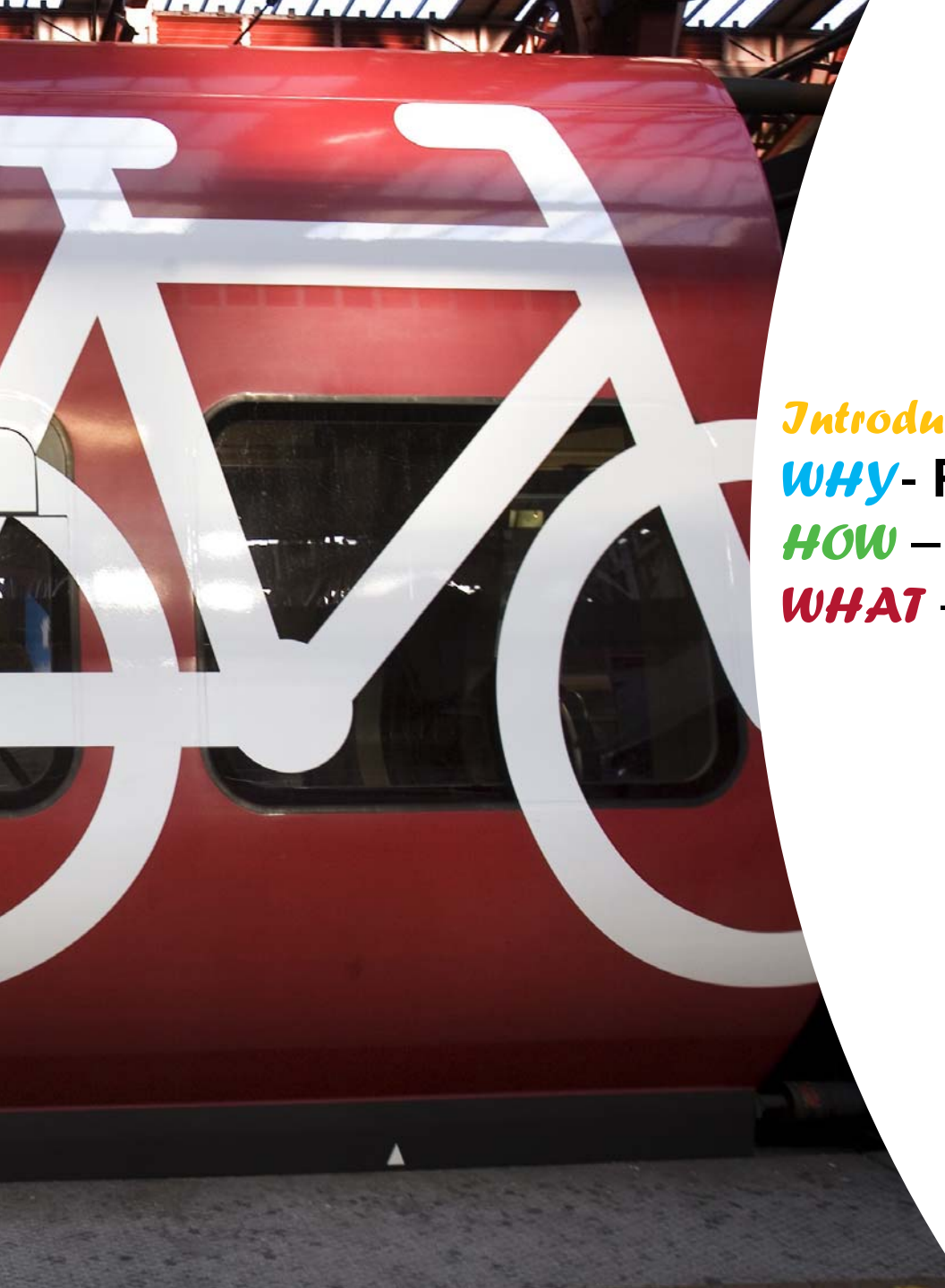


BIKES, a way to increase demand for Public Transport?



