



PEBSS Workshop CYCLING CONFERENCE 2017

CITIES+SMART BIKE SHARE

Implementing PEBSS' Policy Framework for Smarter Bike Share

Brussels – Residence Palace (Int'l Press Centre) between 20-21 November 2017

Day # 1: Monday 20 November: 13h00 → 18h00

Time	Topic / Subject / Event
12:00 – 13:00	Registration & Arrival / Light Buffet lunch
13:00 – 13:15	Opening Address / Welcome / Review of Workshop's Agenda
13:15 – 13:30	Introductory Keynote
Session A	State of the Union – rEvolutions in Bike Share today Current developments in Bike Share today: globally, and across Europe. New models. What's happening, to whom, why, and how? Future proofing... Likely developments medium-term.
Session B	Global Policy Overview: ITDP - best practices global bike share + US market report ITDP (Institute for Transportation & Development Policy) discusses its most downloaded PDF The Bike-Share Planning Guide (2013), to be updated for 2018. Embracing future bike-share + related topics.
Session C	Panel I: City Government: Current Examples of Smart steering Recent city government steering of bike share developments specific to their cities. London's TfL, Dublin, Copenhagen, Valencia, Manchester, Gothenburg, Singapore's LTA, Montevideo , and of course Brussels . Discussion of city regulatory strategies, and experiences.
30 minutes	Networking Coffee + Speed Dating
PILLARS: SMART PUBLIC-USE BICYCLE SHARING SYSTEMS	
Session D	PEBSS Policy Framework Pillar # 1 – Rider Priorities Placing shared bicycle mobility at the centre of urban mobility. Putting the rider first. Integration into existing and planned cycling strategies. Interoperability across operators and Public Transport. Ensuring social equity and access. Protecting private cycling infrastructure and rider safety.
Session E	Policy Framework Pillar # 2 – The Public Realm Maximizing smart, but equitable use of public space. Generating additional resources to fund increased required infrastructure: bike parking, bike lanes, etc., while avoid socializing private bike share costs. Reviewing the "sensorization" of bike share to in the context of Smart(er) Cities (monitoring pollution, congestion, near-miss accidents, road quality / deterioration, etc.)
Session F	Policy Framework Pillar # 3 – Technology Providers Leveraging technological competence even outside bike share operators. Foster smart, objective analysis of bike share performance. Evaluate growth opportunities, amid current fine-tuning of system KPIs. Foment multi-operator, level playing-ground competition to allow best-in-breed operators to



	succeed. Ensuring a diverse technological eco-system.
Session G 16:00 – 16:15	NABSA: Trends rolling through North American bike share NABSA's new Executive Director speaks via video-conference on North American bike share, and NABSA's recent Right-of-Way workshop held in Chicago early November.
Session H	Perspectives from Operators brand new and market leaders: Q&A session following Guest panel of both traditional and disruptive operators on how each type expects to work with cities to integrate new bike share technologies. Analysis of business model developments.
Session I	Conclusions of Day # 1: Summary discussion Review of day's workshop; areas in which to plum deeper on day 2.
Après-Workshop Reception, Brussels Tour + Dinner	Reception: Drinks before dinner (<i>evening social sponsored by TBC</i>) <ul style="list-style-type: none"> e-bike share ride to see Brussels' sights and sounds, on the way to dinner at restaurant. Walking tour also offered in lieu of e-bike tour. Alternative event if weather is inhospitable (private tour of unique EU Parliamentarium).

