

**Optimizing planning  
=  
Optimizing bike sharing system**

## Definitions

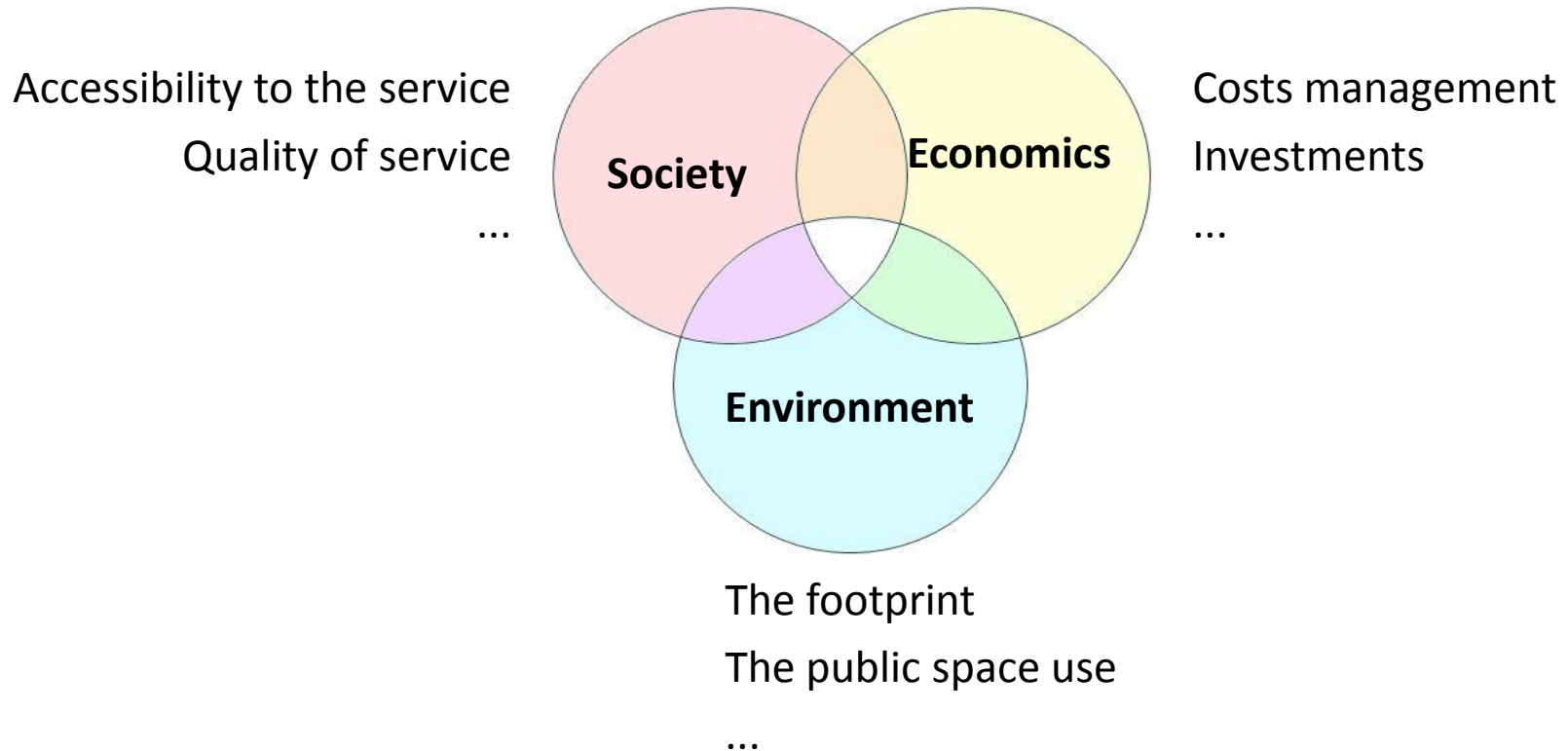
- To optimise a plan, system, or machine means to arrange or design it so that it operates as smoothly and efficiently as possible
- To optimise a situation or opportunity means to get as much advantage or benefit from it as you can

