



Optimising Bike Sharing in European Cities

Newsletter 2 - Berlin Workshop: 15.-16.04.2010

What is OBIS?

Bike sharing systems, wherever successfully implemented, prove to be a practical tool to boost cycling in urban areas. The OBIS project aims to show that bike sharing is an attractive and effective mode of sustainable daily transport.

The OBIS project involves: identifying good practice; factors contributing to success solutions to overcoming barriers and assessing market potential. In addition to researching existing schemes, the project will include a demonstration element in a number of European cities to test, evaluate and optimise new approaches and technologies. Overall it will promote cycling as a clean, sustainable and energy efficient mode of transport in urban areas.

Who contributes?

Participant name	City	Country code
Choice GmbH	Berlin	DE
DB Rent GmbH	Berlin	DE
Berlin Senate Department for Urban Development	Berlin	DE
Vienna University of Technology	Vienna	AT
Royal Institute of Technology	Stockholm	SE
Altran Tec	Barcelona	ES
Safety and Mobility Department of Barcelona City Council	Barcelona	ES
Pomeranian Association "Common Europe"	Tczew	PL
Ökoinstitut Südtirol/ Alto Adige	Bozen	IT
Carsharing Italia srl	Milan	IT
EFFIA MTI Mobility Land Use, Intermodality	Paris	FR
CETE de Lyon	Lyon (Bron Cedex)	FR
CTC Charitable Trust	Guildford	UK
Transport for London	London	UK
Transport Research Centre v.v.i.	Olomouc	CZ



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Berlin: 15th-16th April 2010

The project meeting in Berlin gave important stakeholders the opportunity to discuss first project results with the project participants. Therefore, external speakers as well as a small group of external experts, were invited to a workshop. During the workshop the local Berlin demonstration project was tested.

Presentations included:

- ***Approaches from European Cities involved in the OBIS Project*** - Simon Hayes, Altran Espada and Carles Romero, Barcelona Municipality
- ***Optimising Bike Sharing in European Cities Expert Workshop*** - Janett Büttner, Choice GmbH
- ***Operating a bike rental system – cost impact*** - Frank Breyer
- ***Public Bikes Boom In Spain. Lights and shadows*** - Alfonso Sanz and Christian Kisters, Grupa de Estudios y Alternativas
- ***Which factors influence the transferability of bike sharing schemes among cities, regions or countries?*** - Todd Edelman, Green Idea Factory
- ***Bike sharing in the Czech Republic. Lessons learned in past 5 years*** - Daniel Mourek, Nadace Partnerství
- ***Infrastructure for Increasing Transfer to Cycling: Parameters for Measuring and Design*** - Pedro R. Kanof, Kanof Mobility Solutions
- ***Market potentials of BSS*** - Tom Petersen, KTH
- ***Optimizing planning = optimizing bike sharing system*** - Benoît Beroud, Mobiped
- ***Transferability of bike sharing Planning based on experience*** - Alberto Castro and Günter Emberger, TUW
- ***Creating a Market for Public Bike Sharing Systems in Germany*** - Anke Borchering, WZB - Social Science Research Center

Many interesting points about Bike Sharing Systems were discussed and the presentations covered numerous practical and political issues related to successfully introducing Bike Sharing systems into cities and towns.

The presentations and abstracts provide fuller details and insights. Here are just a few of the points discussed about Bike Sharing Systems:

- Each city or town is different and when planning and designing a scheme, creating “the exact fit for the city” is crucial



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- Support and determination at a senior level are key to getting a scheme going – “where there’s a (political) will, there’s a way”.
- How do you integrate bike sharing into the overall cycling policy?
- How can they be used to convince people of the advantages of using a bike to get around in an urban environment in places without a cycling culture?
- How to avoid conflict with other users of public space (e.g. pedestrians as new and inexperienced users of the bikes, fearful of cycling on the road may use the pavements)?
- How do they fit in with other, traditional public transport systems?
- In larger cities, the public bikes are used more intensively and the technology is more sophisticated
- Climate influences usage; in cities with colder climates, usage drops during the winter months
- Can a bike sharing scheme be combined with promoting the use of privately owned bikes, providing a system of multiple parking spaces, controlled electronically?

All material and additional information can be downloaded from

www.obisproject.com



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