



# SpiCycles

## newsletter

Sustainable Planning and Innovation for Bicycles

Intelligent Energy  Europe



**The Spicycles team met in February 2007 in Berlin for a consortium meeting and Workshop on Bike Sharing.**

### **Newsletter on Bike Sharing**

- ▶ **Berlin**
- ▶ **Rome**
- ▶ **Ploiesti**
- ▶ **Göteborg**
- ▶ **Barcelona**

This electronic newsletter on Bike Sharing is a Spicycles product; the newsletter will develop in the course of the project and will have a final version in 2008.

# Bike Sharing in Berlin

The position of cycling in Berlin is improving and far removed from this oldest bike in the Berlin Museum for Technology. The numbers of bike stands is increasing as a consequence of the Berlin Building Code; more bike related services can be seen on the street of Berlin like Rickshaws, bike taxis, guided bike tours, rental bikes.

## Cycle rickshaws

add to personal transport



**Bike taxis**, the originally German, ones can now be seen in many cities of Europe obviously also found there place in Berlin.

**Berlin on Bike** is becoming increasingly popular and more and more tourists can be seen on guided tours by bike. Guided tours are often topic oriented or visit urban districts like the Berlin Wall or a river trip along River Spree.

**The new bike rental systems are all different; Low-tech versus high-tech, free versus paid for and racks versus flexible systems.**

The **"Fahrradstation"** has 5 rental-stations in the city where one can do online booking and reservation; the special offer is the Conference-Bike



**'Bike 4 free'** has more than 200 bikes with a target figure up to 600 bikes. They offer 3 rental-stations, and you have to pick-up and drop-off only at the same station. The Rental is "4 free" but you have to leave your identity card with the station manager. The system is financed by marketing of advertising spots on part of the bikes.

**'Call a Bike'** is a bike-renting system where you can pick up your bike in a wide area of Berlin during 24 hours per day, 7 days a week.

The S-Bahn ring is the border of the rental area.

You have to register once on internet for identification purposes but after that the processes for renting and returning the bike is automated. Every customer is identified and centrally records are kept of every single usage, resulting in exact billing per minute.

The attractive design is distinctive, the bikes are available at every corner where they have been left by someone else or by you and you can rent them for one stretch without having to bring them back to the place where you left them.



The German Railways (DB) is as a Provider of complete mobility services; this includes the Promotion of DB Call a Bike and DB Car sharing to a strategic group of customer within the DB enterprise. Call a Bike and DB Car sharing thus becomes part of the DB Railway Card. Increasingly the connection of mass public transport with means of individual traffic (Call a Bike, Car sharing) become reality.



The growing competition is seen as a positive development, bike sharing seems to be more present and Berlin is becoming more and more a Bike City.

**Find more here on Bike Sharing in Berlin**

<http://spicycles.velo.info>

# Bike Sharing in Rome

For Rome bike sharing system is a fundamental step in the development towards urban cycling; starting with public bicycles owned by the Municipality it will prove a valid alternative to private mobility in the historical areas of the city.

Rome expects benefits such as lower emission levels. A bike sharing system has maximum environmental sustainability (zero emissions) which represents a high contribution to the compliance with EU Regulations. It will increase the accessibility to, and revitalization of the historical centre and it will be accessible for the weaker categories: young and elderly people and less favoured classes. It will continuously increase public awareness towards environmental themes and citizens' perception of the public administration's care of the city and public areas. Rome expects that - compared to other transport systems - a reduced economical investments will be needed and the productivity of the system will be higher. And it will create jobs in the management of the system for the less favoured categories.

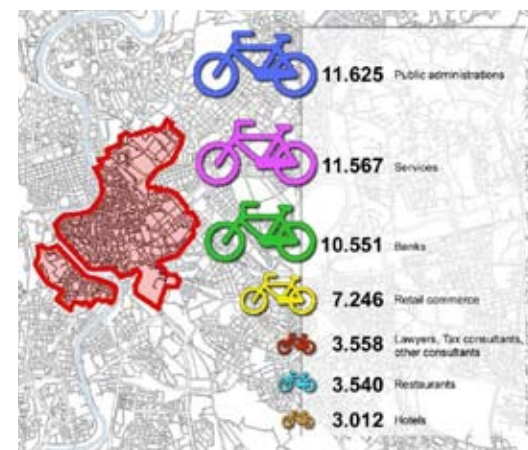
The main system characteristics of the Rome system concerns change in choice of mode in favor of cycling for home-work trips, free time and tourism. The historical center will be the test area. The system should be an easy detectable service with high public value and good information provision regarding accessibility, cost, advanced booking. The fleet should comprise traditional bicycles and electric bicycles.

