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Evaluation Report on Local Pilots April 2015



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Contents:

Qualitative and quantitative data of the indicators to monitor the different pilots that will help evaluate key success factors of the BiTiBi approach.

Target group:

Consortium members (Internal report)



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1 Background

WP4 defines qualitative and quantitative indicators in order to assess the outputs and impacts from the different project activities. These indicators can be found in *Deliverable 4.1. List of indicators*.

The first part of the list of indicators tackles the topic of 'local pilot preconditions', since this starting point might be crucial to identify foreseen results. Data from September 2014 was used in pilot preconditions indicators, before the pilots got started, and they can be found in *Deliverable 4.2.: Evaluation report of local pilots' preconditions*.

Now, in this deliverable, *D4.3 Evaluation report on pilot studies*, most of the rest of the indicators have been provided using data from 31 March 2015.

The first chapter contains *Pilot and national actions indicators*, mainly regarding stakeholders. The second chapter is about *Impact evaluation indicators*, which will help calculate key performance indicators later on. The third chapter is about *Dissemination and communication actions*.

The pilots in Belgium, Liverpool Area and Milano Area have just started, while pilots in Barcelona Area have yet to commence. This affects the availability of data from each pilot for the indicators.



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2 Indicators for Pilot and National Actions

Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
B1. Site visits (TASK 2.2)	B1.1	No. of people trained - informed about practical implementation of BiTiBi concept	Quantitative	Training	List of participants in the training	No. of participants in the site visit
B2. Mapping of local stakeholders (TASK 3.1)	B2.1	No. of stakeholders identified in each pilot	Quantitative	Municipality		No. of identified entities
B3. Local stakeholder engagement (TASK 3.2)	B3.1	No. of meetings prepared by the local site leaders	Quantitative	Project	Take into account any meeting where BiTiBi is a topic to be discussed	No. of meetings with SH
	B3.2	No. of participants from each group in each meeting	Quantitative	Meeting	List of participants in each meeting	No. of participants per entity
	B3.3	No. of communicative actions performed by the local stakeholders to promote the intermodal options	Quantitative	Stakeholders	Communicative actions include all kind of media (newspaper, leaflets, e-letter, radio, local tv...)	No. of communicative actions per type
B4. Local strategy workshop (TASK 3.2)	B4.1	No. of participants attending the workshop	Quantitative	Workshop	List of workshop participants	No. of participants
	B4.2	Criteria to identify which bicycle facilities and services are most suitable for each pilot	Qualitative	Workshop	Topic to be discussed during the workshops	
	B4.3	Comments provided by the participants in the workshop	Qualitative	Workshop		



Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
B5. National Transfer Seminars (TASK 5.6)	B5.1	No. of participants of the bike and train communities (operators, associations, administrations, mobility agencies, private companies...) attending the seminar	Quantitative	Seminar	List of seminar participants	No. of participants per entity
	B5.2	% of participants using the new services implemented in the stations	Quantitative	Seminar	BiTiBi users among the seminar participants	% BiTiBi users
	B5.3	Comments provided by the participants, including change of behaviour. Participants satisfaction with the lessons learned.	Qualitative / quantitative	Seminar	Survey at the end of national seminar, containing qualitative comments and also quantitative results (giving marks 1-5 on satisfaction to the different topics / general seminar)	Satisfaction results on each topic (1-5)

Table 1: Indicators for Pilot and national actions (D4.1)

1.1 B1. Site Visits

1.1.1 Indicator B1.1 Number of people trained - informed about practical implementation of BiTiBi concept

The team of inno-V, with the experience of the Dutch approach by NS, has already visited all pilots in order to give practical advice about the implementation of the BiTiBi concept.

Site visits coincided with local workshops in all of the pilots. After the workshops, stakeholders had a cycle tour in the pilot surroundings with representatives of inno-V and local railway/bike operators.

Most of the participants in the workshops also took part in the site visits. The workshop in Bollate was organized for both Italian pilots, so there were also stakeholders from Como.

B1.1 No. of people trained - informed about practical implementation of BiTiBi concept	BARCELONA AREA		MILANO AREA	BELGIUM		LIVERPOOL AREA
	Sant Cugat	Sant Boi	Bollate	Ghent	Liège	Liverpool South Parkway
No. of participants in the site visit	12	12	13	1	30	10

Table 2: Number of people trained / informed about practical implementation of BiTiBi concept (Site visit)

1.2 B2. Mapping of Local Stakeholders

1.2.1 Indicator B2.1 Number of stakeholders identified in each pilot

In *D3.1 Mapping of Stakeholders* the main stakeholders were identified and drawn in a map for each pilot.

B2.1 No. of stakeholders identified in each pilot	BARCELONA AREA		MILANO AREA		BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate	Como	Ghent	Liège	Southport	Liverpool South Parkway
No. of identified entities	19	18	11	9	24	18	7	7

Table 3: Number of stakeholders identified in each pilot

1.3 B3. Local Stakeholder Engagement

1.3.1 Indicator B3.1 Number of meetings prepared by the local site leaders

This indicator aims to reflect the work to prepare the pilots, so it provides an order of magnitude of the meetings organized by local partners in charge of pilots with stakeholders. They are not only the opening workshops organized with all stakeholders, but all the work meetings.

Since Blue Bike is a bike share company under the railway operator, the number of meetings focused on improving the bike-train intermodality is high.

In Liverpool, the case is similar but Merseyrail has only indicated the meeting of the local workshop.

In Barcelona Area and Milano Area - the beginner pilots - the meetings indicated are those regarding implementing the new services in the pilots.

B3.1 No. of meetings prepared by the local site leaders	BARCELONA AREA		MILANO AREA		BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate	Como	Ghent	Liège	Southport	Liverpool South Parkway
No. of meetings with SH	7	7	3	3	over 30	over 20	n/a	1

Table 4: Number of meetings prepared by the local site leaders

1.3.2 Indicator B3.2 Number of participants from each group in each meeting

Several stakeholders from different groups of stakeholders (local and regional governments, rail operators, bike operators, associations, users) have taken part in the meetings to prepare the pilot implementation.

In the Barcelona Area pilots, for example, the involvement of stakeholders at all the meetings has been:

Sant Cugat pilot:

- FGC operator, 2 persons
- Municipality staff, 4 persons
- Bike operator, 1 person
- Social company, 1 person
- Regional government, 1 person
- Other municipalities staff, 2 persons

Sant Boi pilot:

- FGC operator, 2 persons
- Municipality staff, 2 persons
- Tourist bike cooperative, 4 persons
- Bike operator, 1 person
- Regional government, 1 person
- Other municipalities staff, 2 persons

For the Belgian pilots, the approximate amount of persons (stakeholders) that have been in all the Blue-mobility meetings has been indicated.

