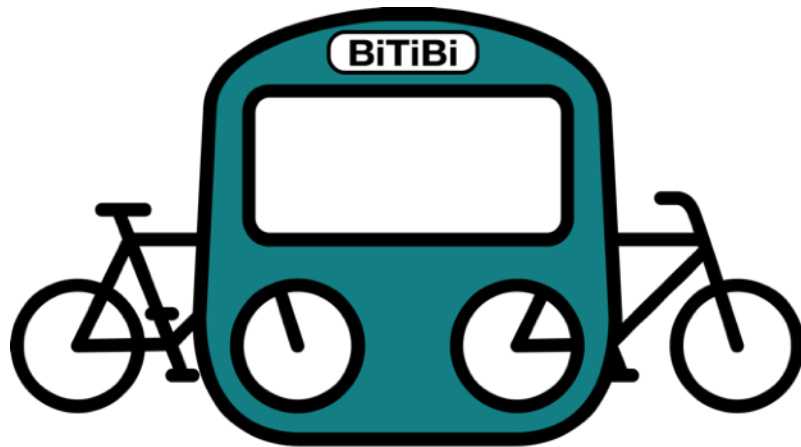




# Bike sharing



icid bike  
oney train  
stei bike

Networked mobility



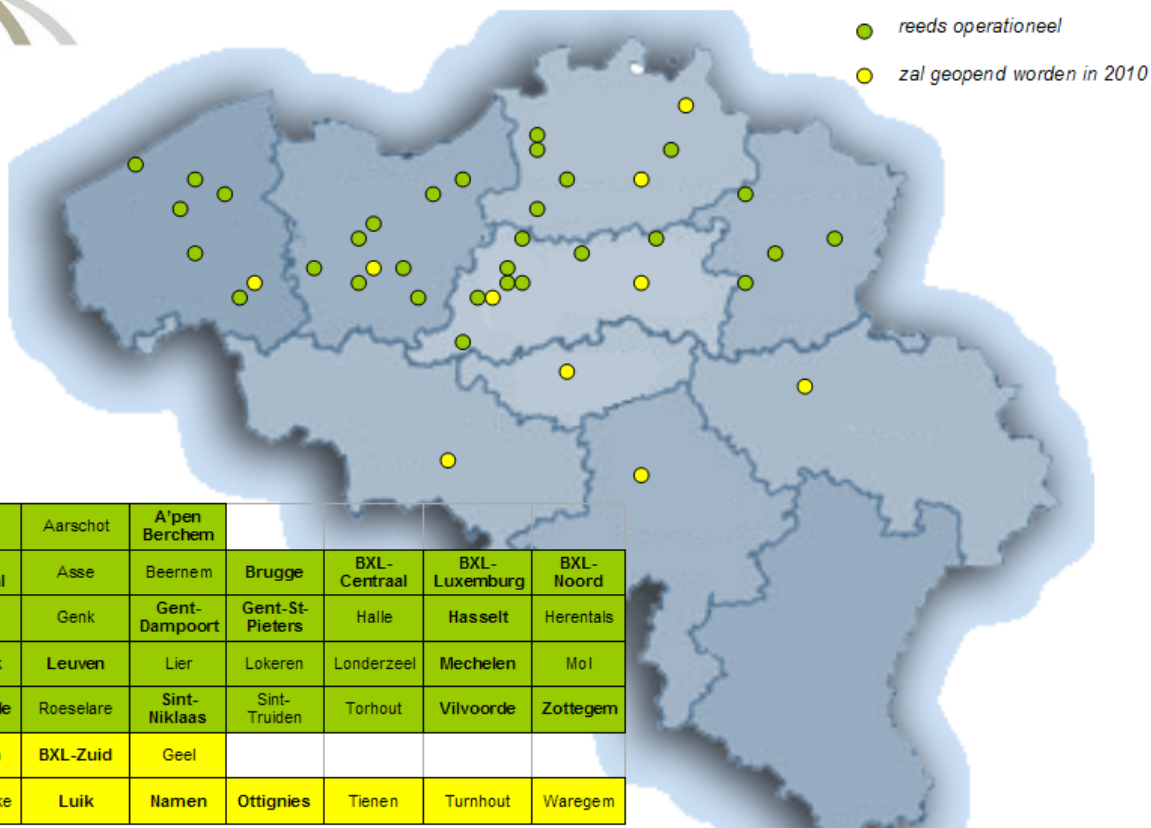
26/03/2010

# Mission NMBS-Holding

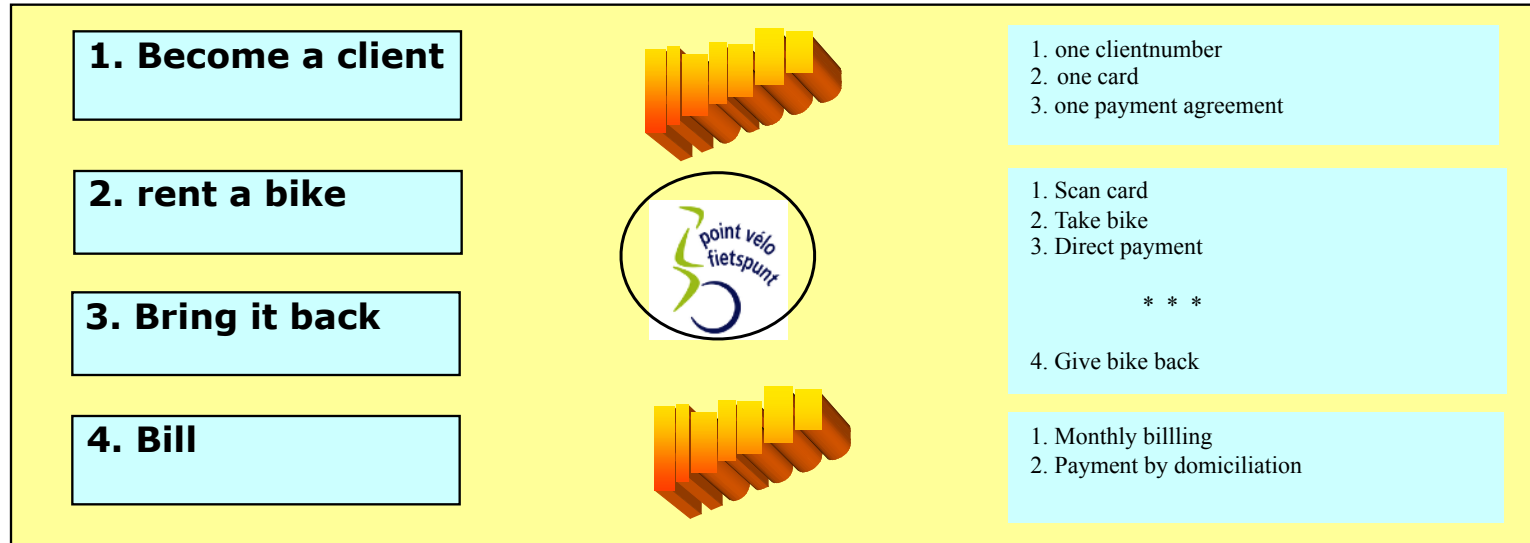
SNCB-Holding wishes as a public service to play a decisive role in mobility in Belgium



# Who: two partners, 41 bike points in Belgium



# What : bike sharing concept



1. Central management;
2. Customer on a subscription base;
3. The bike is free to use;
4. Tariff per (part of a) day;
5. Bike return to rental point;
6. Market goal= occasional user

# How : Create a new company

- Establish operating company “Blue-mobility” with NMBS-Holding and FIETSenWERK because :
  1. FIETSenWERK and bike companies should take leading role
  2. Bicycle and mobility policy is partly regional matter
  3. Light staff structure and commercial market-oriented approach
  4. Extension offers bicycle products easily possible
  5. Railways are strong but cumbersome. Avoid immobilism.

