

OV-fiets

Train & Bike in The Netherlands

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Back in Canada



Content

- **Why is cycling so popular in The Netherlands?**
- **Cycling embedded in the transport system**
- **Customers demand door to door public transport**
- **OV-fiets:**
 - **The way the system works**
 - **Why are we successful?**



Cycling in The Netherlands

The Dutch love their bikes:

- **Most important mode of transport for trips <7,5 km**
- **18 million bikes = 1.1 per inhabitant**
- **The importance of cycling is still growing**



Cycling: Canada (Vancouver Area) vs. Holland

Cycling is popular in The Netherlands because:

1. The modest Dutch climate and flat landscape are good for cycling.
That's the same in the Vancouver Area, but for sure not all over Canada
2. The local governments provide excellent bike infrastructure (bike lanes, stands, etc.) **which is also developing in the Vancouver Area and Toronto**
3. We promote cycling as a safe mode of transport; **so no helmets**
4. We use the bike for many occasions: to bike to school, for shopping,...
so not only for the recreational use that's common in the Vancouver Area and all over Canada



Flat landscape (Richmond)



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Attractive bike infrastructure (Richmond)



No helmets

- A helmet isn't the solution for the real problem
- Cycling first in transportation planning:
 - Seperate bike lanes
 - Bike traffic lights
 - Legislation/liability



Using the bike for many occasions



Cycling to and from the railway station

To reach the railway station:

- **>40% comes by bike**
- **>10% continues by bike**



For Dutch Rail and every city council there is a continuous struggle to provide enough cycling facilities:

- **Almost 100 guarded bike sheds at railway stations**
- **Bike lockers at all the other 300 train stations**
- **150.000 bicycle racks for non guarded bike parking**

100 guarded bike shelters



- 100 railway stations with a guarded bike shelter
- The capacity of a single shelter range from 500-5.000 racks
- 22.000 racks at the new Utrecht Central station

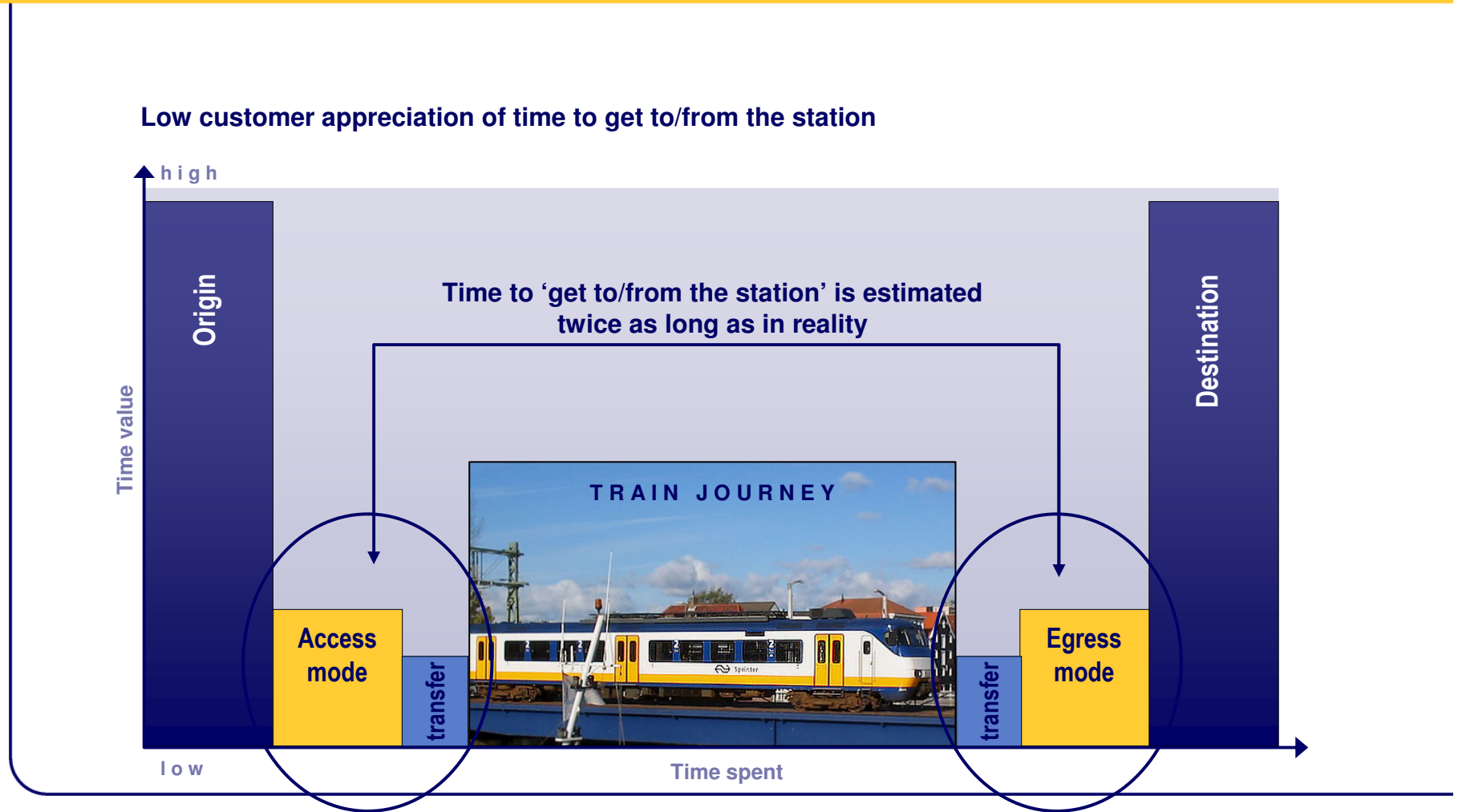
Bike lockers at all 300 other train stations



