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Bike Sharing, Five Generations Later: What's next?

Brussels 06/12/2017
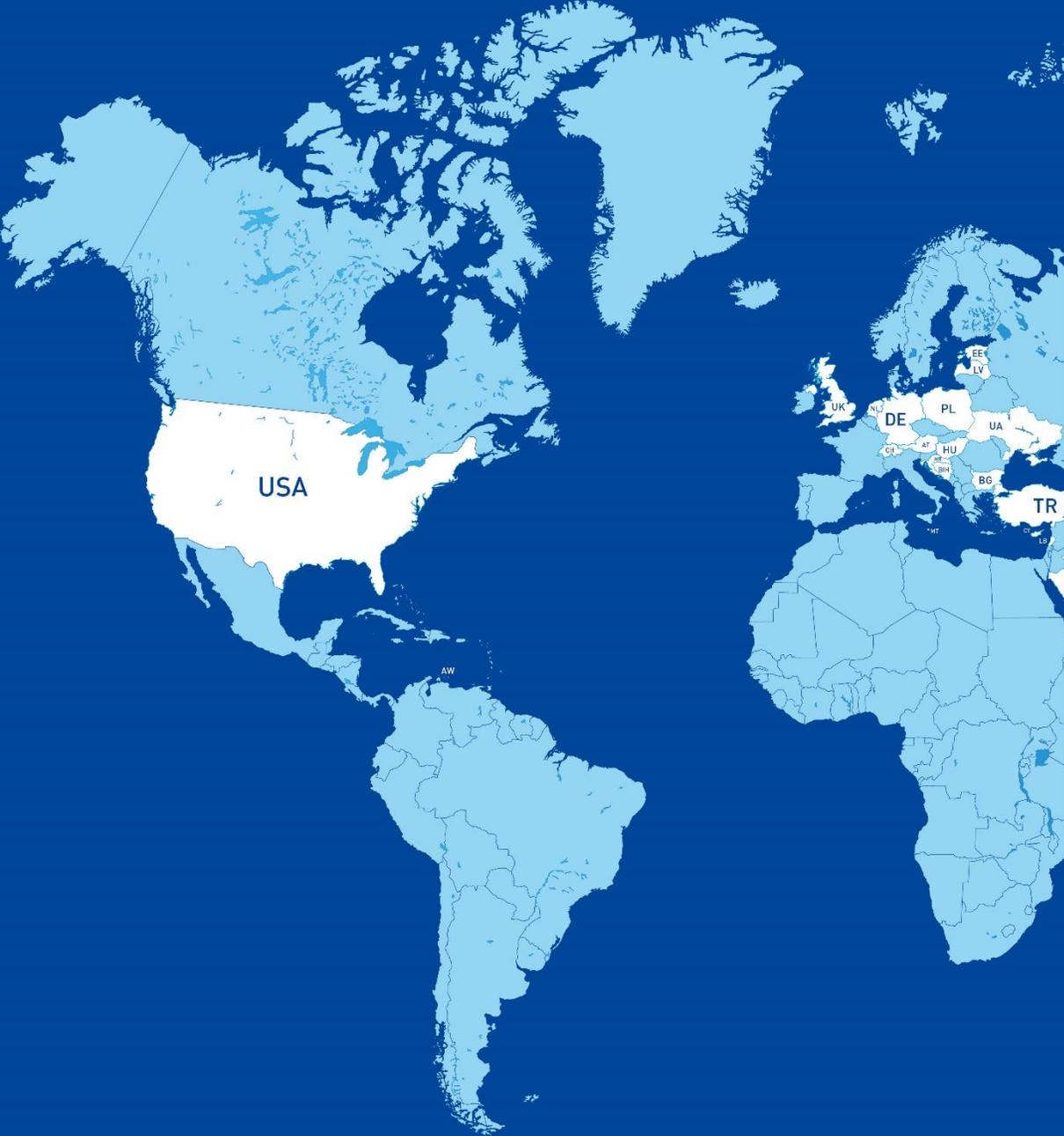
4 Continents
25 Countries
150 Cities

