



Market consultation

Regional bike-sharing system



AEBEL

Agenda

1. Requested shared bike offer
2. Flexibility to adapt bike-sharing offer
3. Demonstration and research projects
4. Coöperation between grantor and concessionaire
5. Permit systems of the MRDH municipalities and the authorisation of advertising
6. Other
7. Next steps



Introduction and goal of today

- The purpose of the consultation meeting is to gather input, test your reflections, and clarify questions.
- This meeting is not part of any evaluation. Input will not be scored or used for any assessment. No rights or expectations can be derived from this market consultation.
- Parties can speak openly. Information will be treated confidentially and not attributed to individual providers. Only an aggregated high level summary of the market consultation will be published on TenderNed, outlining key themes and next steps to safeguard a level playing field.





1. Requested shared bike offer

Type of bikes

- We request both electric bikes and pedal bikes

Locations (service area, mobility hubs and availability requirements)

- We require a minimum number of bikes per municipality
- Within each municipality we require a minimum number of bikes for certain locations (i.e. public transport station) during location timeslots (i.e. peak hour during weekdays)

Prices:

- We welcome suggestions for pricing models, such as:
 - Fixed rates for defined time blocks of 10, 15 or 20 minutes
 - Day/week passes or maximum daily/weekly caps, subscriptions for frequent users, targeted fare reductions for public transport users or specific user groups



1. Financial contribution

MRDH plans to:

- provide a fixed contribution to the shared mobility provider(s) which equals ~1,45 million in total for a period of 3 years for the combined operation of e-bikes and pedal bikes
- provide an additional contribution for participation in research and demonstration
- include the prices that bike-sharing providers charge to the end user as an evaluation criterion





2. Flexibility to amend bike-sharing offering

We aim to:

- Have bi-annual evaluation moments
- Provide flexibility to amend:
 - The hub locations (i.e. 20% of locations after 6 months)
 - The number of bikes and e-bikes (i.e. within the predefined bandwidths)
 - Price propositions and introduce new proposition (within the predefined bandwidths)



3. Demonstration and research projects

We aim to:

- Keep participation in the demonstration and research project optional rather than compulsory
- Develop the demonstration and research projects jointly with the provider
- Provide the provider with an additional financial contribution for participation in demonstration and research projects
- Scope the (time) investment that we expect from the bike-sharing provider in the RfP, but not yet fully scope the details of demonstration and research projects as we want to jointly develop those with the provider
- Plan the pilots subsequently as much as possible to spread the workload





3. Demonstration and research projects

We are happy to receive additional feedback on the 4 project descriptions:

- a. Increasing accessibility and ease of payment
- b. Strengthening the integration of shared bicycles with public transport and P+R facilities
- c. Improving affordability for specific target groups
- d. Expanding the flexible deployment of shared bicycles in temporary situations





4. Cooperation between grantor and concessionaire

What is your view on the cooperation between the grantor and concessionaire?



5. Permit systems and advertising

- MRDH aims to allow advertising on shared bikes
- The current status of the permit system in the different municipalities is summarized below

Municipality	Mode	Maximum number of permit	Maximum number of vehicles/permit
The Hague	Pedal bike	Unlimited	1000 during winter, 1250 during summer
	Electric bike	1	1000 during winter, 1250 during summer
	Electric cargo bike	Unlimited	1000 during winter, 1250 during summer
	Electric moped	2	500 during winter, 625 during summer
Delft	Pedal bike	1	To be determined
	Electric bike	1	To be determined
	Electric moped	2	To be determined
Zoetermeer	Pedal bike	Unlimited	Unlimited
	Electric bike	Unlimited	Unlimited
	Electric moped	Unlimited	Unlimited
Other municipalities	Pedal bike	Unlimited	Unlimited
	Electric bike	Unlimited	Unlimited
	Electric moped	Unlimited	Unlimited





6. Other

Do you have other questions or discussion topics?





7. Next steps

- After completion of this market consultation, the MRDH will work towards administrative decision-making and publication of the RfP.
- The goal is to publish this RfP in mid-April.

