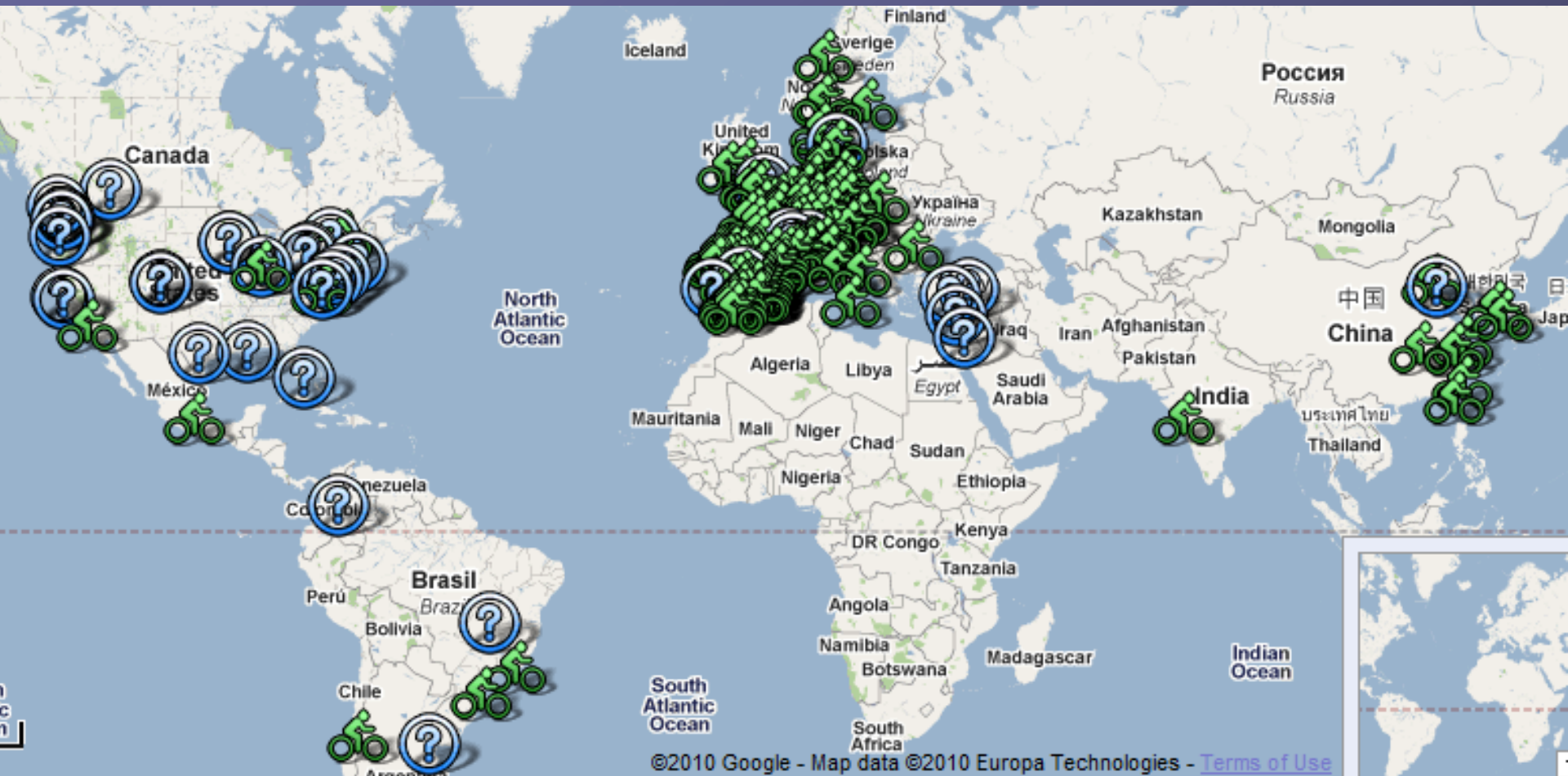


Evaluating the potential for intercity travel combining public transport and active modes



Bike sharing around the world...

