

## Deliverable Name

DELIVERABLE D.T3.1.2

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(Organisation) ESB  
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## Summary sheet

Project Name	eHUBS
Title of the document	Operational Plan: ESB
Deliverable	D.T3.1.2
Work Package	
Programme	Interreg North-West Europe
Coordinator	City of Amsterdam
Website	<a href="http://www.nweurope.eu/projects/project-search/ehubs-smart-shared-green-mobility-hubs/">http://www.nweurope.eu/projects/project-search/ehubs-smart-shared-green-mobility-hubs/</a>
Author	Darren Louet Feisser
Status	Draft/Public
Dissemination level	Confidential, only for members of the consortium (including the Commission Services)
Reviewed by	
Submission date	
Starting date	January 2019
Number of months	58

## Project partners

Organisation	Abbreviation	Country
Gemeente Amsterdam	AMS	The Netherlands
Promotion of Operation Links with Integrated Services aisbl (POLIS)	POLIS	Belgium
Taxistop asbl	Taxi	Belgium
Autodelen.net	Auton	Belgium
Bayern Innovativ GmbH	BI	Germany
Cargoroo	CA	The Netherlands
URBEE (E-bike network Amsterdam BV)	URBEE	The Netherlands
Gemeente Nijmegen	NIJ	The Netherlands
Transport for the Greater Manchester	TfGM	Great Britain
Stad Leuven	LEU	Belgium
TU Delft	TUD	The Netherlands
University of Newcastle upon Tyne	UN	Great Britain
Ville de Dreux	DR	France
Stadt Kempten (Allgäu)	Kemp	Germany
Universiteit Antwerpen	UAntwerp	Belgium
Mpact vzw	Taxi2	Belgium
Mobipunt vzw	Mobipunt	Belgium
Electricity Supply Board	ESB	Ireland
The Highlands and Islands Transport Partnership	HITRANS	Great Britain
Service Public de Wallonie Mobilité et Infrastructures, Autorité Organisatrice du Transport	SPW MI, AOT	Belgium

## Introduction

All 14 sites have been installed and works were complete in July 2022.

Installers passed a health and safety assessment during installation.

Each station passed ESB commissioning and electrical safety audits.

All 14 sites with 112 ebikes were operational and opened to the public in July Bleeper and Moby September 2022.

The two apps for ESB eBikes were tested by ESB staff and updated before they were made available to the public in September 2022.

National and local marketing campaigns were launched in September 2022.

Branding for both the eBikes and EV share modular hubs stations have been initiated.

7 local marketing events have been held with local authorities, businesses, transport policy makers and the Department of Transport.

Marketing assets such as videos, posts and flyers were completed in November 2022.

Trinity college Dublin have conducted analysis on the data from providers and survey's findings, as well as doing studies on the socio-economic factors that could influence usage of the scheme in the areas of the eHubs.

ESB staff have hosted Interreg workshops in Dublin, bringing key learnings back to Irish transport providers from partners who have already launched their schemes.

ESB has arranged workshops with transport operators and interested partners to explore how the scheme can be expanded in 2023.

The project manager has also delivered numerous presentations of the scheme to key figures in the local municipalities in the Greater Dublin Area. ESB have attended events centred around mobility and have outlined the project to key stakeholders in Ireland's transport system inside and outside of Dublin.

Strategic planning and modelling activities were completed to define a plan to deliver a national network of eHubs.



