Cycloparking

When public authorities, civil society and technology come together

Dublin - Velocity 2019
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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?
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- 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?
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- 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
How did it all started?

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 user-friendly environment
  → Promote the use of the bicycle

• What were the obstacles?
  → Municipalities decide 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 commitment
  • 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
Public interface = website

- create an account and register
- look for a parking nearby
- apply for a spot or register on the waiting list
- distribution of access (smartphone, badges, keys,...)
- management of the demand
- pin point suggestions of bike parkings
- SPOC
Back office = decision making tool

- maps the offer and the demand
- management of the equipment
- collection of data’s
- planification of installation of parking infrastructure
- budget planification
CycloParking : heatmap...

265 rues
PARTAGER

- Parkings : Nb de personnes en attent...
  - 0 - 5
  - 6 - 13
  - 14 - 20
  - 21 - 27
  - 29 - 41

- En attente : point centré sur le domicil...
  - Tous les éléments

- Suggestions : emplacements suggéré...
  - Tous les éléments
Some numbers...

- Around 1500 people registered on the platform
- 1264 subscriptions for residential parking
- Around 300 people registered for « Big parkings »
- 15 municipalities out of 19 on the platform
- More than 1500 people on the waiting list !!!
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