2



The Bike-sharing Blog (<http://bike-sharing.blogspot.com>)
by MetroBike, LLC (<http://MetroBike.net>)



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12-25 March 2010

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URBANICS

Marbella, Chile

Bike sharing in Europe...

3



The Bike-sharing Blog (<http://bike-sharing.blogspot.com>)
by MetroBike, LLC (<http://MetroBike.net>)



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High Speed Rail in Europe...

4



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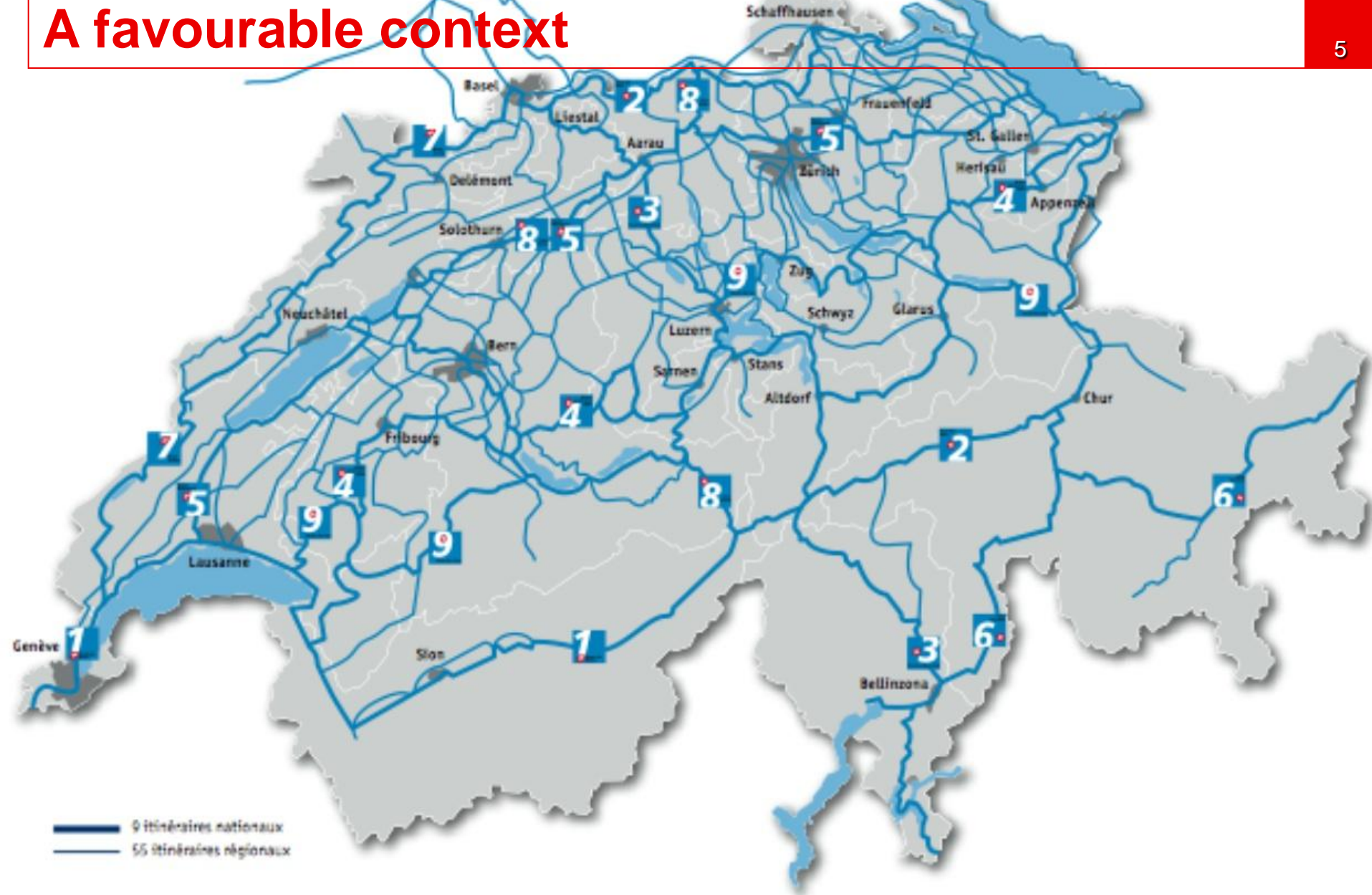
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A favourable context

5



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Chargement des vélos par les voyageurs et lieux de location de vélos

Carte synoptique

Faute de place, toutes les lignes ne sont pas mentionnées. Sous réserve de modifications.

