

Financing possibilities for shared bikes

Webinar 28 June 2019
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ADVIER
MOBILISEERT

uw deelfiets
gemak, gezond, goedkoop & duurzaam





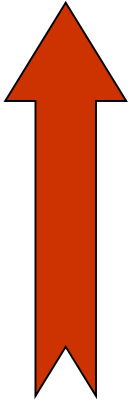
Philosophy mobility

- Economic problem
- Relation accessibility and economic potential in that area.
- Location accessibility is measured in travel time (distance, modal split and travel facilities) of the transport (persons and goods) that is related to the core business!!

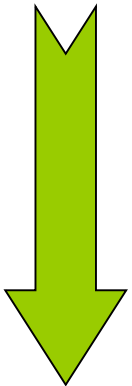


Different business models

PUBLIC



1. Funding from government, out of taxes
2. Location based, (sustainable) transport taxes
3. Funding within tender contracts
4. Direct income from advertising
5. Income from real estate
6. Income from employers
7. Income from employees / users



PRIVATE



1 Government Funding

- + investment power
- + combination with regulation en policy
- Vision / long term strategy
- Level of support / behavior changes





2 Specified taxes

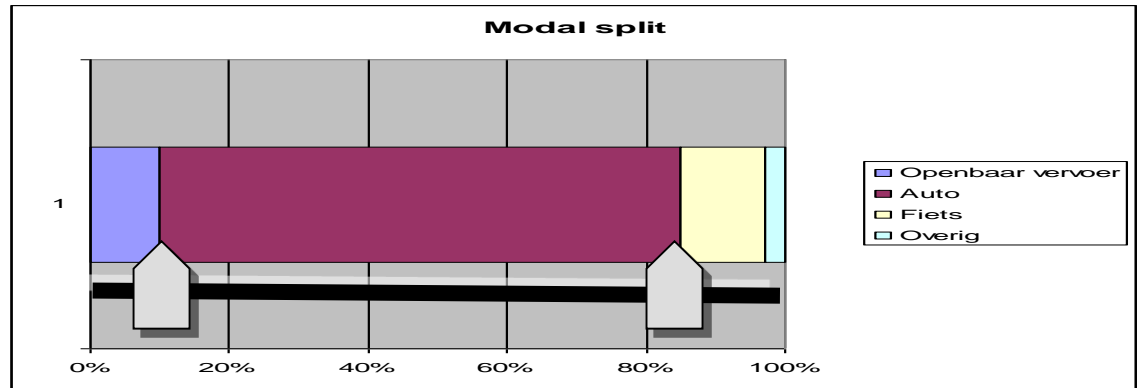
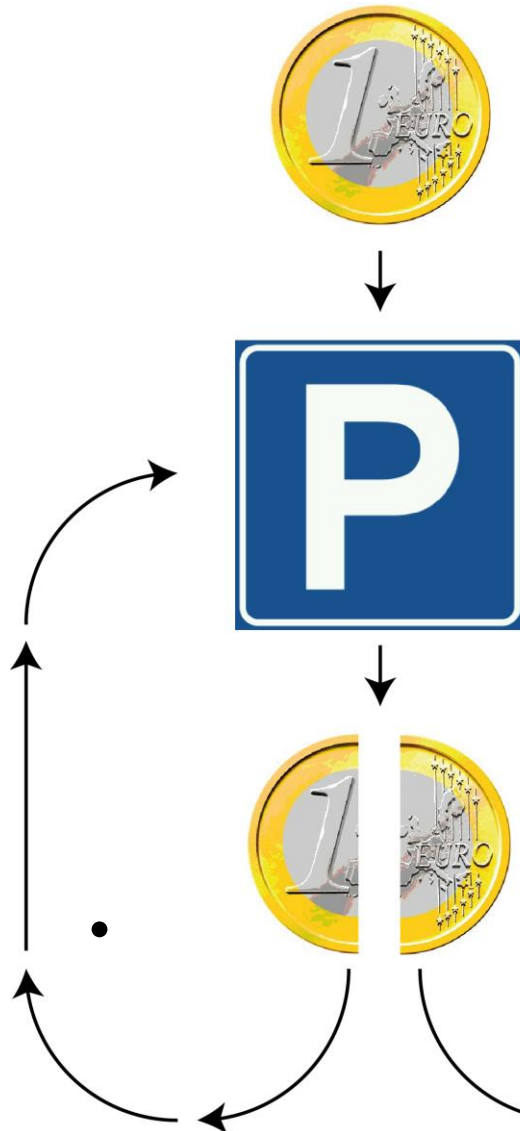
- Business improvement Districts (BID)
Voluntary private levy, collected by local government as base for SLA
- PPS Mobility Funds
 - Public private partnerships
 - Companies participation fee
 - City subsidies start up and / or operations





Business-case

Mobility fund - balanced model split





3 Funding within tender contracts

- Velib, Paris
 - Providing cycling in exchange of tendered advertising contract
- Lille, Bordeaux
 - Provide cycling as part of public transport contract