ATAC & CPI have initiated the territorial analyses and they have done the technological investigation to support the bike sharing system studies; Dipartimento X is defining the preliminary scenarios of bike sharing in Rome, which is particularly important when applying for both public and private funding



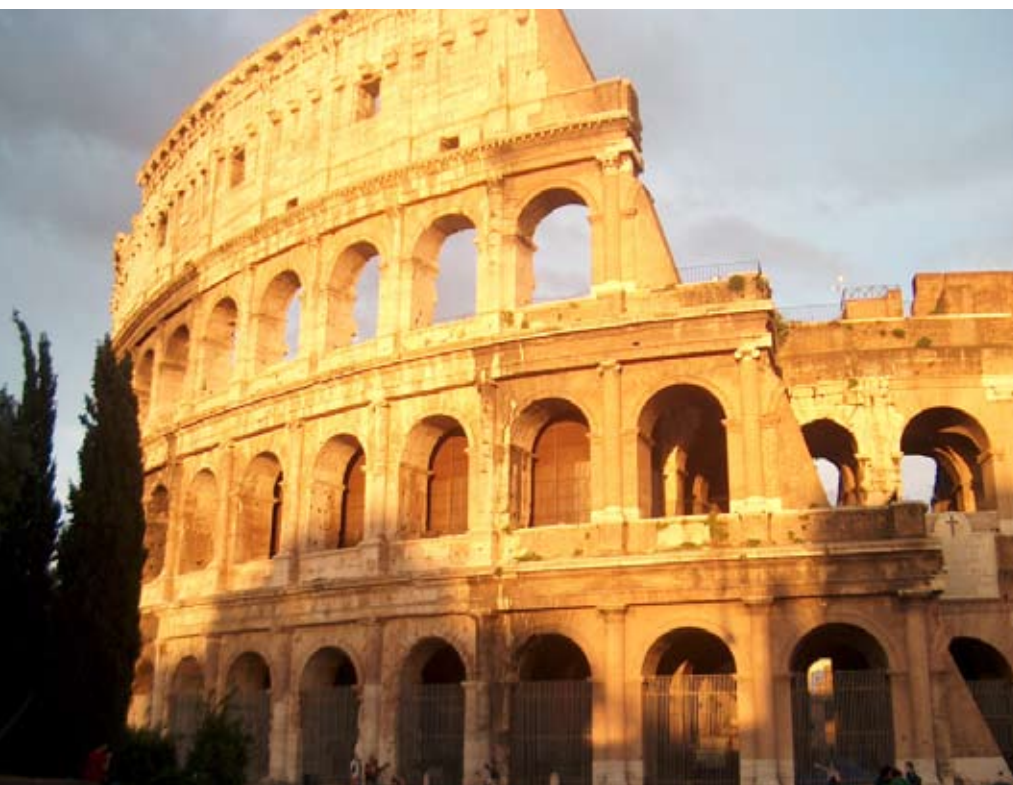
To evaluate, through current methodologies adopted by both market surveys and transport studies, the potential of the service. (characteristics of the feet and fares)

Rome's first activity will be an ongoing market survey among about 1,000 people. The interviews will take place at the exchange nodes and at the office. First results are expected by April and the full analysis by June 2007.



## The potential for Rome is big:

Eventually Rome might choose for the Berlin approach, but before deciding Rome has a number of questions that they need to be answered; what are the start up cost and the management cost; what are the characteristics of users, of trips, of the system and of bikes.



# Bike Sharing in Ploiesti

The present situation on cycling and bike sharing is being influenced by a set of circumstances specific to Romania. There is only one law that includes the bike and moped traffic, but it basically addresses the traffic on the public roads. In order to accommodate cycling better this law will have to be developed and improved matching present situation and requirements.

Lack of statistics hamper the opportunity to emphasize the sheer potential of users of bike lanes among all transportation modes.

Foreign statistics can not be applied in Romania because they are influenced by the local conditions of each area analysed. And last but not least: the main part of the cycling infrastructure is just on paper but in reality there is a different situation. There is no Mobility Department for the municipality, no multi-modal access and no communication regarding the necessity of an alternative transport

But there is also an optimistic side to the situation in Ploiesti. Studies have shown that teenagers ride bicycles in weekends in limited areas and that many commuters come especially from nearby villages on bicycles; private companies have more than 150 parking spaces for bicycles and there is an increasing trend in cycling tourism in summertime.

Cyclists especially visit two close by forests that are an attractive 5-10 km out of Ploiesti.