B3.2 No. of participants from each group in each meeting	BARCELONA AREA		MILANO AREA		BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate	Como	Ghent	Liège	Southport	Liverpool South Parkway
No. of participants per entity	2	2	2	2	over 100	over 50	n/a	10

Table 5: Number of participants from different stakeholders in each meeting to prepare the pilots

1.3.3 Indicator B3.3 Number of communicative actions performed by the local stakeholders to promote the intermodal options

Many communicative actions have been performed by local stakeholders to promote the BiTiBi project and intermodality.

In Belgium, for example, stakeholders have done it through tweets, retweets, Facebook posts, items in newsletters, websites, distribution of flyers, free cards and rides for events and fairs.

In the Barcelona Area pilots, train operator and BiTiBi partner FGC has issued a press release to present the project. The municipalities have also sent e-letters to potential users such as companies, universities and hospitals. There has been media coverage by local media, too.

1.4 B4. Local Strategy Workshop

1.4.1 Indicator B4.1 Number of participants attending the Opening workshop

All the opening workshops to present the BiTiBi project and discuss this kind of intermodality were successful.

Different stakeholders were invited to participate; train and bike operators; local and regional governments; transport authorities and potential users (cyclist organisations, companies, hospitals, universities, etc.)

The workshop in Bollate was organized for both Italian pilots, so there were also stakeholders from Como.

B4.1 No. of participants attending the workshop	BARCELONA AREA		MILANO AREA	BELGIUM		LIVERPOOL AREA
	Sant Cugat	Sant Boi	Bollate	Ghent	Liège	Liverpool South Parkway
Bike operators	1	1	3	5	2	
Train operators	1	1	1	4	3	6
Cycle or public transport organisations	2	4	1	4	5	1
Local and regional governments	5	7	5	4	5	3
Transport authorities	1	1				1
Potential users (companies, hospitals, universities, etc.)	6	12	6			
Mobility consultants	6	3	5	2	2	3
Others	2	1		2	2	1
No. of participants	24	30	21	21	19	15

Table 6: Number of participants attending the opening workshop of the BiTiBi project

1.4.2 Indicator B4.2 Criteria to identify which bicycle facilities and services are most suitable for each pilot

Workshops, site visits and D4.2 (Local pilot preconditions) have been useful in identifying the most suitable bike facilities in each case.

The geographical situation of the pilot stations and the existing activities placed in a radius of 3-5km from potential BiTiBi users make sense in boosting the various bike facilities and services in the pilots.

In the case of the Belgian pilots, there was the need for the new bike parking in Ghent, because bikes were parked randomly, which was a hindrance to pedestrians and other citizens (new bike parking has already been created). In the Catalan pilot in Sant Cugat there is also a need for creating more bike parking spots. Bicibox is fully booked, while in Sant Boi there is still some capacity available in the existing Bicibox.

In both the Belgian and English pilots, existing shared bicycles are mostly used for last mile purposes (including tourism), while in the Italian pilot in Como, the bike fleet is used for both last and first mile. In the Catalan pilots, the need that arose during workshops is that the bike fleet will be used only for the last mile. In Sant Boi it is just for employees while in Sant Cugat it is both employees and university students.

1.4.3 Indicator B4.3 Comments provided by the participants in the workshop

Participants in the workshops were satisfied with the workshop that was useful to get in touch with all the bike-train intermodal stakeholders.

Enthusiasm about the potential of BiTiBi project was clearly visible in the workshops.

1.5 B5. National Transfer Seminars

National Transfer Seminars will be held later on, when the BiTiBi project and its pilots will have results.

Since the seminars have yet to be held, these indicators will be given later.

3 Indicators for Impacts evaluation

Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
C1. Impact assessment	C1.1	Increase in number of bicycle parking	Quantitative	Project	New BiTiBi bike parking facilities within 100m around the access to the train station. Reference point: A2.2	No. of parking facilities: Non-sheltered BP No. of parking facilities: Sheltered BP No. of parking facilities: Sheltered & Safe BP No. of new BiTiBi bike parking: Non-Sheltered BP No. of new BiTiBi bike parking: Sheltered BP No. of new BiTiBi bike parking: Sheltered & Safe BP
	C1.2	Increase in number of shared bicycle offers	Quantitative	Project	New BiTiBi bike sharing facilities at the station. Reference point: A2.3	No. of bike sharing units within 100m around the access to the train station No. New BiTiBi bike sharing facilities
	C1.3	Increase in number of bicycles in bicycle parking	Quantitative	Field work/Project	Occupation study of the bike parking facilities within 100m around the access to the train station, identifying the new BiTiBi supply. No. of bikes that use the P at 9-12-15-18h Reference point: A1.8 i A2.2	No. of parked bikes: Non-sheltered BP No. of parked bikes: Sheltered BP No. of parked bikes: Sheltered & Safe BP Occupancy rates: Non-sheltered BP (%) Occupancy rates: Sheltered BP (%) Occupancy rates: Sheltered & Safe BP (%) Increase in parked bikes: Non-sheltered BP Increase in parked bikes: Sheltered BP Increase in parked bikes: Sheltered & Safe BP



Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
C1. Impact assessment	C1.4	Increase in number of shared bicycle used	Quantitative	Train / bike company	Bike sharing uses at the station / at the nearest bike share station Reference point: A1.9	Rentals/month Sharing system members Increase in rentals/month Increase in sharing system members
	C1.5	Increase in number of train passengers	Quantitative	Train company	Reference point: A1.10	Passengers/weekday Increase in passengers/weekday
	C1.6	BiTiBi users	Quantitative	Project APP	Each partner needs to know how to count the new BiTiBi users	No. of BiTiBi users in week day (in/out) No. of BiTiBi users in weekend (in/out) BiTiBi users (members) Increase of BiTiBi users (members)
	C1.7	Average trip lengths overall	Quantitative	BiTiBi (ON-LINE) SURVEY	Where do the BiTiBi users live/work/study? Distance (km) from origin to destination	km from door to door (for each mode)
	C1.8	Average trip lengths to/from pilot train stations	Quantitative	BiTiBi (ON-LINE) SURVEY	Where do the BiTiBi users live/work/study? Distance (km) to/from the train station.	km from/to station (for each mode)
	C1.9	Change in modal split for trips to/from train stations	Quantitative	BiTiBi (ON-LINE) SURVEY	Min. 250-400 surveys per country: How did you arrive to the pilot station / How do you continue your trip from the pilot station to the final destination?	% bus-tram-metro-car-motorbike-bike-foot
	C1.10	Change in modal split for new train passengers	Quantitative	BiTiBi (ON-LINE) SURVEY	Min. 250-400 surveys per country: How did you travel before?	% bus-tram-metro-car-motorbike-bike-foot
	C1.11	Profitability of bicycle facilities	Quantitative	Train / bike company / organisation in charge of bike facilities	Comparison among the bike facilities invest and revenues during the project (in case there are...). If there is fare integration, profitability will be the 'new train passengers'	€ invest and revenue /pilot

Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
C1. Impact assessment	C1.4	Increase in number of shared bicycle used	Quantitative	Train / bike company	Bike sharing uses at the station / at the nearest bike share station Reference point: A1.9	Rentals/month Sharing system members Increase in rentals/month Increase in sharing system members
	C1.5	Increase in number of train passengers	Quantitative	Train company	Reference point: A1.10	Passengers/weekday
	C1.12	Reduction of veh-km of (mainly) car and bus/tram/metro and increase of veh-km by train and bicycle	Quantitative	BITIBI (ON-LINE) SURVEY	Calculation depending on previous and new modal split of BITIBi users: What distance did you travel before being BITIBi user -for each mode- and what distance do you travel now -for each mode-? (only for BITIBi users that have changed modal split during last 6 months -between BITIBi surveys-)	veh-km of car/bus/tram/metro/train/bicycle
	C1.13	Savings in fuel consumption	Quantitative	Project from BITIBi survey		l
	C1.14	Savings in CO2 emissions	Quantitative	Project from BITIBi survey		t CO ₂ e
	C1.15	Energy savings	Quantitative	Project from BITIBi survey		toe/year
	C1.16	Building block 1: bicycle parking situation	Qualitative	Deliverables 3.3 and 3.5		
	C1.17	Building block 2 : bike sharing situation	Qualitative	Deliverables 3.3 and 3.5		
	C1.18	Building block 3: organization unity	Qualitative	Deliverables 3.3 and 3.5		
	C1.19	Building block 4: fare integration	Qualitative / quantitative	Deliverables 3.3 and 3.5		
	C1.20	Building block 5: marketing action	Qualitative / quantitative	Deliverables 3.3 and 3.5	Local evaluation on scope of the different marketing actions	No. people informed somehow about BiTiBi (per region)

Table 7: Indicators for Impact evaluation (D4.1)

1.6 C1. Impact Assessment

Impact assessment indicators help us evaluate the effect of the BiTiBi project and allow us to monitor the pilots.

The current data given in the indicators is from 31 March 2015.

The reference data used for comparison is from deliverable *4.2 Evaluation report of local preconditions* (September 2014).

Since some of the pilots have not yet started, or have just started, the impact is still low or cannot be evaluated yet.

Indicators such as key performance indicators cannot be calculated yet, since they involve behaviour changes in BiTiBi users. These indicators will be given in next evaluation report (in September 2015).

Surveys are an important source of data for monitoring and they are necessary for calculating the key performance indicators.

In the beginner pilots (Milano Area and Barcelona Area) the **Preconditions Survey** has been carried out in order to find out, primarily, the modal split of people accessing or leaving the pilot stations before the pilots' start. This survey has been carried out in person in the pilot train stations. In Como and Bollate, the Precondition Survey was conducted in February 2015 and in Sant Cugat and Sant Boi it was conducted in November 2014.

In the intermediate pilots (Belgium and Liverpool Area) the **Awareness Survey** has been carried out with the aim of evaluating the impact of the local communication strategy and trying to determine the awareness of the BiTiBi project among, primarily, non BiTiBi users. This survey is carried out twice in each pilot: at the beginning and at the end of the pilot. In the intermediate pilots the Awareness Survey has been carried out when the pilots started, because they already have existing services. In the beginner pilots the Awareness Survey will be done three months after the pilot starts. This survey also has to be conducted in person.

In the Belgian pilots, the Potential Survey was also carried out for those persons who, in the Awareness Survey, agreed to participate in a more in-depth survey. The objective is to determine for whom BiTiBi can be a solution and how to attract new users. This is an online survey.

The Awareness and Potential Surveys in Ghent and Liège were done in October and December 2014.

Awareness Surveys in Liverpool South Parkway and in Southport (Liverpool Area) were done in November 2014.

All these surveys that have already been completed and their results are available in the Annexes.

The BiTiBi User Survey has not been carried out in any of the pilots. The intermediate pilots will do it in the near future. This survey will be online for all new BiTiBi users - once at registration and then every 6 months thereafter. The aim is to evaluate BiTiBi services during the pilots and to evaluate the behavior change of BiTiBi users in order to calculate the key performance indicators and the impact of the project.

1.6.1 Indicator C1.1 Increase in number of bicycle parking

The supply of bicycle parking in most of the pilots is very similar to the preconditions analysed in September 2014.

The increase of non-sheltered bicycle parking in Ghent - Sint Pieters is notable (652).

C1.1 Increase in number of bicycle parking	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
No. of parking facilities: Non-sheltered BP	96	8	0	0	20	7611	0	6	10
No. of parking facilities: Sheltered BP	0	6	48	30	0	0	263	0	0
No. of parking facilities: Sheltered & Safe BP	33	28	200	100	100	0	40	122	55
No. of new BiTiBi bike parking: Non-Sheltered BP	0	0	0	0	0	652	0	0	0
No. of new BiTiBi bike parking: Sheltered BP	0	0	0	0	0	0	0	0	0
No. of new BiTiBi bike parking: Sheltered & Safe BP	0	0	0	0	0	0	0	0	0

Table 8: Increase in number of bicycle parking

1.6.2 Indicator C1.2 Increase in number of shared bicycle offers

The supply of shared bicycles in most of the pilots is very similar to the preconditions analysed in September 2014.

C1.2 Increase in number of shared bicycle offers	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
No. of bike sharing units within 100m around the access to the train station	0	0	0	0	80	50	20	10	10
No. New BiTiBi bike sharing facilities	0	0	0	0	0	15	-4	0	0

Table 9: Increase in number of shared bicycle offers

1.6.3 Indicator C1.3 Increase in number of bicycles in bicycle parking

It has been estimated that the number of parked bikes in the pilot stations and the occupancy of the parking has not yet changed. The preconditions data (September 2014) has been used as current data.

C1.3 Increase in number of bicycles in bicycle parking	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
No. of parked bikes: Non-sheltered BP	66	0	N/A	N/A	N/A	8000	0	N/A	N/A
No. of parked bikes: Sheltered BP	0	0	N/A	N/A	N/A	0	170	N/A	N/A
No. of parked bikes: Sheltered & Safe BP	18	0	175	25	N/A	0	0	N/A	N/A
Occupancy rates: Non-sheltered BP (%)	69%	0%	N/A	N/A	N/A	105%	-	N/A	N/A
Occupancy rates: Sheltered BP (%)	-	0%	N/A	N/A	N/A	-	65%	N/A	N/A
Occupancy rates: Sheltered & Safe BP (%)	55%	0%	88%	25%	N/A	-	0%	N/A	N/A
Increase in parked bikes: Non-sheltered BP	0	0	N/A	N/A	N/A	0	0	N/A	N/A
Increase in parked bikes: Sheltered BP	0	0	N/A	N/A	N/A	0	0	N/A	N/A
Increase in parked bikes: Sheltered & Safe BP	0	0	0	0	N/A	0	0	N/A	N/A

Table 10: Increase in number of bicycles in bicycle parking

1.6.4 Indicator C1.4 Increase in number of shared bicycle used

There is an increase of shared bicycle used in Ghent - Sint Pieters station.

