

# Public Bikes, a debate

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Ayuntamiento de Santander

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Instituto para la Diversificación y Ahorro de la Energía

Fundación Eca Bureau Veritas

3as Jornadas de  
la Bicicleta Pública  
La Bicicleta en Cantabria



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Palacio de la Magdalena

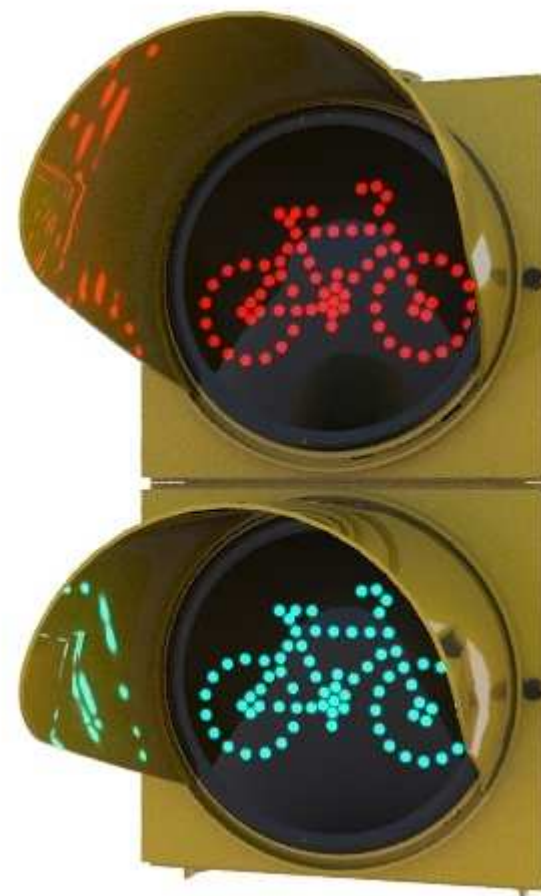


**Mobiped**

Why public bicycles, called bike share,  
are subsidized compare to  
traditional bike renting?



Contracts including advertising  
and public bicycles  
are sustainable?





## Vélo'v

343 stations

4 000 bicycles

Launched in 2005



	Millions of Euros 2004 (13 years)	Millions of Euros 2004 (Per year)
Fee to use the public space for outdoor advertising panels only	68,4	5,2
Fee to use the public space for outdoor advertising panels AND public bicycles	18,2	1,4
Anticipated costs billed by JC Decaux to the Greater Lyon	50,2	3,8

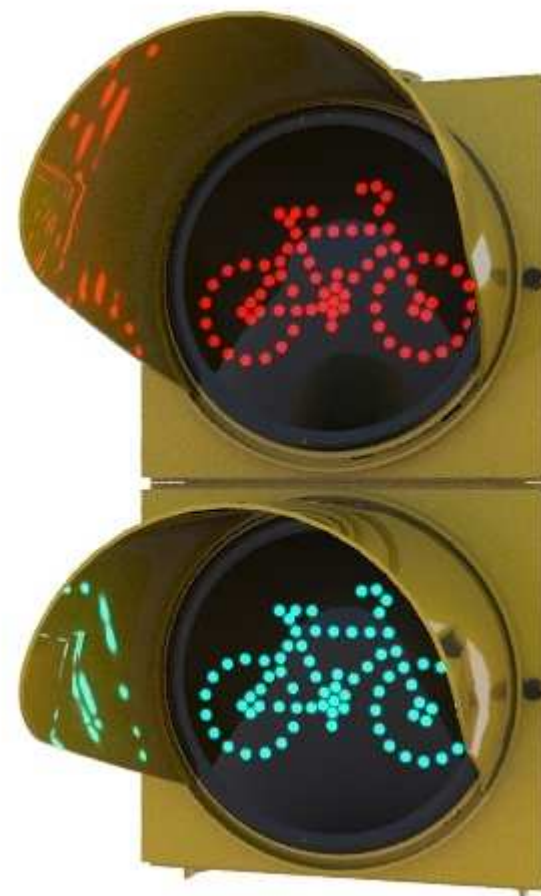


## In France and in the UK

<http://vimeo.com/16211593>

BEROUD B., CLAVEL R., LE VINE S. (2010), *Perspective on the growing market of public bicycles, focus on France and England*, 11th October 2010, Glasgow, European Transport Conference, 9 p

What is the mobility impact of a public bicycle scheme in mobility?



