



GOVERNMENT OF GIBRALTAR
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GOVERNMENT LAUNCHES URBAN SMART BIKE SCHEME AND PUBLISHES TENDER FOR ADVERTISING OPPORTUNITIES

Government has today issued a tender inviting bids for advertising on the Urban Bicycles.

This is the first phase in the implementation of this pilot scheme that was included in the Integrated, Traffic, Transport and Traffic Plan. Works are already under way installing docking stations around Gibraltar and the scheme is scheduled to launch early September. Initially the scheme will have 130 bicycles at the disposal of the public and will operate daily from 07.00 am to 10.00pm. There will be docking stations at the following sites

- Frontier
- Winston Churchill Avenue
- Victoria Stadium
- Waterport Road
- Europort
- Reclamation Road
- Commonwealth Carpark
- Rosia Road
- Bayview Terraces
- Grand Parade
- Referendum Gates
- Line Wall Road
- Orange Bastion

- Market Place
- Eastern Beach
- Catalan Bay
- St. Joseph's School
- Europa Point
- Rosia Parade

Only 3 simple steps are necessary to ensure the user access to care-free and individual transport:

REGISTER – Users will be able to register via a dedicated web-site or by calling in person at the registration office. This office will be located at the Gibraltar Bus Company's depot at Winston Churchill Avenue as this company will be running this scheme on behalf of the Government. A user card will then be issued which is necessary to remove the bike from its docking station.

Each user will be asked to provide credit card details on registration. These details are held as security for the bike so that, in the unlikely event the bike is not returned, a punitive fee can be deducted from the card.

There will be an annual subscription fee of £24. This will entitle the user to one hour's free bicycle use per day. If this hour is exceeded then a charge will apply. Listed below is a schedule of fees for information.

Access Period Fee	Charge per User
Annual	£24
Card Issue Fees	Charge per Card
Card Issue Fee	£0
Additional/Replacement Cards	£5
Usage Charges	
Duration	Charge per Cycle
Less than 60 minutes (1 hour)	Free
Less than 90 minutes	£2
Less than 120 minutes (2 hours)	£5
Less than 150 minutes	£8
Less than 180 minutes (3 hours)	£10
Less than 360 minutes (6 hours)	£20
Less than 1,440 minutes (24 hours)	£30
Late Return Charge	£150
Additional Charge	
Description	Charge per Cycle
Non-Return Charge	£500

RIDE - Swipe your card at an Urban Smart Bike station and it will release a bike for you to ride.

RETURN - When you have reached your destination, return your bike to any Urban Smart Bike station. The bike is automatically locked and ready for the next user.

Each docking station consists of 'docking modules' which lock the bicycles in place, ready for use, as well as the vertical interactive and informative column that identifies the user.

Taking into account the immediate needs of the user, the station is user friendly and offers various ways to access the bikes, while focusing on simplicity and speed. Simply swipe your SmartCard over the reader and a LCD screen will tell you the number of the docking module from which to remove your bike. As soon as the bike is removed, the clock automatically starts and will continue until the bike is returned to another docking module. Any usage fees payable will then be debited from the user's account.

In order to guarantee smooth and problem free management, our service team will offer assistance during the hours that the bike are available for use

The software operating the docking station software also diagnoses bikes with problems and alerts the maintenance crews, who respond accordingly.

The software at each docking station will enable the operators to know at a glance the number of bikes docked at each docking station. During peak usage times redistribution vehicles will be used to ensure an even distribution of bikes across Gibraltar to meet demand.

The vehicles are automatically alerted to pick up bikes from fuller docking stations and replenish the stations with a lower amount of bikes.

Commenting on the introduction of this new initiative, the Minister for Transport, the Hon Joe Holliday said: "I am delighted to announce the launch of this scheme. This scheme is integral to Government's traffic and transport plans. Its aim is to encourage people to leave their vehicles at home, promote a healthier lifestyle and a greener environment".