# Business case

- NMBS-Holding invests in a one time purchase for bicycles and scanners
- FIETSenWERK brings capital (a bit), cycling expertise, bicycle network and commercial network
- Minimize risk by :
  - Make handling and maintenance cost variable
  - Use “software as a service”
  - Share existing personnel from FIETSenWERK
  - Cover rest of fixed costs on beforehand by
    - Subsidy for minimal two years
    - sponsor/partner for minimal two years
  - Sponsoring NMBS for publicity and website

	Jaar 1	Jaar 2	Jaar 3	Jaar 4
simulatie aantal verhuuren	102.500	146.250	187.500	220.000
vergoeding per jaar (incl.)	12.00 €	12.00 €	12.00 €	12.00 €
vergoeding aan klant (incl.)	10.00 €	10.00 €	10.00 €	10.00 €
vergoeding aan klant / dagdeel (incl.)	3.33 €	3.33 €	3.33 €	3.33 €
vergoeding / verhuur (excl.)	1.53 €	1.80 €	1.80 €	1.73 €
vergoeding per periodek onderhoud/verhuur (excl.)	0.77 €	0.82 €	0.82 €	0.84 €
publiciteitsopbrengst / fiets (excl.)	1.25 €	1.28 €	1.31 €	1.34 €
verwerkingskost uitbreiding abonnement / jaar (excl.)	36 €	3.075 €	3.152 €	3.231 €
verwerkingskost per online (aanbod Nod.) (excl.)	0.250 €	0.250 €	0.250 €	0.250 €
verwerkingskost per online (aanbod Nod.) (excl.)	25.000 €	25.000 €	25.000 €	25.000 €
verwerkingskost aankoop fiets (excl.)	350 €	350 €	350 €	350 €
<b>totale kosten</b>	<b>235.750 €</b>	<b>324.000 €</b>	<b>416.667 €</b>	<b>500.500 €</b>
ingekosten verhuur (excl.)	157.167 €	234.000 €	312.500 €	381.333 €
jaarlijkse onderhoud fietsen (loon) (excl.)	78.583 €	90.000 €	104.167 €	119.167 €
jaarlijkse lokale kosten verhuurlocatie-fietspunt				
<b>totale kosten</b>	<b>334.396 €</b>	<b>408.591 €</b>	<b>473.871 €</b>	<b>555.072 €</b>
vergoeding (incl. excl.)	79.800 €	81.795 €	83.840 €	114.581 €
ingekosten (alg. werkingskost + software) (excl.)	23.970 €	24.569 €	25.180 €	30.110 €
ingekosten (alg. werkingskost + software) (excl.)	105.000 €	121.500 €	146.500 €	155.000 €
ingekosten (alg. werkingskost + software) (excl.)				
ingekosten (alg. werkingskost + software) (excl.)	18.000 €	30.750 €	40.974 €	51.891 €
ingekosten (alg. werkingskost + software) (excl.)	25.625 €	37.477 €	48.248 €	59.229 €
ingekosten (alg. werkingskost + software) (excl.)	56.375 €	78.750 €	89.688 €	101.123 €
ingekosten (alg. werkingskost + software) (excl.)	25.625 €	33.750 €	38.438 €	43.338 €
ingekosten (alg. werkingskost + software) (excl.)				
<b>totaal inkomsten</b>	<b>570.145 €</b>	<b>732.591 €</b>	<b>890.537 €</b>	<b>1.055.572 €</b>
ingekosten (alg. werkingskost + software) (excl.)	59.504 €	99.174 €	128.926 €	138.678 €
ingekosten (alg. werkingskost + software) (excl.)	24.793 €	16.529 €	11.901 €	11.901 €
ingekosten (alg. werkingskost + software) (excl.)	286.488 €	223.037 €	257.851 €	251.545 €
ingekosten (alg. werkingskost + software) (excl.)	128.125 €	144.141 €	164.160 €	185.714 €
ingekosten (alg. werkingskost + software) (excl.)	85.000 €	85.000 €	85.000 €	85.000 €
<b>totaal inkomsten</b>	<b>583.910 €</b>	<b>767.880 €</b>	<b>947.838 €</b>	<b>1.055.572 €</b>
<b>resultaat voor subsidie</b>	<b>23.765 €</b>	<b>35.289 €</b>	<b>57.300 €</b>	<b>57.300 €</b>
<b>resultaat voor subsidie</b>	<b>23.765 €</b>	<b>35.289 €</b>	<b>57.300 €</b>	<b>57.300 €</b>

