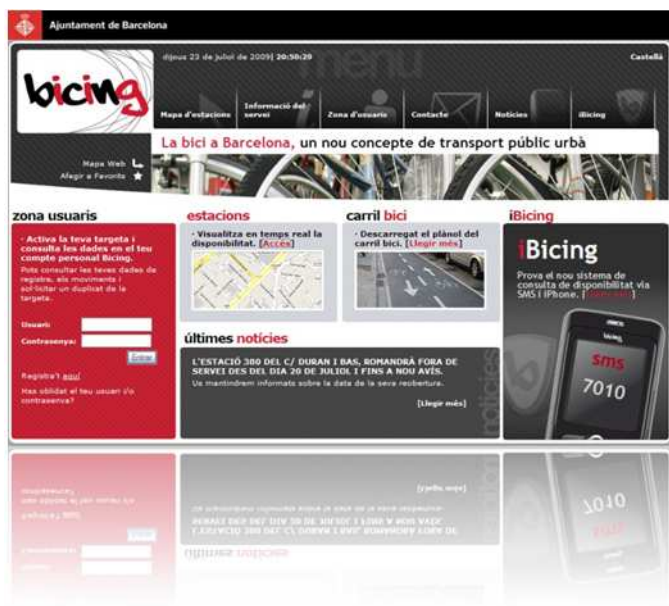


MULTICHANNEL STRATEGY



On Site

On Line



emes d'Informació



MULTICHANNEL STRATEGY



AVAILABLE NOW!!

On Site



On Line



Mobile Apps



SMS

emes d'Informació





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SMS SERVICE

Text
BICING

+



STATION NUMBER

to **7010** =
(0,15€)

Availability

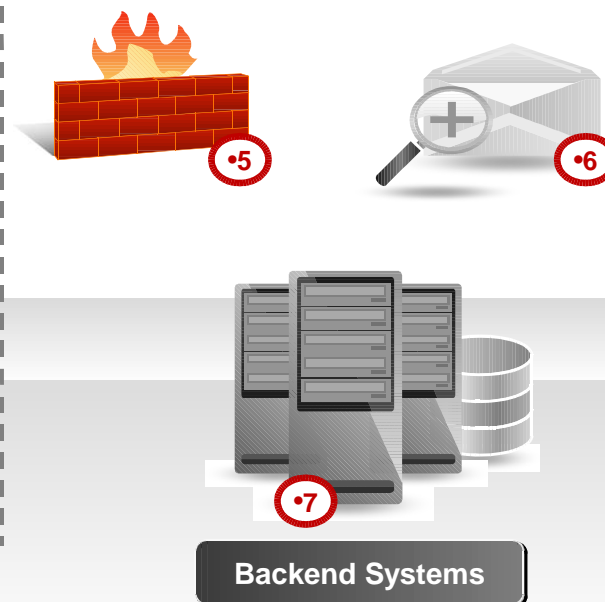


HOW IT WORKS

USERS



MOBILE OPERATORS



MOBILE APPLICATIONS

IPHONE



20% Smartphone
Spain's market share

Easy Downloads by
Application Store

User's average age
under 35

Mobile Internet services
heavy users

Geopositioning

Oriented to user usability

Symbian



53% Worldwide Mobile
market share

Downloads by SMS

Not native mobile
internet users

Usually without
Geopositioning

(Sources: Gartner Q42008)



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HOW IT WORKS

USERS



Mobile phone / Smartphone

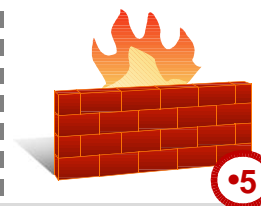
MOBILE OPERATORS



Internet Gateway



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Backend Systems



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DOWNLOAD CHANNELS



- » Free publication in the Apple App Store.
- » Fast download and easy install.
- » Automatic warning for updates.
- » More than 2.000 downloads registered (first weeks).
- » Nowadays, average of 300 weekly downloads.



- » Download by sending a SMS.
- » Fast download and easy install.