## Synonyms

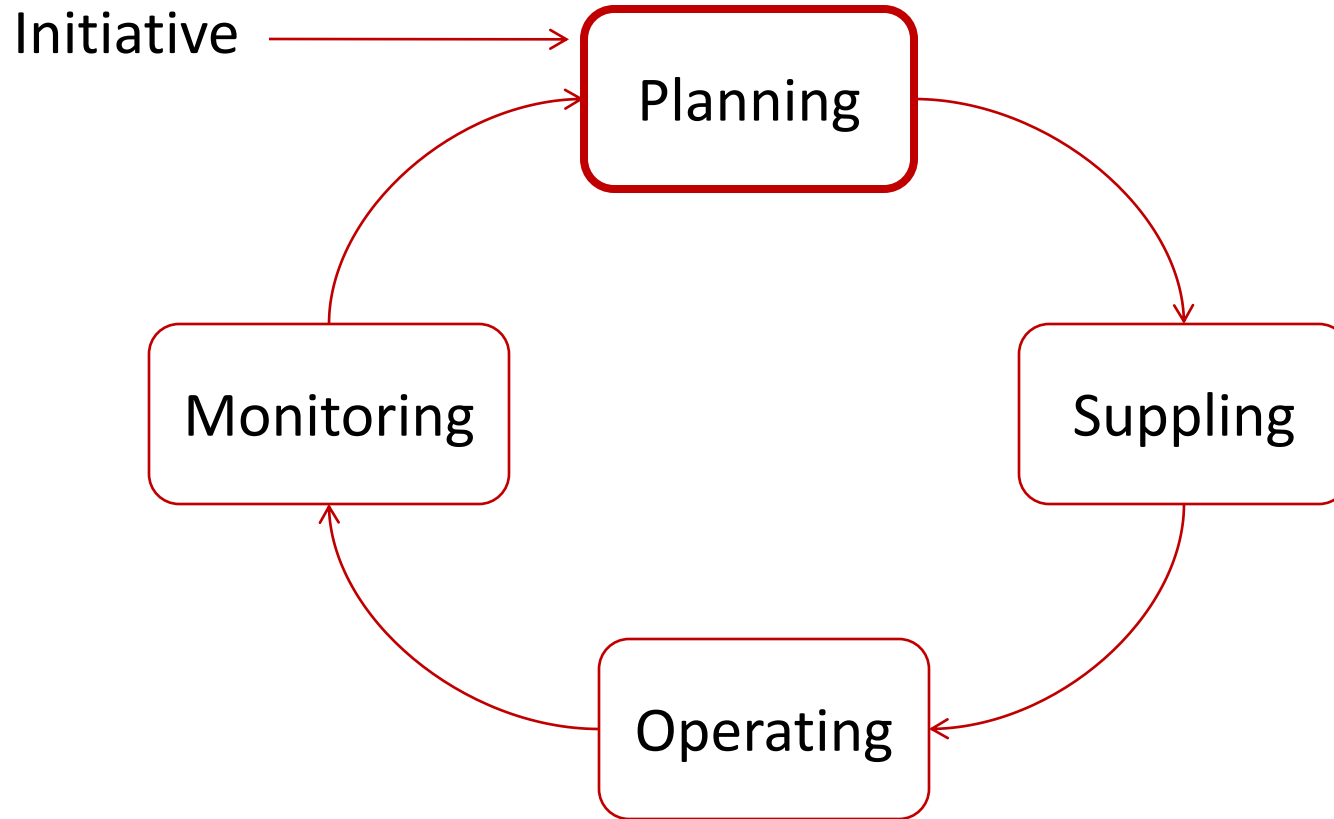
- To improve, to make it better, to maximise
- More effectiveness, more efficiency, better performance