Rayon de validité des billets nationaux pour le chargement des vélos par les voyageurs.

Trains Autocars Funiculaires Câblecars

Autres réseaux (chargement des vélos par les voyageurs partiellement possible avec supplément)

Trains Autocars

Lieux de location de vélos

Gare de location Gare de destination Autres lieux de location (camping, hôtels, etc.) Location et installation supplémentaires au même endroit uniquement

0 10 20 30 km

1:1.5 1000

Chemin de fer

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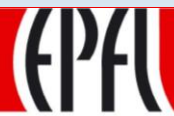
FRANCE

FRANCE

Rayon de validité supplémentaire du chargement des vélos par les voyageurs

Basel et Olten tout le réseau

Communauté de transport de la région aérochasse ZIV transports publics urbains de Zurich, bus urbains de Winterthur (sans heures de pointe), lignes régionales du bus (y compris car postal), vers les locaux, autres réseaux (Polybahn, Dolderbahn), bâteaux (sur les lacs de la région).



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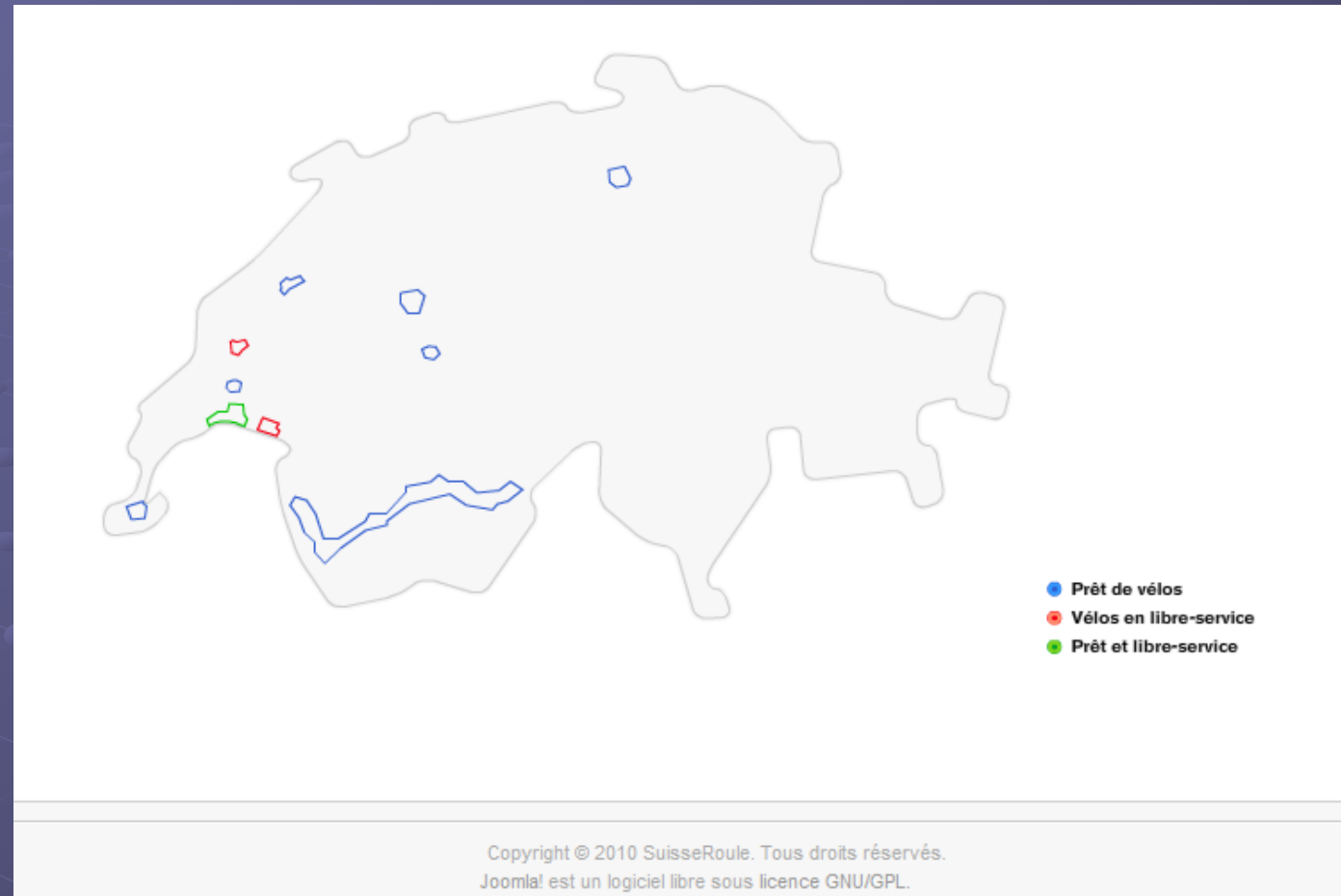
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Marbella, Chile