150.000 free racks at railway stations



The bike is important in the chain of transportation



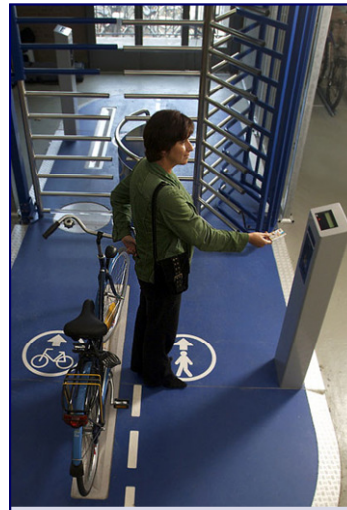
Enhancing cycling facilities at the railway station

Cycling



Extending & improving paid and unpaid shelters for bicycles

Travel system on smartcard



Access and payment bike shelters with smart card

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Expanding the OV-fiets concept

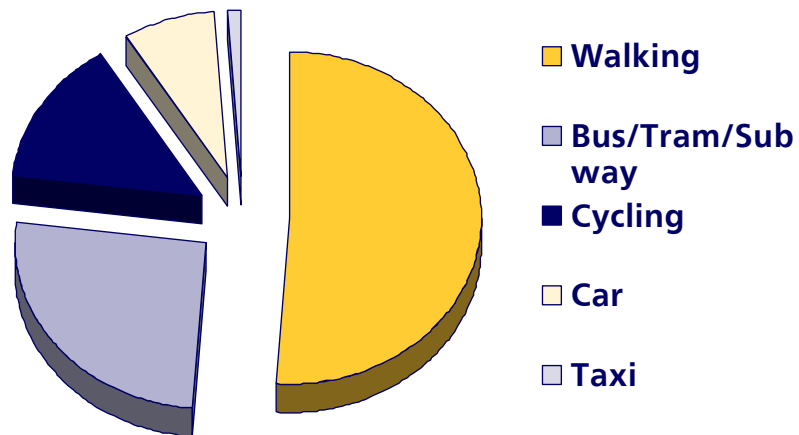
Electric NS-scooter



Development of clean transport portfolio

Customer demand

- Current share of the different egress modes:



It's all about time, fast and easy:

Fast:

- Smooth connection between transport modes
- Quick transactions

Easy:

- Clear (self) service
- Easy to find
- Can ride in business clothes



Leaving the station by bike

Most people don't have a bike (or other individual mode of transport) on the station of their destination...

...so they have to buy a second bike for this reason...

..or rent a bike in the traditional way; with deposit and lots of paperwork

THAT'S NOT FAST & EASY!