**Optimising is a continuous process of doing better.**

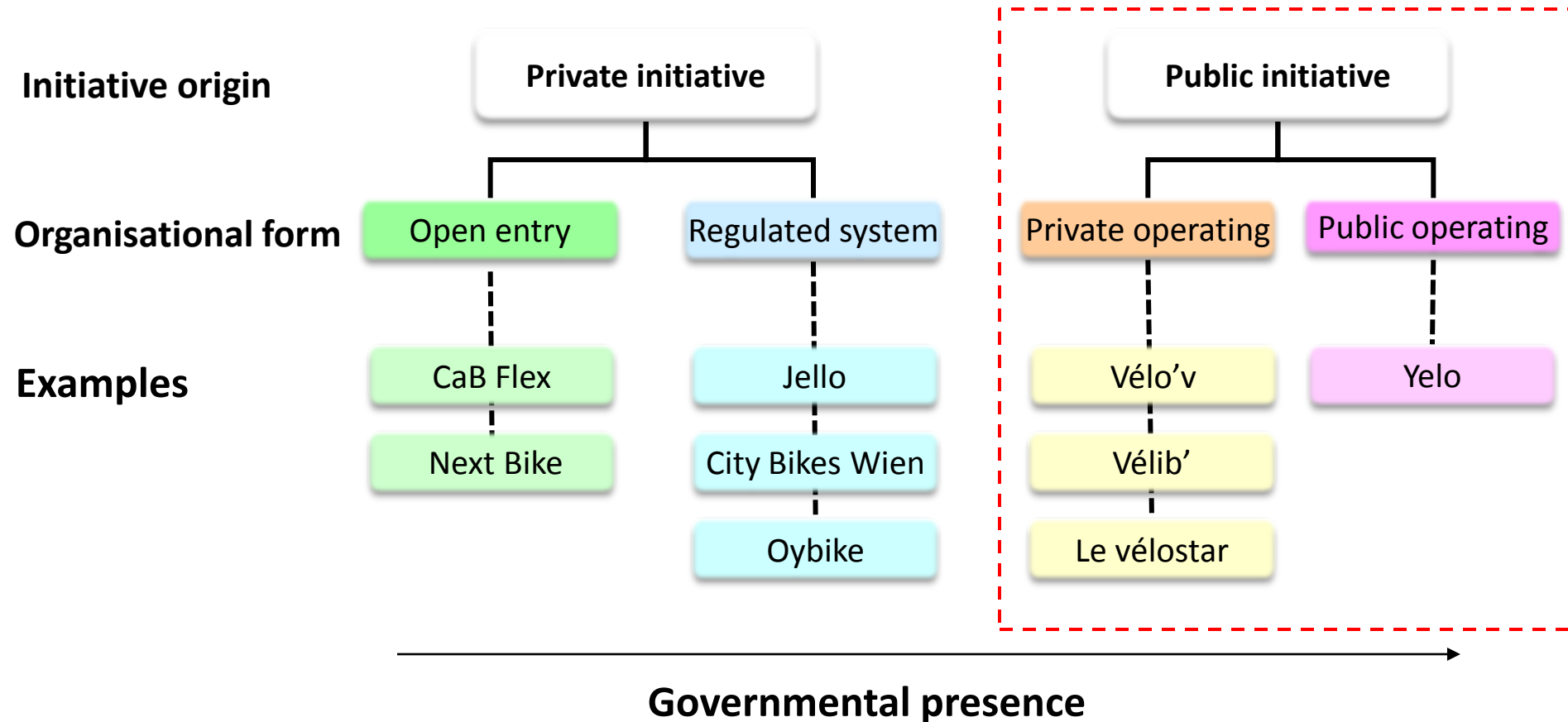
**Sustainable mobility** : to guarantee the land accessibility, satisfy the mobility freedom meanwhile integrating the collective interest of current and future generations



**Optimising bike sharing is a continuous process of improving the equilibrium between each sustainable mobility component**