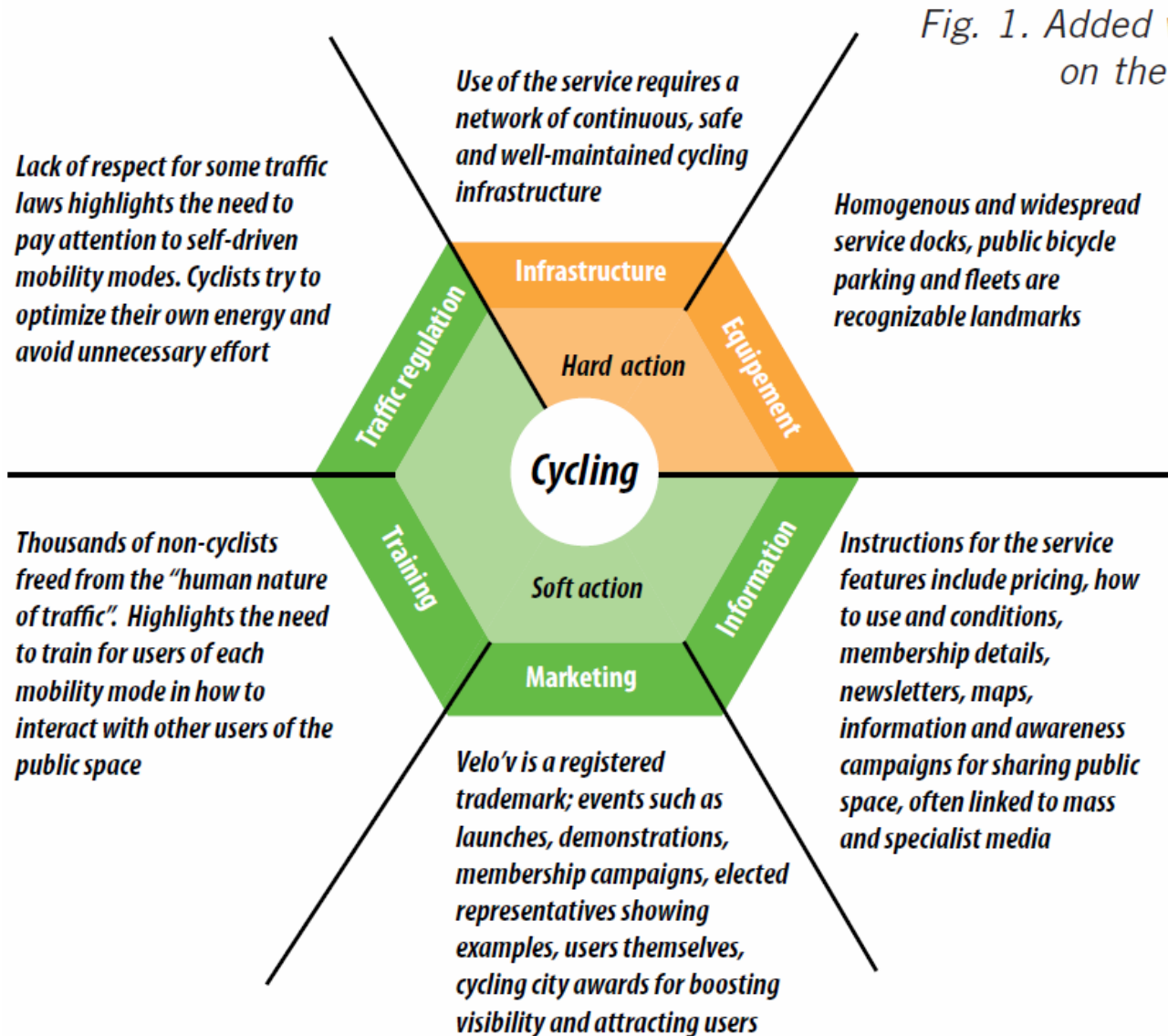


Fig. 1. Added value of Vélo'v on the cycling policy

BEROUD B., (2010), 4 years down the path, what is the mobility impact of Velo'v?, Mobility, The European Public Transport Magazine, Issue 16, Janvier 2010, 2p, pp 96 - 97.

