

# FASTER. EASIER. COOLER.

BiTiBi.eu



## Evaluation Report Summary The Pilot Projects Step by Step

Final Results - December 2016



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# PILOT STATUS

WHAT HAS  
BEEN DONE.  
WHAT ARE THE  
RESULTS.

## ACTIONS & KEY PERFORMANCE INDICATORS

During three years, bike and train companies, along with consulting firms, have developed pilot projects to better integrate mobility options in several European countries. In cases where bike parking and bike sharing services already exist, pilot projects have aimed to increase awareness of the product and encourage customers to include a bike trip in their train journey. Meanwhile, where this combination is new, the beginner pilot projects have opened bike parkings by train stations and developed the new brand and services.

Indeed, in Belgium and the United-Kingdom, BiTiBi focuses mostly on the promotion of shared bicycles Blue-bike and Bike & Go. In the Milano Area, a new bike rental system was available at the train station in Bollate during the World's fair and a new bike parking facility opened in Como in September 2015. In Barcelona Area, bike parkings in Sant Cugat and Sant Boi have been built and a rental fleet for participating companies is available. All the actions performed in each projects are listed in the following pages to offer a brief overview of the implementation of a BiTiBi project step by step. Other reports describing each pilot project in detail have been published in several languages at [BiTiBi.eu](http://BiTiBi.eu).

The results of the pilots projects to date have been very positive, showing the importance of developing such services in order to attract more train passengers and to reduce CO<sub>2</sub> emissions in Europe. Pilots projects have been monitored, with many key indicators shown in the following pages.



# A CLOSER LOOK AT THE 5 BUILDING BLOCKS

## BUILDING BLOCKS (BB) - THE BASICS

### **BB1 - Build safe, sheltered, and convenient bike parking**

Location is an absolute priority. Racks and parking facilities at the wrong location won't be used.

### **BB2 - Offer convenient public bikes**

At railway stations a B21 (back-to-one) bike rental system should be available. These systems have users return their rented bikes to the station at the end of the rental period.

### **BB3 - Unite the bike-train organisations**

Having one integrated organisation is the best guarantee for a successful and intuitive door-to-door approach.

### **BB4 - Integrate payment systems of bike and rail services**

Integrated payment of all rail and bicycle services adds convenience for to BiTiBi users.

### **BB5 - Communicate positively**

Build communication strategies around the keywords: easy, fast, affordable, convenient, cool...

Detailed guidelines describing in details how to implement bike-train-bike services are available to download at [BiTiBi.eu](https://bitibi.eu)

# BARCELONA

## SANT CUGAT - SANT BOI

### Bicycle Parking Situation

BB1

In Sant Cugat and Sant Boi, safe and secure bike parking stations were built by the entrance of the train stations. In Sant Cugat, the current capacity of the 120 bike parking spaces will be expanded to 300 as demand grows. In Sant Boi, a secure bike storage for company fleets has been opened in October 2016. An agreement between the train operator (FGC), the Barcelona Metropolitan Area authority (AMB), which is already in charge of other secured bike parkings, the bike operator (VAIC) and the Cities to manage the bike parkings has been signed.

### Bike Sharing Situation

BB2

Plenty of promotion has been aimed towards companies, with some of them will promoting cycling within their staff. Moreover, a Business-to-Business proposition for the last mile (including maintenance and insured electric bicycles) has been offered to companies in both cities. In total, 20 e-bikes will be providing to companies whose employees commute by train. From October 2016 in Sant Boi and from January 2017 in Sant Cugat, free rental bikes will be available for participating companies during a half-year pilot project.

### Organization Unity

BB3

The BiTiBi brand name and logo for all bike-train intermodality services ensures has been adopted at these two sites.

Created a specialised website at [BiTiBi.cat](http://BiTiBi.cat) hosts registration service.



## Fare Integration

BB4

## Marketing Actions

BB5

## Transversal Actions

introduction of an access card compatible with the BiciBox card people currently use.



General promotion of the project (roll-ups used in workshops, posters).

Distributed of flyers to promote bike parking service & bike fleet service.

Organised of programming such as "Try-a-Bike days", "Cycle for free" for the staff of participating businesses, and "Bike School Day" for adults.

Participated in promotional events.

Established presence and continued outreach through social media platforms.

Creation and distribution of a Welcome Package for Business-to-Business activities.

Stakeholder mapping

Organisation of a local workshop with all stakeholders to discuss the maximization of the BiTiBi building blocks as well as a national knowledge transfer workshop.

Organisation of follow-up meetings to define and monitor the new BiTiBi services and infrastructure.

Development of a Living Lab with registered fleet users evaluating the projects through surveys.

# MILAN

## BOLLATE - COMO

### Bicycle Parking Situation

BB1

Opened the Velostazione at the Como-Borghi station in September 2015 complete with 90 parking spots.



### Bike Sharing Situation

BB2

Launched a new bike rental system in Bollate in May 2015 during the Milano Expo.



### Organization Unity

BB3

Established a comprehensive strategy of bike-train-bike services by rail operator, FN. Introduced 10 secure bike parking facilities in the Milan area, in addition to the one in Como.

Utilised the BiTiBi brand as a unifying factor.

Created an internal bike-train-bike team inside the rail operator, FN.





## Fare Integration

BB4

## Marketing Actions

BB5

## Transversal Actions

In Como Borghi, a unique card to access bike parking was provided by Ferrovienord with seasonal train tickets in Autumn 2015. The software for registration has been developed and optical readers have been prepared for the Como bike parking service.

A unique registration webpage, set up on the Ferrovienord website, allows registration to the access to bike parking.

Design of roll-ups and posters used in workshops.

Provided brochures and flyers to promote services. Offering trousers bands with BiTiBi logo at events.

Organised several bike repair and cycle training courses beginning September 2015.

Organised several one-day marketing events to encourage people to visit the new bike parking in Como.

Stakeholder mapping

Organised a local workshop with all stakeholders to discuss maximizing the BiTiBi building blocks.

Organised of National Transfer Workshop, and follow up meetings to share the results of the pilot projects.

A Living Lab has been organised: public events to promote and to gather valuable information about user preference and opinions on BiTiBi services have been organised in Como and Bollate. Interactions with users have been initiated by offering merchandise and by organising an opinion survey.

Mapping of available services for bikes and cyclists at the station.



# UNITED KINGDOM

## SOUTHPORT - LIVERPOOL SOUTH PARKWAY

### Bicycle Parking Situation

BB1

Improved upon the user-friendliness of already existing bike parking.

### Bike Sharing Situation

BB2

Shared bicycles (Bike & Go) were in place previous to project start.

### Organization Unity

BB3

Organization unity was already in place previous to project start. The BiTiBi brand has not been used because the local brand (Bike & Go) and the concept of secured bike shelters are already used and are strong across the nation.



## Fare Integration

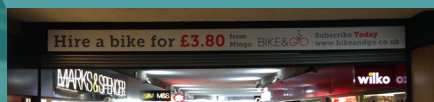
BB4

## Marketing Actions

BB5

## Transversal Actions

Preparation of the integrating shared public bicycles and bike parking into the existing smart ITSO/Walrus system by 2017.



Developed promotional material, campaign, gadget and celebrated of the second anniversary in Liverpool South Parkway train station with passengers and BiTiBi users.

Development of Business-to-Business (B2B) marketing: Discount for companies, Welcome Pack. Bike & Go has been promoted at a European Employee Benefits conference in London.

Improve the registration process via mobile devices.

Development of Business-to-Customer marketing through Member-get-member schemes.

Increased Bike&Go visibility by parking a bike in a visible place on stations with an attached flag reading : "want to hire me today? ..."

Stakeholder mapping.

Organised a local workshop with all stakeholders to discuss maximizing the BiTiBi building blocks.

Organisation of workshop follow-up meetings to discuss all developments and opportunities with regard to the B2B offer.

Improved data collection to allow for customer profiling: the data will allow to segment customers based on usage and home area to make bespoke offers and suggestions to specific groups.

The visibility of Bike & Go has improved in the train operator network maps.

Development of an on-the-spot registration tool.

Completed

Planned in 2017

# BELGIUM

## GHENT - LIÈGE

### Bicycle Parking Situation

BB1

Bicycle parking was in place previous to project start.



