



a workshop and design charette on public bicycling schemes

Report
Workshop and Design Charette
on
“Public Bicycle Schemes”
organised by
EMBARQ India
Feb 7, 2012
Jaipur

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1. EXECUTIVE SUMMARY

Bicycle usage in Indian cities accounts for 5-20% of all trips. Public Bicycling Schemes are a relatively new concept in India, and has seen keen interest at the national level. Many cities are enthusiastic, and the Ministry of Urban Development (MoUD) is keen to support such initiatives around the country. EMBARQ India has been invited to be one of the core members of the consultative group set-up for the development of this scheme, and aims to work closely with cities to launch and sustain public bicycling schemes.

The Jaipur Development Authority (JDA) was looking at possibilities to implement a public bicycling system under a public-private-partnership, to reduce road congestion, accidents and pollution, and improve the quality of life for the people of Jaipur. To that end, EMBARQ India organised Cycling Cities, a workshop and design charette on public bicycling schemes on 7th February 2012 in Jaipur, aimed at providing an overview of public bicycling schemes, specifically relating to cycling in the city of Jaipur. A panel of experts was invited to give insight into various aspects of the workings of this system.

The workshop was attended by over 20 officials from Jaipur Development Authority, Jaipur Nagar Nigam, Jaipur City Transport Services Limited, Traffic Police, Muskan(NGO).



2. LIST OF ORGANISATIONS INVOLVED

Staff from **EMBARQ India** were responsible for conducting the workshop.

Jaipur Development Authority (JDA) was an organising partner for the workshop. They provided logistical support for the event.

Speakers from **Institute for Transport and Development Policy (ITDP)**, **Cycle Chalao**, **iTrans**, **Parisar**, and **India Cycle Service** also contributed to the workshop.

The Rockefeller Foundation provided funding for this event.

3. WORKSHOP PARTICIPANTS

The workshop was aimed at giving an overview of the concept of public bicycling schemes, and to initiate a plan to take this forward in the city of Jaipur, by facilitating a discussion with all stakeholders on the various aspects of the scheme.

The organisations were represented:

- Jaipur City Transport Services Limited
- Jaipur Development Authority
- Traffic Police
- Jaipur Nagar Nigam
- Muskan(NGO)
- Mahindra World City
- Rajkot Municipal Corporation
- India Cycle Service

4. PROGRAMME

The workshop began with the inauguration and introductory session. This was followed by an overview of the existing scenario of cycling in Jaipur and a break out session in the World Café format that discussed various aspects of the project namely: Roles and Responsibilities of the Public and Private Sectors, City-Level Challenges, International Best Practices, and Financing. The post-lunch session was a design charrette on the next steps to be taken towards setting up such a system in the city of Jaipur.

Time	Topic	Speakers	
9.00 - 9.30	Registration	EMBARQ	
9.30 - 10.00	Inaugural address / Opening session	JCTSL & EMBARQ	
10.00 -10.15	Public Bicycling Scheme – An overview	EMBARQ	
10.15 -10.30	Cycling in Jaipur	JDA	
10.30- 11:00	Tea Break		
11.30- 12:30	Discussion in break out groups (World Café Format)		
	Group I - Role & Responsibility – Public & Private Sector Group Lead – Anvita Arora	Group III - City Level Challenges – Group Lead – Ranjit Gadgil	Group III – International Best Practices Group Lead – Chris Kost
12:30 – 01:00	Breakout Group Presentations & Discussion		
1:00 – 2:00	Lunch		
2:00 – 4:00	Design Charrette for PBS in Jaipur	Facilitated by Amit Bhatt	
4.00- 4:30	Tea Break		
4.30 – 5.00	Q&A valediction		

5. SUMMARY OF PROCEEDINGS

Inaugural Address

Rajan Vishal, (IAS), Managing Director, JCTSL

Mr. Vishal spoke on the importance of cycling and the feasibility of implementing the project, the problems, challenges, financing, and land issues.

Public Bicycle Scheme-An Overview

Amit Bhatt, Strategy Manager – Urban Transport, EMBARQ India

Amit Bhatt gave an overview of public bicycling schemes, speaking of the system as an innovative platform for short-term bicycle rentals. He added that there are several components to the system and that consistent branding of each component is essential to the success of the system.