The solution: a fast and easy portfolio

OV-fiets: a bike with a fast and easy availability



Coming up:
E-bike by OV-fiets

NS-scooter: an electric scooter with fast and easy availability

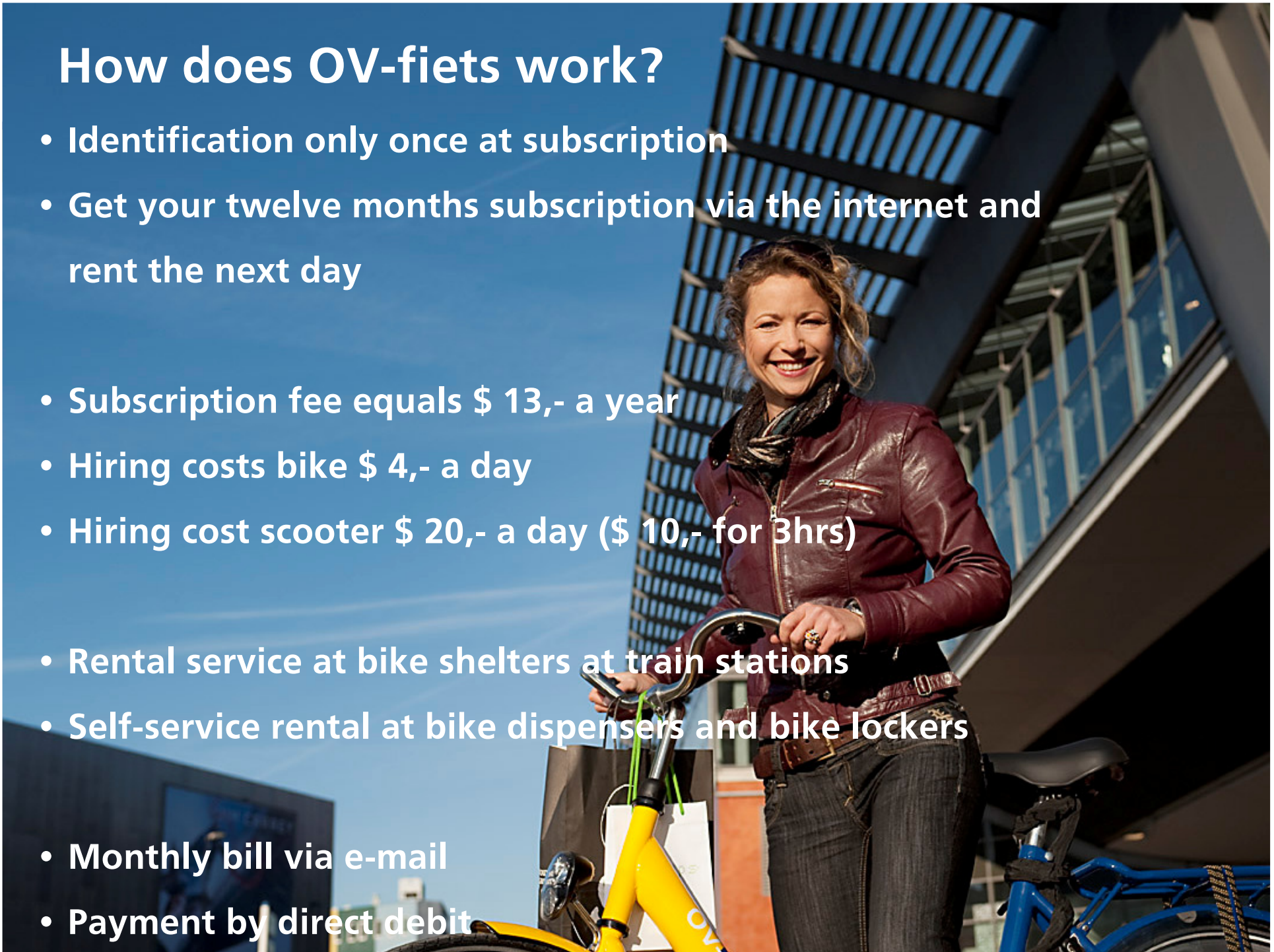


Coming up:
Segway by OV-fiets



How does OV-fiets work?

- Identification only once at subscription
- Get your twelve months subscription via the internet and rent the next day
- Subscription fee equals \$ 13,- a year
- Hiring costs bike \$ 4,- a day
- Hiring cost scooter \$ 20,- a day (\$ 10,- for 3hrs)
- Rental service at bike shelters at train stations
- Self-service rental at bike dispensers and bike lockers
- Monthly bill via e-mail
- Payment by direct debit



Rental locations at railway stations

- 110 rental locations are guarded bike shelters
- Also near underground/sky train stations, bus stops and P&R
- Some have staff whole day: from the first till the last train
- Some are only open from 07h00 till 19h00
- 10 secured bike shelters depend on customer self service



Plenty of bikes and E-scooters



- At our most important railway stations we provide more than 500 OV-fiets bikes each
- In total we have more than 5.000 bikes now and 7.000 at the end of this year
- The NS-scooter is present at 8 major stations now and one P+R location

>100 self service rental locations

- The OV-fiets locker is the most common self service rental system: at >60 locations now
- Each locker location has 4-8 bikes
- Next to the lockers we have the OV-fiets box, with 20-32 bikes available; present at 10 railway stations now



The Bikedispenser: a special one

- Only 2, but very special: the OV-fiets Bikedispenser
- One Bikedispenser can store up to 100 bikes; perfect for high traffic rental locations
- The first underground Bikedispenser is under construction



Bikedispenser: some more pictures



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The rental process

IT'S ALL ABOUT SCANNING



Scanning: the cards



- ...There are about 150.000 mobility passes, 50.000 NS train season tickets and 20.000 special OV-fiets membership cards with OV-fiets subscription attached to it
- All these cards are smart cards: there's a barcode on and/or a Mifare chip in it...