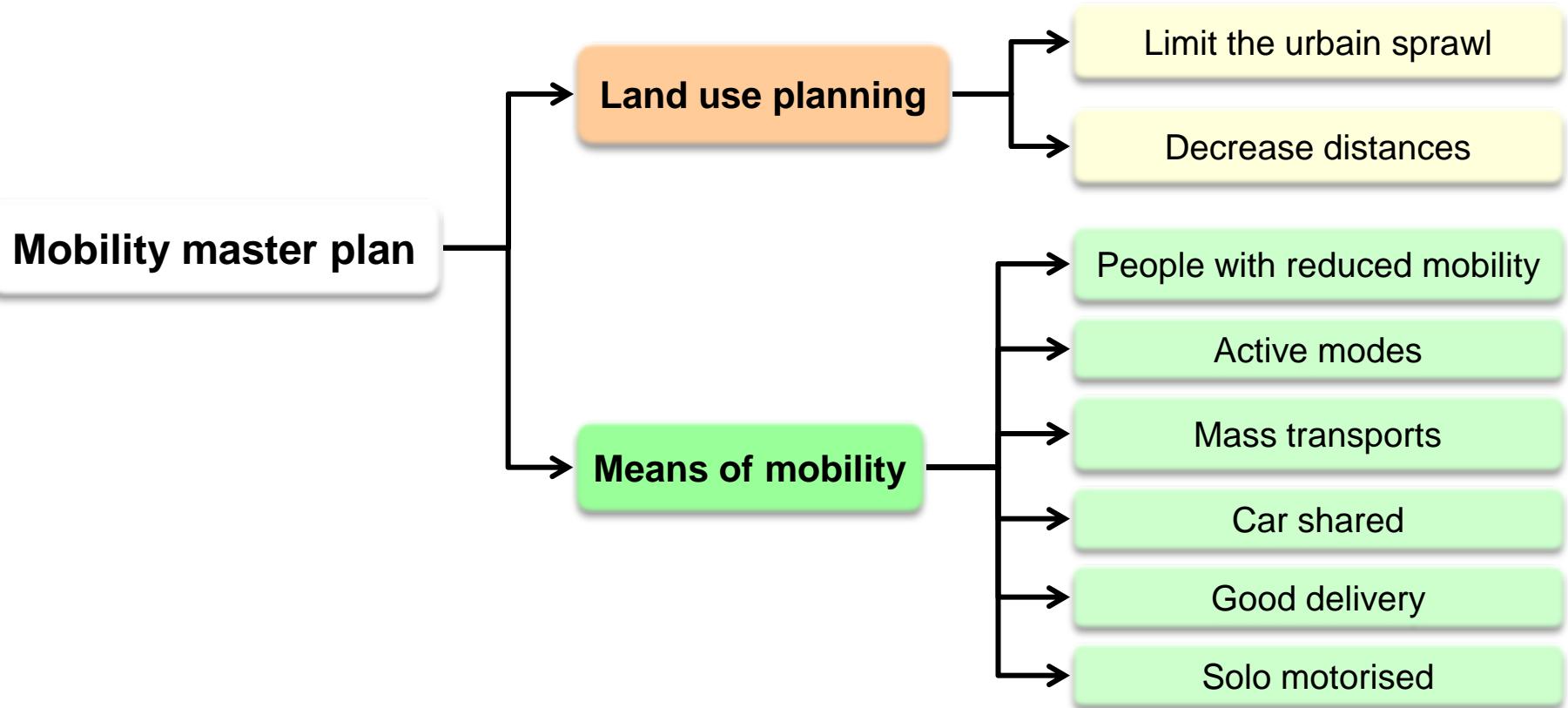


- 1) As a continuous process, all steps are concerned by optimising
- 2) Planning impacts all steps of a BSS cycle life



- 1) Each initiator can plan BSS
- 2) Toward a sustainable mobility, planning from public initiative is more legitimate

