



Cycloparking

When public authorities, civil society and technology come together

Dublin - Velocity 2019

Geoffrey Usé



- 1 region + 19 municipalities
- 1 minister in charge of mobility + 19 aldermen with competences on mobility issues
- ➔ 20 different people in charge !

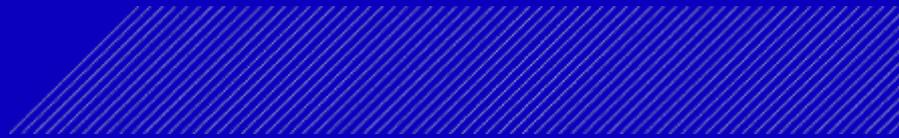
Who is parking.brussels ?





- A public agency created in 2009 and operational since 2014
- Operating at the Brussels-Capital level and perform services for the 19 municipalities
- 11 missions, including the development of an offer of secured bike parkings

How did it all started ?





- **2014: contacted by CyCLO – apply for EU funding**
- **2015: CyCLO gets the EU funding (~2.1 M€) and development of the project – create an online platform to manage all the safe bike parkings in Brussels**
- **2016: 6 municipalities get on board to test the platform**
- **2017: launch of the website and the platform**
- **2019: platform is working and 15 out of 19 municipalities on board**



➤ STEP 1 : Objectives / Goals

- Create an online platform to get a place in a safe bike parking and harmonize the procedure

➤ STEP 2 : Theory vs Reality

- Different types of parkings with different use and different access

➤ STEP 3: Choices / Priorities / Opportunities

- Separate the project in different phases in order to find an answer to all the challenges

➤ STEP 4: Replicate

- Opt for the right model(s)



STEP 1 – OBJECTIVES / GOALS

- **What are the needs ?**
 - Lack of safe bike parkings
 - Harmonization (access, prices,...)
 - Clear and userfriendly environment
 - Promote the use of the bicycle

- **What were the obstacles ?**
 - Municipalities decides on their territories
 - Lack of collaboration
 - Find the funding
 - Low tech



STEP 2 – THEORY vs REALITY

- **What we expected**

- Real time access
- High end web platform and mobile app: subscription + pay per use
- Homogeneous access system
- Develop a wide network of safe bike parking infra quickly
- Fixing standards

- **What we have to work with**

- Existing infra with different levels of technologies (keys, tags,...)
- Long administrative procedure
- Various type of users
- « Cold feet » from the municipalities
- Limitation of the funding to 2020-21



STEP 3 – CHOICES / PRIORITIES / OPPORTUNITIES

- Divide the project in 3 modes:
 - BASIC: low tech tools but to create comitment
 - MID: web portal + management tool and back office (subscription only!)
 - ADVANCED: full operational system
- Priorities:
 - Invest in the safe bike parking infrastructure
 - Enroll as much municipalities possible in the project
 - Develop a network of parkings in the Region
 - Create a SPOC for the users
 - Be client oriented
 - Easy to use and readable
- Opportunities
 - Take any opportunities to spread the project



STEP 4 – REPLICATE

Different process depending of the context

- different access systems (real time with control from a distance, local access, keys,...)
- different types of users : residents, commuters, visitors,...
- different prices

CYCLOPARKING





Parkings vélo sécurisés pour Bruxelles

- P+R & BOX À VÉLOS
- GRANDS PARKINGS

PLATEFORME RÉGIONALE

DÉJÀ 1264 VÉLOS À L'ABRI !

POUR LES CYCLISTES AU QUOTIDIEN





Rechercher un emplacement

DEMANDER UNE PLACE

LÉGENDE

Données cartographiques ©2019 Conditions d'utilisation Signaler une erreur cartographique





CycloParking - Parkings | Boîte de réception (65) - geoffre | CycloParking : heatmap 03/05/20

https://www.google.com/maps/d/u/0/viewer?mid=1UsUC55JRcp964yC14nSj2mGcC-zH9-C&ll=50.84198289463382%2C4.372472865603868&z=...

Applications | IrisPark | CycloParking - Home | Notero | Bienvenue — parki... | mpleo - Login | BOS - council online | OSIRIS | brugiswebapp

CycloParking : heatmap...

265 vues
[PARTAGER](#)

- Misc
- Parkings : Nb de personnes en attent...**
 - 0 - 6
 - 7 - 13
 - 14 - 20
 - 21 - 27
 - 29 - 41
- En attente : point centré sur le domicil...**
 - Tous les éléments
- Suggestions : emplacements suggéré...**
 - Tous les éléments

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12:32





CycloParking : heatmap...

