CYCLOCITY®
A REVOLUTIONARY PUBLIC TRANSPORT SYSTEM ACCESSIBLE TO ALL
Presentation Philadelphia 2008
Access

With credit card
CYCLOCITY®: THE CONCEPT
JCDECAUX: No1 WORLDWIDE FOR SELF-SERVICE BICYCLE HIRE

- 1999: 1st developments in self-service bicycle hire within JCDecaux
- 2003: 1st bicycles in Vienna (Austria), Cordoba and Gijon (Spain)
- 2005: Lyon
- 2006: Brussels
- 2007: Paris, Aix-en-Provence, Marseille, Mulhouse and Besançon, Seville
- In Paris, 20,600 cycles - 250,000 rentals/day*

Late 2007:  
- a fleet of 30,000 bicycles
- more than 2,200 cycle racks
- 5 years’ experience of operating self-service bicycle hire

* forecast
CYCLOCITY®: A MOBILITY CONCEPT SUITABLE FOR EVERY CITY

• Improve mobility: a solution that compliments existing public transport systems

• Improve the quality of city life
  ▪ Fight pollution (200g less CO₂ per km travelled)
  ▪ Reduce travelling times
  ▪ Encourage regular physical exercise

• “Boost” bicycle usage which is still under exploited in cities such as Paris (2% of trips versus 28% in Amsterdam)

A revolutionary public transport system accessible to all
VELO’V IN LYON: A KEY CYCLOCITY® BENCHMARK

After 2 years of operation

- 3,000 bicycles/250 cycle racks (2008: 4,000 bicycles/343 cycle racks)
- 14,000,000 km covered in 2007
- 20,000 rentals per day ⇒ 8 rentals per day per bicycle
- 5,000 km/year per bicycle (100 x a retail cycle)
- 51,472 annual subscriptions
- Temporary subscribers: 1,800 cards/day or 40% of rentals

Bicycle use

44% growth in the number of bicycles
Decline in the accident rate
25% of the bicycles on the road are Vélo’v

Customer satisfaction

Recommendation rate: 90%
Satisfaction rate: 7.7 / 10
90% of the people surveyed think it’s a very good initiative

Source: Greater Lyon

Figures that speak for themselves!
VÉLIB’ IN PARIS: CHANGING GEAR!

- 20,600 self-service bicycles*
- 1,451 cycle racks*
- 250,000 rentals/day**
  (15,000 in Lyon)
- 10 rentals/bicycle/day**
  (8 in Lyon)

- An even more robust bicycle
- Even easier to use
  - Double sided terminals
  - Elimination of the PIN
  - Bicycle stands capable of reading subscribers’ cards
- Reworking / convergence of all software tools
- On-site maintenance
- Creation of 20 repair workshops in Paris
- 1 Houseboat maintenance

The world’s largest self-service bicycle hire system completely financed by advertising and bicycle rental charges

* By late December 2007
** Forecast
1. Service available to all  
   Low price

2. Easy to access service  
   Simple, intuitive service, accessible to the widest possible audience thanks to the use of a banker’s card

3. Density of the network  
   1 cycle rack every 300 metres

4. Quality of the equipment  
   Ergonomic, robust, simple to use

5. Quality of the service  
   Maintenance, service, regulation, customer service, software
CYCLOCITY®: 5 SECRETS OF SUCCESS

1 - Service available to all
- Low price: just a few euros (but not competing with bicycle rental firms)

2 - Easily accessible service
- Use of a banker’s card
- Short-term subscriptions
- Possible link with the public transport cards such as the Navigo® card

* Navigo is a STIF brand
3 - Density of the network: example of Paris

Paris metro:
A network of 298 metro stations

Vélib’:
a network of 1,451 cycle racks in Dec. 2007
CYCLOCITY®: 5 SECRETS OF SUCCESS

4 – Quality of the equipment

The bicycle
Comfortable
Simple
Protected against theft
Safety of users

The terminal and cycle stand
Ergonomic
Simple
Strong
5 – Quality of the service

• Maintenance
• Service
• Regulation
• Customer service
• Software
CYCLOCITY®: 5 SECRETS OF SUCCESS

5 – Quality of the service: close-up on the regulation of availability

**Computerized regulation management**

For each cycle rack, monitoring the number of:
- Available cycles
- Available stands

**Cyclodispo service**

Information panels with variable messages

**Mobile Internet**

- Maps of the cycle racks
- Availability in real time
CYCLOCITY®: A SERVICE THAT CITIES FIND APPEALING

Calls for tenders with cycles:
- Perpignan

FRANCE

INTERNATIONAL INTEREST
- Chicago
- Vancouver
- Hamburg
- Seoul
- Londres
- New York

Vienna
Giron
Cordoba
Lyon
Brussels
Aix-en-Provence
Marseille
Paris
Seville
Besançon
Mulhouse
Toulouse
Rouen
Nantes
Amiens
• October 2005: *2005 Bicycle Trophy*, institutional recognition of the success of Vélo’v

• December 2005: *Usine Nouvelle* Engineers of the Year Prize for CYCLOCITY® (*sustainable development category*)

• February 2006: *Janus de l’Industrie* award for CYCLOCITY® The French Design Institute grants CYCLOCITY® an award for its respect for users and the natural environment

• November 2006: JCDecaux wins 2nd Enterprise & Environment Prize for CYCLOCITY®, an award presented by the French Ministry of Ecology
CYCLOCITY®: A SERVICE THAT RESPECTS THE FUNDAMENTAL VALUES OF JCDECAUX
THE QUALITY OF ITS IN-HOUSE TEAMS
INSTALLATION / OPERATIONS

The example of Paris: the service installed in 4½ months

750 cycle racks (phase 1)
150 installation teams working in parallel
Management of 20 civil engineering subcontractors
THE QUALITY OF ITS IN-HOUSE TEAMS
PRODUCTION / LOGISTICS

1,000 terminals assembled in Maurepas

22,000 bicycles prepared at Clé St Pierre

35,000 bicycle stands assembled at Clé St Pierre
UNRIVALLED EXPERTISE IN DESIGN APPLIED TO OUTDOOR REQUIREMENTS

Paris: collaboration between the designer Patrick Jouin and JCDecaux personnel