2004 Foundation of nextbike
2005 Rental start in Leipzig
2007 Project launch in Düsseldorf
2008 Licenses for Austria and New Zealand
2009 20 cities in Germany + project launch in Switzerland
2010 Start of "metropolradruhr" (10 cities) + project launch in Latvia
2011 New projects in Poland, Cyprus and Turkey
2012 Flagship project in Warsaw + new in Azerbaijan
2013 Licenses for Dubai, Hungary, Croatia and Bulgaria
2014 Launch in UK, new projects in Hungary, Poland, Germany, Austria, Croatia and New Zealand
2015 Over 3,000 new bikes in Germany (Munich, Cologne etc.), launch of US projects in Pittsburgh & West Palm Beach and Lviv (Ukraine)
2016 Project launches in Milton Keynes (UK), Łódź (Poland), and Tallinn
2017 Project launch in Berlin, Warsaw (expansion), and Glasgow
2018 Las Palmas de Gran Canaria, Frankfurt, Berlin (expansion)

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THE LIFE OF BIKE-SHARING

1st Generation   2nd Generation   3rd Generation   4th Generation   5th Generation

Witte Fietsen
Amsterdam, '60s

Bycyklen
Copenhagen, '90s

LE Vélo STAR
Rennes, 1998

Call-a-Bike Flex
Munich, 2000

Data-driven bike share
Shanghai, 2016

Bicing
Barcelona, 2007

KVB-Rad
Cologne, 2015

Cycle Hire
London, 2010

Hamilton Bike Share
Hamilton (CA), 2015

Citibike
New York, 2014

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3RD GENERATION: DOCK-BASED AND ADVERTISEMENT-DRIVEN

Veturilo, Warsaw, Poland

Jenson Button, Formula One driver (MK Santander Cycles)
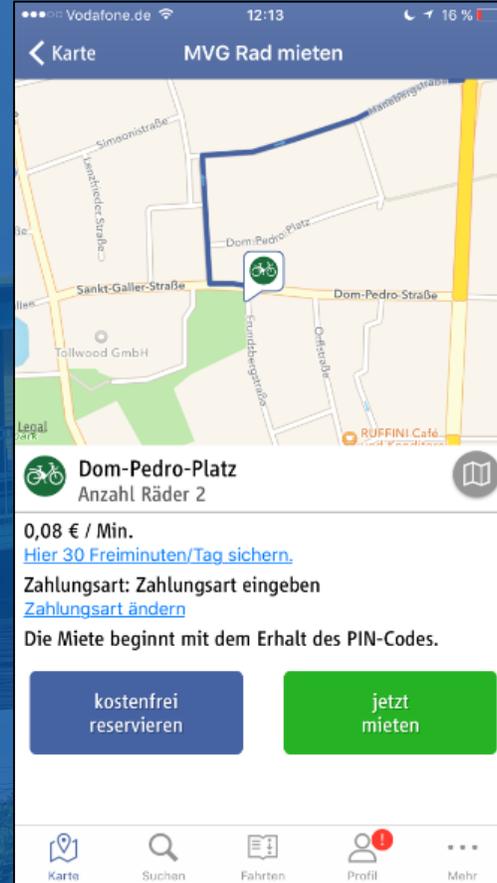
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4TH GENERATION: SMART-BIKES AND FIRST PTO INTEGRATION

Berlin Mobility Smart Card

MVG *More,* Munich

MVG *More,* Munich

KVB Multimodal, Cologne

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5TH GENERATION: THE ERA OF *BIG DATA*

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5TH GENERATION: A NEW BUSINESS MODEL