Scanning: the reader

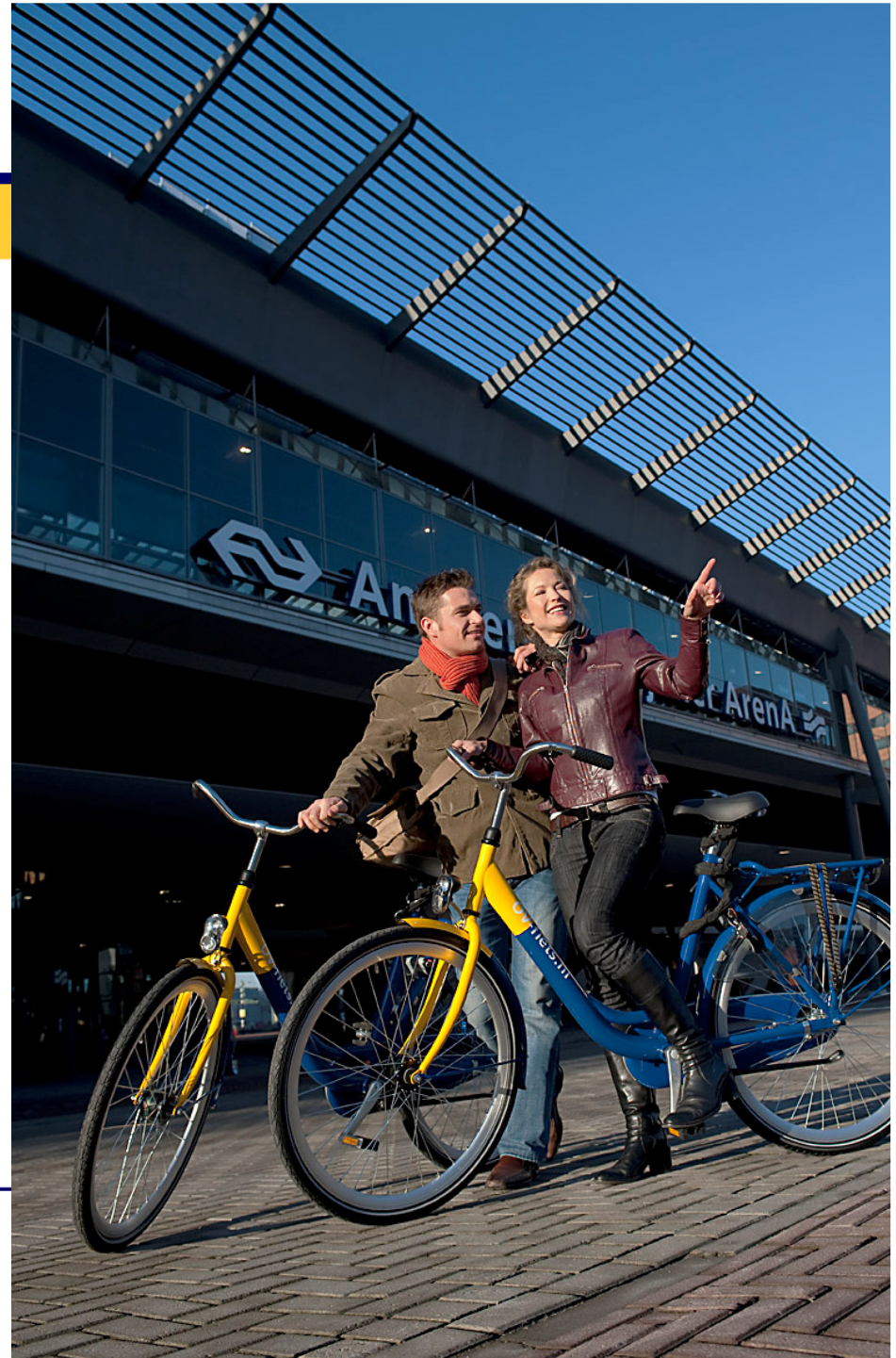
...With a handheld scanner or chipreader we read the cards and the keys of the bikes and we register which customer receives which bike...