### Bike Sharing Situation

BB2

Shared public bicycles (Blue-bike) were in place previous to project start. Several new stations have been opened during the project with 48 stations as of the end of 2016. The goal is to get 115 stations by 2020.



### Organization Unity

BB3

Organisation unity is already in place previous to project start. The BiTiBi brand has not been used due to the strong, pre-existing Belgian brand, Blue-bike.





## Fare Integration

BB4

Integration of Blue-bike into the smart Mobib card, the national transportation card to access tram, bus, tramway, car sharing should be possible in 2017.

## Marketing Actions

BB5

Designed roll-ups, posters and flyers used in workshops and flyer distribution in spring 2015.

Collaborated with commercial platforms providing mobility solutions for businesses and individuals.

Setting up Facebook targeted advertising on regular basis.

Setup local marketing and commercial actions as of January 2015 (flyers available on distributors, smartphone keeper offered to new users, free train cards for B2B clients, and free coffee in some cafes for Blue-bike users).

Community building via social media and obtain user feedback.

## Transversal Actions

Stakeholder mapping

Organisation of a local workshop with all stakeholders to discuss maximizing the BITiBi building blocks.

Organization of meetings with main stakeholders to share experience and results of the project and collect feedback.

Organisation of a transfer workshop with localities to help to promote the Blue-bike concept.

Promoting third payment system where localities and regions pay part of the rental cost.

Development of real time information.

# AWARENESS OF BiTiBi

## PRECONDITIONS & AWARENESS SURVEYS

Surveys are an important source of data for monitoring the success of pilot projects.

In the intermediate pilots (Belgium and UK) two awareness surveys have been carried out with the aim of evaluating the impact of the local communication and marketing strategies, as well as determining the awareness of the BiTiBi project among, primarily, non BiTiBi users.

This survey was carried out at the beginning and at the end of the project (2014 and 2016). In the beginner pilots (Italy and Catalonia), only one awareness survey was carried out a few months after the pilots started. All surveys have been conducted in person.

## AWARENESS OF EXISTING SERVICES IN THE UK

In the UK, the precondition survey showed an extremely low awareness of the BiTiBi services and the Bike & Go brand among train passengers of Southport and Liverpool South Parkway stations. During the project several actions were organised to improve the visibility of the service. From communication campaigns to events for companies and improvement of the location of the bike rentals points actions were diverse. The results have been very positive since the awareness has had an exponential increase.

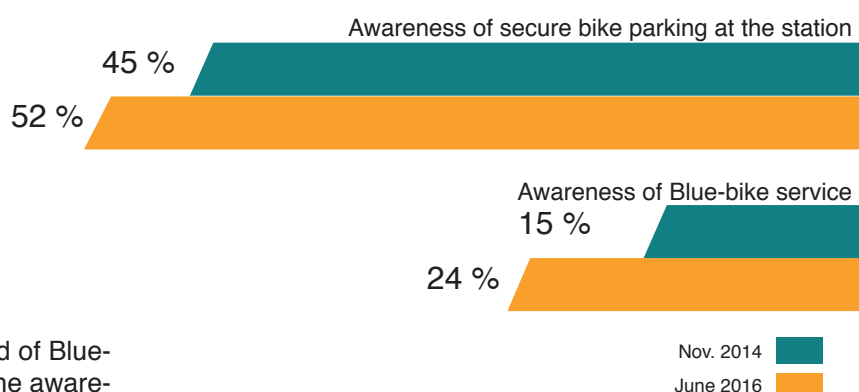




# BELGIUM

## AWARENESS OF EXISTING SERVICES IN WALLONIA

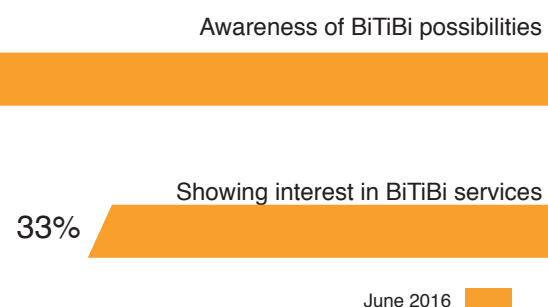
In Wallonia, the awareness of the BiTiBi services and of Blue-bike are both increasing. In Flanders, the results of the awareness surveys are not accurate due to technical issues during the second survey and are therefore not communicated here.



# ITALY

## AWARENESS OF EXISTING SERVICES IN ITALY

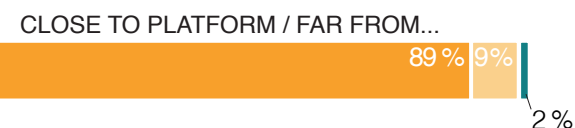
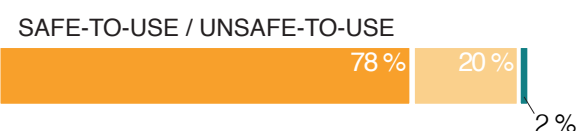
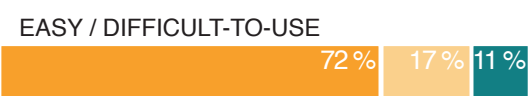
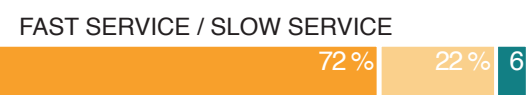
An awareness survey have been carried out at the train stations in Bollate and Como in June 2016 showing rather good results for such a recent service.



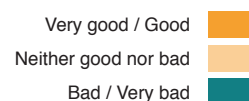
# USER OPINIONS

## SATISFACTION OF USERS WITH SHARED BICYCLE SERVICES

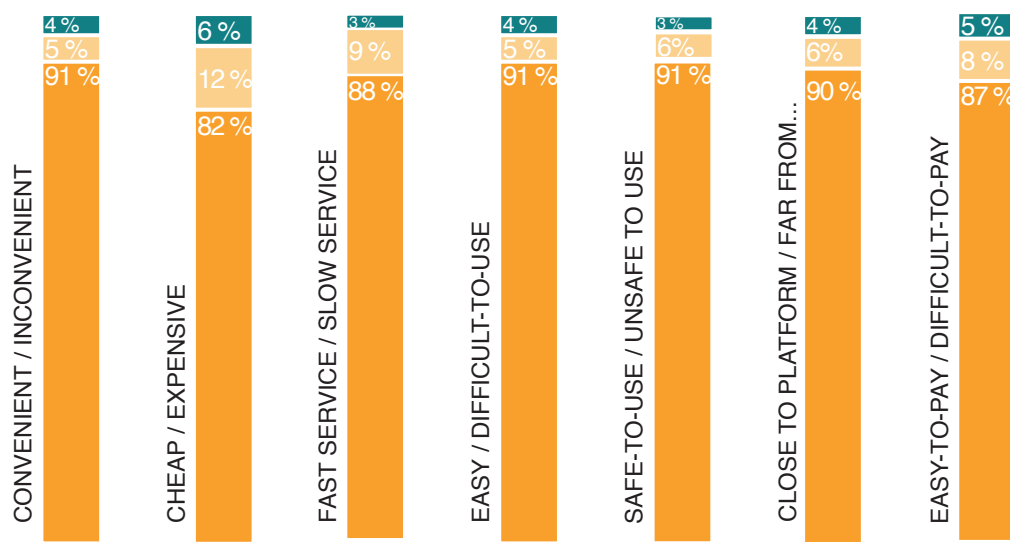
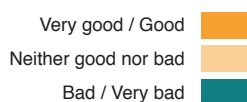
In June 2015, in countries where 'BiTiBi' services have been in place for several years - Flanders in Belgium and UK - a survey was conducted to gauge the satisfaction of the users of the shared bicycle services, Bike & Go and Blue-bike.



Flanders - Blue-bike



United Kingdom - Bike & Go





## RANKING OF THE IMPORTANCE OF SEVEN COMPONENTS OF THE **SHARED BICYCLE** SERVICES

FLANDERS

1. EASY-TO-USE
2. CONVENIENCE
3. PRICE

4. Distance to platform / station
5. Fast service
6. Safe-to-use
7. Easy to pay

1. CONVENIENCE
2. EASY TO USE
3. DISTANCE TO PLATFORM / STATION

4. Price
5. Safe-to-use
6. Fast service
7. Easy to pay

UNITED KINGDOM

## RANKING OF THE IMPORTANCE OF SEVEN COMPONENTS OF THE **BICYCLE PARKING**

1. CONVENIENCE
2. SAFE-TO-USE
3. DISTANCE TO PLATFORM / STATION

4. Price
5. Easy-to-use
6. Fast service
7. Easy to pay

UNITED KINGDOM



# KEY PERFORMANCE INDICATORS

Data and key performance indicators are indispensable to evaluate the behaviour changes of European citizens, the project impacts, and the energy and CO<sub>2</sub> emissions savings.