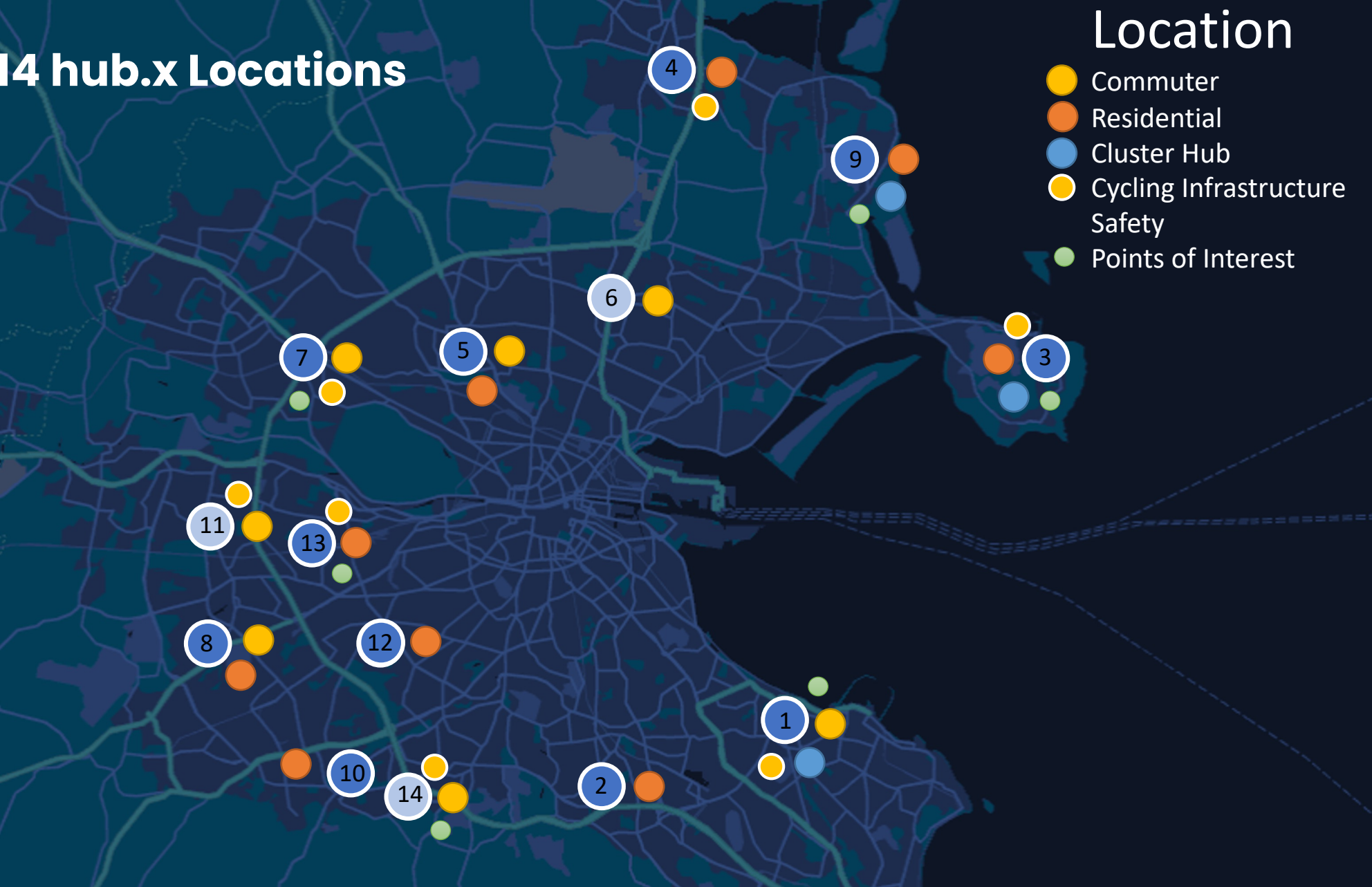
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# 14 hub.x Locations

## Location

- Commuter
- Residential
- Cluster Hub
- Cycling Infrastructure Safety
- Points of Interest

1	Harbour Road, Dun Laoghaire, County Dublin
2	Three Rock Road, Sandyford, Dublin, D18
3	Harbour Road, Howth, Dublin, D13
4	Main Street, Swords, County Dublin
5	Mellows Road, Finglas West, Dublin 11
6	Crowne Plaza Dublin Airport, Northwood Park, Santry, Dublin 9
7	Crowne Plaza Dublin – Blanchardstown Town Centre, Dublin 15
8	Maldron Hotel, Naas Road, Newlands Cross, Dublin, D22
9	Malahide Road, Malahide, Dublin
10	Old Bawn Road, Tallaght, Dublin, D24
11	Saint Lomans Road, Yellow Walls, County Dublin
12	Tower Credit Union, 90A, 12 St Peter's Rd, Walkinstown, Dublin,
13	Park West Business Campus, Cherry Orchard, Dublin, D12
14	Dodder View Park, Firhouse Rd, Tallaght