These positive experiences emphasize the necessity to promote a more positive behaviour towards cycling, resulting in changing attitudes. Especially when the 14 kilometres length network planned within CIVITAS-SUCCESS project is extended, this will be a real success.

Setting up an innovative bike-sharing system is in its infant stage, but with the help and know how of the partners it can become a success.

Important are the citizens' information and awareness and the results of studies into:

- ▶ Integrating the alternative transport system with the public transport system
- ▶ Establishing the cycling flows
- ▶ Designing solutions for building the cycling lanes adapted to the existing conditions

The bike-sharing pilot system targets commercial companies, local government institutions and educational organisations.

## This is the South - North planning direction:



## And this is the East - West planning.



## And this is the future vision:



Ploiesti already took a few steps to create an innovative bike-sharing system by involving students and private companies' employees. Meetings with the private companies interested in acquiring bicycles for their commuter employees are - Unilever - Dero Ploiesti SA, Coca Cola Ploiesti and British American Tobacco Ploiesti. Of course meetings also took place with potential bike suppliers.

Finally a communication and promotion campaign was launched in a public debate at the launching of the "Local sustainable development strategy for 2007-2015"

# Bike Sharing in Göteborg

Increased cycling is an important target of the political priorities in Göteborg. Bike sharing is one of the concrete actions that will raise the status of cycling, will promote using bicycles for short distance trips and points out the advantages of using different modes of transportation in different situations.

In the early phases of the project the situation was carefully benchmarked and a concept study was prepared. In the execution building permits ran in parallel with the procurement process. This allowed a fast start of the construction.

**Göteborg now has 11 bicycle stations with about 11-12 bicycles per station.**

## Pilot system in a small area of the city:

The system is now for companies only; about 200 companies were contacted and 60 companies joined the system.

A smart card system is at the heart of the system and the Bike sharing system is paid by advertising spaces. The users pays an administration fee for each smart card, 20 per year. The smart cards are not personalized but belong to the each company. The users are satisfied with the smart card system; it is easy to use and reliable.

The system was opened with quite some public attention. Speeches & happenings and a bicycle tour with the officials using the new bike sharing system. It aroused a large media attention which was an important objective.

The stations are accessible from 06.00 - 24.00 and the bicycles can be used max 4 hours per trip. The system is closed December - March.

## These are the statistics for 2006:

- 60 companies have joined the bike sharing system.
- 300 smart cards
- 11 bike stations
- 125 bicycles in the system
- The system was in use in average 10 times a day
- Every trip in average 43 minutes

## The users are satisfied:

- Easy to use
- High reliability
- Accessible
- Timesaving - No time spending at car parking
- Free ferry to inner city
- Staff benefit



The lessons learnt now will be the basis for the further investigation of expanding the system to the inner city and to open it up for the public.

The green dots show the stations in the test area of the city district Lundby. A prestudy for a possible expansion has been conducted and the red dots show the suggested locations.



In 2007 Göteborg investigates possibilities to open up for the public in Lundby; an evaluation among the companies that participate is foreseen in the autumn of 2007.



# BICING: a new individual public transport by bicycle in Barcelona

The implementation of BICING, an individual public transport by bicycle, in the City of Barcelona is an initiative to improve intermodality between the different modes of transport, and to promote sustainable travel within the central city area. This new system of individual public transport starts in March, and aims to make available 3,000 bicycles by the end of 2007.

BICING cycles have a distinct form and colour. The system is managed by smart card, using the same technology that is used in Spicycles - Gothenburg. The tariffs are designed to promote a high rotation of use of BICING vehicles.



The scheme is financed by the benefits generated by the Green Area Integral Parking scheme (2006 OSMOSE award winner, category: demand management). It was planned after studying the schemes in the other Spicycles cities, and other presentations made at the 1st Catalan Cycling Congress (summer of 2006).



Like Green Area, the scheme is managed by B:SM, a municipal service company, and the 200 parking stations are being located next to underground stations, car parkings to promote intermodality, and next attraction points (municipal buildings, universities, hospitals, etc). The parking locations are designed to provide citizens with access to a public bike at a distance of less than 300m.



The Barcelona City Council has given an additional impulse to the planning of cycle lanes infrastructure (Spicycles WP5) with some 22kms of new lanes now programmed to link the cycle parking stations with the city's strategic cycle routes network (currently extending some 128kms)

## BICING aims to:

- ▶ Create a new individual public transport system to facilitate bike use for citizens' habitual travel needs
- ▶ Implement a sustainable, health-inducing service fully-integrated with the city's public transport system, facilitating intermodal travel with other public transport modes.
- ▶ Promote the bike as a usual means of transport
- ▶ Improve quality of life, reducing air and noise pollution.



