



Assessment of Bicycle Rental Systems

Inventory outline

| Project no. | 19570 |
|-----------------|-----------------------------------|
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SOAB Breda, januari 2006



Inventory Outline Cycle Rental Systems



| No | Name of System | Main Category | Operating in | Description of the System | Unique Selling Points in combination |
|----|-------------------------|--|--|--|---|
| 1 | Call-a-Bike | [complete concept] [technology on bike] Can be copied, not by Call-a-bike, but the concept and technology can be taken over for development. | Germany: – Munich – Berlin – Frankfurt – Cologne – Dresden – Brandenburg | Originally, Call-a-Bike is a German system, developed through the cooperation of the German railways with the city of Munich. It is now operating in several major German cities. Call-a-Bikes can be obtained and returned to locations spread over the city at major junctions. The lock on the bike is opened with a code, which the customer can request by phone. | Offers a network for mobility cha Bikes do not have to be returned Tried and tested system, that is so marketing incomes (bicycle as bi No bicycle park required in stree electronic lock. Flexible and therefore customer-tional distribution of the formation of the strength of the strengt of the strength of the strength of the strengt of the strengt |
| 2 | Nextbike | [complete concept] [technology on bike] Can be copied. Nextbike could start up a Dutch branch in co- partnership. | Germany: – Dresden – Erlangen – Heidelberg – Leipzig – Nurnberg – Wiesbaden | Nextbikes are spread over a few locations, and customers can therefore hire a bike at more than one place. The lock can be opened with a code, which the customer requests and receives by text messaging. The bikes have a large surface area for advertising and the rental rates are (very) low because of the advertising income. | Easy to rent by text messaging. Low rental rates. Does not require rental stations o Fast implementation (turn key on Large advertising space on bike (customer buys a way of advertisi Successful system, tried and tested High advertising income. Bikes a particularly for places where bill Hardly any network, one-way him easily available to ride off. |
| 3 | Witte phietsen | [complete concept] [technology in bicycle park] Can be copied and applied. In this case a 'closed' system: only for particular user groups. | The Netherlands: — Philips Campus, Eindhoven Placed at public- transport stops and various places on campus | Bikes are available at public-transport stops and at various places on the Philips Campus. The distances on Campus can be quite far to walk. The deployment of free bikes fulfils a great need. Companies (or business parks) - in this case, Philips - pay for the bikes. | Fulfils a practical need (because Free for employees, a fringe bene Positive image for employer/com Fulfils a practical need, cheaper t Specifically developed for a busi Requires discipline of employees Takes up premium space on a bu One-off investment for bike dispenser bicycles car |
| 4 | City Bike Copenhagen | [complete concept] [technology in bicycle park] Can be copied. However, City Bike Copenhagen is a strong local concept which exists because of the social climate in Scandinavia. It has been copied in other cities. | Denmark: — Copenhagen Similar systems in Aalburg (Denmark) and Helsinki (Finland) | The City Bike project began in 1995 in the Danish capital of Copenhagen. There are more than 100 bicycle parks, especially dedicated to City Bikes, spread throughout the city centre. The City Bike project received support from the start from various ministries and interest groups who provide the necessary subsidies. Also a large part of the income is generated by advertisements. City Bike is a seasonal service, only operating in the summer months. There are similar projects in other Scandinavian cities. The project is similar to the well-known Amsterdam White Bicycle project. | Provides a network for mobility of Bikes do not have to be returned Income from advertising covers a Well-functioning instrument of m Copenhagen city council. Flexible. Customer-friendly. Free of charge. Partly covering costs by advertisition Vandalism, theft and damage are Bikes have to be redistributed at Operating only in the summer motion |

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on with advantages and disadvantages

- ains and is flexible in hiring and payment. to the same place where they were picked up. elf-supporting in Germany because of ill board). et, bike parks automatically by using an friendly. ating costs. ioning system (requires many high tech bikes ating system). regular intervals. tory phase. This decreased considerably after or rental staff. site within 4 weeks). (on 4 surface areas; largest of all systems). The ing that happens to be on a bike. ed. are actively promoted as advertising medium, boards cannot be installed. ring with delivery is possible, but bike not of long distances on Campus). efit. npany. than using a car on site. iness area, in co-operation with Philips. s: proper use and returning bikes. siness park or on company premises. enser(s). n be used in the system, not private bikes. chains and rental is free. to the same place where they were picked up. a part of the costs. mobility and employment policies of ing.
- e a major problem. regular intervals. onths.