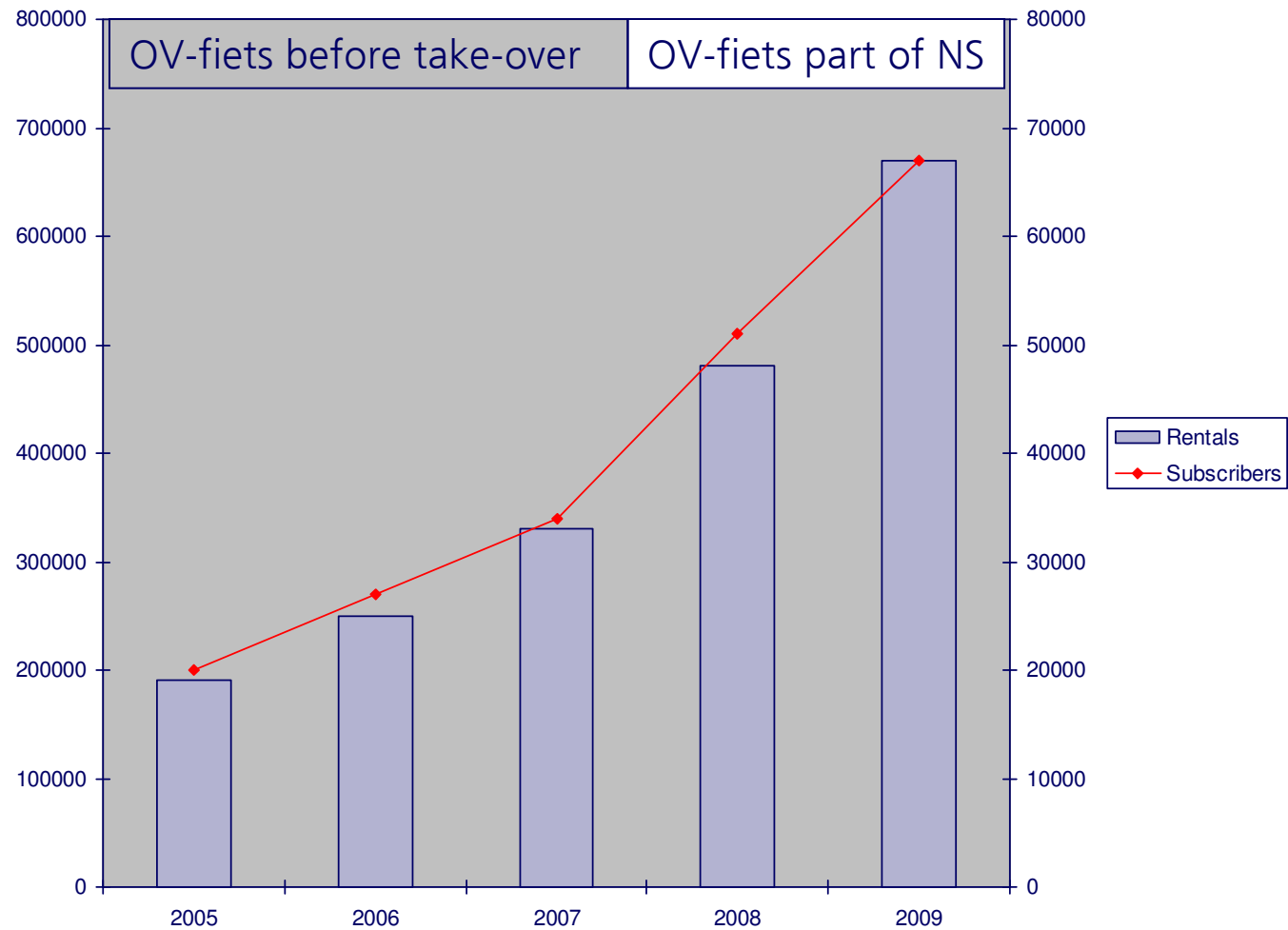
Scanning: billing

...We also scan the bikes when they are returned and by simply transferring this data to our back office we know the rentals our customers made and charge them the rental costs via direct debit

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Splendid results



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Why are we successful?

- In comparison to other well-known bike schemes:
 - **OV-fiets has two different target groups: leisure & business**
 - **OV-fiets is really part of the door to door transportation**
 - **OV-fiets offers easy access: package deals with mobility passes and Dutch Rail tickets**
 - **We provide typical Dutch standard bikes**
 - **OV-fiets has a profitable business model**

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Customer appreciation is rising

- Research shows that OV-fiets creates a modal shift:
 - 50% travels by train more often
 - Almost 10% exchanged their car journey for the OV-fiets and train combination



Questions?



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