- Lausanneroule
- Genèveroule
- Bernrollt
- Zürirollt
- Yverdon
- Fribourg
- Neuchâtelroule
- Valaisroule



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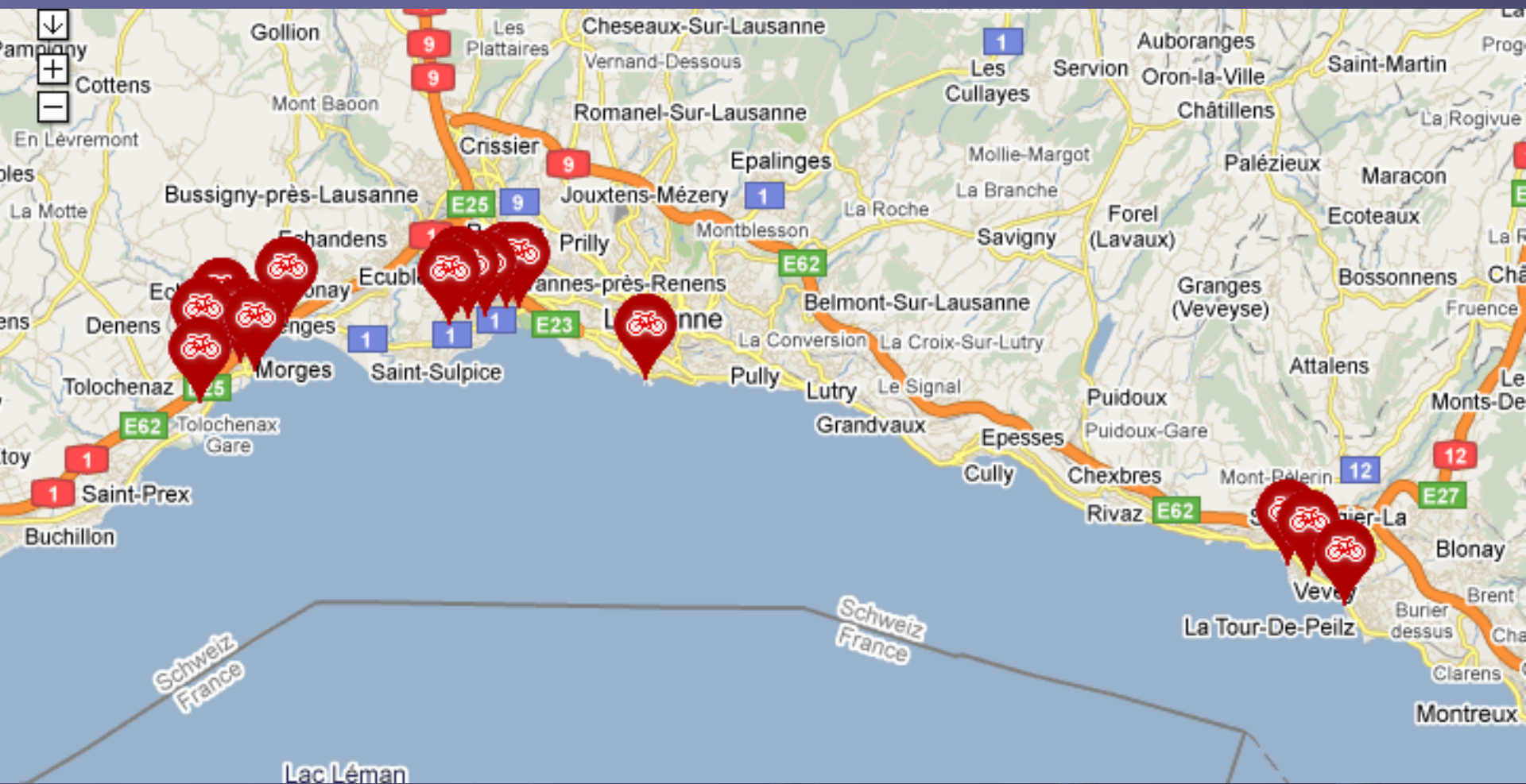
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URBANICS