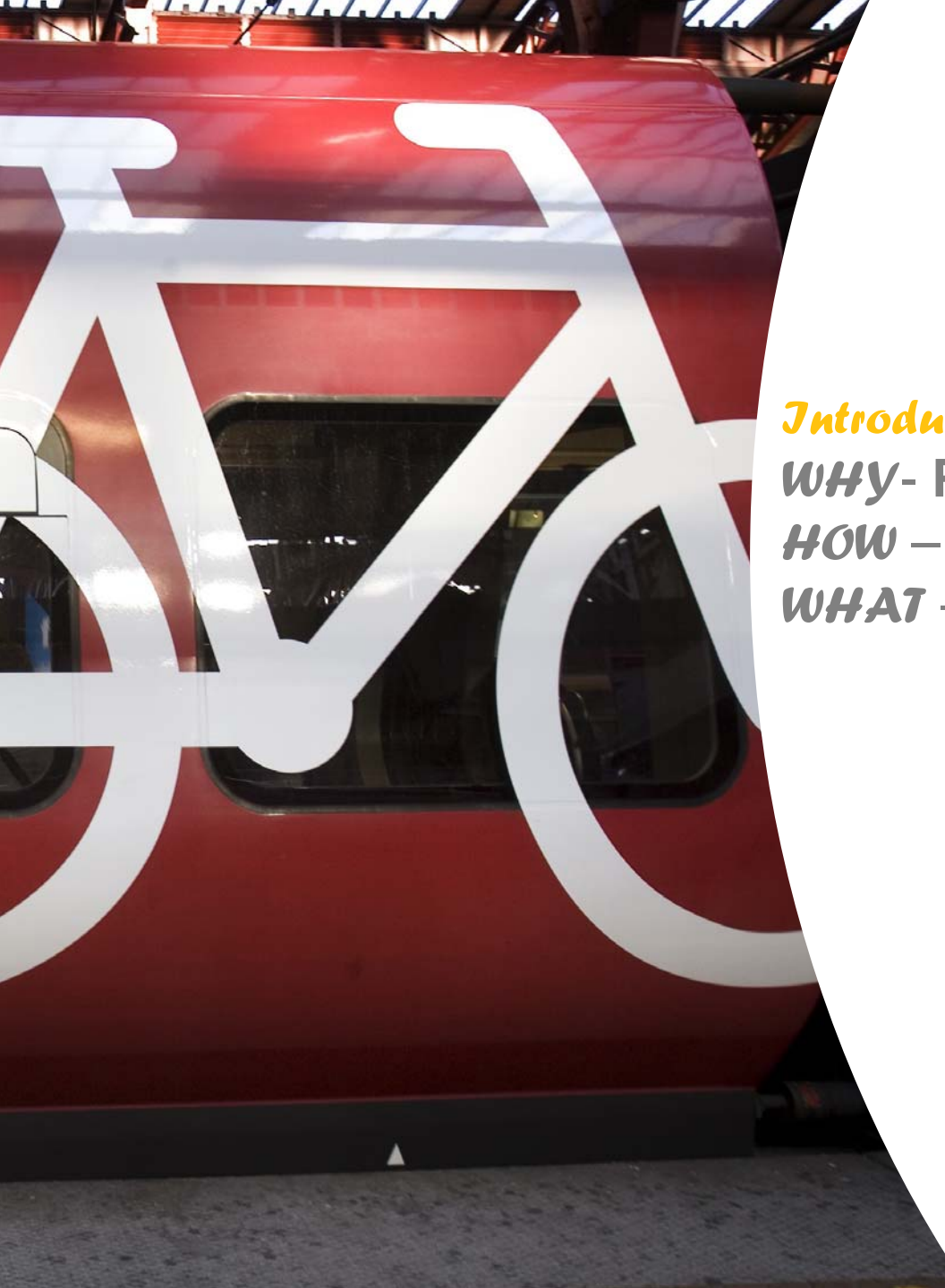


Introduction – S-train Network

WHY- Purpose, cause and belief

HOW – Guiding principles

WHAT – Tangible proof, results



Introduction – S-train Network

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Frequency

A train departs every 10 minutes from every station as a minimum (day time)



The central section:

