

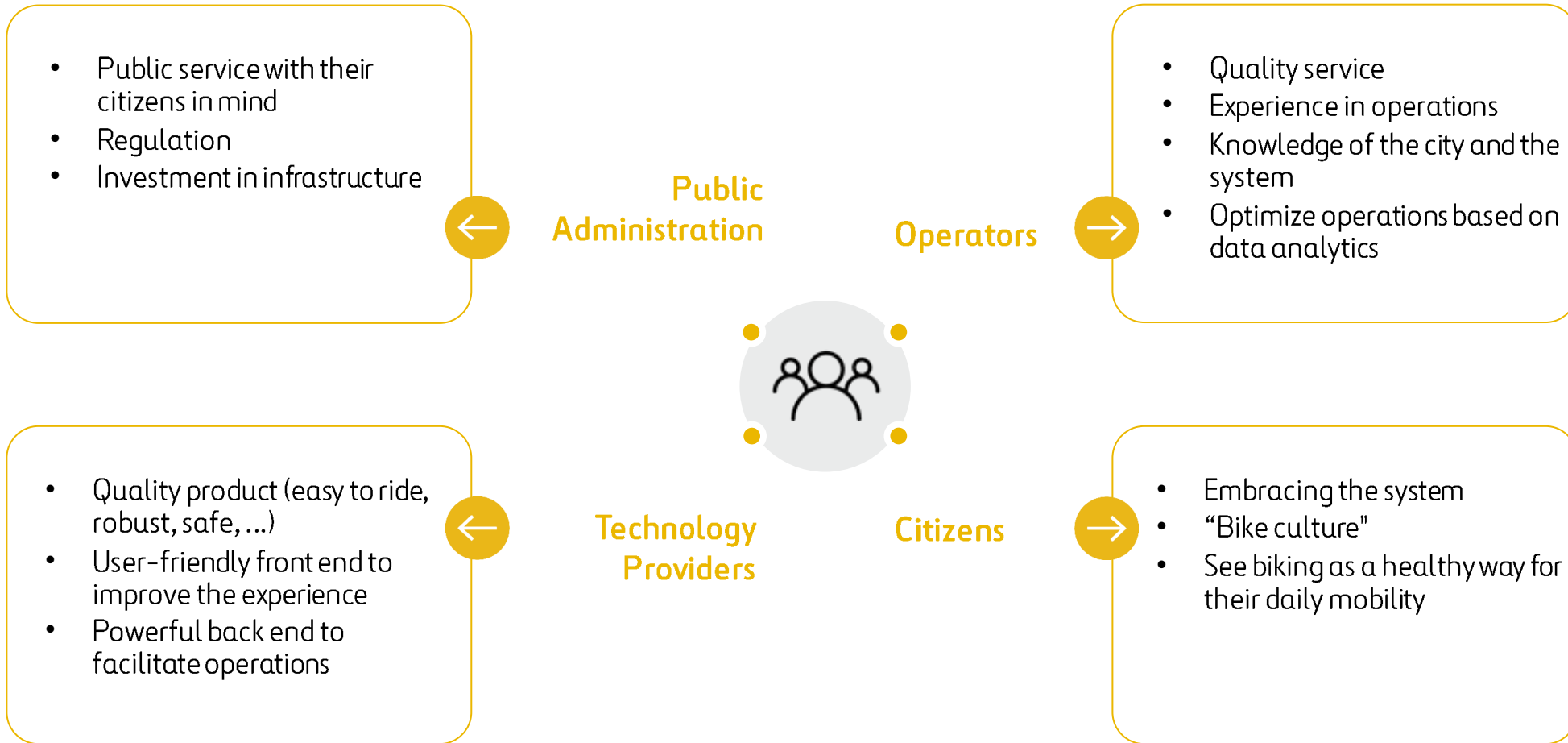
# BICING 2.0

## Stakeholder Alignment for a Successful Launch

Alfonso Díaz del Río  
Strategic Markets Director



# 1 Key Stakeholders



## 2 Key Phases of the Project

### Tender

- Preparation of Tender Documents
- RFP
- Build a team
- Bid preparation and submission
- Technical evaluation (including bike & station prototypes)
- Contract awarded



### Preparation work (10 months)

- Bike and station manufacturing
- Software development / adaptation
- Facilities preparation
- Planning