Please help the Spicycles Team to complete this list and send an e-mail with new entries to [Spicycles@velomondial.net](mailto:Spicycles@velomondial.net)

## The Netherlands:

- Alkmaar
- Almelo
- Almere Buiten
- Almere Centrum
- Alphen aan den Rijn
- Amersfoort
- Amstelveen Busstation
- Amsterdam Amstel
- Amsterdam Bijlmer
- Amsterdam Centraal
- Amsterdam Muiderpoort
- Amsterdam RAI
- Amsterdam Sloterdijk
- Amsterdam Zuid WTC
- Apeldoorn
- Arnhem
- Assen
- Baarn
- Best
- Bilthoven
- Bovenkarspel-Grootebroek\*
- Boxtel
- Breda
- Bussum Zuid\*
- Castricum
- Culemborg
- Delft
- Deventer
- Dordrecht
- Driebergen-Zeist
- Ede-Wageningen
- Eindhoven
- Eindhoven Beukenlaan\*
- Emmen
- Enschede
- Goes
- Gouda
- Maassluis
- Maastricht
- Meppel
- Middelburg
- Naarden-Bussum
- Nijmegen
- Roermond
- Roosendaal
- Rotterdam Alexander\*
- Rotterdam Centraal
- Rotterdam Zuidplein
- Schiedam Centrum
- Schiphol\*
- Sittard
- Sneek\*
- Steenwijk
- Tiel
- Groningen
- Den Haag Centraal
- Den Haag HS
- Den Haag Laan van NOI\*
- Den Haag Mariahoeve\*
- Haarlem
- Haarlem Spaarnwoude\*
- Heemstede-Aerdenhout
- Heerenveen
- Heerhugowaard
- Helmond
- 's-Hertogenbosch
- Hillegom\*
- Hilversum
- Hilversum Noord
- Hilversum Sportpark
- Hoofddorp\*
- Hoogeveen
- Hoorn
- Houten
- Kampen
- Leeuwarden
- Leiden Centraal
- Leiden Lammenschans
- Lelystad
- Tilburg
- Utrecht Centraal
- Utrecht Stadhuis
- Utrecht Terwijde\*
- Utrecht Westraven
- Velsen Zuid\*\*
- Venlo
- Vleuten\*
- Vlissingen
- Weesp
- Winschoten\*
- Woerden
- Zaandam
- Zaltbommel
- Zoetermeer Centrum West
- Zoetermeer Stadhuis
- Zutphen
- Zwijndrecht
- Zwolle

<http://www.ov-fiets.nl/waardhuur/>

- Amsterdam  
<http://www.macbike.nl/>  
<http://www.bikes.nl/gb/indexGB.htm>  
<http://www.bikecity.nl/>  
[http://www.campingzeeburg.nl/whatdoweoffer\\_4.html](http://www.campingzeeburg.nl/whatdoweoffer_4.html)  
<http://www.amsterdam.info/transport/bike-rentals/>

- Eindhoven  
[www.bikedispenser.com](http://www.bikedispenser.com)

## UK:

- Glynorrwg, Wales  
[www.afan-valley-bike-hire.com](http://www.afan-valley-bike-hire.com)
- Fremington near Barnstaple, Exmoor and Okehampton  
[www.biketrail.co.uk](http://www.biketrail.co.uk)

- Aberdeen  
[www.cyclehighlands.com](http://www.cyclehighlands.com)

- Cumbria  
[www.keswickmountainbikes.co.uk](http://www.keswickmountainbikes.co.uk)

- Wiltshire  
[www.thelockinn.co.uk](http://www.thelockinn.co.uk)

- Inverness-shire, Scotland  
[www.neviscycles.com](http://www.neviscycles.com)

- Shropshire  
<http://www.pearcecycles.co.uk>

- Jersey, Channel Islands  
[www.zebrahire.com](http://www.zebrahire.com)

- Glasgow  
<http://www.gearbikes.com/>  
<http://www.cyclerepairman.co.uk/>

- Edinburgh  
[http://www.biketrax.co.uk/info/bike\\_hire.php](http://www.biketrax.co.uk/info/bike_hire.php)  
<http://www.cyclescotland.co.uk/1rentals.htm>

- Dundee  
<http://www.xbikesargyll.co.uk/home.asp>

- Trossachs  
<http://members.aol.com/scotcycle/>

- Perthshire  
<http://www.comriecroftbikes.co.uk/>  
<http://www.scottishcyclehire.co.uk/>  
<http://www.loch-tay.co.uk/mbikes.htm>