2-4 minutes between every train

DSB S-tog a/s – Fact sheet

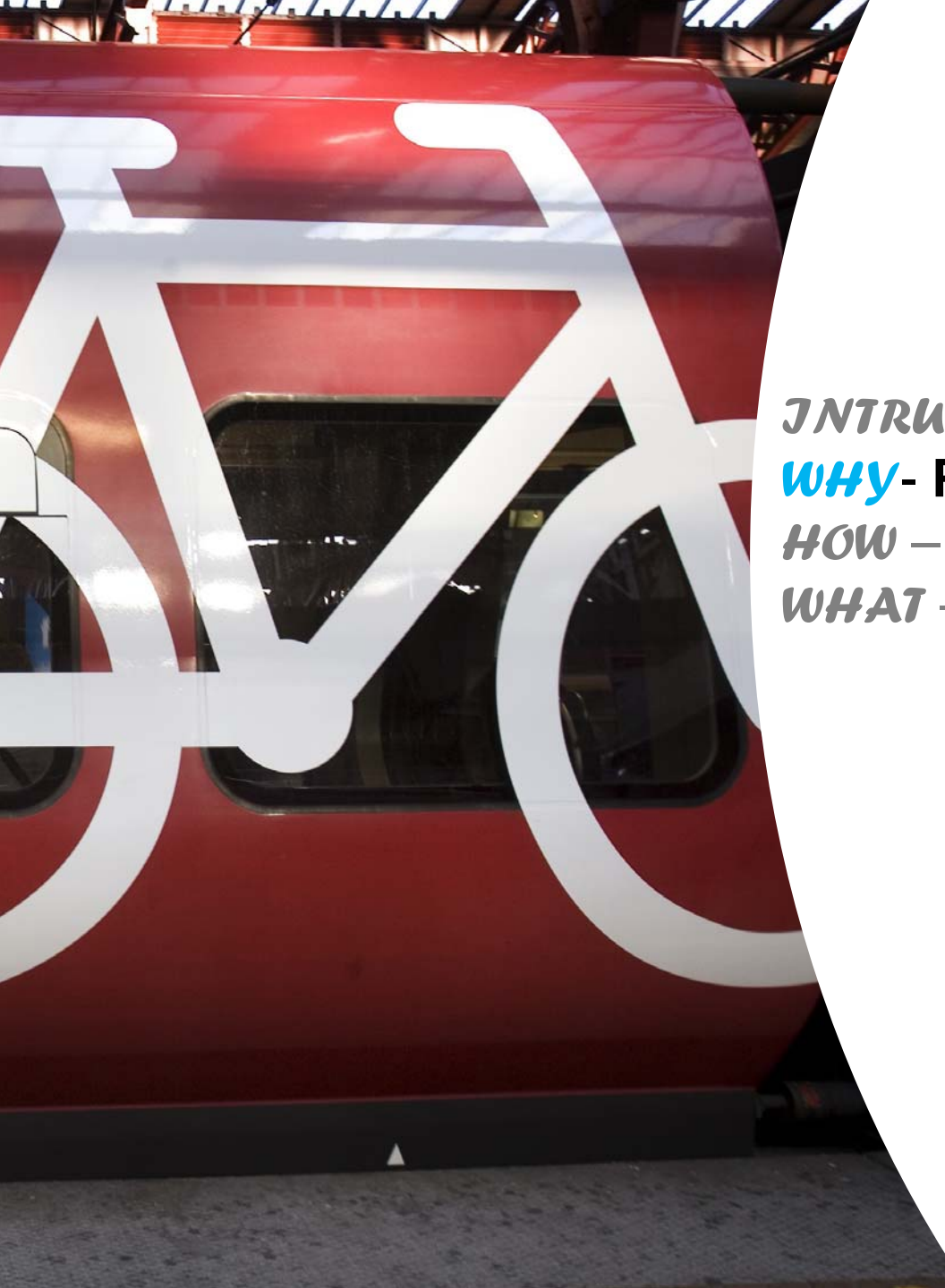
- Wholly owned subsidiary
- The infrastructure has 432 km tracks
- Greater Copenhagen area
- Regulated through a contract with the Danish Ministry of Transport
- Train kilometres per year: 15,5 million
- 115 operating trains per day



DSB S-tog a/s – Fact sheet

- Transports 93 million passengers per year
- Approximately 1.200 full time employees.
- 84 passenger stations
- S-tog performance is measured by Punctuality