Several users surveys were carried out during the projects. The results have been compared to the figures collected at the beginning of the project in 2014 in a precondition survey. Therefore, this evaluation measure how, in two years, the creation of bike services at train stations accompanied by communication and marketing strategies, people have changed their transportation habits.

In each pilot, the use of the parking and the bike rentals have also been monitored in order to show the evolution.

Based on data collected by train operators and based on user surveys, key performance indicators (KPI) have been calculated:

List of KPI :

- Reduction of vehicle kilometres of car and bus/tram/metro and increase of vehicle kilometres by train and bicycle
- Savings in fuel consumption
- Savings in CO<sub>2</sub> emissions
- Energy savings

To read the complete report “Evaluation Report on Local Pilots and Key Performance Indicators”, please visit the website [bitibi.eu](http://bitibi.eu) (page: Downloads, section: Monitoring & Statut Reports). All the indicators are provided, as well as the details of the calculations.





## NUMBER OF RENTALS PER MONTH IN THE PILOT PROJECTS

**GHENT**  
BELGIUM



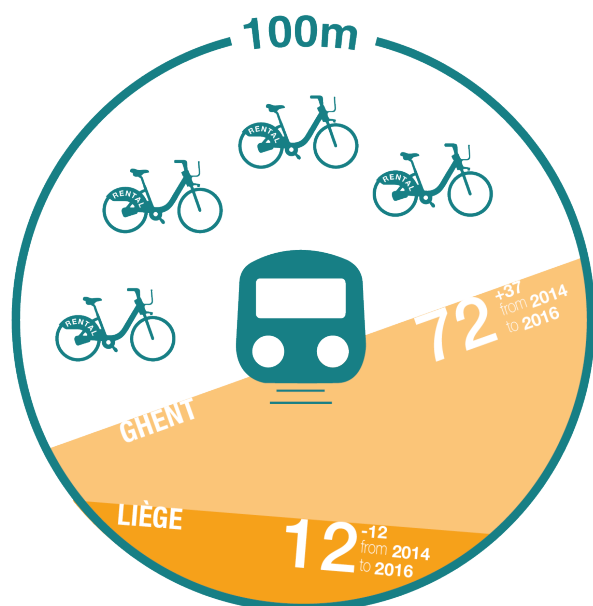
**LIÈGE**  
BELGIUM



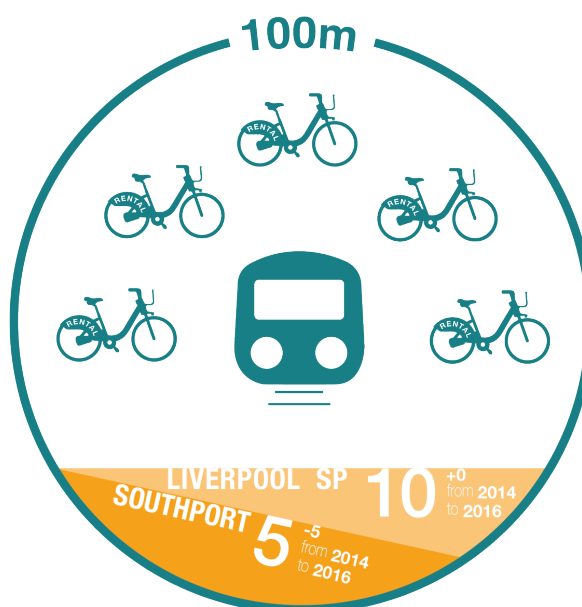
**COMO BORGHI**  
ITALY



## NUMBER OF BIKE SHARING UNITS AROUND THE TRAIN STATIONS IN THE PILOT PROJECTS

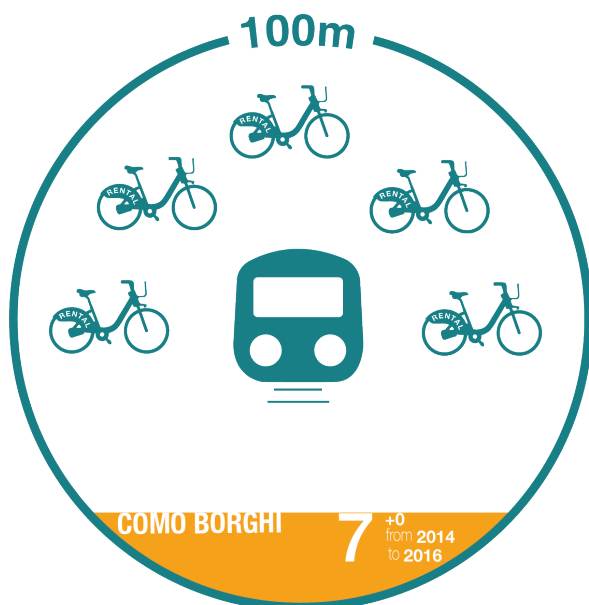


**BELGIUM**  
Blue-bike

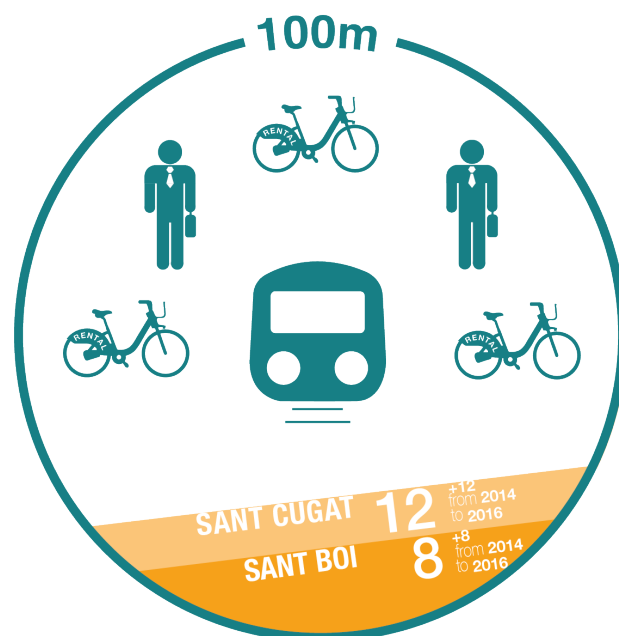


**UNITED KINGDOM**  
Bike & Go





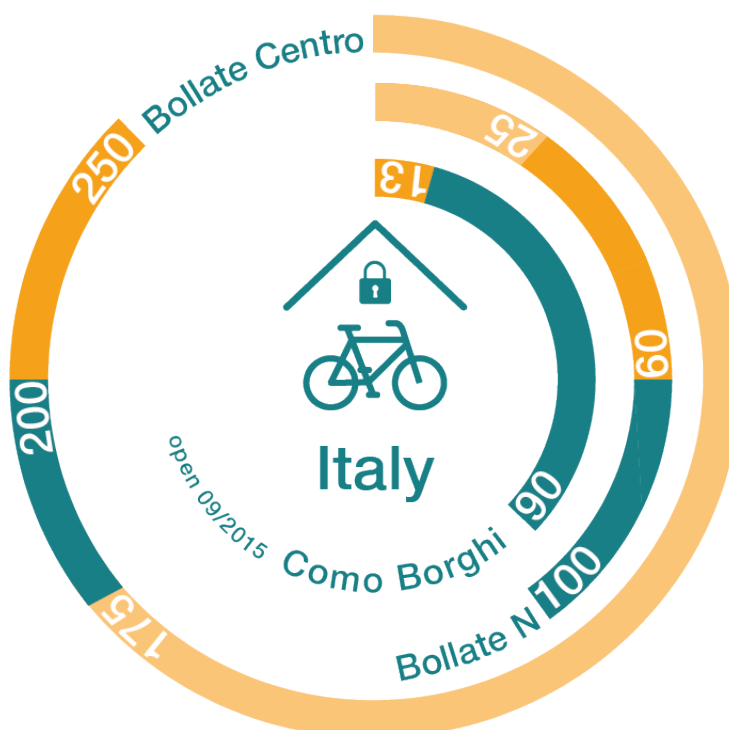
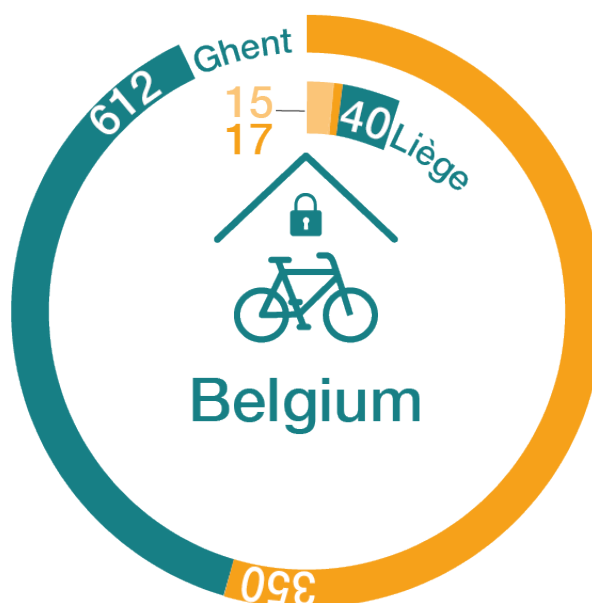
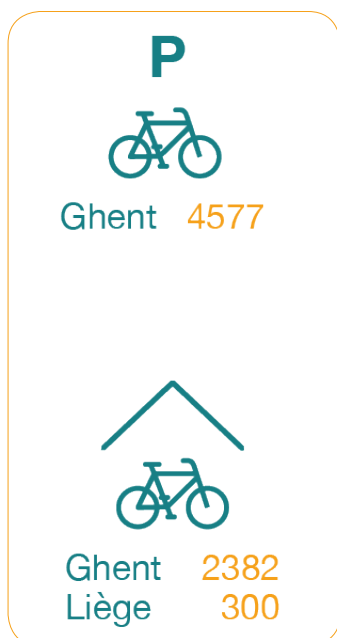
ITALY  
Como Bike&Co.



SPAIN  
Company fleets



## BIKE PARKING AT TRAIN STATIONS IN THE PILOT PROJECTS

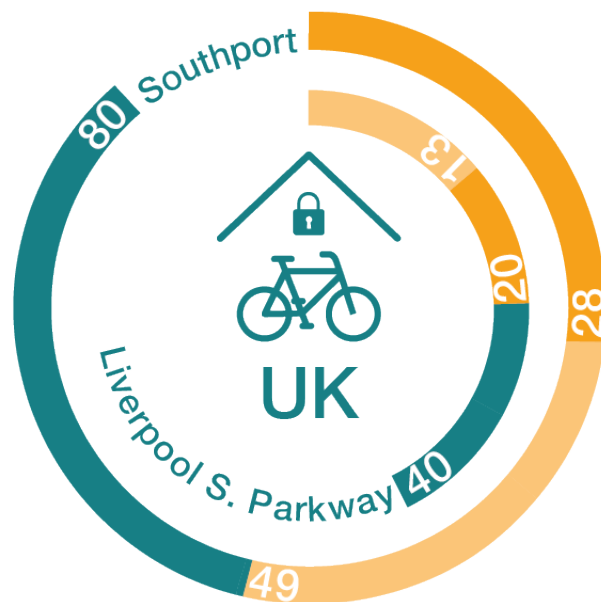
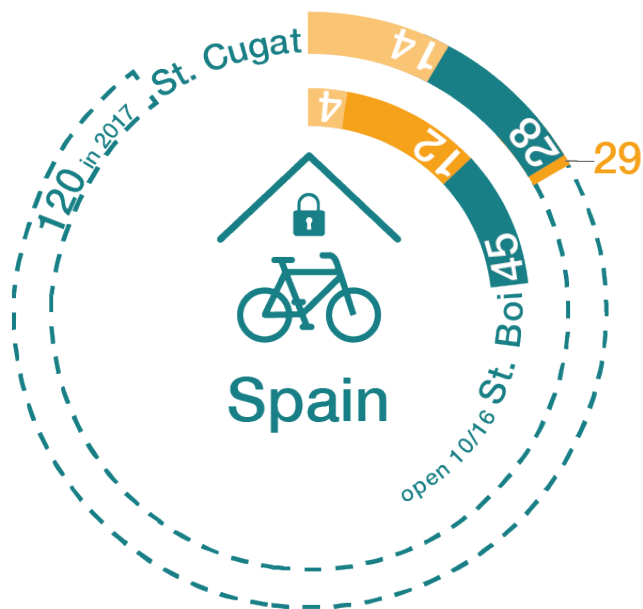


Number of parked bikes in a sheltered and safe bike parking / day in Sept. 2014.

Number of parked bikes in a sheltered and safe bike parking / day in Sept. 2016.

Number of spaces in a sheltered and safe bike parking in Sept. 2016.





