

Operator	Ofo	MoBike	Urbo
Engagement	<ul style="list-style-type: none"> • No funding required from Brent Council. • Have provided a charter which sets the standards they will abide to. • Requires a MoU to be entered into. • Will share anonymous data to assist with transport planning. • They operate and manage the scheme providing a dedicated community phone line to a manager for the Council as a first point of contact if issues arise. • Have a 24/7 call centre and emergency contact line for users. 	<ul style="list-style-type: none"> • No funding required from Brent Council. • Customer service standards contained within the SLA • Requires a MoU to be entered into. • Will share anonymous data to assist with transport planning. • They operate and manage the scheme providing a dedicated community phone line to a manager for the Council as a first point of contact if issues arise. • Have a 24/7 call centre and emergency contact line for users. 	<ul style="list-style-type: none"> • No funding required from Brent Council. • Require a MoU to be entered into • Accredited by BikePlus and PEBSS • They operate and manage the scheme providing a dedicated community phone line to a manager for the council as a first contact point if issues arise. • Will share anonymous data to assist with transport planning and real time dashboard access.
Safety and Maintenance	<ul style="list-style-type: none"> • They know who their users are as they require upon registration for a passport or driving license to be scanned. • Under 16s not permitted. At our request they acknowledge the potential to allow under 16s if they can prove they have completed and achieved a recognised cycle training level – they will take this away for further consideration. • Bikes are tracked through the users phone GPS as well as the bikes themselves having chips. • Bikes have a full maintenance service every two months and Ofo crew check up on the condition of the bikes as part of their patrols • Ofo work in partnership with local cycle companies to get them to maintain 	<ul style="list-style-type: none"> • Under 16s not permitted. • Bikes have GPS and Vodafone managing @Internet of Things' (IoT) so they know where they all are at all times. • Bikes are maintained by haveBike, a local supplier of onsite and mobile bicycle safety checks. Their clients include City of London Police as well as London Metropolitan Police. • Bike have a minimum annual maintenance check 	<ul style="list-style-type: none"> • Partner with local bike shops to undertake maintenance • Bikes meet European Bike Safety Standards EN ISO 4210-1:2014 • Wardens undertake a six point check • Damaged vehicles taken off the system for availability • Technology service led – i.e. the more a bike is used the sooner it has a service. • Bikes are tracked through the users phone GPS as well as the bikes themselves having tamper alarms. • Bikes have a four year service life • Bike parts designed so they do not fit other bikes and therefore have no commercial value reducing theft incentive.

	the bikes		
Operations	<ul style="list-style-type: none"> • Trial starts with 100-200 bikes. • Areas where bikes can be parked can be outlined using vinyls and are also shown on the app. • Ofo crew patrol and ensure bikes are parked in legal and appropriate locations • Ofo crew redistribute bikes using zero emission methods between Ofo hubs and areas of high use • Users are encourage and incentivised to report issues and mechanical problems • Lifecycle of the bike is two years 	<ul style="list-style-type: none"> • Leveraging the IoT technology the operations team intelligently identify and intervene with bikes that are 'at risk' before they present a problem • Street operation teams operate Monday to Sunday, 6am – 10pm • Redistribution is completed using a van and trailer • Lifecycle of the bike is four years 	<ul style="list-style-type: none"> • Areas where bikes can park can be geofenced and displayed on app • Wardens patrol and ensure bikes are fit for purpose. Identifying bikes that need redistributing. Van fleet in the evening redistribute bikes • Dedicated operations manager for the city • Can reserve a bike for up to 15 minutes • Users incentivised to report issues and mechanical problems
Customer Experience	<ul style="list-style-type: none"> • First 4-6 weeks of launch use is free but do have to register. Cost is 50p for 30 minutes • Point system in operation. Points awarded for positive behaviour and deducted for negative. If all points are lost then automatic ban from the scheme • Smart pricing to incentivise bike redistribution is being developed. 	<ul style="list-style-type: none"> • A £29 signup fee to encourage early adoption • Requires the bike to be parked in a preferred location to enable the journey to be closed and stop charging. • Point system in operation. Points awarded for positive behaviour and deducted for negative. • Can fine if bike is parked outside a geofenced area. • Dynamic pricing structure/gamification to encourage positive behaviour and discounts for certain social groups e.g. 16-18 year olds, jobseekers 	<ul style="list-style-type: none"> • A £29 annual membership • Pilot period of 3 moths offering membership of £1 • Cost 50p for 30 minutes • User credit system used with points awarded for good behaviour and deducted for bad behaviour such as parking outside geofenced area • Credit system can be topped up using the app • Marketing campaigns promoting rules of the road and health benefits
Miscellaneous	<ul style="list-style-type: none"> • London Living Wage company and does not use zero hour contracts • Employ local staff • Bikes at the end of their life are repurposed to other 	<ul style="list-style-type: none"> • Electric bikes are proposed in the future • Working in partnership with British Cycling • Public liability insurance covering all bike hires for injury to 	<ul style="list-style-type: none"> • London Living Wage company • Employ local staff • Public liability insurance covering all bike hires for injury to a third party and accidental damage

	parts of the world (developing countries) as private bikes. <ul style="list-style-type: none">• Public liability insurance covering all bike hires for injury to a third party and accidental damage	a third party and accidental damage	
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