### Cohabitation phase (3 months)

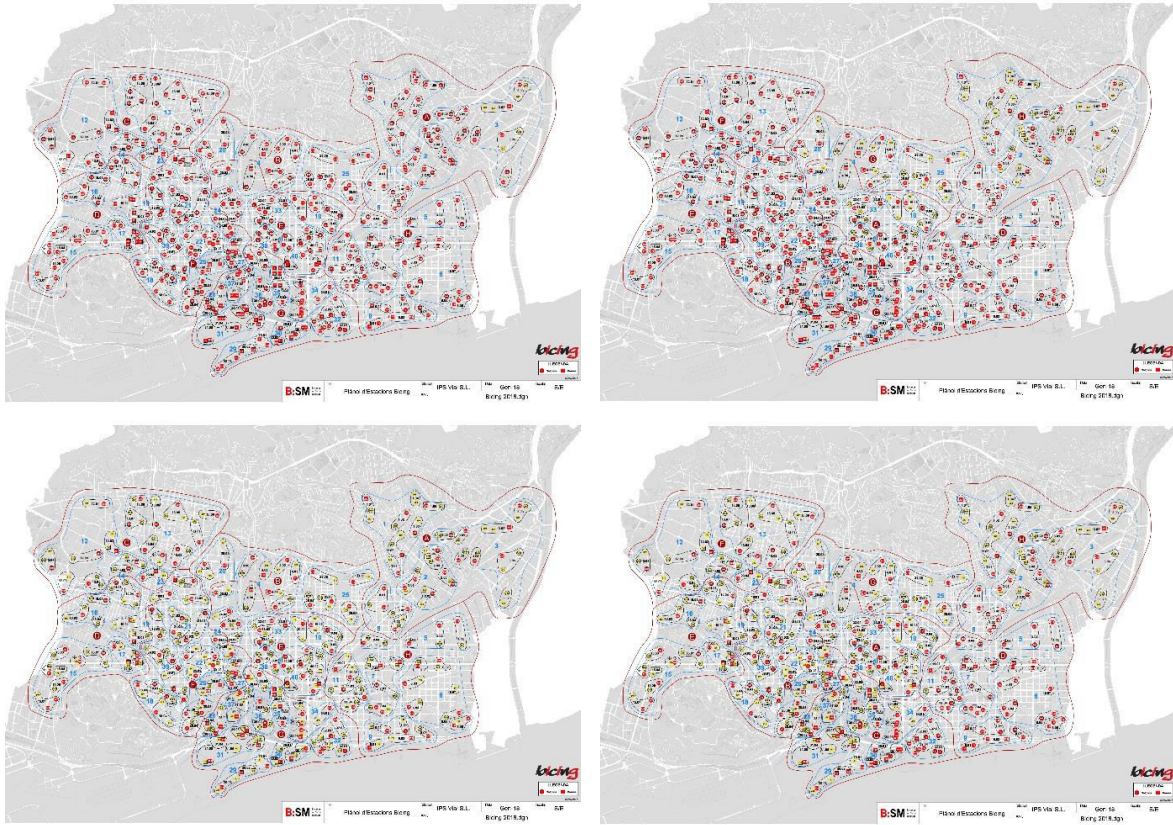
- Service occurring simultaneous to the previous operator
- Substitute for Existing Stations
- Partial workforce absorption
- Software implementation



### Bicing 2.0 Expansion (24 months)

- UTE Pedalem (Ferrovial Services+PBSC) as the only operator for Bicing 2.0
- Expansion period - up to 519 stations
- KPIs for each contract

