



OBIS

Optimising Bike Sharing in European Cities

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Content

1. The Bike Sharing Phenomenon in Brief
2. Bike Sharing in EC-Projects
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4. OBIS in Milan

1. What is Bike Sharing?

- No common definition available thus we characterise bike sharing as:
 - Offer on public spaces with public access
 - Bike rental to several target groups
 - Network characteristics
 - Self-service
 - Short-time-rental
 - One-way-capability



Foto: Clempower.zeblog.com

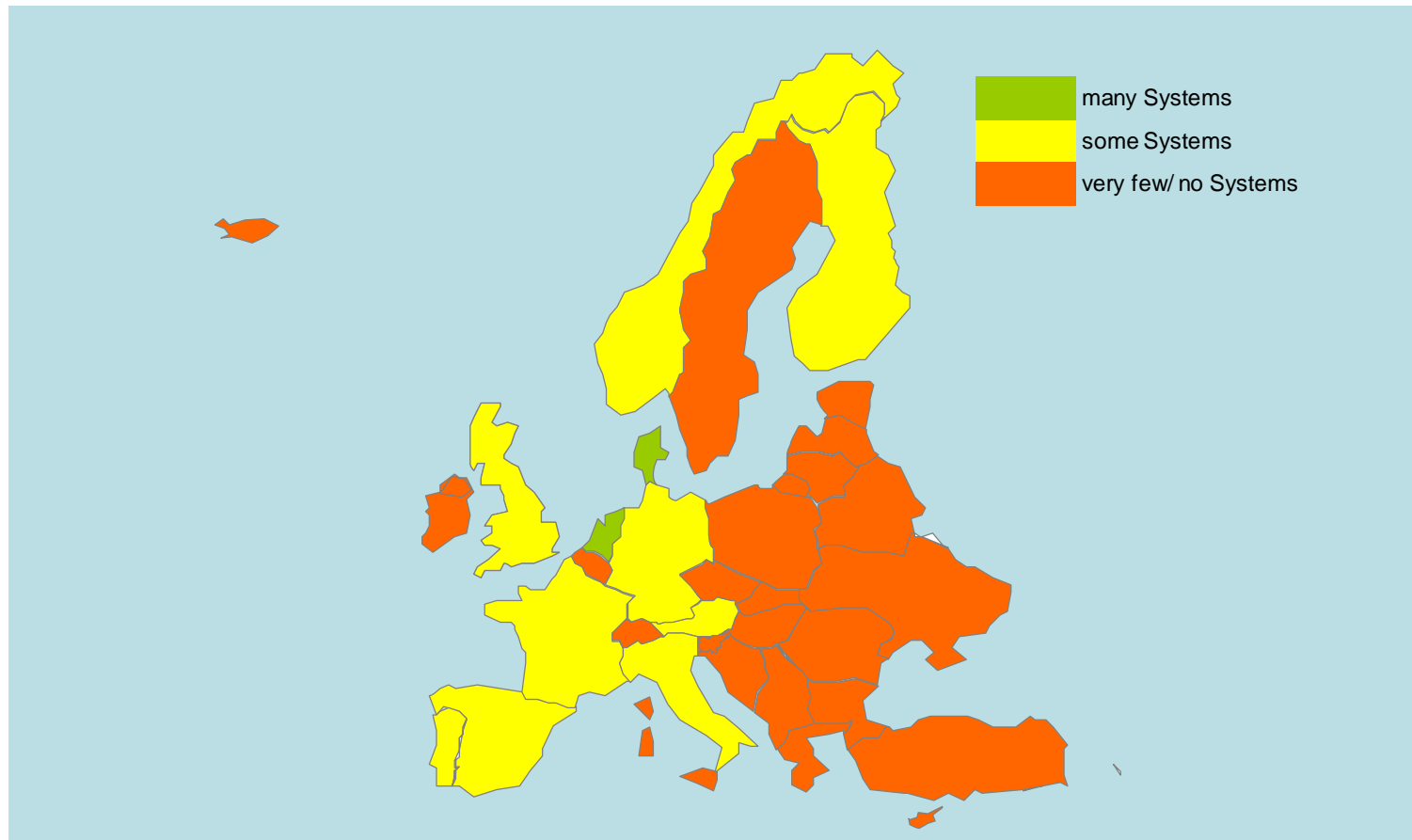


Foto: Flickr, TheBoxpilot

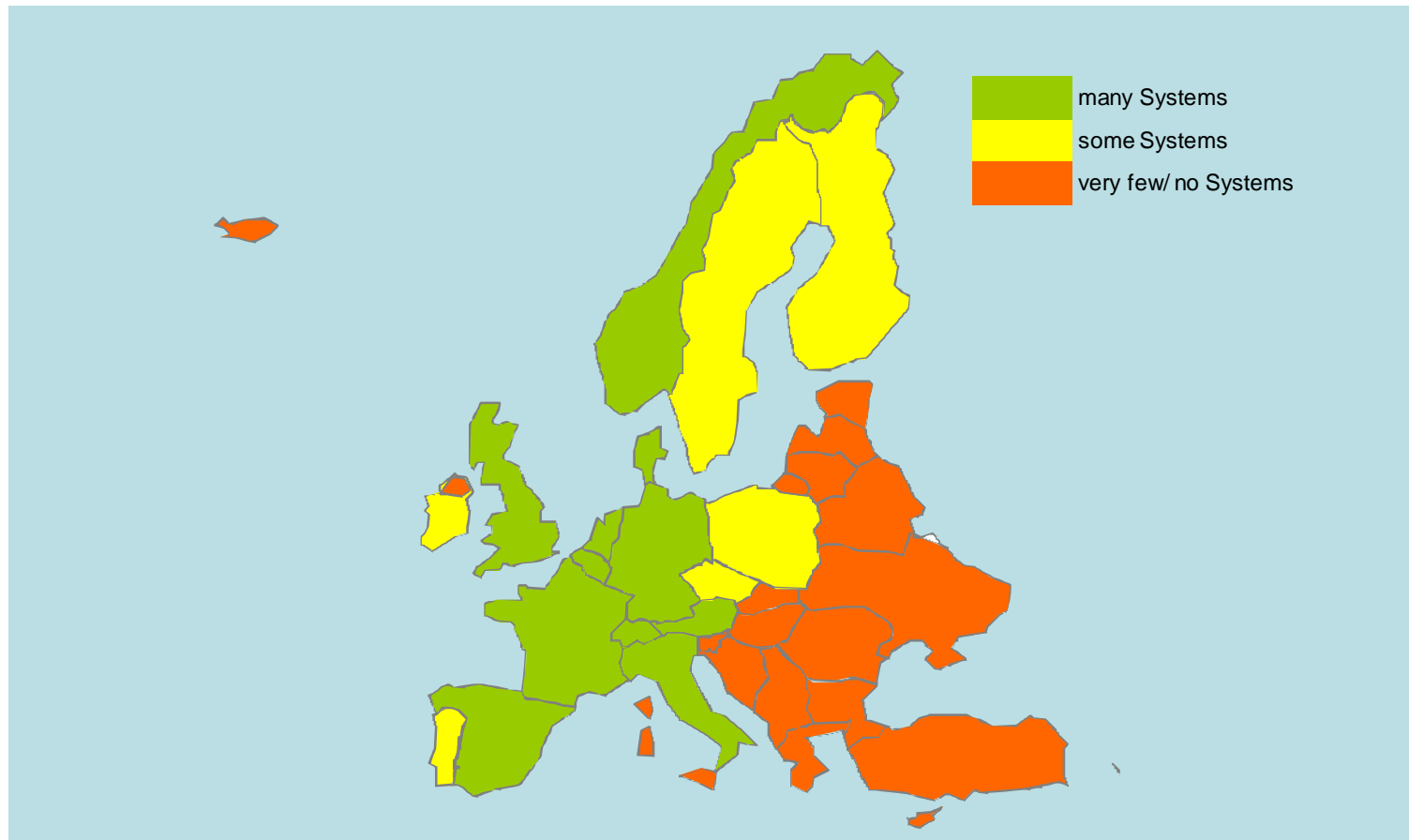


Foto: Ramon Vila

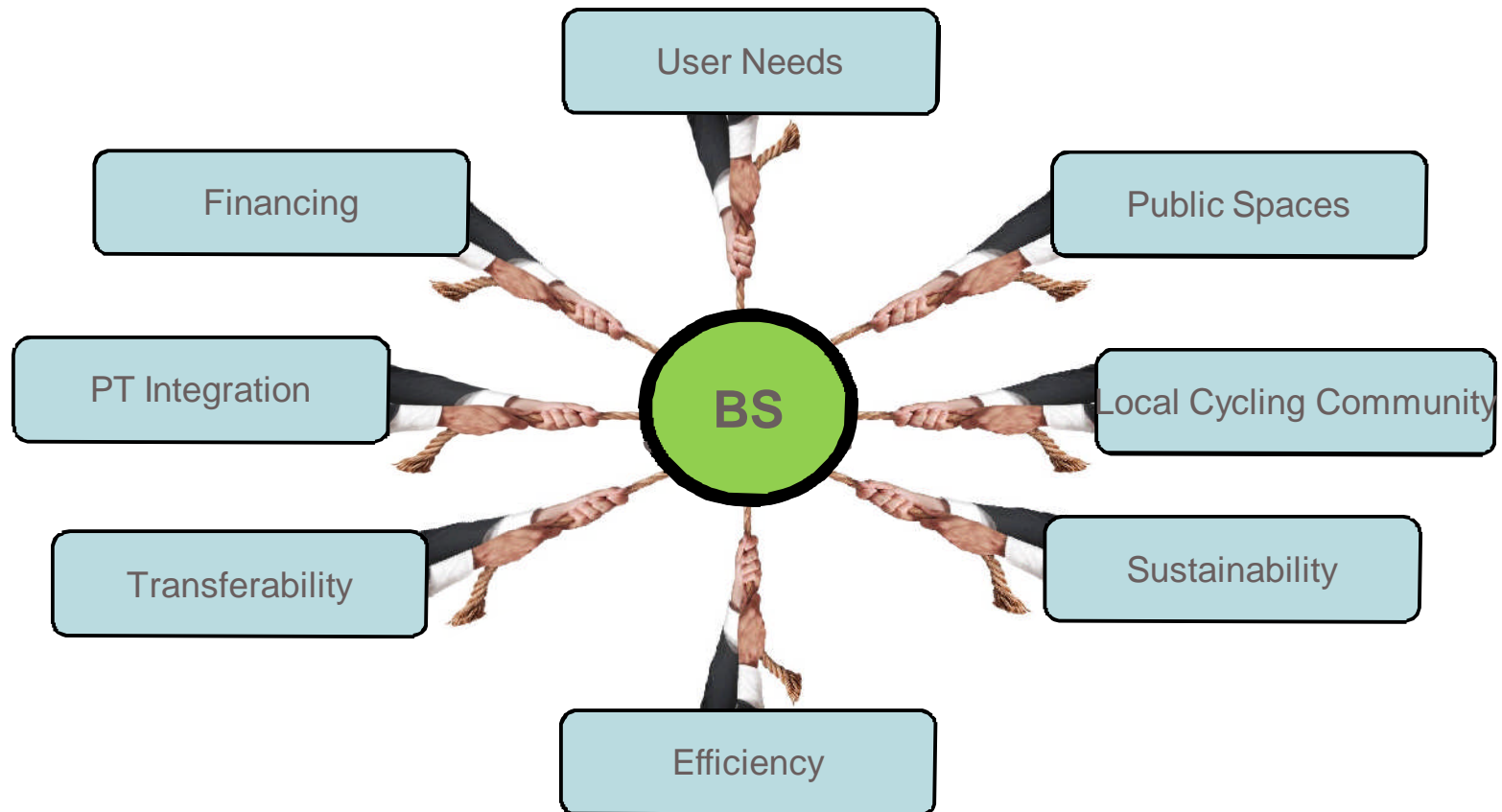
1. Market Development – Europe 2001



1. Market Development – Europe 2009

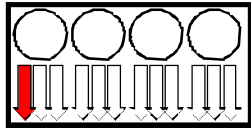


1. Bike Sharing - Fields of Tension

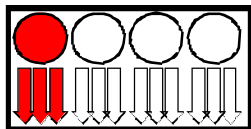


2. Bike Sharing in EC-Projects

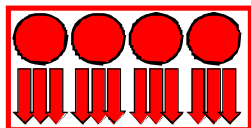
- NICHES (2004-2007) - Bike Sharing Relevance: Part of a Work Package