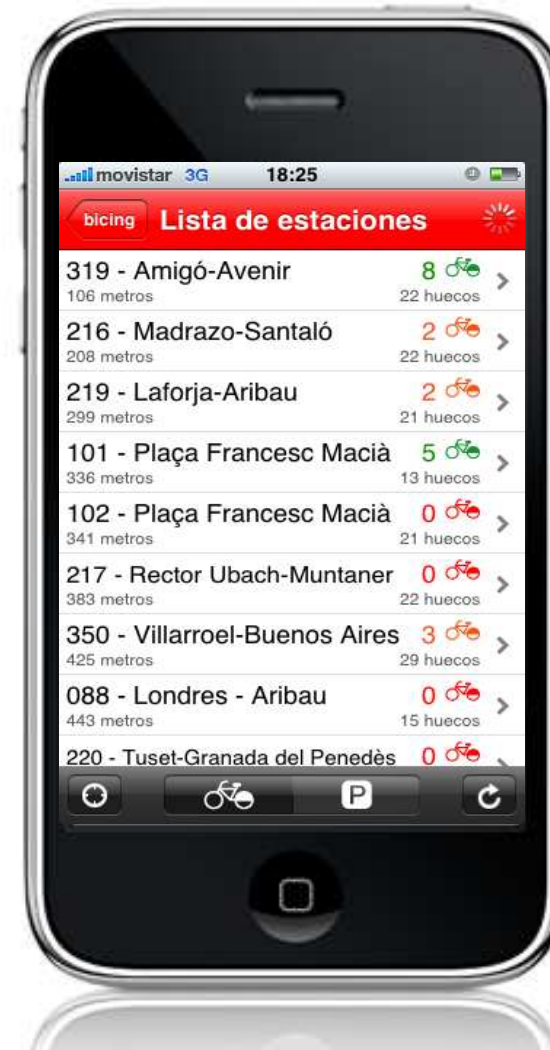
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APPLICATION FUNCTIONALITIES

Stations List

- » List the stations ordering by proximity.
- » Use GPS to locate your position.
- » See available bikes and free parking.



APPLICATION FUNCTIONALITIES

Station Status

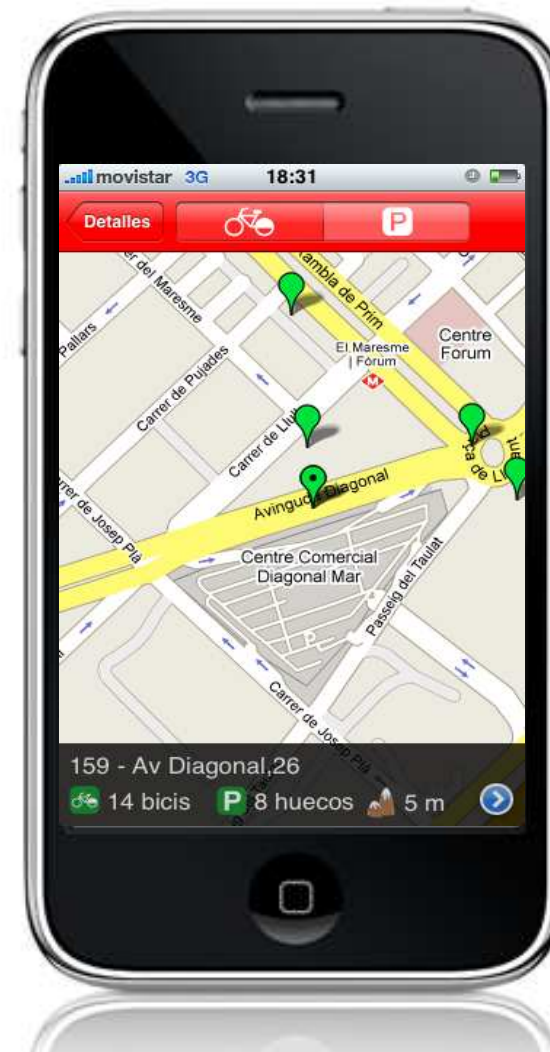
»Details about the address, the number of bikes, available parking slots, altitude, distance, and the possibility to show the exact position over a map.



APPLICATION FUNCTIONALITIES

Map Details

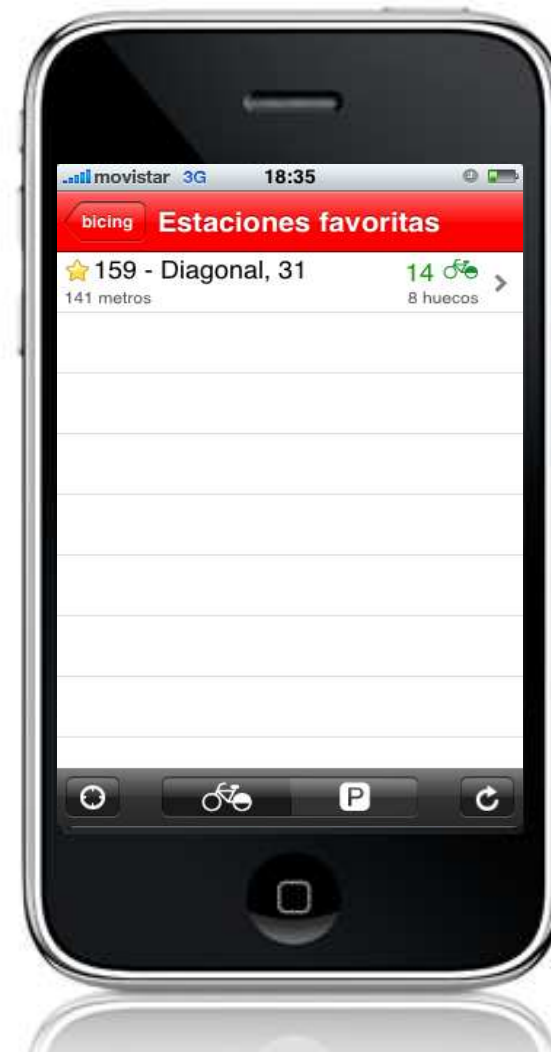
- » Every station shows a color depending on their state.
- » You can view summarized information over each point.