Non-sheltered bike parking



Sheltered bike parking

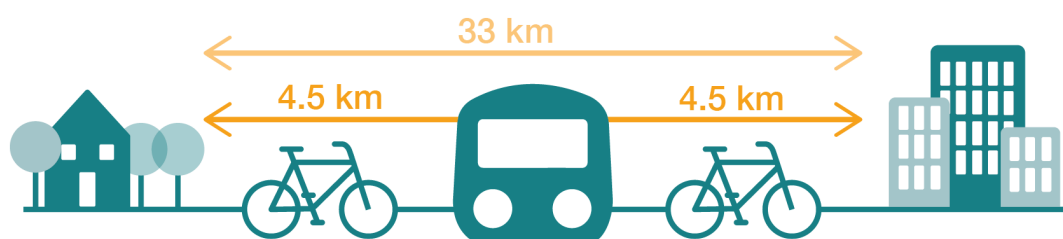


Sheltered & safe bike parking

## AVERAGE DISTANCE OF TRIPS OF NEW BITIBI USERS IN PILOT PROJECTS



Belgium



United Kingdom



Italy

overall trips      trips to/from train station

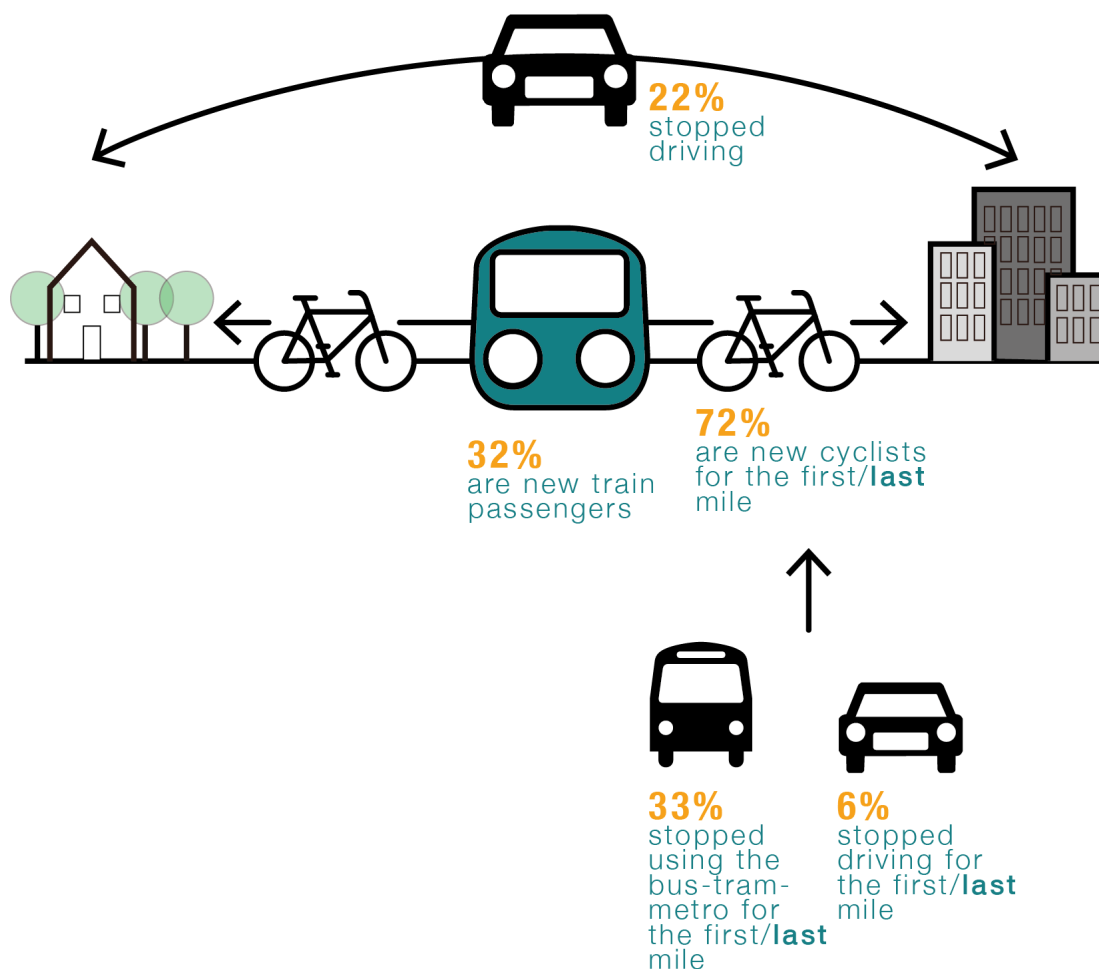




# TRANSPORTATION SHIFT IN PILOT PROJECTS

**BELGIUM** - HERE IS WHAT HAPPENS IN A COUNTRY WHERE 1,300 RENTAL BIKES ARE AVAILABLE AT 48 TRAIN STATIONS OVER THE COUNTRY:

**TRANSPORTATION MODAL SHIFT OF BLUE-BIKE MEMBERS, CONSIDERING SAME TRIP (SEPT. 2014 - JUNE 2016)**



**7%** would have not made this trip before being a Blue-bike member.

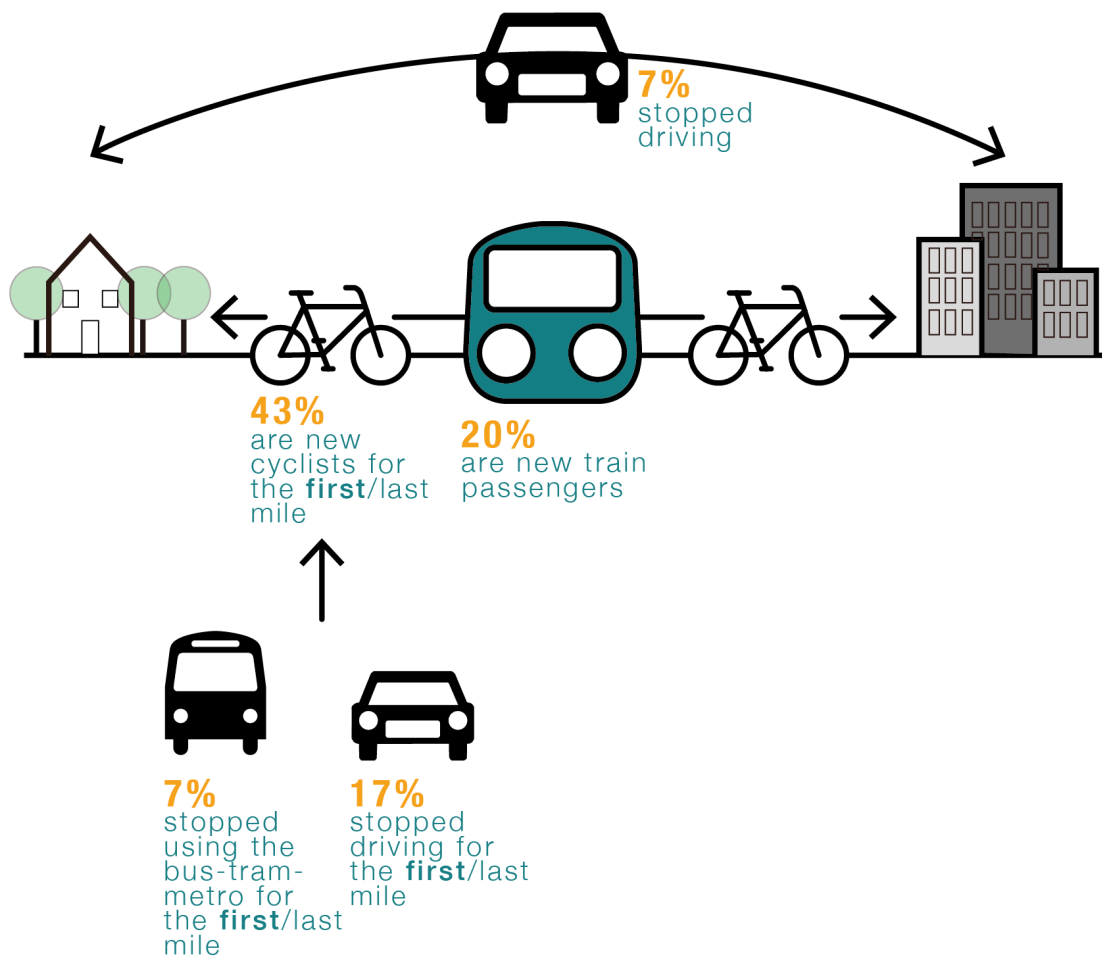
**98,454** new BiTiBi trips/year.

*Data based on a 78-participants online survey (June 2016)*

**Last** : in this survey most of the respondents replied about their last mile habits.

**COMO & BOLLATE (ITALY)- HERE IS WHAT HAPPENS IN CITIES WHERE SAFE BIKE PARKINGS ARE AVAILABLE WITHIN THE TRAIN STATION:**

**TRANSPORTATION MODAL SHIFT OF BIKE PARKING MEMBERS, CONSIDERING A SAME TRIP (SEPT. 2014 - SEPT. 2016)**



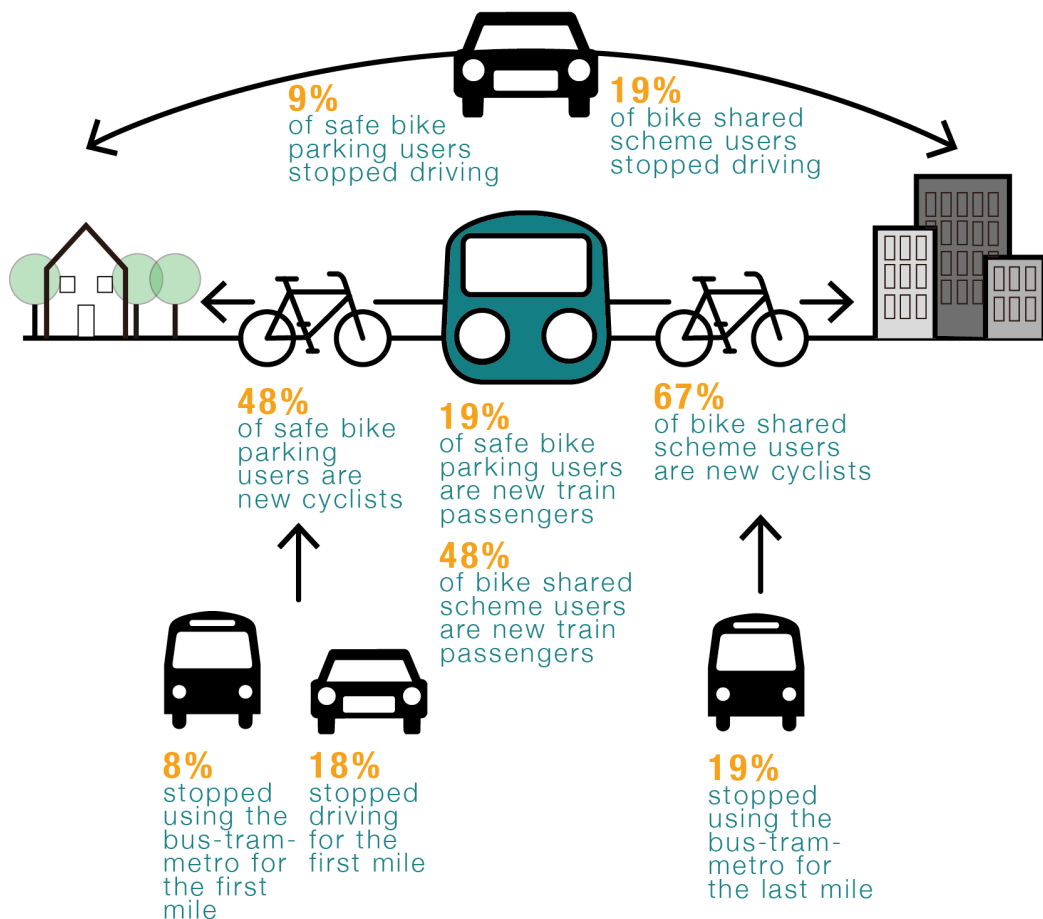
**7%** would have not made this trip before the opening of the bike parking.  
**24,503** new BiTiBi trips/year.