The Bike&Go system in Liverpool Area is still being settled.

C1.4 Increase in number of shared bicycle used	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
Rentals/month	0	0	0	0	220	800	21	1	5
Sharing system members	0	0	0	0	404	622	38	1	5
Increase in rentals/month	0	0	0	0	0	300	-7	-2	2
Increase in sharing system members	0	0	0	0	0	108	11	-14	-41

Table 11: Increase in number of shared bicycle used

1.6.5 Indicator C1.5 Increase in number of train passengers

Since some of the pilots have not yet started, or have just started, the preconditions data (September 2014) for train passengers has been used as current data.

C1.5 Increase in number of train passengers	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
Passengers/weekday	13300	6100	13660	13660	6744	55000	16807	10360	2470
Increase in passengers/weekday	0	0	0	0	0	0	0	0	0

Table 12: Increase in number of train passengers

1.6.6 Indicator C1.6 BiTiBi users

BiTiBi users are train users arriving at or leaving the station by bike.

In each pilot, depending on the bicycle services in place at the bicycle station, a way to calculate BiTiBi users has been figured out. This way will be the same during the entire project for each pilot, so the increase of BiTiBi users will be calculated.

C1.6 BiTiBi users	BARCELONA AREA		MILANO AREA			BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate Centro	Bollate Nord	Como Borghi	Ghent Sint Pieters	Liège Guillemins	Southport	Liverpool South Parkway
No. of BiTiBi users in week day (in/out)	0	0	175	25	0	0	0	7	33
No. of BiTiBi users in weekend (in/out)	0	0	0	0	0	0	0	0	2
BiTiBi users (members)	0	0	0	0	0	622	38	0	0

Table 13: BiTiBi users

1.6.7 Indicator C1.7 Average trip lengths overall

The overall average trip length is data provided by BiTiBi users, and will be provided through the User Survey. The User Survey will monitor some of the BiTiBi users.

As the pilots have just started - and some still have not - we do not have this information yet. The User Survey is planned for May - June 2015.

This indicator will be given in the next evaluation report.

1.6.8 Indicator C1.8 Average trip lengths to/from pilot train stations

The average trip length to/from pilot train stations, as has been explained for the overall average trip length, is data provided by BiTiBi users and will be provided through the User Survey.

This indicator will be given in the next evaluation report.

1.6.9 Indicator C1.9 Change in modal split for trips to/from train stations

This indicator refers to BiTiBi users and will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.10 Indicator C1.10 Change in modal split for new train passengers

This indicator refers to BiTiBi users and will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.11 Indicator C1.11 Profitability of bicycle facilities

This indicator shows the comparison between the bike facilities investment and revenues during the project. At this moment, because the pilots have just started, there is no data available. This indicator will be given for the first time in the next evaluation report.

1.6.12 Indicator C1.12 Reduction of vehicle km of (mainly) car and bus/tram/metro and increase of vehicle km by train and bicycle

This is a key performance indicator and also refers to BiTiBi users: calculation depends on previous and new modal split of BiTiBi users.

As it has been explained, this indicator will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.13 Indicator C1.13 Savings in fuel consumption

This is a key performance indicator and also refers to BiTiBi users: calculation depends on previous and new modal split of BiTiBi users.

As it has been explained, this indicator will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.14 Indicator C1.14 Savings in CO2 emissions

This is a key performance indicator and also refers to BiTiBi users: calculation depends on previous and new modal split of BiTiBi users.

As it has been explained, this indicator will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.15 Indicator C1.15 Energy savings

This is a key performance indicator and also refers to BiTiBi users: calculation depends on previous and new modal split of BiTiBi users.

As it has been explained, this indicator will be given in the next evaluation report, when data from the User Survey will be available. (See Indicator C1.7)

1.6.16 Indicator C1.16 Building block 1: bicycle parking situation

Barcelona Area

The bicycle parking situation at the Catalan pilots is delayed. The main reason is the participation of the different administrations (local, metropolitan and from the province) that want to sign an agreement together with FGC (train operator).

The main action is therefore delayed, although some progress has been made.

- **Action 1: Create a safe and sheltered bike park for at least 50-100 bikes.** FGC, the train operator, wants to sign an agreement with the main stakeholders: VAIC (the bike operator), the municipalities of Sant Cugat or Sant Boi, Barcelona Metropolitan Area (AMB) and Barcelona Provincial Council (DiBa). This means a good coverage of the pilot and a better budget, but it also means that the process is taking longer than planned.

Regarding space for the bike parking, in Sant Boi there is a space in the train station near the platforms where FGC has already planned a closed cage and it will be built in the next few months. In Sant Cugat, the bike parking will start in the bike operator's locale (where there is only capacity for some 30 bikes) while the municipality will build the planned bike parking at Andana Street for more than 100 bikes.

- **Action 3: Create an automatic system to access both bike parks in Sant Cugat and Sant Boi.** This action is also delayed, but VAIC and FGC are working on an automatic access system that will ensure that the user is both an FGC user and BiTiBi registered user. This access will be possible with a readable card.
- **Action 10: Organizing a local workshop.** This action has already been completed with two successful workshops that were organized in Sant Cugat and Sant Boi in November 2014. The possibilities of secure bicycle parking and a bike fleet were presented.

Milano Area

Regarding the bicycle parking situation in Como and Bollate, some actions have already been completed while others are on schedule:

- **Action 2: Mapping of services at disposal at the station for bikes and bikers.** This action has already been completed. In the plan, all the services for bike + train (bike parking) on the entire FN network has been described (supply and types). This is the starting point to improve the safe parking services.



- **Action 5 and 6: Unique card to access bike parks (equipment and software).** These actions are on schedule. Software is being developed to facilitate registration, management and monitoring of the bike parking access. At Como stations, Ferrovie Nord has agreed to install optical readers for access to the bike parking. This action will be completed when the bike park opens. In Bollate, the users already have an access card and they are waiting for the elections in May to decide.
- **Action 10: Development of a website (Living Lab) to provide and get information about bike and train.** This action is on schedule although the search for offers will need more time than expected and this may cause delays. Ferrovie Nord will subcontract the development of some web tools for a web page to collect information about the pilots of the bike+train use, in order to get the users' insights regarding the services, to inform about intermodality and promote the BiTiBi project.
- **Action 17: Como Velostation.** The opening of the bike parking at Como is planned for May 2015. This will include the optical readers (Action 5) for access and the software (Action 6) to manage the entrances.
- **Action 19: City stations.** Regione Lombardia, RFI (Italian Railway Network), Ferrovie Nord and ANCI (National Association of Italian Municipalities) have started the initiative *City Stations*, with the aim of reassessing space that is not used within the stations owned by RFI, through the presentation of projects and proposals to redevelop and improve 417 stations in Lombardia.