# Added value for Railway company

- Alignment with mission NMBS-Holding
- Contributes to networked mobility
  - Combines public transport with individual freedom on arrival
  - Makes train offering more attractive
- Expands the service offer in the railway stations
- Is an alternative for the folding bike

# Major steps : Commercial partner found

- Partner with 3-year contract
- Added value of Railways publicity power in total package





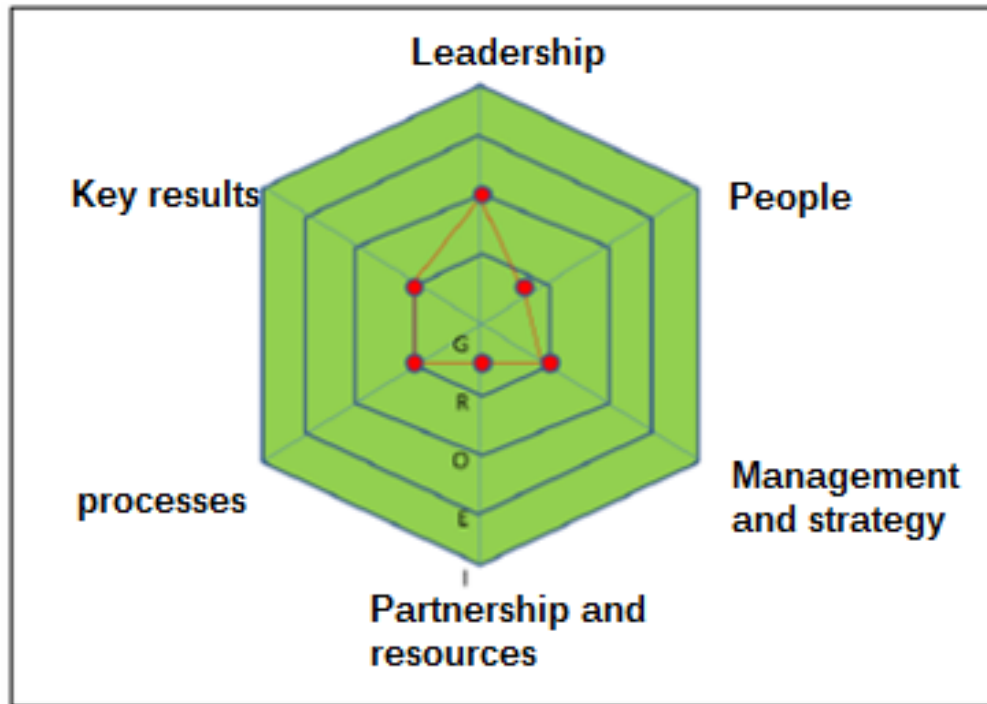
# Major steps : automatisatisation needed

- Manual emissions limited by opening hours
- Key dispenser is a succes



# Major steps : FIETSenWERK partner lacks maturity

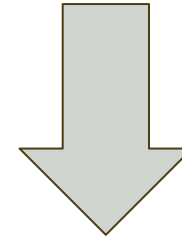
- FIETSenWERK is an member organisation and lacks maturity
- Blue-mobility has to catch this