*Data based on a 30-participants face-to-face survey (Sept. 2016)*  
**First** : in this survey most of the respondents replied about their first mile habit.



**UNITED KINGDOM - HERE IS WHAT HAPPENS IN A COUNTRY WHERE RENTAL BIKES AND SAFE AND SHELTERED BIKE PARKINGS ARE AVAILABLE AT TRAIN STATIONS:**

**TRANSPORTATION MODAL SHIFT OF SECURED CYCLE SHELTERS AND BIKE & GO MEMBERS, CONSIDERING A SAME TRIP (SEPT. 2014 - JUNE 2016)**



**10%** would have not made this trip before being a Bike & Go member or a safe bike parking user.

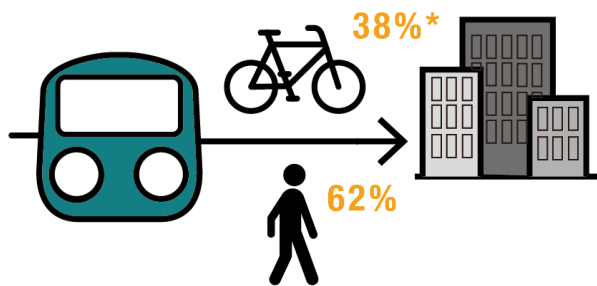
**30,123** new BiTiBi trips/year.

*Data based on a 264-participants online survey (June 2016)*



# Potential User Survey in Barcelona & Mobility Habits

## PUBLIC TRANSPORT USERS' HABITS LAST MILE



\*personal bikes (folding bikes...)

## CYCLING POTENTIAL CYCLING HABITS & REQUESTS

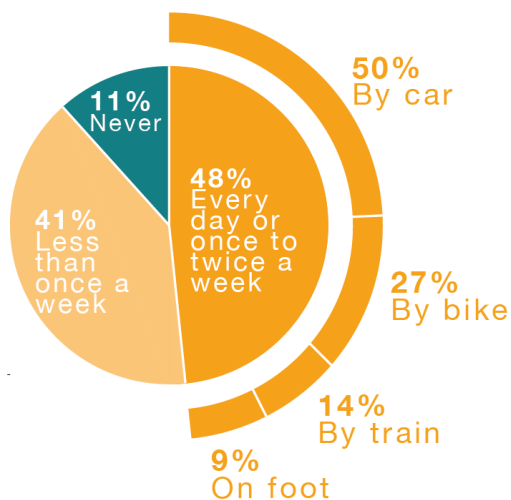
70% owns at least one .

70% would try cycling to work if there would be some improvements.

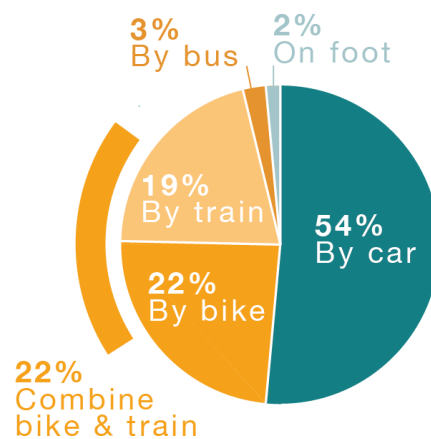
The improvement actions most valued are :

- 1) Availability of good bike parkings in the streets.
- 2) Knowledge of a good bike route to/from the station.
- 3) Availability of good bike parkings inside buildings.
- 4) Possibility to test an e-bike.

## LABOR MOBILITY NUMBERS OF TRIPS DURING WORKING HOURS & MEANS OF TRANSPORTATION



## MODAL SHARE OF RESPONDENTS MAIN MEANS OF TRANSPORTATION TO PLACES TO WORK OR STUDY

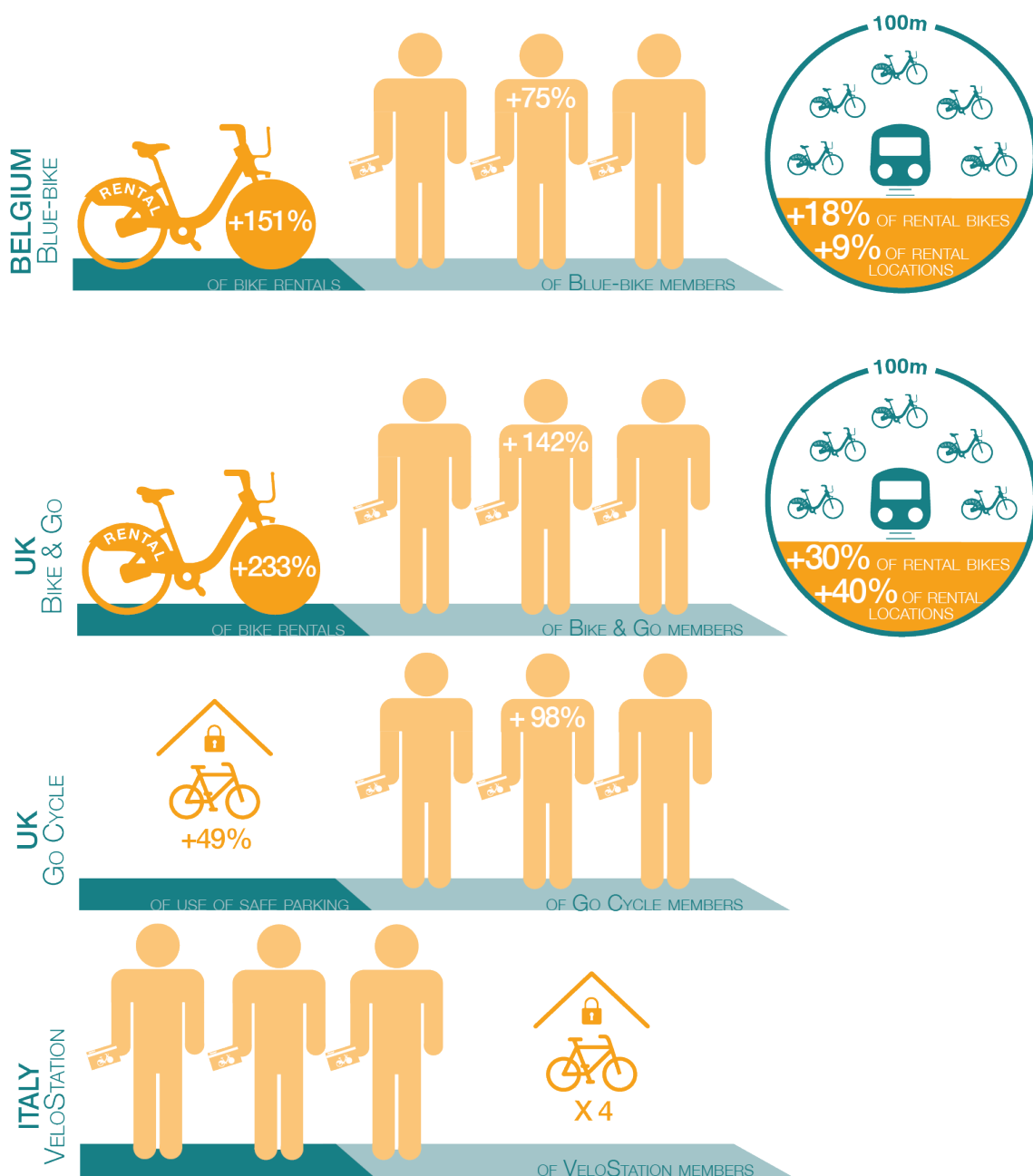


Data based on a 37-participant online survey available on BiTiBi.cat (people working or studying in Sant Boi and Sant Cugat and registered for rent of electric bicycles) (July 2016).