INSTRUCTION – S-train Network
WHY - Purpose, cause and belief
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A strategic decision

- Increase the number of travelers
- Faster door to door
- The combination of BIKES and public transport is a flexible way of transport, that helps balance costumors work life.
- To fully exploit the benefits of combining bike and train DSB S-train decided, that it should be smarter, faster, cheaper and easier for customers to use their bike. We call it “Total bicycle ownership”



“Total bicycle ownership,

- Free transport of bikes for all customers
- Quickly and easily park your bike at the station.
- Locked bicycle parking for our frequent customers
- Environmentally friendly bicycle pumps at the main stations
- Bike ramps at all stations
- Free bike servicing once a year to frequent customers
- Discount on selected races for amateurs
- Discount patching and repair and free bike oil
- Sales of folding bikes
- Offer CityCycles with Copenhagen Municipality





INSTRUCTION – S-train Network
WHY- Purpose, cause and belief
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Reflections and solutions

- How will our owner response?
- What about collaborators in the public transport
- Will it effect punctuallity?
- How to handle the staff in the train
- How to handle the driver
- How to handle disability organizations
- Is it a good business case
- How will it be accepted from the other travelers



A major issue



Solution 1 –

Restricted areas for staff and other passengers



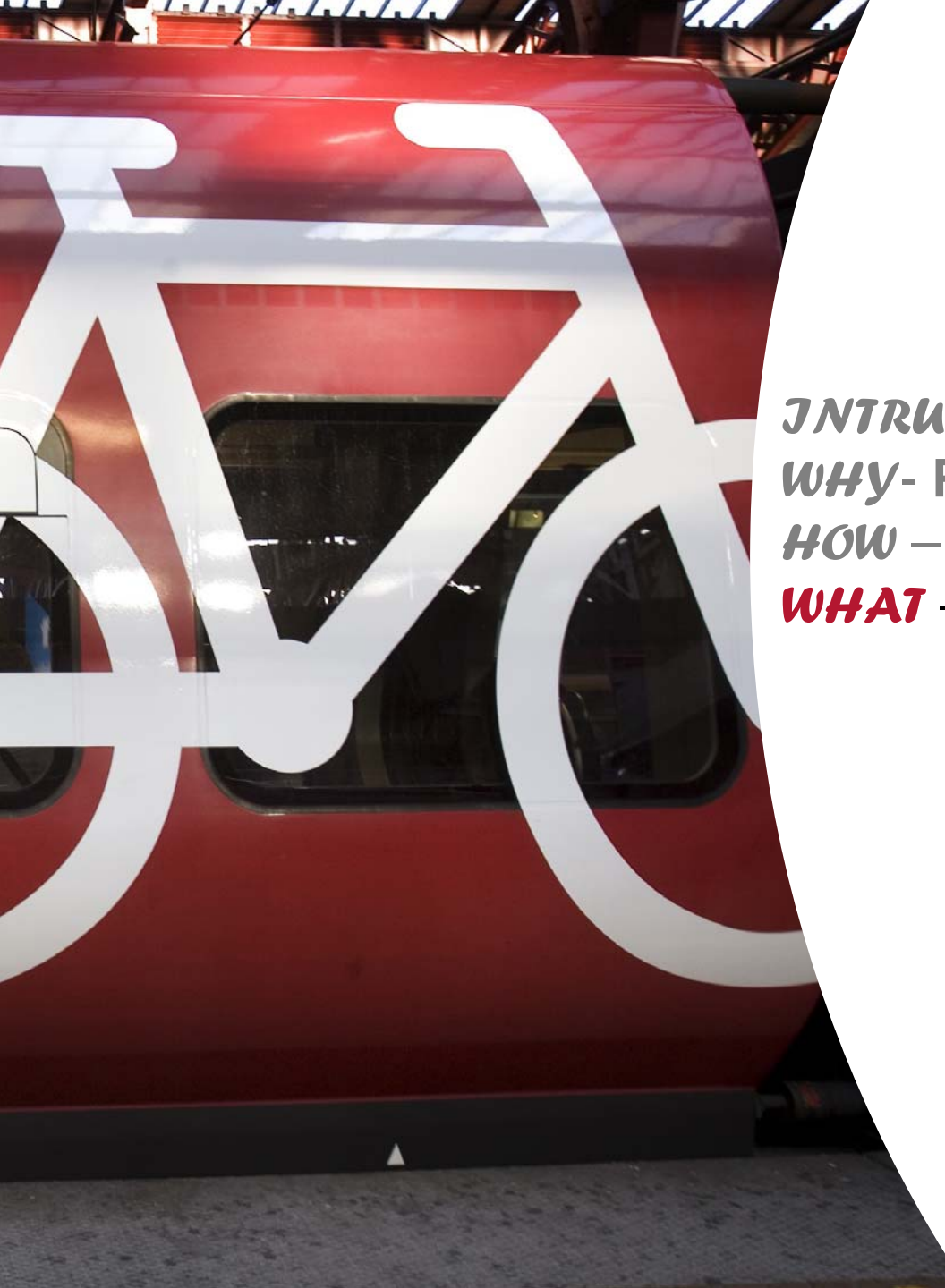
Solution 2 – Move prams and strollers to other cars.