VCs

4. Data collection

1. Capital investment

End User

Bike Sharing Company

3. Permission

2. Dockless bikes

City
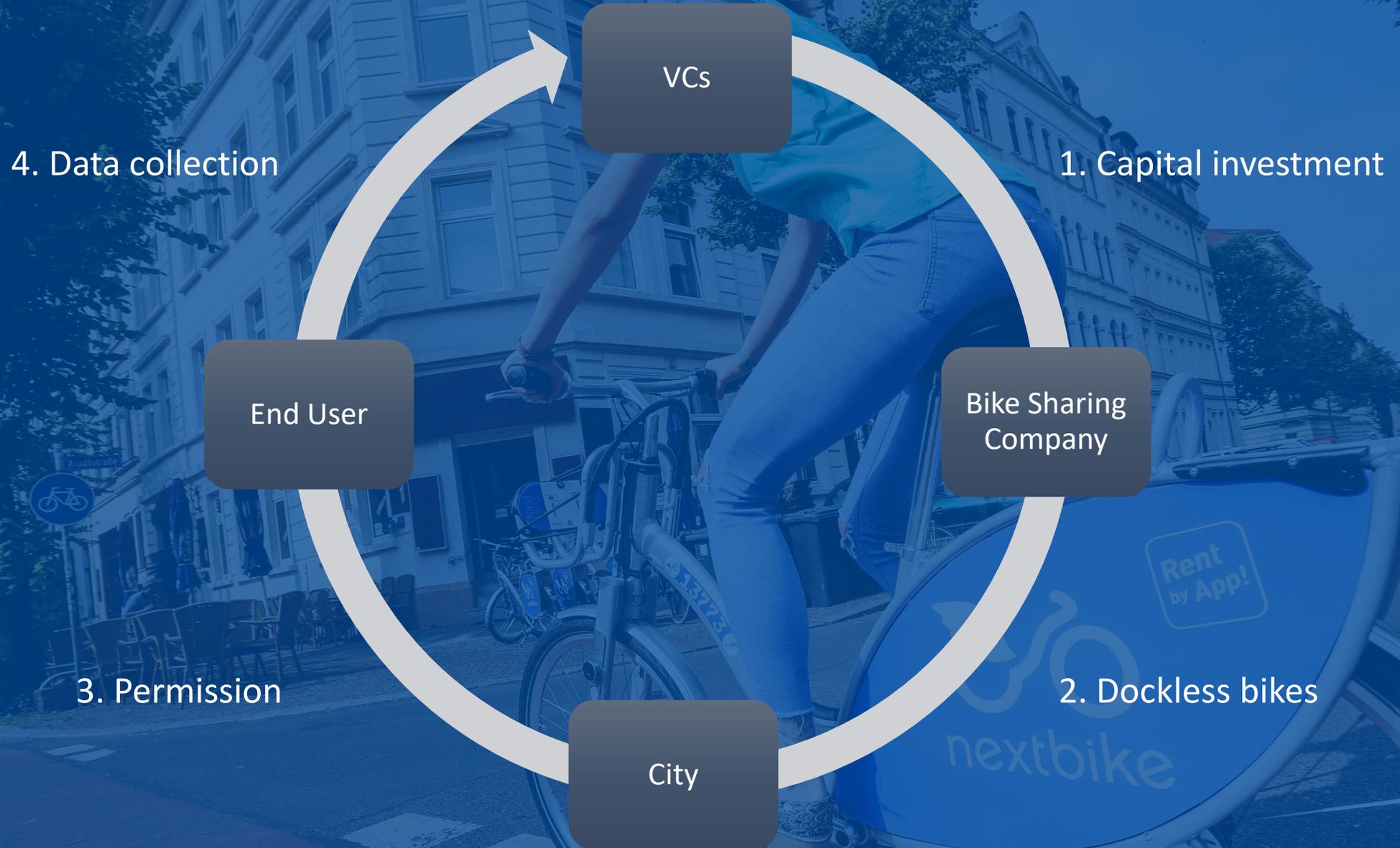
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NEW AND 'TRADITIONAL' BIKE SHARE: DIFFERENCES

	nextbike	New dockless operators
Smart Bikes with GPS and dockless locking option	x	x
Technologies to restrict return in certain areas ("geofencing")	x	x
Customer App	x	x
Ability to lock bikes to public racks or proprietary docks	x	
Accessible for non-smart phone holders	x	
Option to integrate public transport cards	x	
Bikes compliant with EU safety Regulation (DIN ISO 4210)	x	
Bikes with gears and comfortable air tyres	x	
Option to expand with E-Bikes	x	
Open API for MaaS platforms	x	partly
Data servers in Europe compliant with EU data legislation	x	needs proof

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PUBLIC PROCUREMENT IS NOT DEAD: PUBLIC BIDS IN 2017

Hamburg

Glasgow

Leiden

Nijmegen

Luxemburg

Barcelona

Las Palmas de Gran Canaria

Turku

Stockholm

Stuttgart

Bratislava

Bologna

Bari

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THE FUTURE OF BIKE SHARE

Bike share and <u>mobility</u>

- Crowdsourcing y participative planning processes
- Apps and social media enhancing the system by locals
- High quality operations in collaboration with bike shops
- Integration with PTOs and MaaS systems

Bike share as a <u>vehicle for innovation</u>

- NFC technology / contactless payment
- Seamless integration with MaaS
- Predictive rebalancing
- Remote bike checking – preventive maintenance
- Gamification
- New security measurements (lazer, alarm…)
- Sensors for data gathering – *data for bike sharing, not bike sharing for data*

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Danke schön!

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