

Gopedelec best practice Utrecht NL

## Electric public bike

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*The standard OV Fiets public bicycle*

## Introduction

Since 2003 The Netherlands has a nationwide public bike system, named OV Fiets (= public transport bike).

The company OV Fiets is owned by the Dutch railways. You can find rental locations at railway stations, metrostations, bus- and tramstations and Park and Ride locations.

OV Fiets is growing very fast.

Not only commuters use OV Fiets, but also a high number of bussiness trips are done by public transport and OV Fiets.

The growth of OV Fiets:

Year	Number of rental locations	Number of passholders	Number of public bicycles	Number of trips
2004	70	11.000	800	100.000
2005	84	20.000	1.300	189.000
2006	101	30.000	2.500	250.000
2007	140	43.000	3.000	335.000
2008	182	51.000	4.000	480.000
2009	200	67.000	4.500	670.000
2010	226	85.109	5.000	850.136



*The bicycle is an important means of transport for trainusers in The Netherlands*

## OV Fiets

To rent a public bike you have to be a member of OV Fiets. Membership costs 10,- Euro a year. As a member you can rent a public bike at all 226 locations in The Netherlands. Renting a bike cost 3,- Euro for 24 hours. A lot of companies buy a membership for their staff.

OV-fiets is used most often for business purposes. 49% of customers uses OV-fiets for business trips and 14 % for commuting. The percentage of customers using the bicycle to reach a recreational destination or for a recreational trip is 20 %. Many users rent at the big railway stations as Amsterdam Centraal, Den Haag Centraal, Leiden Centraal and Utrecht Centraal. The number of users at suburban stations is growing.

Thanks to the OV Fiets the use of the train has increased: 36 % of 10.000 customers states travelling more often by train thanks to OV Fiets. Car use has fallen: 12,1 % of customers preferred train over car sometimes or regularly. Therefore the competitiveness of the train has increased in comparison to the car.



*Rental location with self service*

## Electric public bike

OV Fiets wants to introduce the electric public bike in June 2011. Because the company's headoffice is in Utrecht, the OV Fiets company and the city of Utrecht decided to introduce the electric public bike for the first time at one of the Utrecht Central Station rental locations. We may expect nationwide publicity from this.



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