Which reason could explain a low rate of use.per.bike.and.day?

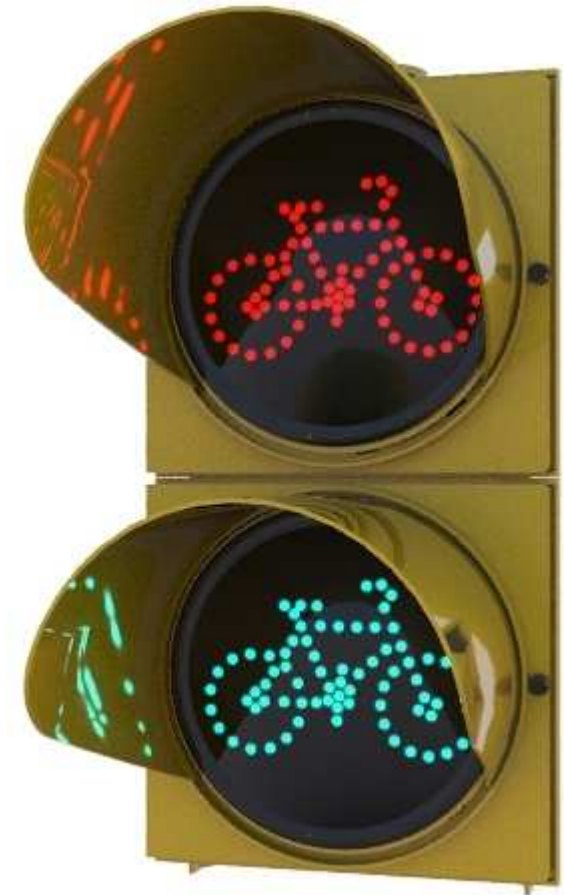




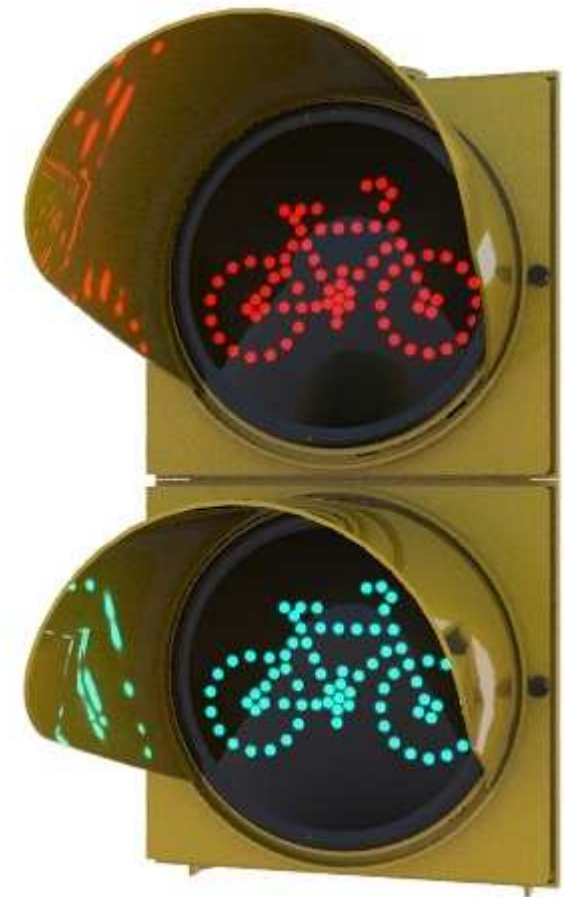
8% of services shut down, and nobody worry. What will be reactions if it concerns tubes or buses?