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| 5 | City Bike Vienna | [complete concept] [technology in bicycle park] Can be copied and applied. Development via supplier of technology. | Austria: — Vienna, at approx. 50 locations spread over city | The City Bikes in Vienna can be hired at various terminals in the city by using a smart card or credit card, and returned to any terminal of choice. | Bikes do not have to be and returup. Offers a network for mobility cha Bikes are cheaper to buy than a Cis in the bicycle park. Network – mobility chains possible. Flexible. Bikes are cheap. Bike terminals to be purchased. Bikes have to be redistributed at sorganisation). |
| 6 | OYbike | [complete concept] [technology in bicycle park] Can be copied and applied. Development via supplier of technology. | London: – 28 locations, mostly (tube & train) stations, car parks, junctions and a few hotels | Similar to City Bike Vienna. The bikes are parked in various rental stations in London and can be rented by means of a code, which the user requests by phone. The system is similar to Call-a-Bike. The difference is in the locking mechanism, which for the OY Bike is in the docking station, instead of on the bike itself. | Network at public transport interaction chains. Simple to hire because of (mobile Bikes not as expensive as other si Companies can negotiate cheap c Network – mobility chains possib Bikes are cheap. Bike terminals to be purchased. Bikes have to be redistributed at at a similar chains and similar chains and similar chains and similar chains at a similar chains |
| 7 | OV-fiets | [complete concept] [technology in bicycle park] Not to be copied, unique formula. It might be possible to team up for an experimental broadening of the market, e.g. targeting car parks and bus-stops (bicycle storage lockers). | Railway stations in the Netherlands (at about 75 locations) | The OV-fiets (PT Bike) is the fast and easy rental bike of public transport. It is available for rental without fuss and at a minute's notice at approx. 75 locations, mainly at railway stations. By showing a suitably endorsed railway card of the Dutch railway company, or a special PT Bike card, or in the near future the new public transport smart card, the cardholder can hire one or two PT Bikes. You have the freedom to go anywhere you want with the PT Bike. The price of a PT Bike is comparable to that of two bus journeys. Payment is in retrospect by automatic direct debit. | Quick to rent and easy rental bike Rental: € 2.75 per 20 hour period for businesses). Nationwide system: 75 rental loc Retrospective payment by automa Expanding coverage. Easy to use. Specific target group. Dependence on bicycle park oper Still dependent on subsidy. Continuity of service provision. Bike vulnerable to theft. Expensive automatic bicycle stor Uncertain agreements about mair Still unknown to public at large. Still low turnover and profit marge |
| 8 | Depo- / Witfietssysteem | [complete concept] [technology in bicycle park] Can be copied and applied. However, it is no longer operational because of problems. | Is now no longer operating Was operating in Amsterdam city centre | System in which bikes can be hired and returned to unattended depots. There are several depots in the city that make bikes available to the customer by means of a personal smart card. Like the PT Bike, the Witfietssyteem (White Bike system) is a Dutch project that ran as a trial for about 10 months in Amsterdam. At the time of writing, the White Bike has been taken out of operation. The project consisted of about 15 different bicycle parks spread over Amsterdam city centre. The high rate of vandalism caused the project to terminate in October 2001. At the moment the concept is being adapted in a number of ways and should be operating again in the future. | Network – mobility chains possib Low price. Positive image. Fully automatic. Flexible. Bikes are cheap for customer. Purchase of depots and bikes. Bikes have to be redistributed at the the the the the the the the the th |
| 9 | Vélocation Vélocation | [complete concept] [technology in bicycle park] Can be copied and applied. However, it is a static system. | France: — Strasbourg | Vélocation is a bike rental chain, provided by the city of Strasbourg. The project consists of various rental points (about 10), where bikes are hired 7 days a week for any target group. Besides the four fixed rental points, Vélocation has a mobile issuing point provided by a bus. This bus is used at special events and transports 50 bikes. | Multiple rental locations. Rental of accessories. Interesting as a tourist product. Possibility to reserve bikes by Int Large security deposit. |