APPLICATION FUNCTIONALITIES

Favourites

» You can store your favourites stations for a later fast access.



APPLICATION FUNCTIONALITIES

Click to Call

»Fast access to information and support services.



APPLICATION FUNCTIONALITIES

Multilanguage

»The user can choose between the two official languages (Catalan & Castilian).



APPLICATION FUNCTIONALITIES

News

» Shortcut to the news portal.



APPLICATION FUNCTIONALITIES

Privacy Settings

» Every time that the user uses the GPS location, s/he will be totally anonymous to the authority.





Agenda

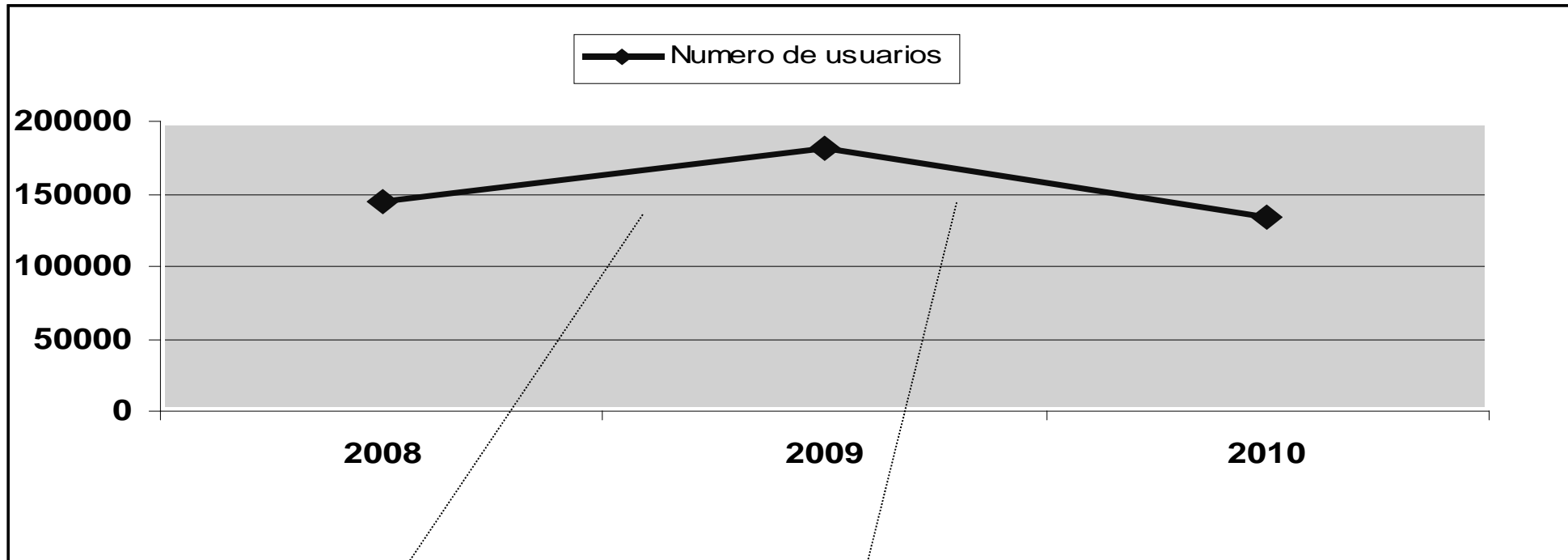
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» How it works

» Functionalities

» Results & Conclusions

USERS EVOLUTION WITH RESPECT TO LATEST INTERVENTIONS



i **bicing**



Redistribution improvement
New contract



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END CONCLUSIONS

- » Our experience has been positive, and **users are showing a high level of acceptance.**
- » Other interventions have also been made which must be taken into account when interpreting the evolution of key performance indicators, but Barcelona has achieved improved customer satisfaction during 2010 respect to previous years.
- » Together with other OBIS demonstration sites, Barcelona is working to agree the set of indicators that should be monitored for performance optimisation.



THANKS FOR YOU ATTENTION