Amit Bhatt giving an overview of public bicycle schemes in India

Cycling In Jaipur

N.C. Mathur, Director Project, JDA

The Jaipur Development Authority (JDA) hosted the workshop at their conference facility. Mr.N.C. Mathur, Director (Projects), JDA, gave the inaugural address speaking on the importance of encouraging non-motorised transport, especially with the declining use of cycles caused by increased motorisation in the city. He quoted the National Urban Transport Policy, which prioritizes pedestrianisation, and non-motorised transport.

Using the World Café format, which is a conversational process based on a set of integrated design principles that reveal a deeper living network pattern; four groups had brief 15-minute sessions with each of the experts.



Anvita Arora, Innovative Transport Solutions Private Limited (iTrans), led the groups in discussing the roles and responsibilities of the public and private sectors. The groups were able to identify government bodies, local associations, corporate stakeholders, and individuals likely to benefit or be affected by the implementation of public bicycling schemes in Jaipur.

Ranjit Gadgil, Parisar, facilitated a discussion on the challenges at the city level, speaking from his experience in the city of Pune. The discussion centred around the need for clear and essential policies for promoting non-motorised transport and having public bicycling schemes as part of a comprehensive non-motorised transport policy for the city. It was emphasised that a political buy in and support of the people is essential for the project and it is imperative to set benchmarks for the project so that performance of the project can subsequently be judged against specific parameters.

Chris Kost, Institute for Transportation and Development Policy (ITDP), led the groups on international best practices. Using international case studies, the groups discussed how public bicycle schemes would compare and contrast with systems around the world. Taking the case of Walled City Area in Jaipur (Area - 9 km²) it was discussed that the majority of trips would be short (upto 2km) would be a good choice to implement as it is an integral part of the tourist circuit which attracts about 5000 tourists daily on an average.

The payment system could be phone based as the mobile phone penetration is relatively high, or a cash based system with attendants could also be used. For mass subscriptions, Resident welfare associations and hotels could be ideal targets as they already have the identification documents of the citizens/guests.

It was also felt that there should be park and ride system at the periphery of the walled city and simultaneously there should be a steep hike in the parking fees.

Raj Janagam, Cycle Chalao, spoke on financing public bicycling schemes, and discussed the various costs involved in setting up such a system, as well as different financing models.

Major costs in the system are station set up, cycle costs, software, fare collection

- Station costs Rs 3-4 lakhs
- Cycle costs range from Rs 5000-10000
- Software / management costs – Rs 50 lakhs (100 cycles, 5 stations)
- 15% should be budgeted into thefts

For Manual System:

Capital cost: Rs 50,000 /year

Operating Cost: Rs 50,000 /year

Membership Fees is an integral component determining the patronage of the system, which if too high will discourage the users from becoming members while if too low, it is not enough to guard against theft.

The design charette gave the participants an opportunity to put together an effective strategy for implementing a phase one of the public bicycling scheme in the city of Jaipur.

6. NEXT STEPS

Moving forward it was agreed that a pilot project with 1100-1200 cycles with 40 stations should be implemented.

An analysis of the prospective areas (listed below) where the system could be implemented will be carried out to determine the best location for the pilot phase of the project.

1. Walled City
2. Jawahar Nagar
3. Vidyadhar Nagar
4. Mansarovar

Parameters to be taken into account while doing the SWOT analysis for the above areas are as follows:

1. Land use
2. Public transport network
3. Existing usage pattern
4. Political support
5. Space availability
6. Origin destination patterns

Institutional Structure:

An SPV- a combination of JCTSL and JMRC would be responsible for planning, monitoring the PBS. NMT cell should be part of the SPV and should have dedicated human resources and budget.

Jaipur Transport Authority (JTA) will be the contracting agency.

Models for Implementation:

1. **Public Private Partnership:** Under this format, the capital investment on rolling stock, cycle stations, IT, etc. will be made by the public agency while the operation and maintenance will be the responsibility of the private player. Advertisement revenue goes to public agency. Only a fixed amount is given to the private player.

DBFOT: The private player will design, build, finance, operate and transfer the facility after expiry of the concession period. The private player will collect the user fees for the length of the concession period.

Related Links:

[EMBARQ India Cycling Cities](#)

[Photos from the workshop](#)