

Choose, change & combine *sharing mobility by OV-fiets*



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**DUTCH
CYCLING
EMBASSY**

What is the Dutch Cycling Embassy

- > Public Private Partnership
- > For Dutch expertise on cycling
- > Inclusive sustainable mobility



Participants (members) of DCE *and NS as partner*

MLA+

✗ Gemeente
✗ Amsterdam
✗



Rijksoverheid
Ministerie van Infrastructuur en Milieu



Gemeente Utrecht

posad
SPATIAL STRATEGIES

apm
• apm management consultants

Berenschot

Fietsdiensten.nl

adviseurs
mobiliteit
**Goudappel
Coffeng**



**Royal
HaskoningDHV**
Enhancing Society Together



FIETS BERAAD



**Kennisplatform
Verkeer en Vervoer**

GEMEENTE
Nijmegen

**move
mobility**
smart moving cities



**JAN KUIPERS
NUNSPEET**

URBANOS
sustainable urban development

ProRail

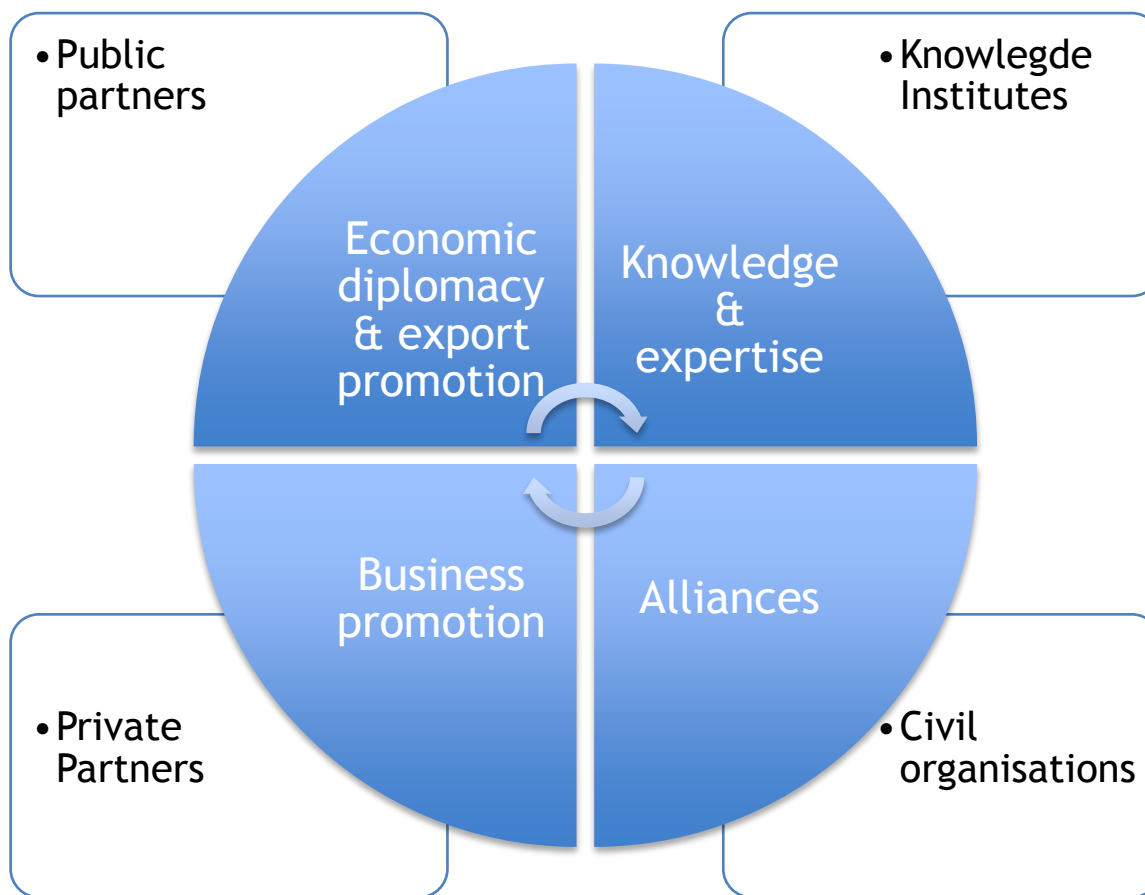
MOBYCON



Anita Dirix Projectmanagement



Integral team of experts on cycling



We are a cycling nation...