### 3 Operations: Station's installation (I)



| Stations set up by clusters

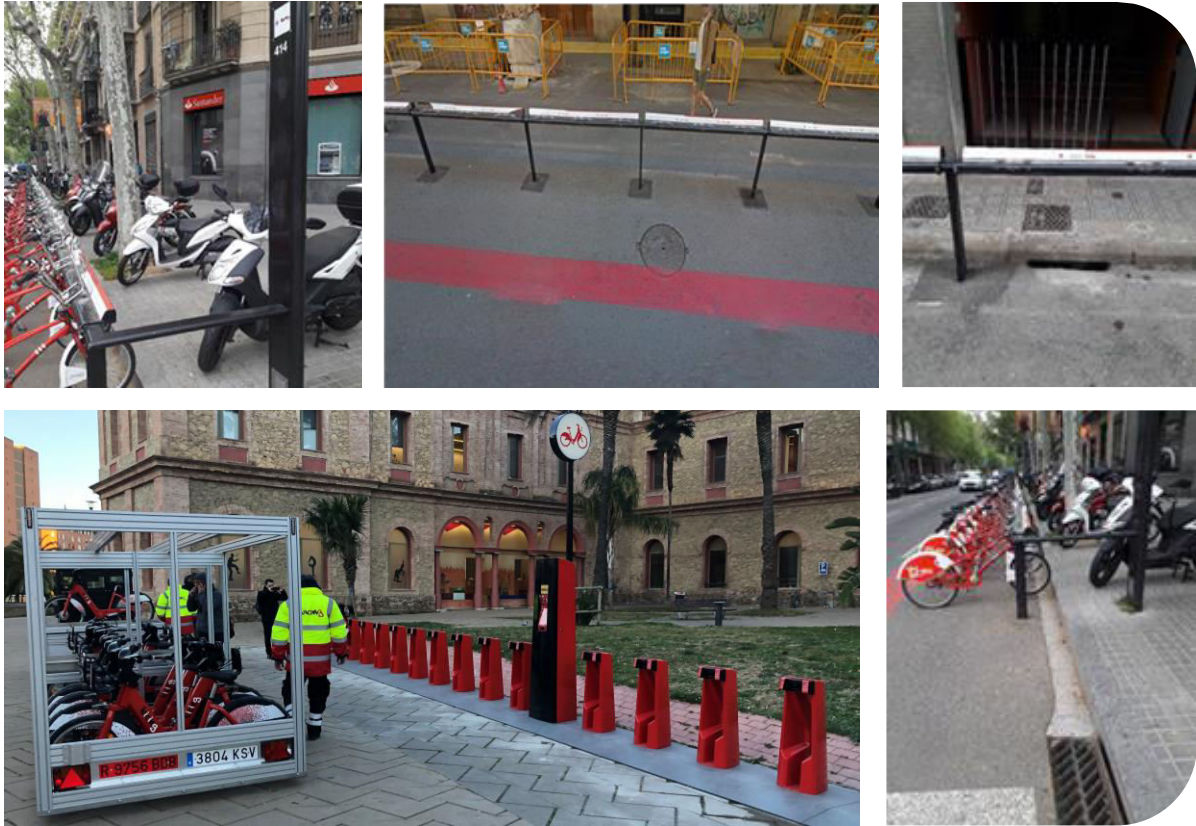
#### Station works:

- Target to have all stations completed by March 24th.
- Average of 6-7 stations completed per day.
- Planning of each station installation





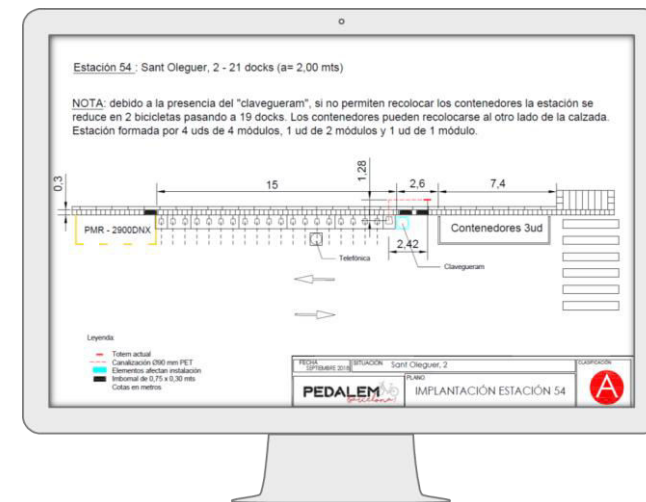
# 3 Operations: Station's installation (II)



Typical installation barriers

## Civil works:

- Civil Works Committee is to approve the installation project.
- Specific requirements for each location (inlets, junction boxes, water channelization, etc.).
- New power connections are being worked on by a third party.
- Stations with special designs.



# 4 Data Analysis



| Images of data analytics

## Tender phase:

- Understand the flow in terms of the city and its stations.
- Key input to prepare our crews for the tender submission.

## Operations phase:

- Core activity to improve and optimize the operations.
- Organize crews for bike rebalancing
- Predictive analysis about the use of the stations.

## Visual information:

- KPIs
- Health of the system
- Available bikes & stations
- User information.
- Financial information

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