Belgium

There are 2 BiTiBi actions regarding this Building Block:

- **Action 1: Mapping of stakeholders and holding workshops.** This action is on schedule. Two successful workshops were organized in October 2015 in both pilot cities, Liège and Ghent, with good discussion and connection between participants. The improvement of the bicycle parking was one of the topics of discussion, and some priorities were defined in cities.

Each suggestion from the workshops is proposed to be followed up by a stakeholder. Increasing the amount of bike parking at the Liège railway station, for example, will be followed up in 2015 and 2016 by the national railway company in Liège. This has already been confirmed.

The follow up is somewhat difficult due to the lack of input by some of the stakeholders that have no budget for the project.

- **Action 2: Development of a web application (Living Lab).** This action is delayed, but is now planned for May 2015. Blue Mobility and Merseyrail need to organize a follow up on what to ask for from their shared software developer. Based on that, they can individually work with their website developer. This application will get users' insights (evaluation) on the bike parking in each location), among other things.

Liverpool Area

These actions are valid for Building Block 1 (bicycle parking situation) and also for Building Block 2 (Bike sharing situation):

- **Action 1: Mapping of stakeholders.** This action has already been done. The mapping helps get a complete overview of involved stakeholders and improve the interaction with actual customers.
- **Action 2: Analysis of user remarks of BiTiBi users and the results of the inno-V survey.** The aim of the action is to analyze the quality of cycle storage solutions (including potential additional services for cyclists, infrastructural changes, how to enhance the user-friendliness, views on fare integration, etc) collected by the operator and through the online living lab. The scope needs to be detailed and plans are to have it up and running by September 2015.
- **Action 3: Workshops with local stakeholders.** This action is completed, since a successful workshop with stakeholders was organized on 28 October 2014. The input has been used in briefing on the B-2-B proposition.
- **Action 4: Follow up actions.** This action is on schedule. The follow-up of the concrete action list resulting from the user remark analysis and local workshop. In addition, organizing a follow-up meeting/user committee with stakeholders on the actions planned six months later. A cycle forum organized for 30 April 2015 will give some feedback on the local workshop.

1.6.17 Indicator C1.17 Building block 2: bike sharing situation

Barcelona Area

Regarding the bike sharing fleet planned for the Catalan pilots, the main actions are also delayed due to the agreement of FGC and the stakeholders (bike operator- VAIC- and local and regional governments)

- **Action 2: Negotiate with a bike operator the bike fleet renting conditions.** VAIC has already prepared an economic proposal with all the conditions that the renting would have. This is not a definitive proposal, since the agreement with FGC and the rest of stakeholders (3 public administrations) is not signed yet.

A new e-bike fleet will be available from a bike operator (VAIC). The main marketing strategy to get these bikes rented is B2B, since the bike operator is trying to convince local companies to provide bikes for their employees (buying or renting).

- **Action 3: Create an automatic system to access both bike parks in Sant Cugat and Sant Boi.** This action is also delayed, but VAIC and FGC are working on an automatic access system that will make sure that the user is both an FGC user and a BiTiBi registered user. Access will be possible with the same train card, including an extra code for being a BiTiBi user.
- **Action 10: Organizing local workshop.** This action has already been completed after two successful workshops were organized in Sant Cugat and Sant Boi in November 2014. The potential users (companies, universities, hospitals) discussed positively about the possibility of a fleet in the station. There are companies that are spending a lot of money on buses for their employees, and the buses are half empty.

Milano Area

Regarding the bicycle sharing situation in Como and Bollate, some actions are planned and on schedule to improve it:

- **Action 10: Development of a website (Living Lab) to provide and get information about bike and train.** This action is on schedule although the search for offers will need more time than expected and this may cause delays. Ferrovie Nord will subcontract the development of some web tools for a web page to collect information about the pilots of the bike+train use, in order get the users' insights regarding the services, to inform about intermodality and to promote the BiTiBi project



- **Action 18: Bike sharing in Bollate. Bollate as “cycling gateway to Expo 2015”.** This action is also on schedule. Bollate municipality intends to start a bike sharing service with a tourist focus, in order to connect the Bollate Nord station with the Expo 2015 location, through a rural and natural route by bike.

Belgium

The main focus of the Belgian BiTiBi project is on shared bicycles, since the partner is Blue-mobility and they are the manager of the shared bicycles. Therefore, nearly all actions concern Blue-bike. The main actions concerning shared bicycles and their evolution are, however, as follows:

- **Action 1: Mapping of stakeholders and holding workshops.** As mentioned, this action is on schedule. Some of the outcomes of the two workshops, in Liège and Ghent, are improvements in the Blue-bike sharing system.

However, the follow up is somewhat more difficult due to the lack of input by some of the stakeholders.
- **Action 2: Development of a web application (Living Lab).** This action is delayed, but is now planned for May 2015. Blue Mobility and Merseyrail need to organize a follow up on what to ask for from their shared software developer. Based on that, they can individually work with their website developers. This application will get users' insights (evaluation) on Blue-bike (general and per location), among other things.
- **Action 3: Development of real time information + member get member + B2B.** This action is on schedule. The needs from both the software developer and the website developer have been clarified in order to do this. The software developer is working on his part at this moment.

Liverpool Area

These actions are valid for Building Block 1 (bicycle parking situation) and also for Building Block 2 (bike sharing situation):

- **Action 1: Mapping of stakeholders.** This action has already been done. The mapping helps to get a complete overview of involved stakeholders and to improve the interaction with actual customers.
- **Action 2: Analysis of user remarks of BiTiBi users and the results of the inno-V survey.** The aim of the action is to analyze the quality of cycle storage solutions (including potential additional services for cyclists, infrastructural changes, how to enhance the user-friendliness, views on fare integration, etc.) collected by the operator

and through the online living lab. The scope needs to be detailed and plans are to have it up and running by September 2015.

- **Action 3: Workshops with local stakeholders.** This action is completed, since a successful workshop with stakeholders was organized on 28 October 2014. The input has been used for briefing on the B-2-B proposition.
- **Action 4: Follow up actions.** This action is on schedule. A follow-up of a concrete action list resulting from user remark analysis and local workshop. In addition, organizing a follow-up meeting/user committee with stakeholders on the action planned after six months. A cycle forum organized for 30 April 2015 will give some feedback about a local workshop.