The Dutch average...



NS and PT-bike (OV-fiets)

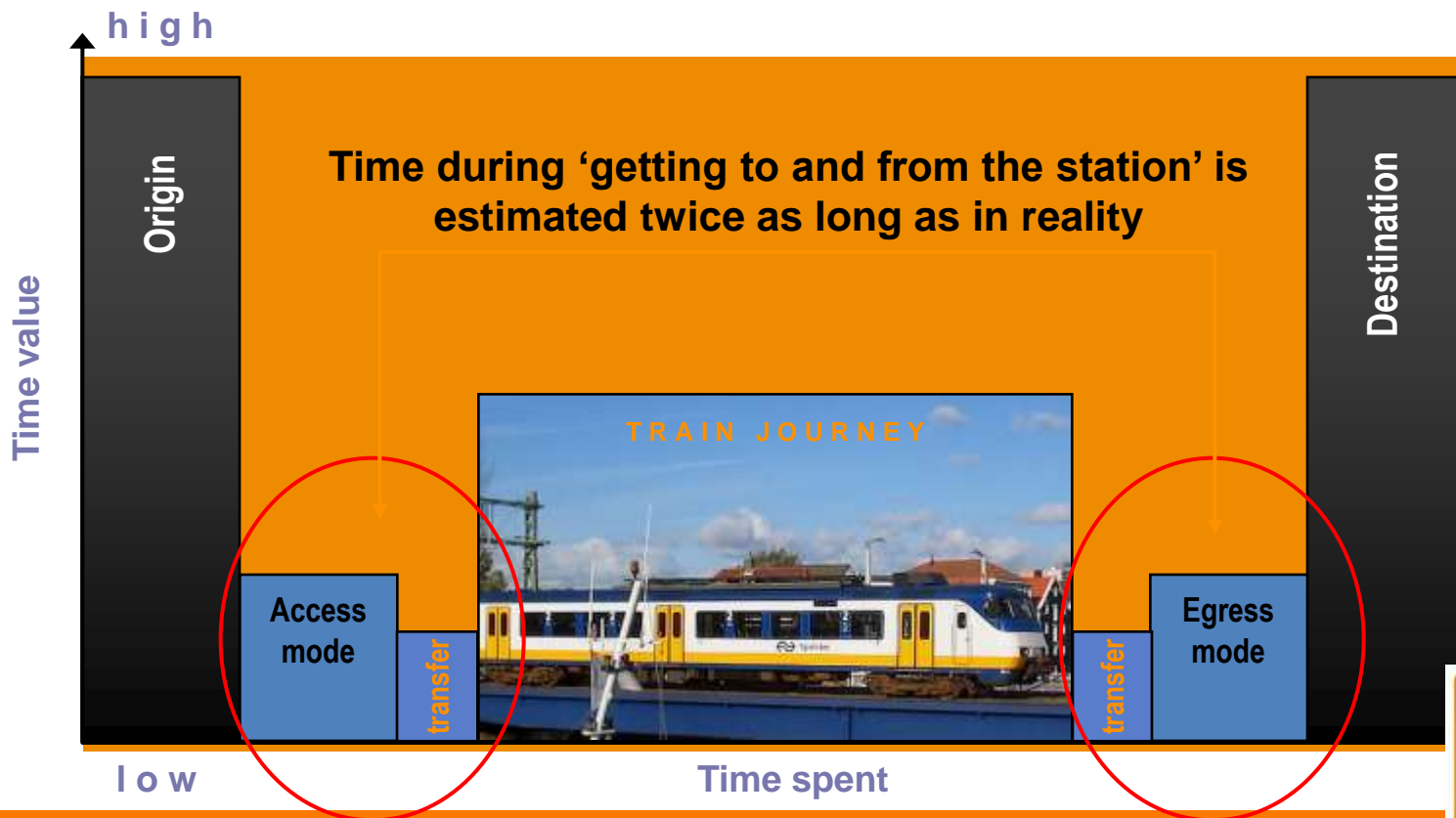


A successful
example of
transport
integration

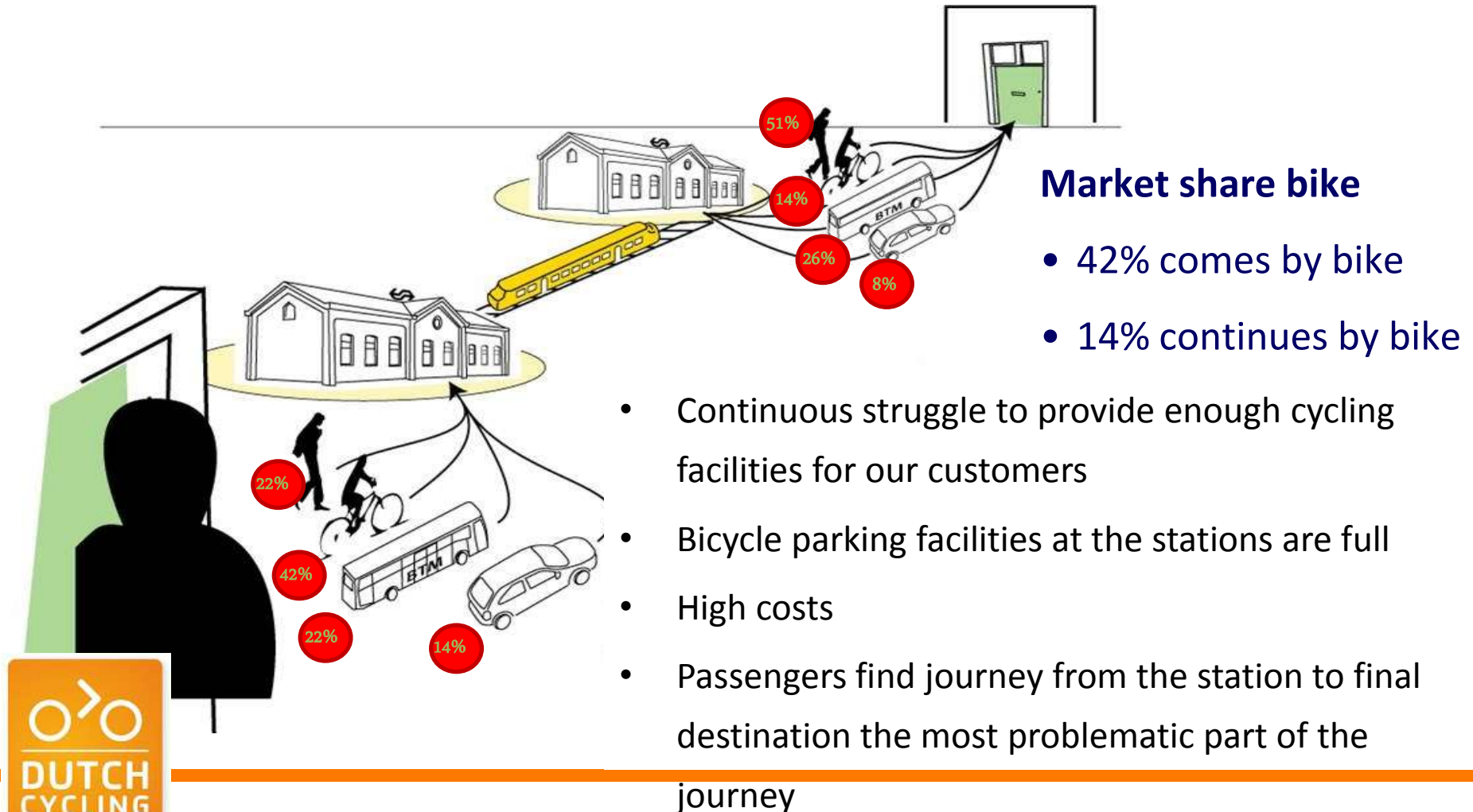


The customer journey

Travel chain services and the associated information are barriers to selecting the train



Modes of transport to/from the Train



Bicycle parking around stations



Indoor bicycle parking around stations

100 guarded bike shelters;

- 100 railway stations with guarded bike shelters
- The capacity of a single shelter range from 500-5.000 racks
- 22.000 racks at the new Utrecht Central station (first new bike shelter 4.200 started june 2014)

