

Title

OV- Fiets (Public Transport Bicycle, PT Bicycle) – bike rental scheme

Short description

PT-Bicycle is a Dutch bike sharing initiative, which provides bicycles at NS train stations and some other spots, for public transport users who can use the bicycle to reach their final destination from the railway station. They can rent up to 2 bicycles from nearly 300 locations. A personal OV chip card (use for train traveling) is needed in order to rent a PTBicycle and you have to register online for rental. Users have to return the bicycle at the end of the day at the (un)guarded storage of the station from which they picked up the bicycle, unlike other bicycle sharing systems found across Europe. Users are able to lock the bicycle anywhere at any time during their day. Costs to rent a bicycle an entire day are 3.85 Euros.

Topic

Moving: cycling

Characteristics (type, level)

Product, National

Country/Countries of implementation

The Netherlands

Aims and Objectives

The goal is to get more people to take the train. With a PT-Bicycle as post-transport, the train will become a more attractive travel choice for more destinations.

Target Group

Train travelers from 12 to 80 years old, who have a motive or reason to store their cycle in a guarded cycling storage, and live or work at about 1 to 7 kilometres away from the NS Railway station with a PT-Cycling storage.

Status

Ongoing (implemented on a continuous base).

Start and Completion dates

This practice started in 2003.

Lifestyle and Behavior Change

Having good functional bicycles for a low price, which can be stalled in a guarded storage, can motivate people to take the bicycle instead of taking the car to work, or to take a bus or car to the train station. In addition, some studies indicate that people who actively commute may be more inclined to cycle for other purposes.

Effects on:

Health and Wellbeing	If people cycle to stations or work instead of using their car or public transport, this stimulates physical activity and reduces traffic related pollution, and in these ways improves their health.
Vulnerable populations	The bicycle can be rented for 3.85 Euros per day of use, which is a relatively low price for a good functioning bike. For those who do not own or cannot afford a car, and now take the bus or subway to the train station, the PT-bicycle can be a more sustainable and healthier alternative to travel to train stations. As bus tickets can also be quite expensive, the PT-bicycle offers an alternative that does not seem to be much more expensive than the public transport option.
Environment	Cycling instead of using a car or public transport to travel to or from the railway station reduces greenhouse gas emissions and reduces air pollution and noise levels.

Initiated and/or implemented by

It was invented by Ronald Havermans, director of MyWheels car sharing, who received a subsidy of the Ministry. The trial project was implemented at Railinfrabeheer (Railway Infrastructure Control), supported by the National Railway Company (NS) and the Cyclist Union (Fietzersbond). NS took over the practice when more capital was needed to grow further. The NS saw this as an opportunity, to get more people to take the train (lowering a barrier of transport towards or from train stations).

Stakeholders and sectors involved

The National Railway Company (NS) is the owner and implementer of the OV-Fiets. Roetz Fiets is a company that recycles bicycles or parts of old bicycles to use in new PTbicycles.

Financial support

The National Railway Company (NS)

Evidence-base

Several studies indicate that Public Bicycle Sharing programmes stimulate cycling. It is difficult though to assess the impact on modal shift. Especially in a city people use a combination of travel modes. Other studies indicate that people who actively commute may be more inclined to cycle for other purposes.

Main activities

There are about 300 rental locations (on stations, near bus and subway stops, in some city centres and at park+ride areas). For 24 hours, 3.85 Euros is payed, with no membership fee. The bicycles are stored in a guarded cycle storage. People have to own a personal Public Transport chip card and they have to register online.

Evaluation

The Fietsersbond (Cyclists Union) has studied the experiences of customers of the PT system four times (2003, 2005, 2009/2010, and 2011). They sent a request to participate in a survey by email, and invited people to fill in a user-friendly digital questionnaire online.

Main results

An evaluation study by the Cyclist Union (2005) showed that 35% of PT-Bicycle members more often travelled by train, and 12% would sometimes or regularly leave the car at home. Research by SenterNovem showed that 55% of users of the PT-Bicycle took the train + cycle instead of the car.

Users choose the PT-Bicycle to travel to friends and family (60%)/ recreational destinations (43%)/ business related trips (32%)/general cycling trips (22%) and commuting trips (20%). The PT-Bicycle is not used on a frequent basis, with about 5% of people using the bicycle once or more than once a week. Most people (55%) use the bicycles less than once a month. Users choose the PT-Bicycle because of its convenience (80%), the freedom it provides (68%), the speed with which the destination is reached (44%), the low costs (32%), and lastly for environmental (32%), health related (22%), comfort (15%) and other reasons (5%) (Fietsersbond, 2011).

About half of respondents indicate they use the train more often due to PT-Bicycle convenience. Many respondents used to travel by bus/tram/subway or walked the last travel bit to their destination, before they started using the PT-Bicycle. About 17% are previous car-users. 46% of bus/tram/subway used is replaced by the PT-Bicycle (Fietsersbond, 2011).

Key success factors and barriers

It is easy, convenient and cheap to rent a PT-Bicycle, and the bicycles are good and can be found at most stations. They have a recognizable look (colours of the NS).

Barriers:

The success and enormous demand for PT-Bicycle nowadays at some stations lead to shortages in bicycles, confronting people with empty cycle storages. There must be enough space and bicycles to make sure people can use it. In big cities, there is not always enough space. In Utrecht the largest bicycle storage facility in the world is being built to

accommodate more bicycles. Also, the PT-Bicycle-app is being improved so customers can check whether enough Bicycles will be available in their destination station.

INHERIT Perspective

This project has a potential triple win. Having good functional bicycles for a low price can motivate people to take the bicycle instead of taking other modes of transport from and to the railway station, also increasing physical activity and promoting a healthier lifestyle. People who actively commute may be more inclined to cycle for other purposes. If it lowers the barrier to take public transport to work instead of the car, this reduces greenhouse gas emissions and reduces air pollution. A bicycle can be rented for 3.85 Euros per day of use making it accessible to low income people.

More information

<http://www.geodienst.xyz/ovfiets/>

on this website, you can see the amount of bikes left at stations

<http://www.ns.nl/en/door-to-door/ov-fiets>

English information about OV-Fiets

Contact

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