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| on with advantages and disadvantages |
| ned to the same place where they were picked |
| ains and is flexible in hiring and payment. Call-a-Bike or Nextbike because the technology |
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| regular intervals (requires back office |
| changes offers flexibility of use for mobility |
| e) phone technology. imilar systems. contract rates for their employees. ble. |
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| regular intervals. |
| ; subscription: \notin 7.50 per year (50% discount |
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| 10 | O Vélo'V | [complete concept] [technology in bicycle park] Can be copied and applied. Development via supplier of technology. | France: — Lyons | The French city of Lyons, started in mid-2005 with a new bike hiring concept called Vélo'V. The significance of this concept is the large scale of its organisation. Lyons had suddenly provided 2000 bikes and more than 200 hiring points. The project's aim is to increase significantly the use of bikes in the city, especially for short distances. | Bikes can be hired at and return Easy to use. Income from advertising. Instrument of mobility policy for Network makes it into a real alt Marketing opportunities on streedown. Redistributing bikes to over 200 Technology vulnerable to vandalism |
| 1 | Smart Bike | [bicycle parking system, not a concept] This supplier has however implemented a concept in several towns/locations. | France (since 1998) in Rennes. Norway: Drammen (since 2001) Oslo (extended in 2005 with approx. 70 locations) Demonstration models exist in Singapore and London. | Smart Bike is a system that is being used in more and more cities. The system is comparable to City Bike in Vienna. The Smartbikes can be hired at various terminals in the city by using a smart card or credit card, and then returned to any terminal of choice. Smart Bike is the technical concept of the supplier, CREACOM. | Bikes do not have to be returne Offers a network for mobility c Easy to use. |
| 12 | 2 Bike Tree | [bicycle parking system, not a concept] | Switzerland: — Geneva | A Bike Tree is an automatic, unattended bicycle park in which the bike has to be hoisted out and is consequently kept out of reach of thieves or vandals. The system can be used both as a bicycle park and for rental. A smart card can be used to park or rent a bike. | Striking design. Network possible. Advertising on top of the tree, i Height may pose a problem wh Technology. |
| 1. | 3 Velominck | [bicycle parking system, not a concept] | The Netherlands: — Amsterdam, First underground Velominck, operating since October 2005 | An automated, secure, bike storage system that can be used as a bicycle park and as a bike hiring system. A smart card or company card can be used to take out or put in a bike. Velominck is a system that would have to be a part of a concept. | Available 24 hours a day. Unattended. Easy to use. Can be used as bicycle park and Design and adaptability. Investment in technology, intro Technology might sometimes f improper use by customer. (Ver to enable immediate intervention) |
| 14 | 4 Fietsmolen | [bicycle parking system, not a concept] (It is operational as a bicycle park at one or two locations.) | The Netherlands — Nieuw-Vennep — Amsterdam- Osdorp (since December 2005) | A Fietsmolen (Bike Wheel) is an automatic, unattended bicycle park in the shape of a ferris wheel which is for the most part located underground. In the gigantic wheel, bicycle storage lockers are installed. The users identify themselves and pay by smart card. The system can also be used for hiring bikes. | High tech. Limited space required above g No staff required. Designers of public space can a Construction time of only one r Building price on turn key basis permission, construction, instal Quite substantial investment (E Technology. |

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| tion with advantages and disadvantages |
| ned to several places. |
| for short journeys. ternative. eet furniture (operated by JCDecaux) keep costs |
| 0 stations necessitates substantial back office. |
| d to the same place where they were picked up. chains and is flexible in hiring and payment. |
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| d a bike rental system. |
| eductory costs. Fail, bikes could become jammed because of lominck does have automatic error messaging on.) |
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| s, i.e. including application for planning lling and sinking. |





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| 15 | Turnstile system NS bicycle parks | [bicycle parking system, not a concept] | The Netherlands, at railway stations in – Schiedam – Zwolle – Deventer – Maarssen – Rijswijk | Bicycle parks at Dutch railway stations with automatic access control system, of the turnstile type. Therefore no attendant is needed. Actually this is an evolution of the existing Dutch railway bicycle park. It is not a rental system. | Replaces a staffed bicycle park. Consequently usable on smaller financially feasible. Investment in technology. No extra service such as repairs. Public safety is a point for atten bicycle park. |
| 16 | Bike Dispenser | [bicycle parking system, not a concept] This can be copied and used as concept. (Also usable in a closed rental situation on business parks: see Witte Phietsen.) | The Netherlands: — Pilots in Amsterdam and Arnhem — Witte Phietsen | An automated rental system for bikes. The specially developed bikes are 50% more compact when parking than those in a conventional bicycle park. The bikes can be hired by using a smart card. For an application of the rental concept in actual practice see: Witte Phietsen. | Turn key delivery available. Fast seizing and issuing of bikes Possibility to book or reserve bi Vandalism. Lack of opportunity to park priv Depends on the application of reserve bit See also application of Witte Physical Section of Witte Physical Section (Section Section Se |
| 17 | Biceberg | [bicycle parking system, not a concept] | Spain: — Zaragoza — Huesca — Blanes — Vitoria — Barcelona | An automated, underground bicycle parking system. The bikes are seized and issued to street level by means of a smart card. The system can also be used to store away accessories such as a helmet or rucksack. This is not a rental system. | Fully automatic bicycle parking Can be used in neighbourhoods, Good design and adaptability. Unattended. Investment in technology, introd |
| 18 | Ciclobus | [no technology, low tech rental system] | Spain: – Barcelona France: – Strasbourg | Touring buses from which bikes can be rented. Probably, buses operate in several places, or can be rented as a complete unit for use at events. | Flexible deployment according to customer). Striking appearance. Costs for touring bus and staff. |
| 19 | Fietsparkeer- wagen | [no technology, low tech rental system] | Netherlands, rental | Mobile bicycle park that can be built up and disassembled quickly. Very suitable for temporary parking at events or as a temporary rental system. | Flexible deployment according customer). Cheap, no difficult technology. Not a structural concept, but ad |



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| 20 | Budgie Bikes | [no technology, low tech rental system] | Various tourist locations in the UK: – Lancaster – Cumbria – Yorkshire – Londen – Peak District – Manchester Airport – Middle England / South West – North Yorkshire Moors | Mainly recreational bike rental at railway stations, youth hostels and other tourist locations in the UK. | Rental at several locations. Basic system, few investment compossible to reserve bikes by Internet of No security deposit. Part of tourist product in area. Recreational product. Can be offered as an additional has staff available. Costs of staffing. |



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l product, for instance at a hotel which already