The new bicycle parking facility at Utrechts CS



And outdoor bicycle parking

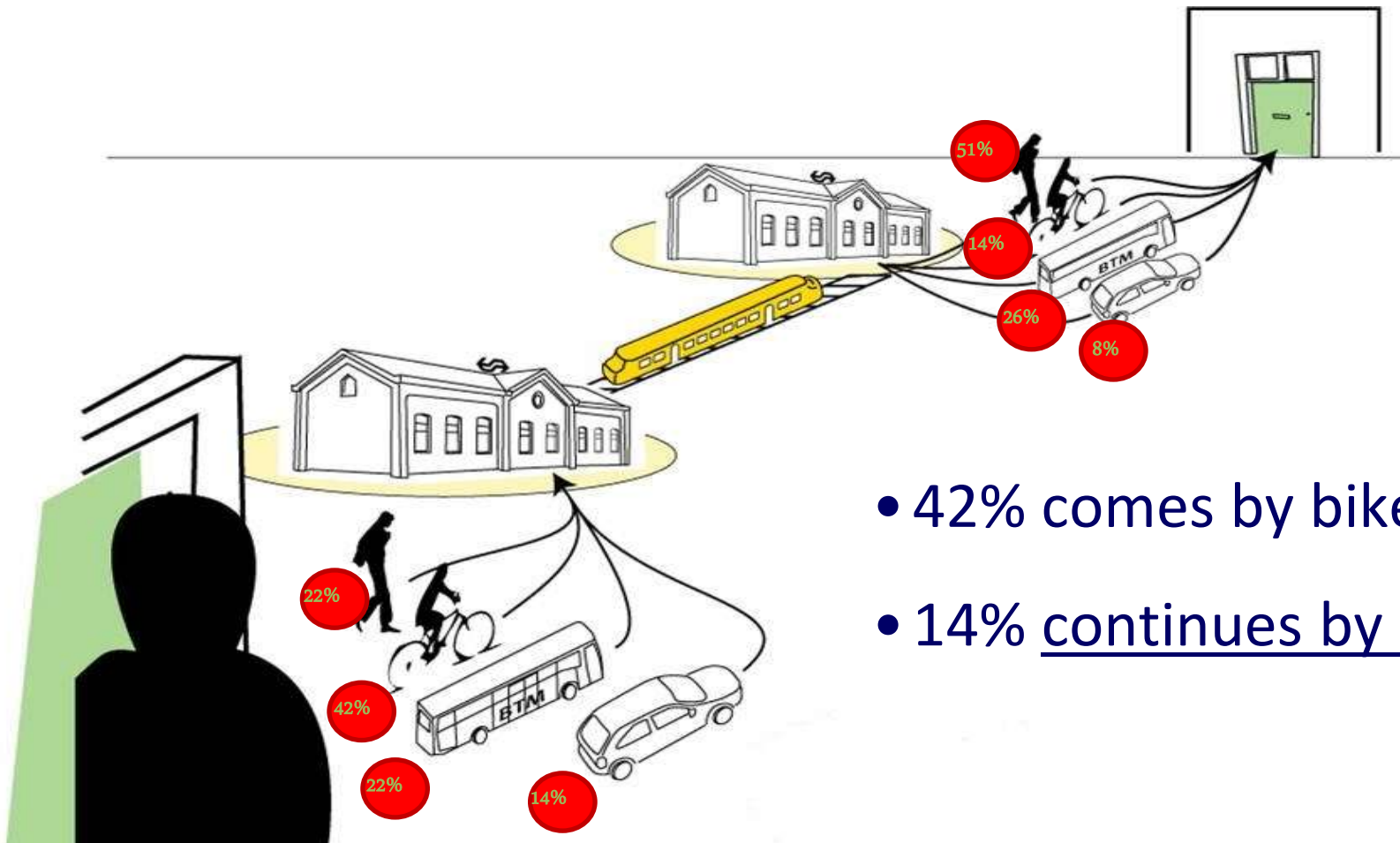
- Bike lockers at 300 other train stations;
- 150.000 free racks at railway stations.



Bicycle rental: OV-fiets (PT-rental bike)



Bike sharing to limit bicycle parking



- 42% comes by bike
- 14% continues by bike

Aims and objectives

- Aim: *Making public transport by train more attractive by making travelling from the arrival station to the final destination by bike as fast and easy as possible.*
 - Objectives OV-fiets:
 1. Acquisition of new members
 2. Activating our existing members
 3. Enlarging our capacity
- ❑ Rides by OV-Fiets:
1,5 mln
 - ❑ Customer satisfaction:
70% > 7,8



The proposition of OV-fiets

Convenience, fast and freedom against a low price



- “Everywhere an OV-Fiets”
- Purpose: travelling from station to final destination by bike
- For: business (including commuting) travellers, leisure travellers and organisations.