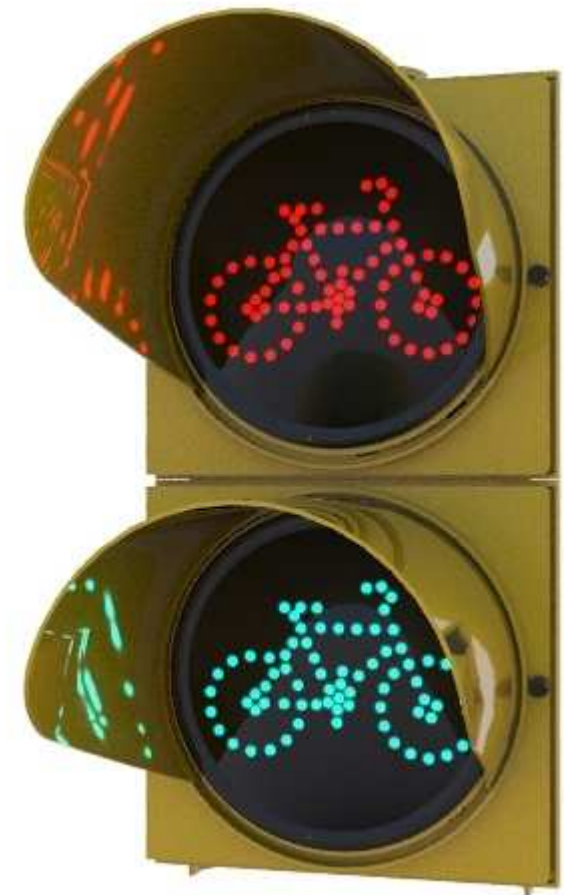
Are performance indicators available?  
Nowadays there is no way to compare  
different public bike schemes



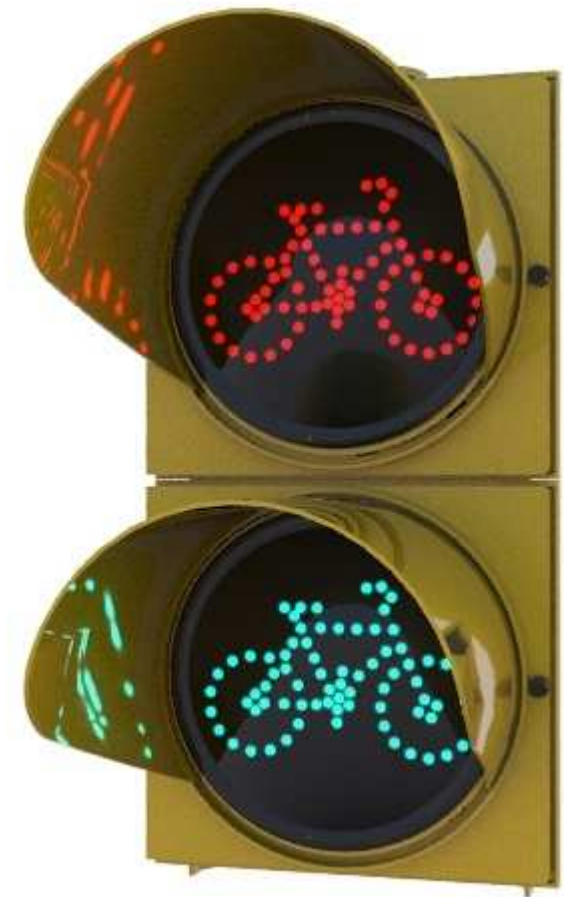
Would pricing associated to  
bicycle.passanger.kilometer.year  
involve also in public operators to  
improve the service?



What part of the service is to be covered by the user? Which part of the "bicycle budget" should be dedicated to "public bikes" as much?



Is Tourism department in city council the best to manage the public bicycles service? Which department should be in charge?





muchas gracias

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