Day # 2: Tuesday 21 November: 9h00 → 15h00

Time	Topic / Subject / Event
09:00 – 09:15	Opening of Day # 2. Objectives & Deliverables
09:15–09:30	Introductory Keynote – Pascal Smet (Minister of Mobility – Brussels Capital Region)
Session J	<i>Global Policy Overview: UITP – Integrating Public Transport</i> UITP's policy position on bike share and public transport.
Session K	<i>Special Guest via Video: Shanghai</i> Going from dock-based to dock-less systems through explosive growth. How Chinese cities are coping. How are they re-claiming the public realm, and setting the eco-system anew.
Session L	<i>Market Report: UK / Britain</i> Bikeplus UK: report on local market, and Bikeplus accreditation program giving cities insight on operator performance / competence. Ensuring standards. PEBSS to follow up with discussion on workshop interest establishing a EU-wide bike share operator accreditation program.
30 minutes	Networking Coffee + Speed Dating
Session M	Setting up the Eco-System: Registration & Licensing Guidelines Crafting an Operating License Framework: SLAs (Service-Level Agreements), and “outcome-oriented” objectives. Entertaining multi-operator environments, and different types of bike share (e-bike, cargo, tourist bike share, etc.). Including extra-urban bike share, business parks, tourist areas, etc. Calculating appropriate quantities of bike share (dockless + station-based). License pricing, with goals to re-invest proceeds into ever-better cycling infrastructure, to generate a positive feedback loop. Ensuring sufficient quality of service (availability). Making it all work, now and tomorrow.
Session N	Riding Stock: Making Bike-Share Equipment Great Again Robust, sustainable, environmentally suitable, meeting rider safety & comfort standards, yet offering lightweight, easy-to-ride options. Offering equipment variety, for diverse rider scenarios.
Session O	Servicing / Mechanical Integrity: Keep the fleet great On-going services parameters, pro-active, preventative maintenance. Keeping fleet numbers at set levels. On-bike diagnostics. The “connected”, shared bike. Smart tech. Smart quality. Smart Sharing.
60 minutes	Buffet Lunch at venue
Session P	Re-Balancing: Ensuring bikes are where demand is, and will be.



	Incentivization, gamification, "green" re-balancing. On-demand access, including AV-bike share. Geo-fencing is NOT re-balancing. How to strike right balance of quantity in total, and quantity across locations, social equity, access, and inclusion. Key topic to resolve comprehensively.
Session Q	Pricing & Protection & Sustainable Business: <i>Fair pricing, ensuring viable business models that can blossom and flourish independently, yet collaboratively.</i> Incentiving ridership, but not de-valuing the proposition. Ensuring fair-market competitive environments can be sustained over time. Experimenting with pricing to realise "peak utilization" 24/7.
Session R	DATA: The new Black Gold: <i>Monetisation of Usage.</i> Leveraging usage data for PTAs / PTOs infrastructure planning, while protecting private monetisation to fund bike share eco-system. Seek to create an entire data-rich bike share eco-system, where new services can be developed, feeding private-sector SME development. Social benefits from public + private bike share data.
Session S	ITS Copenhagen. The cycling Hack, and Bike Share's role in project Overview of the visionary project ECF is preparing to show the full potential of ITS solutions applied to cycling – and what role can bike share operators play in it.
Session T	Ensuring POLITICAL SUPPORT <i>for better bike-share.</i> Cementing political support, leveraging grass roots, integrating European Institutions. Appreciate how to obtain private sector and local NGO support. Cycling advocacy works! Cities for Cyclists. Discussion of EU Cycling Strategy, as presented to DG Move, and its bike share dimension.
15:15 – 15:30	CLOSING REMARKS: WORKSHOP CONCLUSIONS & NEXT STEPS
Session U	Round-table conclusions, summaries, and next steps for workshop participants. How to pull it all together for 2018 bike share. Topic planning for 2018 Workshop / Conference.
Reception	"Après-Workshop" Networking & Reception
Technical Visit (Optional)	Behind-The-Scenes: Off-Site visit to Brussels' Capital Region office to view plans to make Brussels "Europe's Most Liveable City" through smart mobility. Private tour, discussion.

Registration

Register to participate via this link [here](#). Participation is limited to the first 100 city officials. No standing room available. As this is a working expert group, seating will be with tables, paper to write, think, share.

Cities-only "closed-door" specific sessions will operate under "Chatham House" Rules: ensuring deep, off-the-record discussions by invitation only. Corporate and operator forums will share new innovations across products and services where and when appropriate, in other specific sessions.

E-mail or telephone us here at [PEBSS](#) with any questions, comments, and interest in speaking on one of the workshop's panel.

Participation Costs

- Free for current Cities for Cyclists members;
- €150 (VAT included) for non-members cities
- Corporate entities (bike share companies, consultants, MaaS companies, technology partners) need to be or apply for PEBSS membership to attend / participate / exhibit.

Special rates for this conference and for joining either Cities for Cyclists (CfC), or PEBSS (Platform for European Bicycle Sharing & Systems), considering the remaining weeks left in 2017, may be granted. Please immediately send us an e-mail to pebss@ecf.com.



Organised by **PEBSS** (Platform for European Bicycle Sharing & Systems), an initiative delivered by the **ECF** (European Cyclists' Federation).