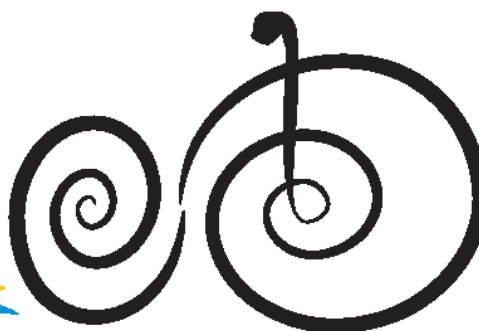


3as Jornadas de la Bicicleta Pública La Bicicleta en Cantabria



BIKE SHARING SERVICES. EVALUATION: PRESENT & FUTURE BIKE IMPLEMENTATION STRATEGIES IN CANTABRIA

**PALACIO DE LA MAGDALENA I SANTANDER I CANTABRIA
13-16 OCTOBER 2011**

THURSDAY, 13 OCTOBER

BIKE SHARING SERVICES. EVALUATION: PRESENT & FUTURE

PARANINFO

09:15 - 09:45 Registration

09:45 - 10:15 Opening ceremony

10:15 - 11:15 Case study presentation: *BIKE SHARING SERVICES. EVALUATION: PRESENT & FUTURE* by the authors Esther Anaya and Alberto Castro. With the participation of David Rojas, CREAL's researcher. Chairman: Juan Luis Plá de la Roda, Head of IDAE.

11:15 - 11:30 Results presentation of the inquiry about the bike sharing service users.
By Àngels Pont, Head of GESOP and author of the study.

11:30 - 11:50 Debate

Questions and answers with a 59' format (the audience have to take less than one minute to ask the question)

Moderated by a representative of the Sevilla's City Hall

JARDÍN DE LAS CABALLERIZAS

11:45 - 12:15 Coffee break and visit to the stands

PARANINFO

12:15 - 13:15 Round table

Public bike vs. private bike. Different municipalities will put forward their initiatives to promote the daily use of the bicycle by subsidizing the purchase of bikes or setting up a bike sharing program.

Santander

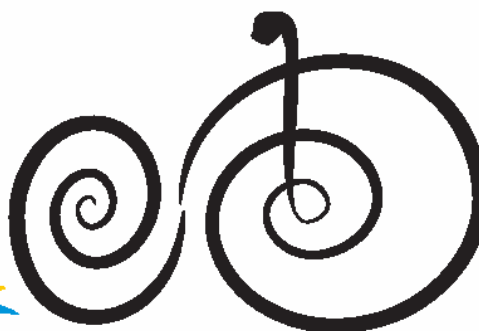
Burgos

Logroño

EMT (Área Metropolitana de Barcelona, Entidad de Transporte)

Chairman: a representative of the Aranjuez's City Hall

3as Jornadas de la Bicicleta Pública La Bicicleta en Cantabria



13:15 - 14:15 Debate

Questions and answers with a 59' format (the audience have to take less than one minute to ask the question)

PALACIO DE LA MAGDALENA

14:15 – 15:15 Lunch

CABALLERIZAS

15:30 - 16:45 Workshop

Exclusive for the ones who work in a municipality that have launched a bike sharing system. Brainstorming. Chairman: Enrique Asensio (Zaragoza's City Hall)

15:30 - 16:45 Workshop

Technology at the service of the bike. New proposals. Call for papers.

Chairman: *Pere Cahué, President of Plataforma Empresarial de la Bicicleta*

PARANINFO

16:45 - 17:45 Round table

Debate with bike sharing system experts from all around the world

Chairman: Joan Valls, President of BACC (Bicicleta Club de Catalunya)

PALACIO DE LA MAGDALENA

19:00 - 21:00 Extraordinary Assembly of Red de Ciudades por la Bicicleta

21:30 Dinning cocktail at Palacio de la Magdalena

FRIDAY, 14 OCTOBER

BIKE IMPLEMENTATION STRATEGIES IN CANTABRIA

JARDÍN Y PARANINFO

09:00 - 10:00 Registration

Welcome and coffee

PARANINFO

10:00 - 11:00 Opening conference

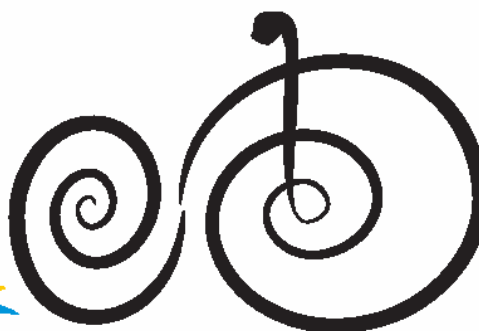
Title to be confirmed. By Francisco Javier Fernández (Gobierno de Cantabria)

11:00 - 12:00 Face to Face

Bike implementation experiences by Alfonso Sanz, town planner and mobility consultant and Àngel López, Mobility Director of Barcelona's City Hall.

Chairman: *Gianni Rondinella, researcher of Centro de Investigación del Transporte UPM (Universidad Politécnica de Madrid).*

3as Jornadas de la Bicicleta Pública La Bicicleta en Cantabria



12:00 - 13:00 Presentation

The Mobility Cycling Plan of Cantabria by Emilio Flor, Managing Director in charge of Environment (Gobierno de Cantabria)

13:00 - 13:30 Debate

Chairman: *Josu Benaito* Director of Transport Infrastructures (Gobierno Vasco)

PALACIO DE LA MAGDALENA

13:30 - 14:30 Lunch

PARANINFO & CABALLERIZAS

15:00 - 17:00 Speed networking

Four parallel sessions focused on *Good practices for bike implementation*. The audience is invited to ask and discuss.

San Sebastián

Bordeaux

Ferrara

Gent

17:00 - 17:45 Debate and conclusions

Chairman: *Xavier Corominas*, Director of the Congress and Technical Secretary of Red de Ciudades por la Bicicleta

17:45 - 18:00 Closing ceremony by the President of Gobierno de Cantabria, Ignacio Diego

22:00 Cycle Chic Party

Festive encounter of this international movement. Cycle Chic links urban cycling with fashion and is well-known in cities like Sydney, L.A and Barcelona.

There will be a prize draw for a cruiser bike.

SATURDAY, 15 OCTOBER

13:00 Tour by the Santander's Valley on a Goleta boat

13:00 Exhibition of electric bikes

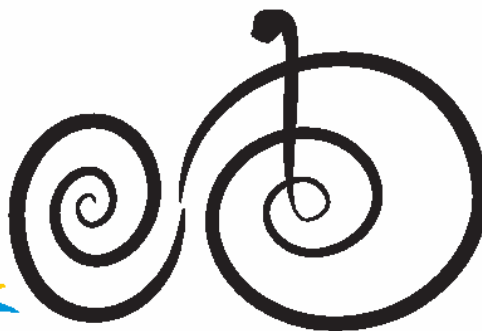
16:00 Tour by the Santander's Valley on a Goleta boat

16:00 – 22:00 Bicycle & Cinema

Place: Escuela Técnica Superior de Náutica. Salón de actos (C. Gamazo, 1. 39004 Santander).

** Temporary programme, speakers pending to confirm*

3as Jornadas de la Bicicleta Pública La Bicicleta en Cantabria



SUNDAY, 16 OCTOBER

16:00 – 22:00 Bicycle & Cinema

Place: Escuela Técnica Superior de Náutica. Salón de actos (C. Gamazo, 1. 39004 Santander).