# GLOBAL RESULTS IN THE PILOT PROJECTS (2014-2016)

## 2 YEARS OF INCREASE - MORE BIKE-TRAIN-BIKE SERVICES FOR EUROPEAN CITIZENS



# CHANGES IN MODAL SPLIT FOR TRIPS TO/ FROM TRAIN STATIONS

## BELGIUM

Since choosing to commute by bike and train,

... **65%** of BiTiBi users drive their  **LESS**

... **76%** of BiTiBi users drive their  **MORE**

... **90%** of BiTiBi users continue to take the  **AS MUCH AS** they did before

... **50%** of BiTiBi users continue to take the  **AS MUCH AS** they did before

## UNITED KINGDOM

Since choosing to commute by bike and train,

... **40%** of BiTiBi users drive their  **LESS**

... **45%** of BiTiBi users drive their  **MORE**

... **63%** of BiTiBi users continue to take the  **AS MUCH AS** they did before

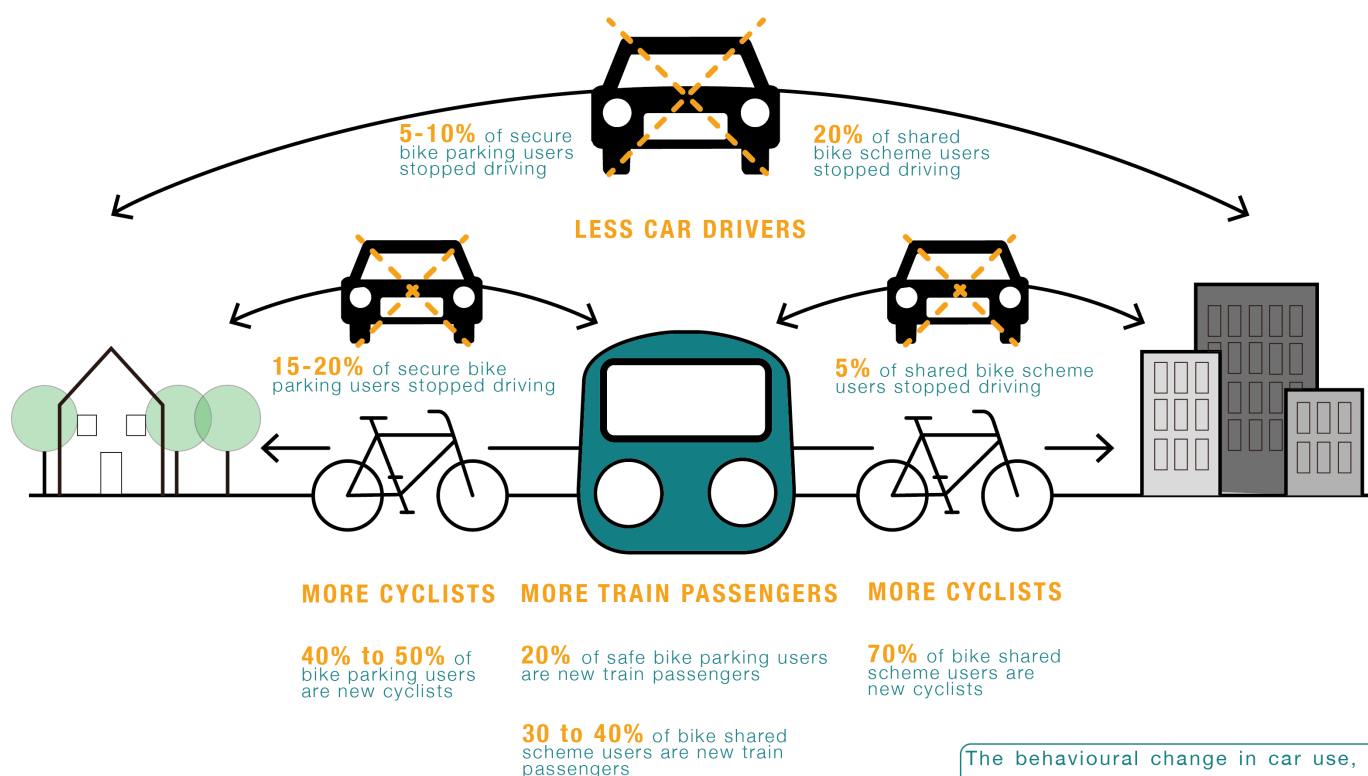
... **52%** of BiTiBi users continue to take the  **AS MUCH AS** they did before

*Data : User surveys, 2015*





# IMPACTS OF BITIBI SERVICES ON MOBILITY



## ENVIRONMENTAL IMPACTS OF THE PROJECT IN PILOT COUNTRIES

These tables provide impacts on mobility and annual savings in fuel, energy, CO<sub>2</sub> emissions in countries where projects have been conducted. Indicators are given per mode.

Calculations are based on emission factors from TREMOVE and on surveys carried out during the BiTiBi pilots.

### Belgium 2014-2016



- 776,078

-43,693

-40

-132



- 273,161

-3,387

-3

-21



830,281

3,819

10

37

**Total**

**-43,261**

**-33**

**-116**

*Impacts in Belgium*

### ITALY 2014-2016



-42,517

-2,394

-2

-7



-3,893

-48

0

0



74,993

345

1

3

**Total**

**-2,097**

**-1**

**-4**

*Estimates for impacts in Como and Bollate*



**UK**  
2014-2016



**Total**

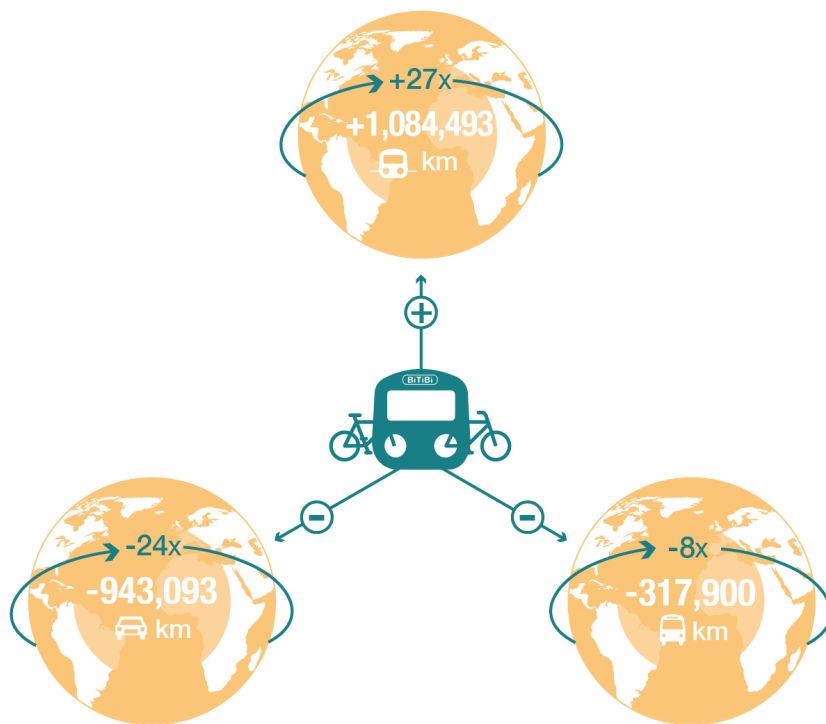
Impact on Mobility (pkm)	Saving in Fuel (l/km)	Saving in Energy (toe/km)	Saving in CO <sub>2</sub> (t/km)
-124,499	-7,009	-6	-21
-40,845	-506	0	-3
179,219	824	2	8
	<b>-6,691</b>	<b>-5</b>	<b>-16</b>

*Impacts in UK*



## GLOBAL ENVIRONMENTAL IMPACTS (2014-2016 - Belgium, Italy, UK)

Mobility shift :  
Number of car and bus pkm/year avoided &  
number of new train pkm/year



This mobility shift entails the following impacts on  
the environment :

**52,049** liters/year of  and **38** tonnes of oil

equivalent/year of  have not been used.

**136** tonnes/year of  have not been emitted

every year.