Marbella, Chile

Bike sharing in Switzerland 2nd generation

8



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Marbella, Chile



- 15 stations, 220 bikes
- 3 stations, 45 bikes
- 7 stations, 90 bikes (April 2010)
- 3 stations, 40 bikes (April 2010)

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- Available anytime, anywhere in Switzerland.
- The same card for any station, any network
- Synergies in system management = substantial reductions in cost
- National coordination by Velopass + decentralized day-to-day management by local associations (maintenance and shuffling bikes between stations)



	réseau	prix	minutes gratuites	tarifs horaire (1heure)	heures offertes	frais d'inscription*	total
regiopass valable une année sur un réseau							
regiopass	riviera	35.-	30	1.-	2h	10.-	45.-
regiopass	Isnne-mrges	35.-	30	1.-	2h	10.-	45.-
natiopass valable une année sur tous les réseaux							
natiopass	national	50.-	30	1.-	2h	10.-	60.-
mobilitypass	national	240.-					240.-
abonnement Mobility CarSharing et velopass combiné + crédit de circulation de Fr. 30.- pour Mobility et de Fr. 10.- pour velopass							
daypass valable sur un réseau durant 24h							
daypass		5.- + caution de 90.-					

*encaissés uniquement lors de la première inscription

■ Commuting Short trips Tourism

- Regiopass (yr, month, day 1N)
- Natiopass (yr, allN)
- Mobilitypass (yr)
- Daypass (24h)
- First 30 min free, then 1 CHF/h