Solution 3 -

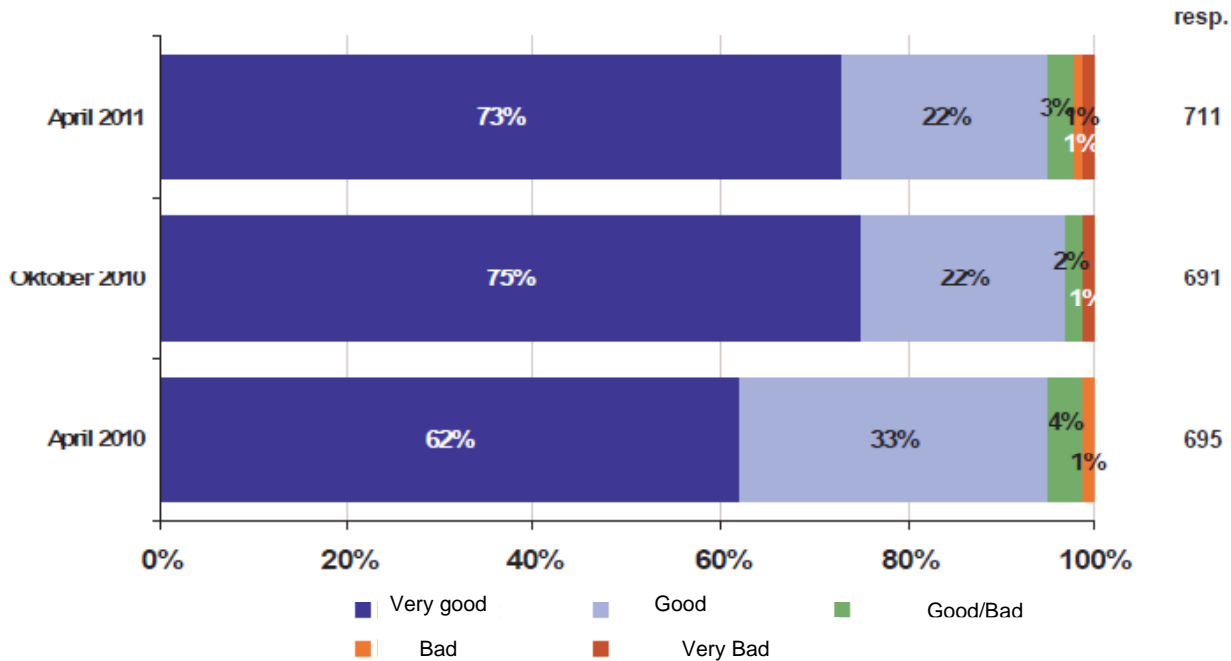
Doubles the space for bikes on trains





INSTRUCTION – S-train Network
WHY- Purpose, cause and belief
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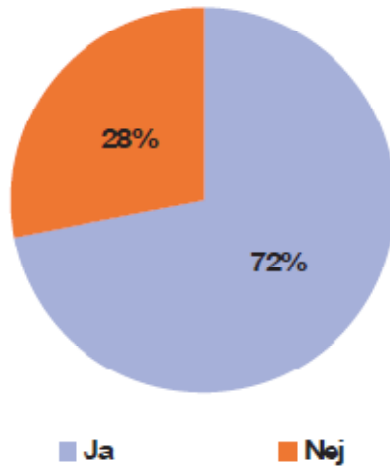
Do you think all in all, the offer that travelers may have their bikes for free on the S-train is good or bad?