- SPICYCLES (2006-2009) – Bike Sharing Relevance: One Work Package



- OBIS (2008-2011) – Bike Sharing Relevance: The Project



3. OBIS – Optimising Bike Sharing in European Cities

15 partners from 9 countries analyse and optimise bike sharing schemes

- Key questions:
 - Success factors?
 - Needs for optimisation?
 - Effects on mobility behaviour?
 - Sustainability?
- Project goals:
 - Show best-practice models
 - Point out solutions for common problems
 - Optimisation of schemes
 - Analyse transferability
- Result: A bike sharing manual!



3. OBIS – Optimising Bike Sharing in European Cities

WP 2

- Data Collection
- Country Studies
- Transferability Fact-Sheet

WP 3

- Methodology
- Data Requirements
- Success Definitions
- Fact-Sheet with Practical Implications

WP 4

- Demonstration Projects
- Documentation of Experiences
- Optimisation Fact-Sheet

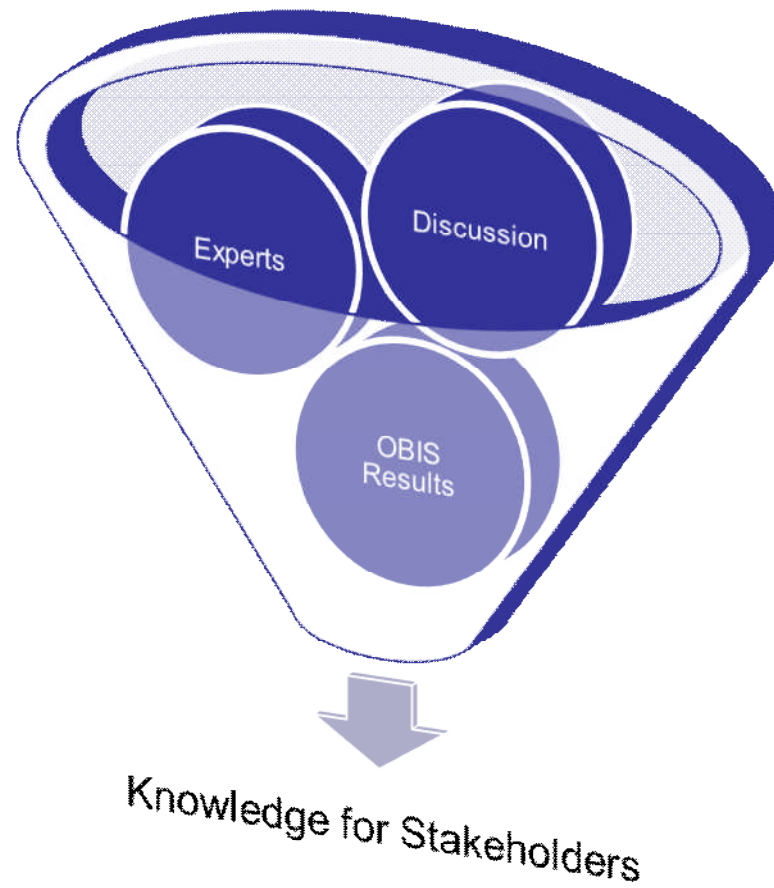
WP 5

- European Situation
- Cross Country Analysis
- Recommendations

WP 6

- Website
- Newsletters
- Translation
- Conferences
- Networks

4. OBIS in Milan



4. The Programme





Thank you for your attention!

www.obisproject.com

www.choice.de



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