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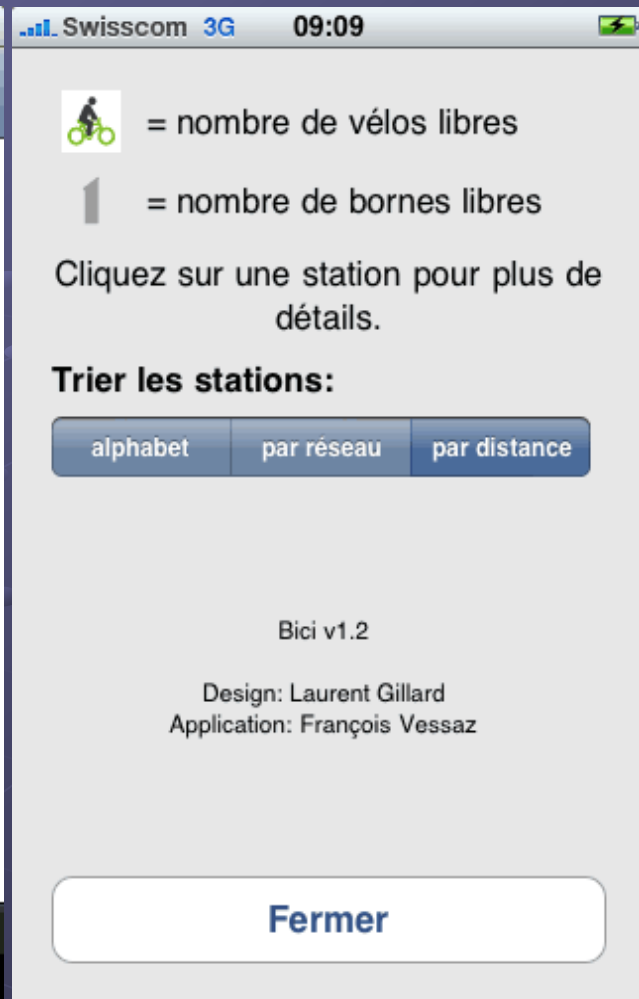
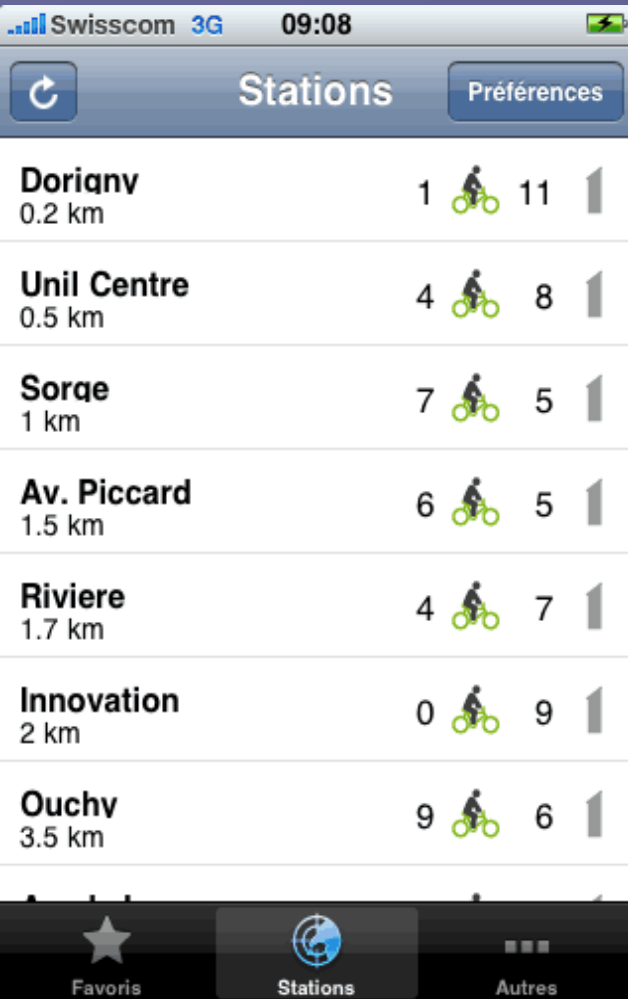
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Marbella, Chile

- A single, easy to use system identical for all cities joining the program
- Access to all the networks with the same card
- Communication campaigns leveraged at national scale
- Centralized backoffice and callcenter services
- Uniform pricing system
- Dedicated web platforms for the user (account management) and the manager (network management and cycle maintenance)
- Publicity in bikes
- Compatible with Mobility CarSharing
- Complies with LEGIC®, the most common RFID standard in Switzerland



- 1'522 in Vevey-Riviera
- 11'213 in Lausanne-Morges (13'850 in 2008 with old system)
- 13'496 inside EPFL-UNIL campus (aug 09 – jan 2010)