The service of OV-fiets

- Standard Dutch bicycle in NS-style
- Strong and simple, easy maintenance
- Rental location = also delivery location
- More than 8.500 bicycles
- 300 rental locations
- Same travel smart card



What does it cost you?

Costs

- Subscription fee: €10 a year
- Costs per rental: €3,15 (max. 24 hours)

Payment method

- Monthly invoice by e-mail
- Payment by direct debit

120 guarded rental locations

- Mostly at train stations, but also near underground, bus stops and P&R
- Opening hours depend on train timetables



And 180 non-guarded rental locations

Bike shelters

- 38 locations
- Max 32 bikes



Box

- 14 locations at railway stations
- Max 32 bikes



Locker

- 119 locations
- Max 8 bikes per location
- Most common self service system
- Desolated places



Carousel

- 5 locations
- Max 24 bikes
- Well protected
- Normal bikes fit



How does it work?

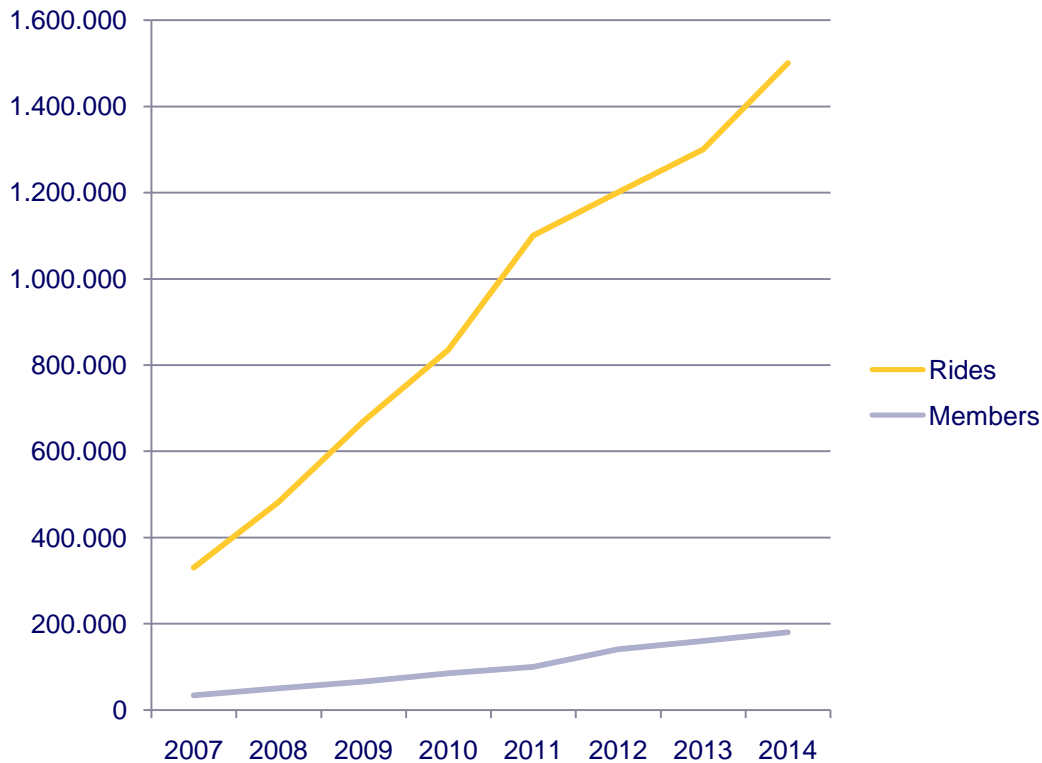
1. Subscription: www.ovfiets.nl
2. Identification: address, email, bank account and smart card number
3. Rent: from the next day
 1. *Going out: With a handheld scanner with chip reader the OV smart cards of the customer and the keys of the bikes are read. Now its registered which customer receives which bike.*
 2. *Coming back: They scan the bikes when they return and transfer this data to the back office to register the customers' rentals*



4. Payment: monthly by direct debit

Results

Growth of OV-fiets



- Customer satisfaction is high (7,8).
- OV-fiets creates a modal shift towards more public transport



Latest development (pilots)

- OV-fiets@home;
- Street locations (pilot) Utrecht;



Results pilot street locations Utrecht

- The city will enrol the pilot
- The city would like to introduce the service without OV-smart card.



Questions?



www.ns.nl

www.ov-fiets.nl