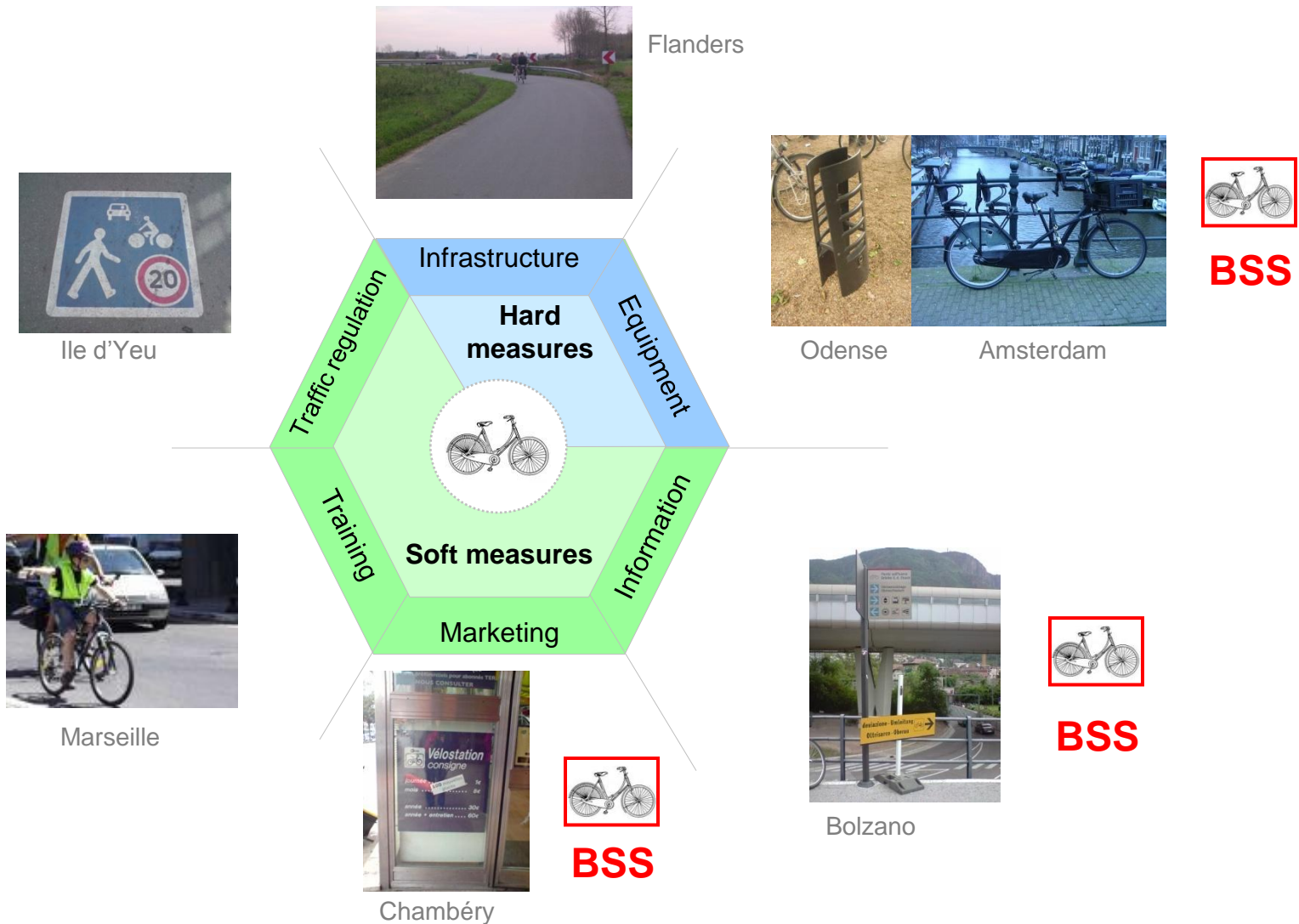
1. Have a mobility master plan
2. Have a global approach of cycling
3. Elaborate and coordinate its own service
4. Collect and analyse BSS information
5. Understand the stakeholders relationship