## GLOBAL FINANCIAL IMPACTS (2014-2016 - Belgium, Italy, UK)



In **2 years**, the BiTiBi pilot projects in Belgium, Italy and the UK, saw an increase of **11,032 new users**, meaning **159,312 new trips per year** have been done combining the bike and train.



The annual impact of the BiTiBi project is a saving of **23,824 € per year** because of **pollutants** (PM10, Nox) and **Co<sub>2</sub>** emissions avoided.

If we include the cost savings related to health benefits, a total of **1,236,000 € per year** have been saved in the three pilot projects area.

## SCENARIO 2030 IN EUROPEAN UNION

A most ambitious scenario would be in 2030, with the expansion of BiTiBi across EU. We estimate an increase of railway passengers of **3.2% by 2030** thanks to BiTiBi projects.

### Calculation assumptions

For the first mile, we assume that in all EU countries **20% of train passengers will reach the station by bike** in 2030. We know from our results that those newfound passengers using the bike for the first mile, 20% are also new train passengers who previously relied on other transport modes before following the BiTiBi combination.





For the first mile, in 2030, the safe bike parking users will conduct **1,192 million new bicycle trips** towards the station.

For the last mile, we assume that all the EU countries will reach the goal of Blue-bike for 2020: 500,000 rentals/year that in Belgium translates to **0.002 shared bike rentals/train passenger**. Expanded to the EU countries, in 2030 there will be **16 million of new shared bikes rentals** in train stations.

We use the results of modal shift when using BiTiBi (cf. previous graphs): Prior to combining the bike and train, 10% of respondents were completing their whole trip by car (average of 40 km) and 15% were reaching the station by car (average of 3 km).

### Car and bus pkm avoided vs. new cycling and train pkm

Using our results of modal shift and average trip distances for different modes from the BiTiBi project, we calculate **the car and bus pkm that will be avoided and newfound cycling and train pkm**.

2030 in EU	Impact on Mobility (million pkm)	Saving in Fuel (l/km)	Saving in Energy (toe/km)	Saving in CO <sub>2</sub> (t/km)
	-5,436	-306,043,123	-276,689	-923,022
	-1,832	-22,721,201	-21,439	-138,526
	6,251	28,754,406	76,262	277,543
	3,625			
<b>Total</b>		<b>-300,009,918</b>	<b>-221,866</b>	<b>-784,005</b>





## Pollutant and emission savings

The savings in 2030 will be 53.05 tonnes of PM10 and 247.56 tonnes of NOx due to avoided car pkm incurred by newfound secure bike parking facility users. What's more, 1.31 tonnes of PM10 and 6.12 tonnes of NOx due to avoided car pkm encouraged by shared bike schemes. **The external costs savings are around 105,380,979 Euros for the secure bike parking and 2,604,519 Euros for shared bike schemes.**

## Savings related to health benefits

Regular cycling is translated into economic **health benefits as a reduction in premature deaths**. To calculate the order of magnitude, only people using the bicycle more than three times a week are taken into account. Meaning most users of shared bicycles (last mile) are not taken into consideration to calculate health benefits. The frequency of using shared bicycles is often not high enough to get a positive health impact. So we don't take into account those people who may also use a bicycle elsewhere.

Out of the new cyclists for the first mile, the number of passengers expected to die prematurely if they were not cycling regularly would be 12,020. Moreover, the number of deaths per year that are prevented by this level of cycling is 1,189, providing an estimated protective benefit of 10 % (compared to persons not cycling regularly). The value of the social health benefit is **3,076 millions euros**.

Regarding the cyclists for the last mile (shared bike users), the value of the social health benefit is **84,455,000 euros**.

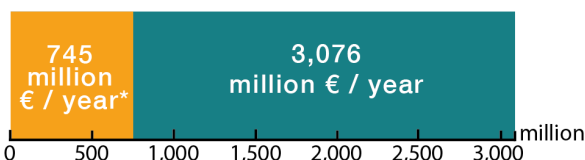
*This cost benefit analysis is basic and does not take (fully) into account some of the social benefits, like the positive impact on congestion, the time gains for the users, etc. It likely also underestimates the health benefits as it takes only into consideration only the very regular users of shared bicycles, while for them this shared bicycle uses come probably on top of other bicycle use, increasing the physical health impact of cycling.*

## Investment Costs vs. Social Benefits (2030 - whole EU)

### Bike parking - Bike to the station

**Investment costs  
in bike parking**

**Social Benefits  
(Health)**



\*Calculation assumptions :  
200 traveling days/year; 2 trips/day; 2.98 million racks needed;  
1,000 €/rack; last of a bike parking: 20 years; maintenance  
cost: 200€/year/rack.

### Bike shared scheme - Bike from the station

**Investment & maintenance costs in bike  
shared scheme**

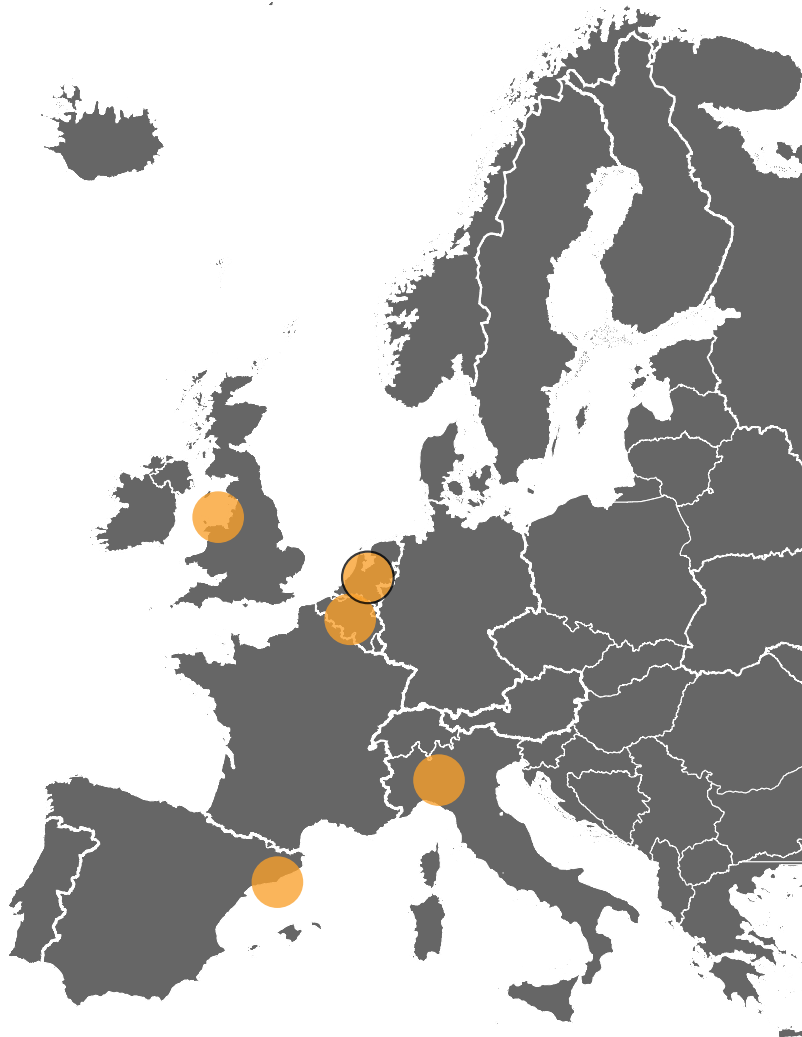
**Social Benefits  
(Health & Environment)**



\*Calculation assumptions:  
123 annual rentals/bike; 16 million rentals in EU; 130 700 bikes  
needed; last of the bike: 5 years; maintenance cost of the bike  
system: 600€/year/bike.

The health & environment costs benefits for society are smaller than the annual cost of the bike sharing scheme. Shared bikes users should pay 2 euros per trip to compensate.

# BITIBI



## BiTiBi.eu

You can follow the BiTiBi project – the pilots in Belgium, Italy, Spain, UK and the development of the Dutch model – on the BiTiBi.eu website. Get inspired by the local pilot projects and how they provide a seamless door-to-door transport connection by combining bikes and trains.

This document is a summary of delivery 4.3 - Evaluation Report of Local Pilots and delivery 4.4 - Global Evaluation.

You can read the complete documents on the [www.bitibi.eu](http://www.bitibi.eu) website.