1.6.18 Indicator C1.18 Building block 3: organization unity

Barcelona Area

The organizational unity of bike+ train intermodality is still a distant objective in the Barcelona Area. Some steps, however, have been completed:

- **Action 3: Create an automatic system to access both bike parking areas in Sant Cugat and Sant Boi.** Since the bike parking is not ready yet, this action is also delayed, but VAIC and FGC have already decided which automatic access system they will choose in order to make sure that the user is both an FGC user and a BiTiBi registered user. This access will be possible with a smart, readable card.
- **Action 4: Development of a website / mobile app (living lab) to register and to communicate with the BiTiBi community.** FGC is about to subcontract the development of the necessary software for the implementation of a customized local Living Lab on a website.
- **Action 10: Organizing a local workshop.** This action has already been completed: two workshops were organized in Sant Cugat and Sant Boi in November 2014.

Milano Area

Combining bike+train organization is one of the focuses in the Italian pilots. The main actions have already been completed:

- **Action 1: Definition of an overall strategy for bike+train intermodality (brand BiTiBi).** Ferrovie Nord has decided to develop a comprehensive strategy regarding bike and train services at the stations. Ferrovie Nord has also decided to use the BiTiBi brand for future actions related to the use of bike + train.

Ferrovie Nord has already prepared a plan for bike + train intermodality and it has been presented to Region Lombardia.
- **Action 2: Mapping of services at disposal at the station for bikes and bikers.** This action has already been completed, too. In the plan, all the services for bike + train (bike parking) on the entire FN network has been described (supply and types).
- **Action 3: Creation of a dedicated team, within Ferrovie Nord for bike+train intermodality.** The company has formed a team, within the Marketing Area, with one experienced engineer and an expert of communication and marketing, in order to develop



strategies for implementation of the BiTiBi project in the pilot cities and to implement safe parking across the Ferrovie Nord network.

- **Action 4: Bike+train stakeholders involvement through a Workshop.** Poliedra has already organized a workshop with the local stakeholders to discuss intermodality. The workshop took place in Bollate on 19 November 2014.
- **Action 14: Sharing of project results through a Workshop.** At the end of the pilots, Poliedra will organize another workshop in order to share the results with all the local stakeholders. In this workshop the actions to continue with BiTiBi and integrations will be defined.

Belgium

Belgium has already a certain form of organizational integration. Blue Mobility, the Blue-bike (shared bicycles) operator, is already working closely together with the railway operator and FIETSenWERK, the bike points and bike parking operator. Both are shareholders of Blue Mobility. This co-operation is intensified indirectly through various BiTiBi actions like the workshops mentioned above.

Thus, no dedicated actions are planned for this topic.

Liverpool Area

Merseyrail already has a organizational unity regarding the BiTiBi issues with Bike&Go.

1.6.19 Indicator C1.19 Building block 4: fare integration

Barcelona Area

There are no planned actions as of yet regarding fare integration in the Catalan pilots, since BiTiBi is still just getting started. The introduction of the T-Mobility Card, a unique card for public transport, planned for 2017 (the testing phase is planned for 2015), will help.

Milano Area

Regarding the integrated payment actions, some of them are completed but they are mainly on schedule:

- **Action 4: Bike+train stakeholders' involvement through a Workshop.** A workshop has already been organized in Bollate with the local stakeholders to discuss intermodality.
- **Action 5 and 6: Unique card to access bike parks (equipment and software).** These actions are on schedule. Software is being developed and there is an agreement that Ferrovie Nord will install optical readers to access the bike parking.

With the one unique travel card, paying for each service would be easier.
- **Action 14: Sharing of project results through a workshop.** Poliedra will organize another workshop at the end of the pilots, in order to share the results with all the local stakeholders. In this workshop the actions to continue with BiTiBi and the integration will be defined.

Belgium

There are no actions planned for fare integration. Negotiations outside of BiTiBi are, however, ongoing (Mobib card).

Liverpool Area

- **Action 5: Integration smart card.** In order to be able to integrate the smart card with bicycle parking and bicycle hire, a functional analysis of necessary changes to the ITSO/Walrus systems will be done. This analysis consists of administrative, financial and juridical aspects, a feasibility and action plan with all steps prepared for its implementation. Follow-up of integration in tri-monthly bilateral meetings. This action is on schedule, and there has been no update so far on this timeline.

1.6.20 Indicator C1.20 Building block 5: marketing action

Barcelona Area

The marketing and communication actions that are planned are mainly on schedule, although some are already completed and some are delayed:

- **Action 5: Create a loyalty program (gameification) with winning gadgets, prizes and discounts.** Those that use BiTiBi services more often will get benefits and incentives via gameification (loyalty program), such as a discount on trips, a discount from local services/shops or participation in a lottery. The goal is to make existing users cycle even more.

There will be a special week in which to subscribe, while a bike seat cover will be given to BiTiBi registered users.

- **Action 6: General promotion of the project (roll-ups, posters).** BiTiBi roll-ups have already been designed by Copenhagenize and have been printed. Roll-ups will be placed at both Sant Cugat and Sant Boi train stations during the first month of the pilots.

BiTiBi posters will be placed at public buildings in Sant Cugat and Sant Boi (town hall, library, cultural centers, social centers, sport centers, universities, etc.) to inform about the new bike parking and the bike fleet possibilities at the train station.

- **Action 7: Try-a-bike days.** Once every three months there will be a special 'try-a-bike' day where people can cycle for free from the train station to their work or education for 10 hours. (four times a year, eight times during the project, five hours each day, 40 hours in total)
- **Action 8: Bike school day.** Once every six months there will be a special 'bike school' day to learn how to ride a bike or to gain more experience riding bikes. (Two times a year, four times during the project, five hours per day, 20 hours in total)
- **Action 9: Editing flyers to promote bike park service (2500 units) and bike fleet service (1000 units).** This action has not been performed yet, since the pilots are still not up and running. A flyer explaining the bike parking service and the 'tell a friend' strategy will be designed and released in all local public buildings (cultural, sport, health centres, etc.) A flyer explaining the bike fleet service will be designed and released to at least 25 local companies / universities in each pilot (to be distributed among employees). These flyers are distributed as well via employees driving a car (in traffic jam or in the parking lots) in order to reach the industrial areas.



Milano Area

There are many marketing and communication actions in the Italian BiTiBi pilots, all of them on schedule:

- **Action 7: Message sign at Cadorna station displaying the overall CO₂ savings due to BiTiBi implementation on the network.** A variable message sign will be installed at Cadorna railway station in Milano indicating progressively the saving of CO₂ tonnes due to the use of the bicycle to reach the station (use of the bike parking) along the Ferrovie Nord network. This action is on schedule.
- **Action 8: Promotional material (posters).** Posters will be used to promote the project. The design has already been done by Copenhagenize and the best design for the Italian pilots has already been chosen. The posters will be printed and distributed in all the bike parking areas of the Ferrovie Nord network, including the pilots.
- **Action 9: Promotional material (roll-up).** Four roll-ups have been printed to promote the project, and will be used in the pilot locations and in the BiTiBi events. The design has also been done by Copenhagenize.
- **Action 10: Development of a website (Living Lab) to provide and get information about bike and train.** This action is on schedule although the search for offers will need more time than expected and this may cause delays. Ferrovie Nord will subcontract the development of some web tools on a web page in order to collect information about the pilots of the bike+train usage, in order to get the users' insights regarding the services, to inform about intermodality and to promote the BiTiBi project.
- **Action 11: Competition and service gamification.** Ferrovie Nord will launch and manage a competition between BiTiBi users and potential users to promote the use of the BiTiBi services and keep those who already use them. Based on a monthly usage, the first ones will win prizes and/or gadgets. Companies will be able to join this action: employees using BiTiBi can earn credits and discounts on, for example, bicycle equipment or monetary incentives (for example, a discount on the integrated subscription price).
- **Action 12: Promotional gadgets and prizes.** Gadgets will be identified and purchased for use in marketing actions (one-day event, competition, etc.) and in significant events for the Italian pilots, like the launch of Como bike parking and the launch of the tourism bike-sharing system in Bollate, etc.. Trouser straps have already been designed by Copenhagenize.



