BICING 2.0
Stakeholder Alignment for a Successful Launch
Alfonso Díaz del Río
Strategic Markets Director
1 Key Stakeholders

Public Administration
- Public service with their citizens in mind
- Regulation
- Investment in infrastructure

Operators
- Quality service
- Experience in operations
- Knowledge of the city and the system
- Optimize operations based on data analytics

Technology Providers
- Quality product (easy to ride, robust, safe, ...)
- User-friendly front end to improve the experience
- Powerful back end to facilitate operations

Citizens
- Embracing the system
- "Bike culture"
- See biking as a healthy way for their daily mobility
**Key Phases of the Project**

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

2. **Preparation work (10 months)**
   - Bike and station manufacturing
   - Software development / adaptation
   - Facilities preparation
   - Planning

3. **Cohabitation phase (3 months)**
   - Service occurring simultaneous to the previous operator
   - Substitute for Existing Stations
   - Partial workforce absorption
   - Software implementation

4. **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)

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

Stations set up by clusters
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.
Data Analysis

- **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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