- Dundee & St Andrews  
<http://www.spokescycles.net/>

- Fort William & area  
<http://www.neviscycles.com/>  
<http://www.offbeatbikes.co.uk/>

- Invernesscity  
<http://www.highlandbikes.com/>

- Invernessregion  
<http://members.aol.com/almmoore/index.html>  
<http://web.onetel.com/~mollymo/squarewheels/>  
<http://myweb.tiscali.co.uk/recycles/>  
<http://www.speysidebikes.com/>

- Aberdeenshire  
<http://www.cabinfever.org.uk/>  
<http://www.cyclehighlands.com/>

- London  
[www.oybike.com](http://www.oybike.com)

## Germany:

- Berlin
- Frankfurt
- München
- Köln
- Dresden
- Brandenburg  
<http://www.callabike-interaktiv.de/kundenbuchung/>

- Dresden
- Erlangen
- Heidelberg
- Leipzig
- Nürnberg
- Wiesbaden  
[www.oybike.de](http://www.oybike.de)

## France:

- Rennes  
<http://veloalacarte.free.fr/smartbike.html>  
[http://www.paris-velo-rent-a-bike.fr/htgb/rent\\_bike.htm](http://www.paris-velo-rent-a-bike.fr/htgb/rent_bike.htm)  
<http://www.rouelibre.fr/anglais/index.php>

- Tours  
<http://www.locationdevelos.com/en/index.php>

- Arçais  
[http://www.bicyclette-verte.com/bv3\\_le\\_velo.htm](http://www.bicyclette-verte.com/bv3_le_velo.htm)

- Clermont Ferrand  
<http://www.moovicite.com/presentation/>

- Le Marais Poitevin  
<http://www.veniseverteloisirs.fr/>

- Toulouse  
[www.movimento.coop/innovation.htm](http://www.movimento.coop/innovation.htm)

- Strasbourg  
[www.strasbourg.fr/Strasbourgfr/GB/SeDeplacer/Avelo/choisir/](http://www.strasbourg.fr/Strasbourgfr/GB/SeDeplacer/Avelo/choisir/)

- Lyon  
[www.velov.grandlyon.com](http://www.velov.grandlyon.com)

## Italy:

- Florence  
<http://www.florencebybike.it/rental-new.htm>

## Spain:

- Barcelona  
<http://bikerentalbarcelona.com/english/>

## Denmark:

- Copenhagen  
[http://www.visitcopenhagen.com/tourist/plan\\_and\\_book/how\\_to\\_get\\_around/bikes/bike\\_hire](http://www.visitcopenhagen.com/tourist/plan_and_book/how_to_get_around/bikes/bike_hire)

## Austria:

- Vienna  
<http://www.pedalpower.at/e2.htm>  
<http://www.topbicycle.com/RentDropoffPickup.htm>  
[www.citybikewien.at](http://www.citybikewien.at)

## Czech Republic:

- Prague  
<http://www.topbicycle.com/RentDropoffPickup.htm>
- Cesky Krumlo  
<http://www.topbicycle.com/RentDropoffPickup.htm>
- Brno  
<http://www.topbicycle.com/RentDropoffPickup.htm>

## Slovakia:

- Bratislava  
<http://www.topbicycle.com/RentDropoffPickup.htm>

## Belgium:

- Antwerp  
<http://www.fietshaven.be/Tourists>

## Participating Cities

## Supporting Agencies



Rome,  
Dipartimento X, Politiche  
Ambientali ed Agricole  
Italy

DB Rent GmbH,  
Germany



Berlin,  
Senate Department for  
Urban Development  
(SenStadt),  
Germany

Goudappel Coffeng BV,  
The Netherlands



Ploiesti,  
City Hall (PMP),  
Romania

CPI Progetti S.P.A.,  
Italy



Bucharest,  
Regia Autonoma de  
Transport Bucuresti (RATB),  
Romania

Velo Mondial,  
The Netherlands/  
England



Barcelona,  
Barcelona Municipality  
(BCN),  
Spain

University of Rome  
"La Sapienza" DITS,  
Italy



City of  
Göteborg


Göteborg,  
Traffic and Public  
Transport Authority  
Sweden

ATAC  
(Agenzia per i Trasporti  
Autoferrotranviari del  
Comune di Roma),  
Italy

ISIS  
(Istituto di Studi per  
l'Integrazione dei Sistemi),  
Italy



sustainable Planning &  
Innovation for Bicycles

Intelligent Energy  Europe

Intelligent Energy - Europe (IEE)

- SAVE, ALTENER, STEER and Horizontal Key Actions -  
Type 1 Actions

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