Would you have taken the train today if it were not FREE to bring your cycle with you?

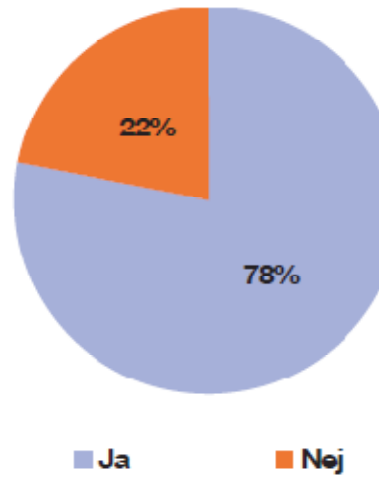
691 responderer

Oktober 2010

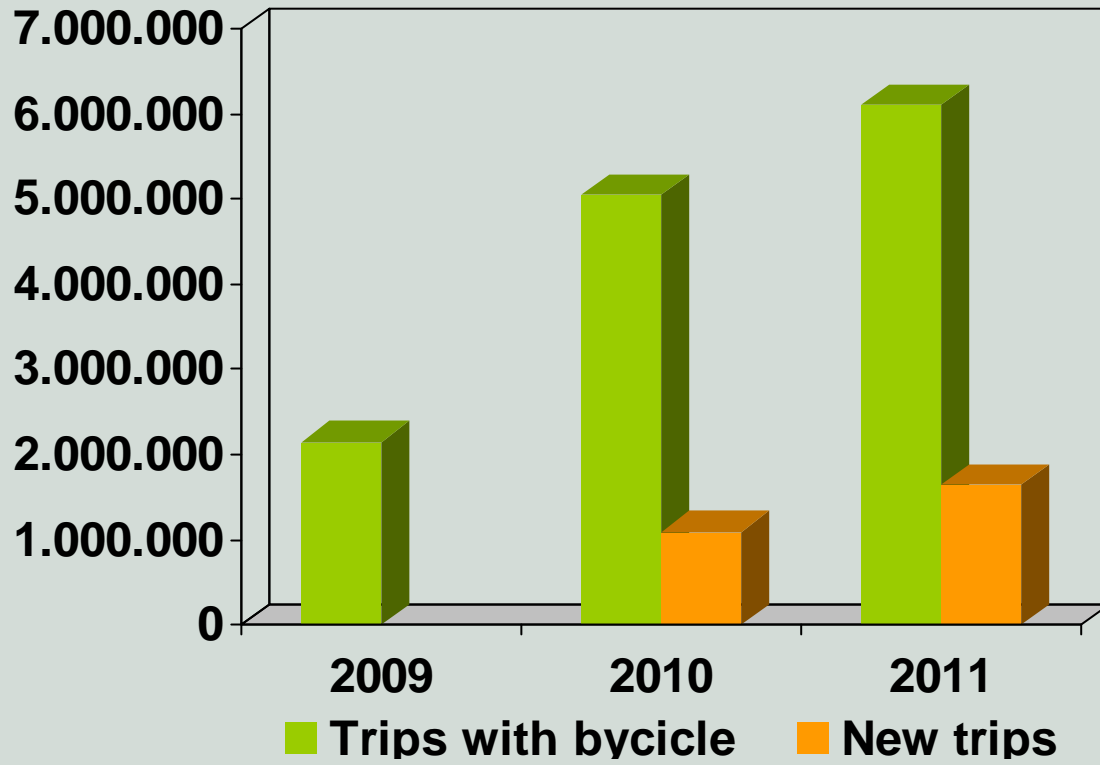


685 responderer

April 2010



More passengers



Economy 2011

Revenue		Lost revenue/ Expenditure	
More trips	23,0	No vouchers	17,5
Solo trips	2,5	Reconstruction of 10 cars	0,2
		Marketing	3,0
Total	25,5	Total	20,7

Profit i 2011 4,8 million dkk.