- **Action 13: Self-repairing and cycle training courses.** Bike repair and safety experts will hold courses at places with high attendance on the railway network of Ferrovie Nord (Saronno Train Station) and at the Museum of Science and Technology in Milano, in order to reach a wider audience. The courses, in video format, and the related documentation will then be made available through the Living Lab and Facebook page. This courses are already arranged for 6-7 June 2015.
- **Action 15: Facebook page design and management.** This action has been cancelled. Ferrovie Nord does not want the Facebook page because they cannot handle the moderation of it.
- **Action 16: Press conference and press release.** To disseminate the actions that will be taken, appropriate media coverage will be implemented which will include :
 - Press conference in which they will invite the major media outlets
 - Press releases for major publications and industry
 - Involvement of associations through social networks

This action is on schedule.

- **Action 20: One-day marketing events.** One-day marketing and communication events will be held at the pilot stations and at the Milano Cadorna station, in conjunction with some major events for the Italian pilots, like the launch of the Como bike parking. These days may include the following initiatives :
 - free breakfast for the first 50 users bike + train (number to be determined)
 - distribution of gadgets for the first users of the bike + train service
 - distributing leaflets " thanks for coming by bike "
- **Action 21: Promotional material (brochure and flyer).** Ad-hoc brochure and flyers will be designed and printed to inform about BiTiBi services, and also to be used in the major events of the Italian pilots.
- **Action 22: Direct mailing and newsletter.**
 - Emails sent to the mailing list of companies in the pilot cities
 - Emails sent to the network of associations related to the cycling world
 - Email sent to bike sharing users (which is currently available only in Como)

Belgium

All the actions planned in the Belgian pilots have to do with the communication and marketing of BiTiBi.

Apart from the actions already explained (Action 1, Action 2 and Action 3) the main actions and evolution are:

- **Action 4: Roll-ups.** This action has already been completed, since 2 roll-ups have been printed to be shown at events or outside of the 'cycle points', to increase the visibility of the project. Blue-mobility has coordinated the production and distribution.
- **Action 5: On-line promotion.** This action is on schedule. It is planned to start in May, when a national campaign at train stations will be launched.
- **Action 6: Flyers.** This action has already been completed, since flyers have already been printed, and are now displayed continuously at the Blue-bike distributors for people to take.
- **Action 7: Local marketing and commercial actions** are taken on board through contacting third party organizations and activities that have a relevant connection with BiTiBi or the opportunity to use and try BiTiBi. Contacts and proposals are being made by email or telephone and, where suitable, a meeting is organized. The same is done to further establish collaboration with the pilot cities, since they have important communication opportunities with their citizens and visitors.

Liverpool Area

UK pilots have an important focus on communication and marketing actions:

- **Action 6: Marketing.** Bike&Go is aiming to become the biggest nationwide bike+train hire scheme by the end of 2017. Based on a marketing and communication plan, the BiTiBi services will be marketed involving stakeholders. In a joint marketing approach, smart links to events will be created to provide potential customers with reasons to try the bike. This action is on schedule and is planned for the summer period.
- **Action 7: B-to-B proposition.** A B-to-B proposition for Bike & Go will be developed providing businesses with the option to also include cycle parking. Although this action is delayed, an IT company has been briefed, and expected delivery date is the end of Q2 2015.
- **Action 8: Member-get-member tool.** A member-get-member tool will be developed to provide current users with tools to attract new users. Although this action is delayed, an IT company has been briefed, and expected delivery date is Q3 2015.

The action planned table for each pilot, and associated monitoring, is available in the Annexes.

On the following page there is an overview of the situation of each Building Block in each pilot.



	Sant Cugat - Sant Boi	Bollate - Como	Ghent - Liège	Southport - Liverpool South Parkway
BB1. Bicycle parking situation	Delay due to the slow process of signing the agreement between FGC, VAIC and local and regional governments. Closed cage projected by FGC at the station in Sant Boi. Delay in the urbanisation of the bike park behind the station (Sant Cugat municipality). Provisional bike park in VAIC's local.	Como velostazione opening in May. Software for registration is being developed and optical readers prepared for next Como bike park and maybe Bollate bike park (elections in May). Development of the Living Lab soon.	Successful workshops but difficult follow up . Development of the Living Lab soon.	Mapping of stakeholders, workshop and follow up. Analysis of user remarks of BiTiBi users (through Living Lab) and inno-V survey .
BB2. Bike sharing situation	Economic proposal by VAIC with all the conditions that the renting would have. Not definitive proposal, since the agreement is not signed yet.	Development of the Living Lab soon. New bike sharing in Bollate foreseen (cycling gate to Expo 2015 in Milano)	Successful workshops but difficult follow up . Development of the Living Lab soon. Software developer is working in the development of real time information + member get member + B2B , together with the website developer.	Mapping of stakeholders, workshop and follow up. Analysis of user remarks of BiTiBi users (through Living Lab) and inno-V survey .
BB3. Organization unity	Automatic access system for both bike parks decided (contactless card) by VAIC and FGC to make sure that the user is a FGC user as well as a BiTiBi registered user.	Comprehensive strategy of bike-train services by FN. Use of BiTiBi brand . Bike-train team created in FN. Mapping of bike services at the stations.	No actions planned.	No actions planned.
BB4. Fare integration	No actions planned. T-mobility card expected for 2017 will help.	Unique card to access to bike parks (equipment and software)	No actions planned. Negotiations outside BiTiBi are ongoing (Mobib card).	Functional analysis of necessary changes to the ITSOWalrus system will be done.
BB4. Marketing action	Roll-ups have been printed and used in workshops. The rest of actions have not been done since the pilots have not started yet.	Roll-ups and posters designed by CIZE. Bruchure and flyers will be done. Gamification, gadgets and prizes. Self-repairing and bike riding training courses will be held. One-day marketing events. Press conference and release. Direct mailing and newsletter. Facebook page design and management cancelled due to FN.	Roll-ups have been printed and used in workshops and in Cyclepoints . Online promotion planned in May. Flyers designed, printed and distributed. Local marketing and commercial actions on going.	Marketing, B2B proposition and Member get member tool will be used to become the biggest nationwide bicycle-rail hire scheme.