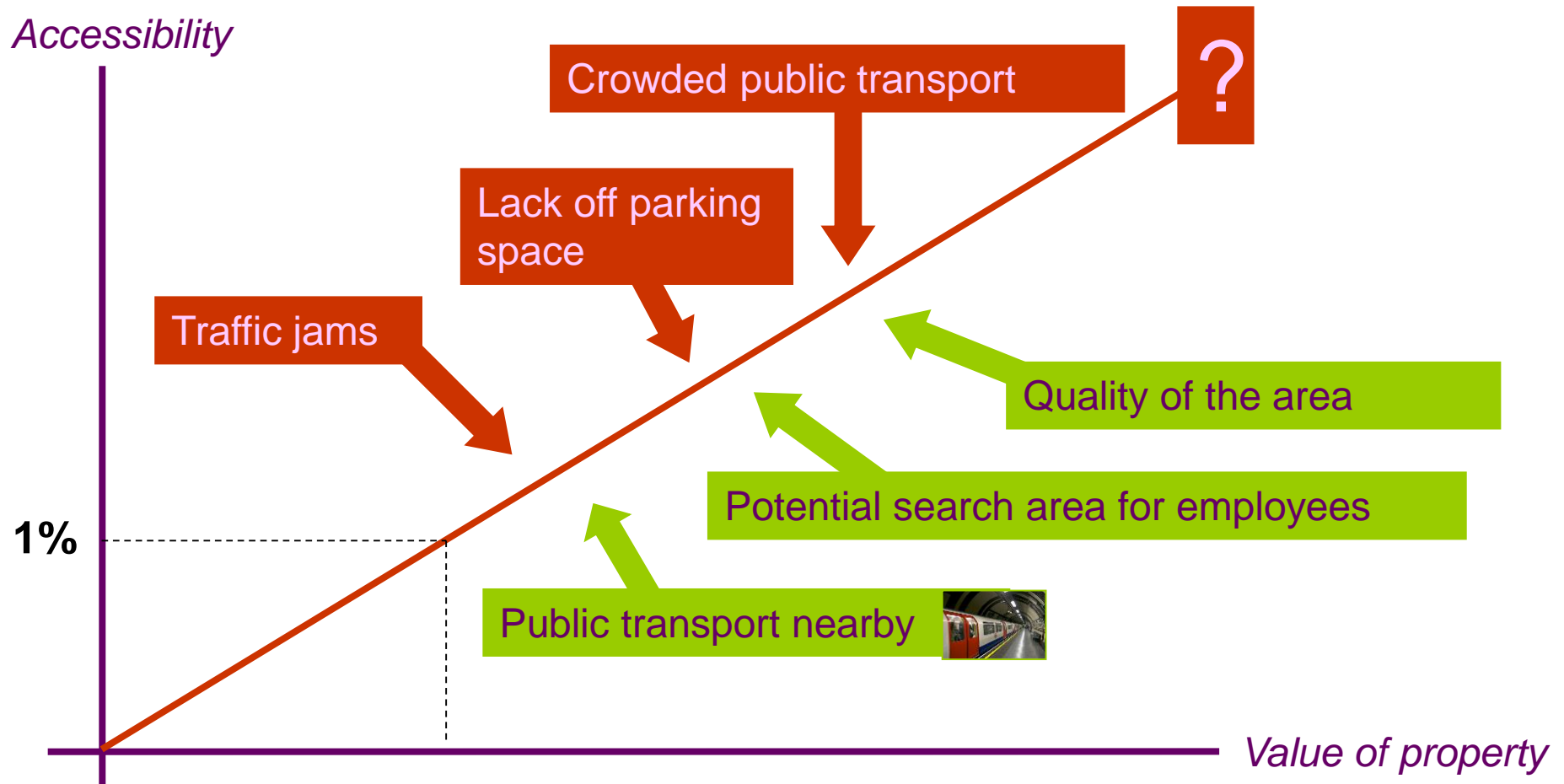
4 Advertising





5 Income from property owners

Accessibility



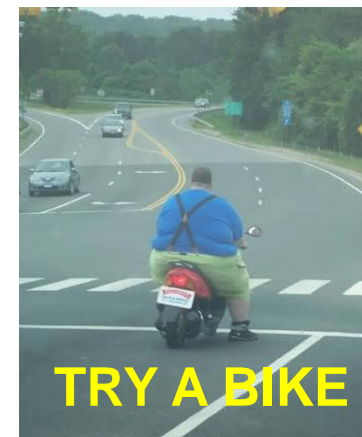
**0,3% Public Transport has an added value for a destination:
1% improvement in the accessibility
leads to an increase of 0,3% of the property value
(DTZ Zadelhoff & VU Amsterdam)**



6 Funding from employers

Human Logistics, ~~Supply~~^{people} chain management

- Reduce costs of cars, parking spaces and travel time
- Improve Hospitality for guests, visitors, etc
- Image and sustainability
- Employee satisfaction
- Decrease % of sick leave





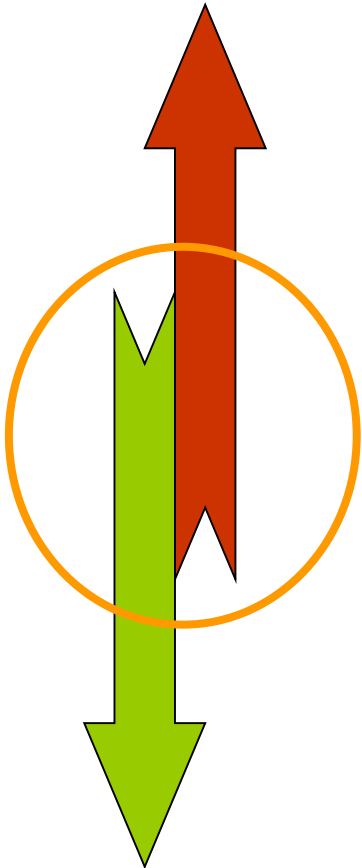
7 Income from users

- People don't travel for fun they travel to a destination!!
- Use the Transport added values from the destination.
- Joint sales, joint marketing for sustainable transport!!
- Sell data (only app users)



Funding strategy

PUBLIC



PRIVATE

- Sustainable transport is environment friendly transport as part of a **robust** transport system.
- Accessibility is a Public Private problem and needs a PPS cooperation in solutions and funding.
- Needs Vision, strategy and partners to agree on responsibilities who dare to make decisions to develop solutions!!



Contact

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