# Major steps : city involvement



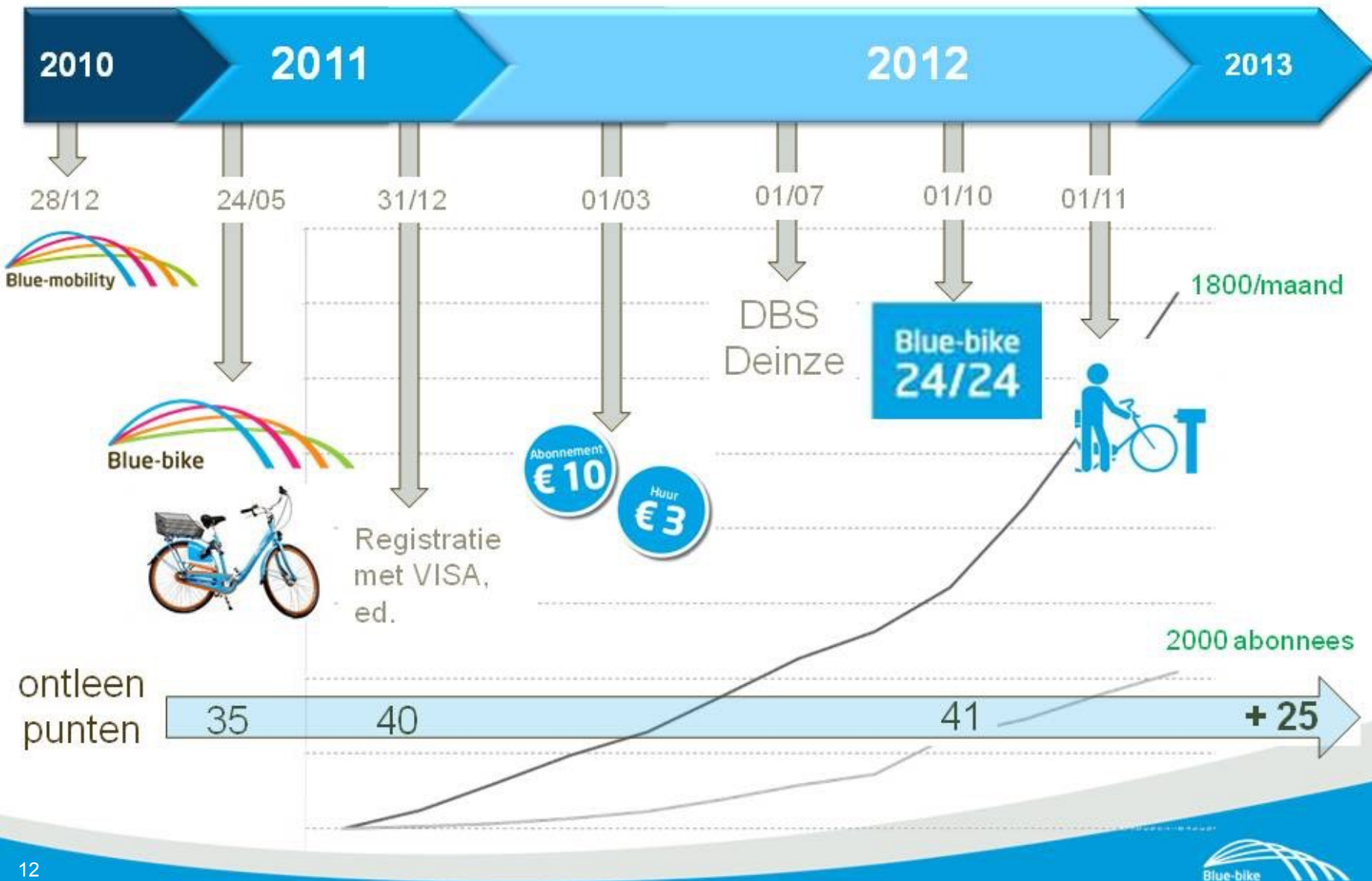
City pays (part of) rental fee



Government pays (part of) rental fee  
when

City pays (part of) rental fee

# Major steps



# Conclusion

- Railways and public transport in general are essential partners in bike sharing scheme
- Avoid weaknesses of public government organisations
- Make partnerships with cities
- Get private partner on board to grow faster and get more professional



**“Thanks”**

07/02/2017