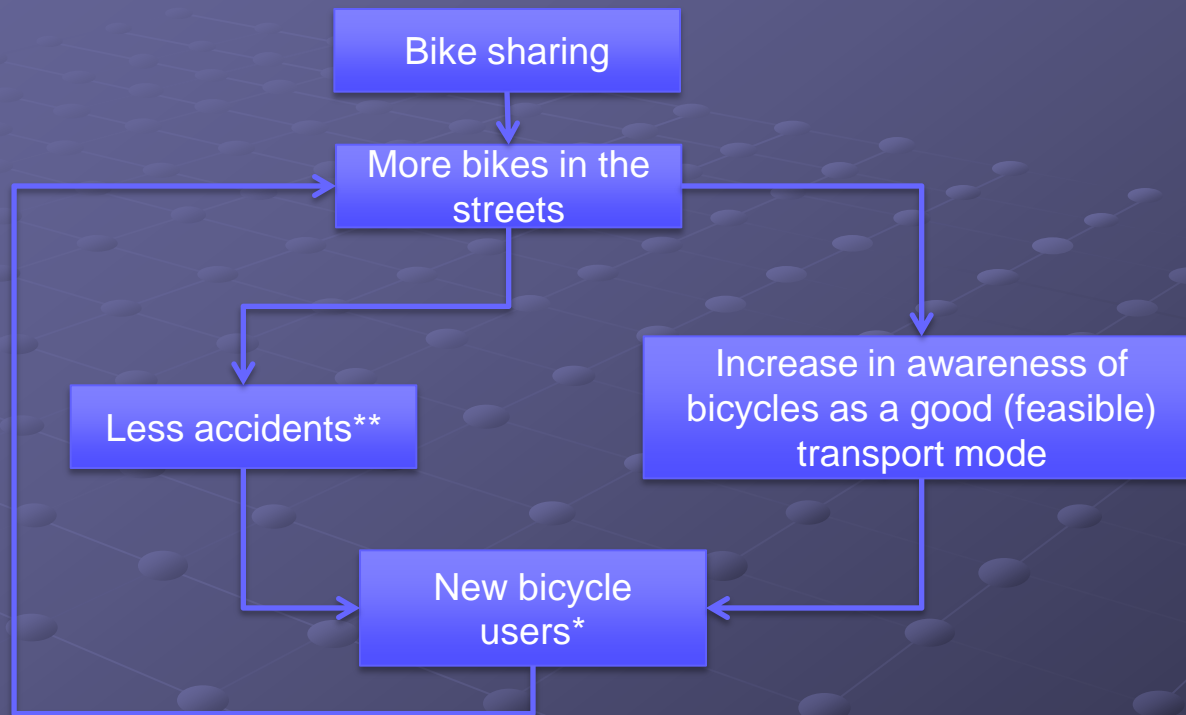
- Visibility
- User-friendliness
- Knowledge of the network
- Pre-registering
- Payment / Pricing
- Real-time information (smartphone; social inequity)
- Possibility of booking ahead
- Alternatives if system unavailable
- Network grid density
- Limited radius of action => pertinent location of stations (entreprises, railway stations, other attractors)



- The system is unlikely to work if proper conditions are not provided:
 - Infrastructure for bikes (bike-lanes, parking)
 - Education campaigns (for both car and bike drivers)
 - Promotion / information
 - Good multimodal connections
- Bike redistribution problem:
 - Unbalanced demand
 - Currently modeling demand and destination choice to better define optimal location for stations



■ Virtuous cycle of biking:



* Lyon, France: increase in bike trips share from 0.6% (1995) to 1.7% (2006)

** Jacobsen P. (2004) Safety in numbers: more walkers and bicyclists, safer walking and bicycling. Injury Prevention; 10: 127

- Medtronic, Tolochenaz
- Campusroule EPFL-UNIL, Ecublens
- Heig-VD, Yverdon
- Nestlé Suisse, La Tour-de-Peilz
- Nestlé International, Vevey



- McDonald's
- BCV
- Nestlé Suisse et International
- Fondation étudiants EPFL
- Loterie Romande
- Villes de Morges, Lausanne, Vevey, Fribourg, Yverdon



Stay
outta
my lane

A concept
by Evan
Gant and
Alex Tee



- Enormous exponential growth in bike sharing systems throughout the world, including emerging countries
=> trend will keep up the pace in the future
- Great potential for intercity travel, especially interesting for commuting between cities belonging to the same cluster economy
- Tourism and leisure and the potential for modal transfer regarding short trips (less than 5 km) provide other good reasons for expanding these systems
- It's essential to provide good multimodal connections to both PT and other individual modes (P+R, car sharing)



Thank you for your attention



Your comments & questions are welcomed

<http://transport.epfl.ch>

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