Table 14: Overview of the pilot implementation actions evolution.



4 Indicators for Dissemination and communication actions



Topic	Indicator code	Indicator	Type of indicator	Source	Methodology	Unit
D1. Communication tools (TASK 5.2)	D1.1	No. of target groups identified to address communication and dissemination tools	Quantitative	Municipalities, bike and train companies, SH		No. target groups per pilot
	D1.2	No. of communication and dissemination tools identified	Quantitative	CIZE, municipalities, bike and train companies, other SH		No. and definition of tools
	D1.3	No. of electronic newsletters published and sent	Quantitative	CIZE		No. E-letters No. Subscribers
	D1.4	No. of visits to the website and documents downloads	Quantitative	Website		No. website visitors and downloads / hits
	D1.5	No. of responses processed via social media (Facebook, Twitter and Linked-in)	Quantitative	Social media / CIZE		No. followers No. responses
	D1.6	No. of project leaflets distributed	Quantitative	Local partners		No. distributed project leaflets
	D1.7	Analysis of the impact of the communication strategy and the disseminating tools of the project. Awareness of potential users to the new intermodality option created	Quantitative	Awareness SURVEY and local partners	Min. 400 surveys per pilot station (7:00-9:00h), 200 to/200 from the station: Are you aware of BiTiBi? (delivering leaflets in case not) -3 months after the pilot starts in beginner pilots and when startin with pilots in the intermediate ones-	% BiTiBi awareness

Table 15: Indicators for Dissemination and communication actions (D4.1)

1.7 D1. Communication Tools

1.7.1 Indicator D1.1 Number of target groups identified to address communication and dissemination tools

D1.1 No. of target groups identified to address communication and dissemination tools	BARCELONA AREA		MILANO AREA		BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate	Como	Ghent	Liège	Southport	Liverpool South Parkway
No. target groups per pilot	5	5	5	3	4	4	50	50

Table 16: Number of target groups identified to address communication and dissemination tools

1.7.2 Indicator D1.2 Number of communication and dissemination tools identified

Several communication and dissemination tools for the BiTiBi project have been identified and used:

- Promotional material
 - Roll-ups
 - Posters
 - Brochures, flyers, leaflets
- Publications
 - Promotional project leaflet
 - Illustrated easy-to-read
 - Summary report on European transfer seminar.
- Website
- Electronic newsletter
- Social media
 - Twitter
 - Facebook
 - Flickr
 - Blog
- Media
 - Press releases
 - Radio
 - TV
- Mailing/ Letters

1.7.3 Indicator D1.3 Number of electronic newsletters published and sent

Since March 2014, when the BiTiBi project started, one newsletter has been published and sent in December 2014. The newsletter is planned to be biannual.

By March 2015, there are 113 subscribers of the BiTiBi newsletter. The BiTiBi project objective is to have 700 subscribers. We are currently at 16% of the project target.

There is now a pop up on the website that invites visitors to subscribe to the BiTiBi newsletter.

1.7.4 Indicator D1.4 Number of visits to the website and documents downloads

Our objective is to reach 10,000 visits to the website (bitibi.eu) during the entire period, and by March 2015 the website already had 2280 visits. We are currently at 23% of the target.

The objective regarding the page views is 30,000, and by March 2015 they were 8529. We are currently at 28% of our objective.

Some good indicators are that the number of pages visited per session is now on 2,81 and the Bounce rate is about 56%.

Also, 75.2% are new visitors while 24.8% are returning visitors.

The average time spent on the website is 1.44 minutes, which is very respectable.

Regarding document downloads, the project target is 1000, and there have been 909 downloads of the documents on the website. We are currently at 90.9% of the objective.

1.7.5 Indicator D1.5 Number of responses processed via social media (Facebook, Twitter and Linked-in)

Regarding Twitter, by March 2015 there were 176 followers of the @biketrainbike account. The objective of the project is to reach 1000 followers. We are currently at 18%.

Regarding Facebook, the objective of the BiTiBi project is to reach 1000 Likes. The project's Facebook page already has 461 likes. We are currently at 46% of the target.

On the Copenhagenize.com blog, by March 15, there are three articles and there have been 6939 readers.

1.7.6 Indicator D1.6 Number of project leaflets distributed

1000 BiTiBi project brochures, designed by Copenhagenize, have been printed and distributed to disseminate the project in all the pilot countries.

They were printed in different languages concerning the local pilots:

- 200 in Catalan
- 200 in Italian
- 200 in English
- 300 in Dutch
- 100 in French

1.7.7 Indicator D1.7 Analysis of the impact of the communication strategy and the disseminating tools of the project.

The Awareness Survey, to know if train users are aware of the bike+train services already existing in pilot stations, has been carried out in the pilots in Belgium and in UK (intermediate pilots).

In Belgium, the current awareness of the bicycle point in Ghent is that 56% of the respondents have heard of BiTiBi. Of Blue Bikes clients, 62.2% of the respondents have heard of it. In Liège, the awareness of the bike parking is at 30.2% and of Blue Bikes it is at 15.3% of the respondents.

In the Liverpool Area, the awareness of BiTiBi in Southport is at 5.9% of the respondents and in Liverpool South Parkway it is at 4.4% of the respondents.

Anyway, this does not analyse the awareness of BiTiBi project, but the existing bike+train intermodality services. The impact of the BiTiBi communication strategy and disseminating tools will be calculated in next evaluation report with data from the next Awareness Survey.

1.8 D2. Targeted marketing

1.8.1 Indicator D2.1 Number of organizations or individuals approached directly via email and phone to promote project activities

D2.1 No. of organizations or individuals approached directly via email and phone to promote project activities	BARCELONA AREA		MILANO AREA		BELGIUM		LIVERPOOL AREA	
	Sant Cugat	Sant Boi	Bollate	Como	Ghent	Liège	Southport	Liverpool South Parkway
No. of contacts via email and phone	60	60	12	3	10	4	50	50

Table 17: Number of organizations or individuals approached directly via email and phone to promote project activities

1.8.2 Indicator D2.2 Analysis of the insights of the users

Since the User Survey has not been carried out yet, there is no data for this indicator yet.

1.8.3 Indicator D2.3 Number of people considering the bicycle as a potential way of travelling to/from the train station

Since the Potential Survey has been carried out only in the Belgian pilots, and they have low response rates, there is no reliable data for this indicator yet.

This indicator will be given in the next evaluation report.

1.9 D3. Networking and events

All the *Networking and events indicators*, which are about BiTiBi on a European level, will be given at the end of the project.

1.10 D4. Take-up support

All the *Take-up support indicators*, which are about BiTiBi on a European level, will be given at the end of the project.