265 vues ☆

PARTAGER

Misc

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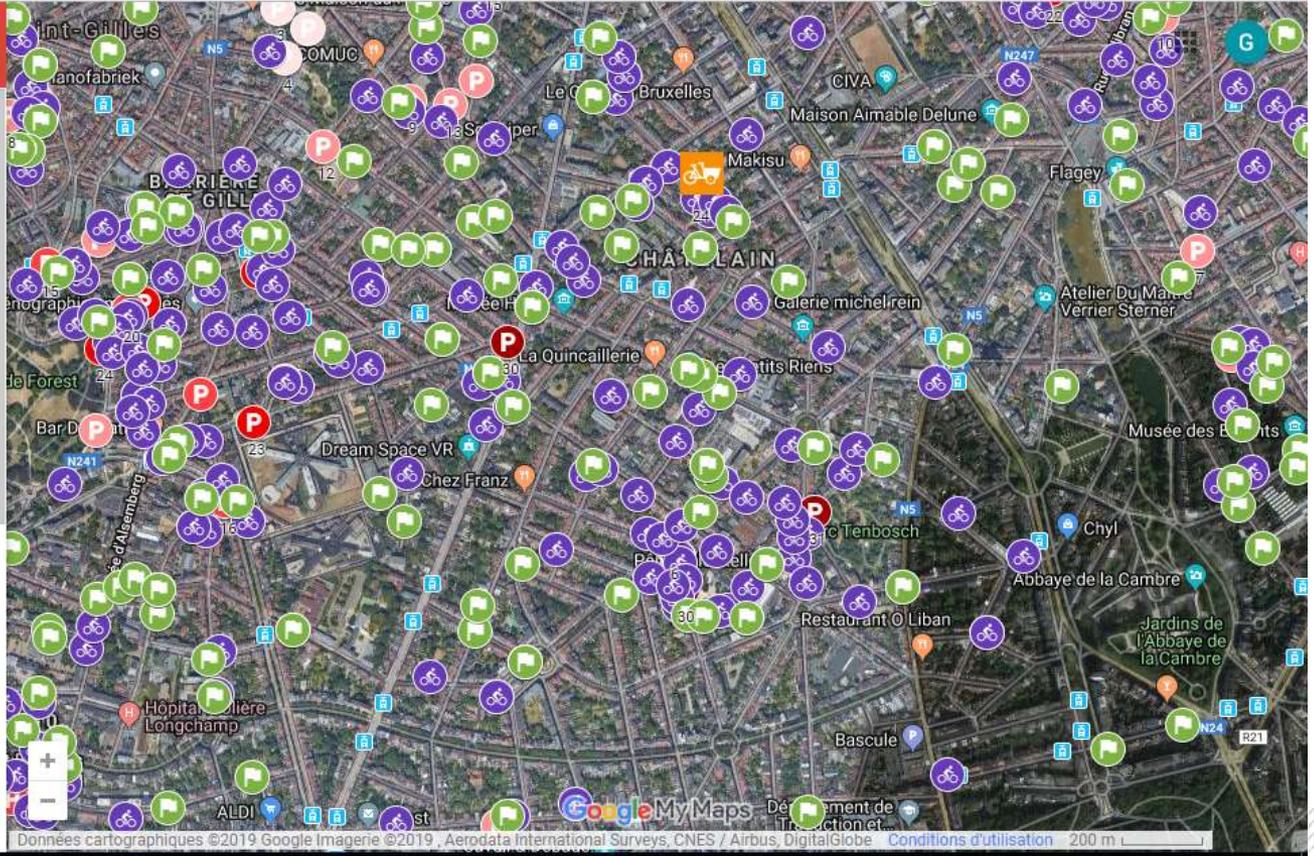
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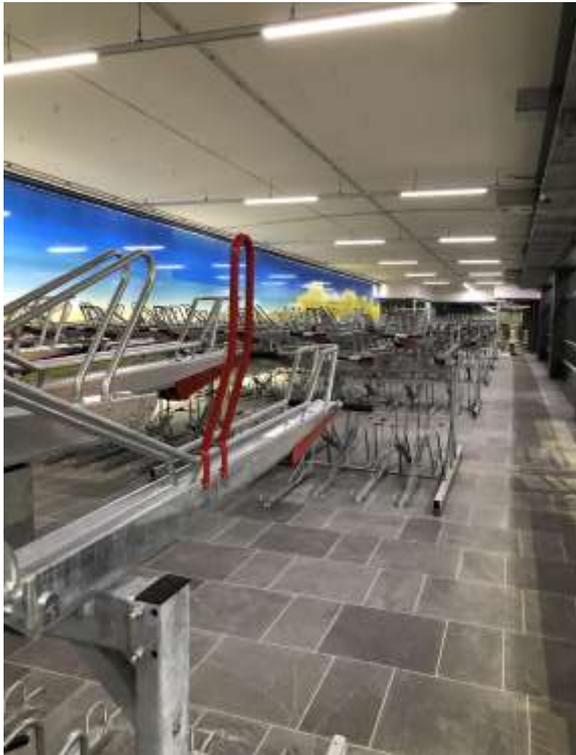


320 bike boxes



9 B+R





800 places in metro station BOURSE





500 places in metro station DE BROUCKERE





200 places in new P+R CERIA

A network of bike parkings in Brussels



Thank you for listening

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