**The local government elaborates  
an intermodal and multimodal master plan**

# How?

## 2. Have a global approach of cycling



Public bicycles are one feature of a cycling policy among many others



- Preliminary surveys



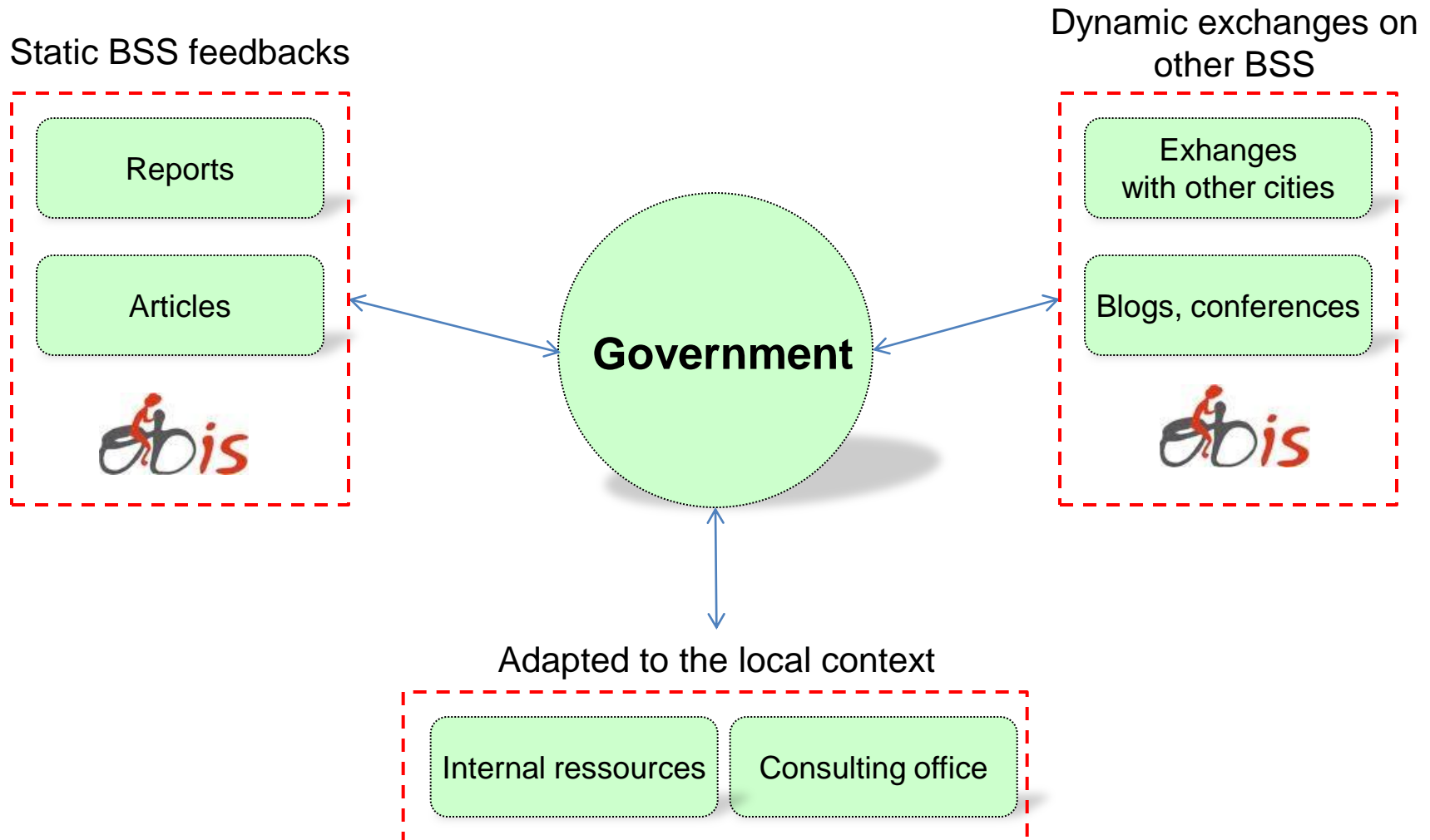
Analyse of the breaks of the cycling use  
Evaluation of the BSS potential demand  
Definition of the service  
Elaboration of a detailed schedule

- Call for tender

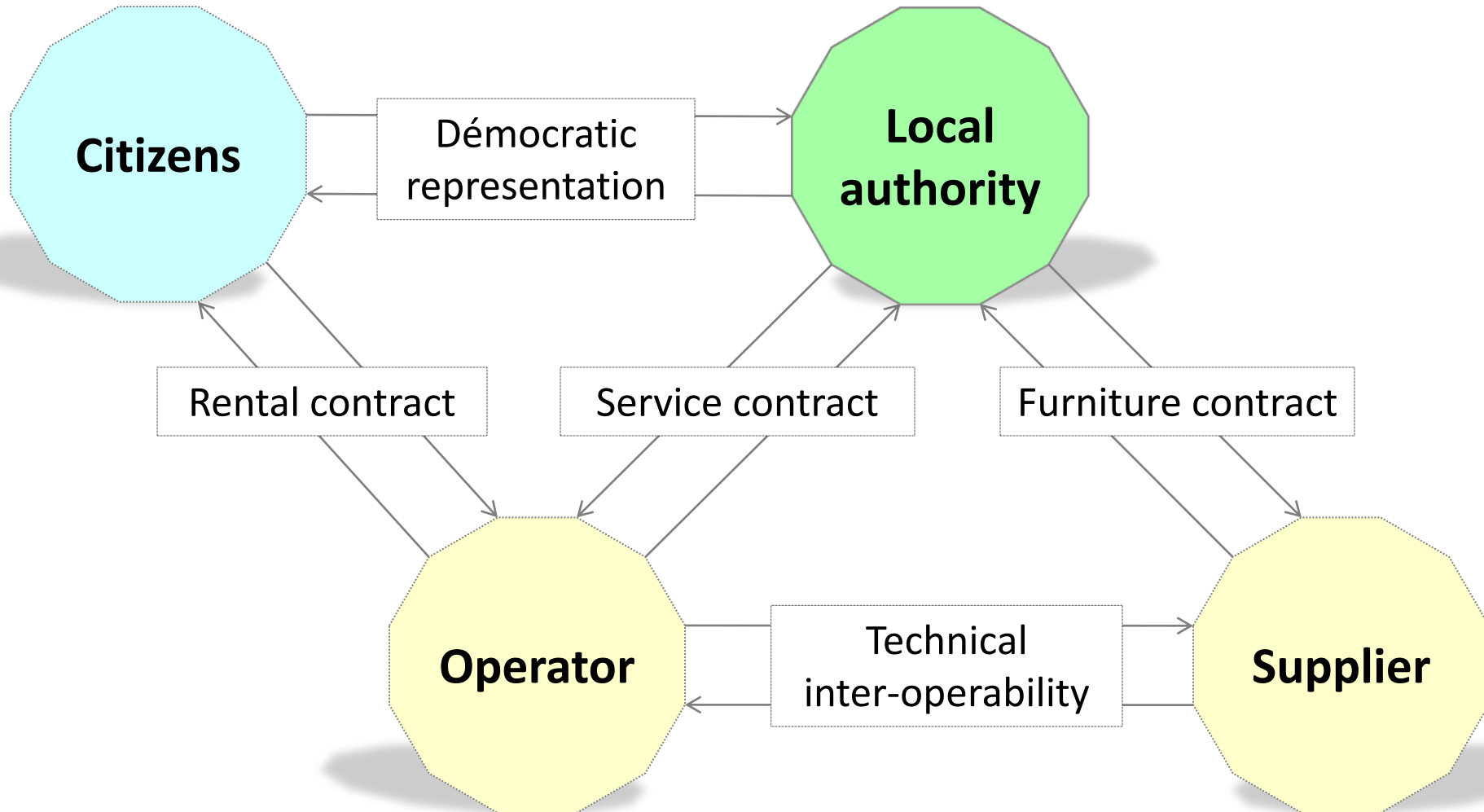


Engage stakeholders on a long term period  
Definition of missions  
Relationships schedule

**Planning able local government  
to coordinate well-considered actions toward its own service**



**These information feed the reflection to elaborate  
a service adapted to the local environment**



**There are several contracts to optimize**

### Citizens

Access to activities  
Comfort  
...

### Local authority

Satisfy their citizens  
Improve life conditions  
Act for the sustainable development  
...

Generate benefits  
Have a showroom  
...

### Operator

Generate benefits  
Have a showroom  
...

### Supplier

**To pay attention for each stakeholder needs does increase the probability of optimising the planning step**

If you want to optimise a bike sharing system,

1. Consider it as part of the sustainable mobility system
2. Consider planning as a long term investment.



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[www.mobiped.com/bike\\_sharing](http://www.mobiped.com/bike_sharing)