# Bikes are booked Via ESB Bikes App & Bleeper App

**MOBY™**

40 Bikes  
5 Hubs  
ESB Ebikes App

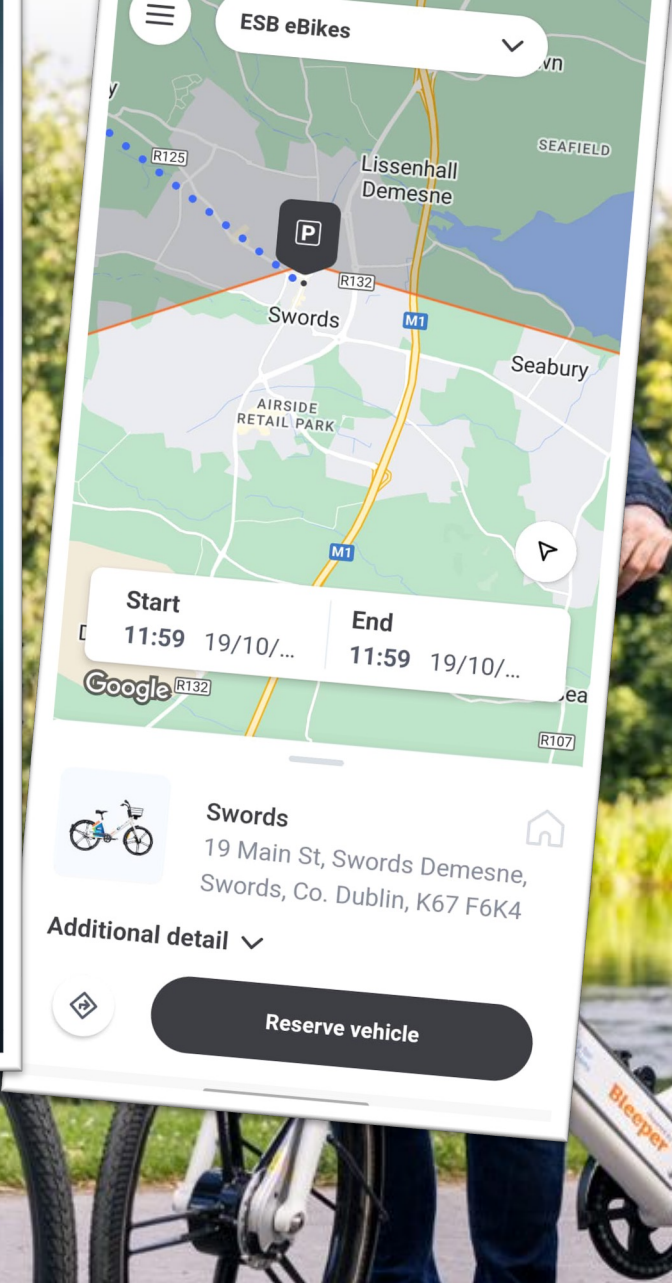
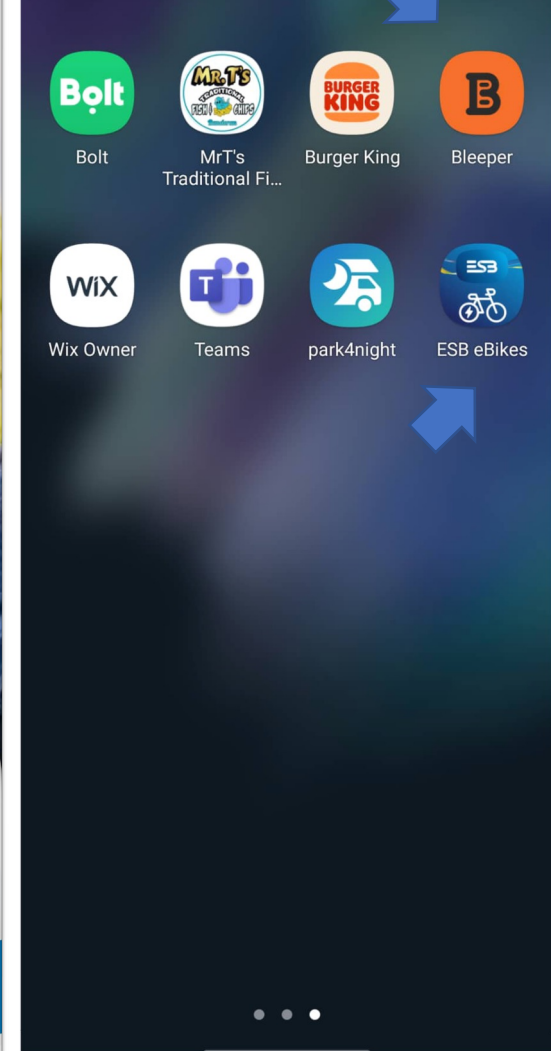
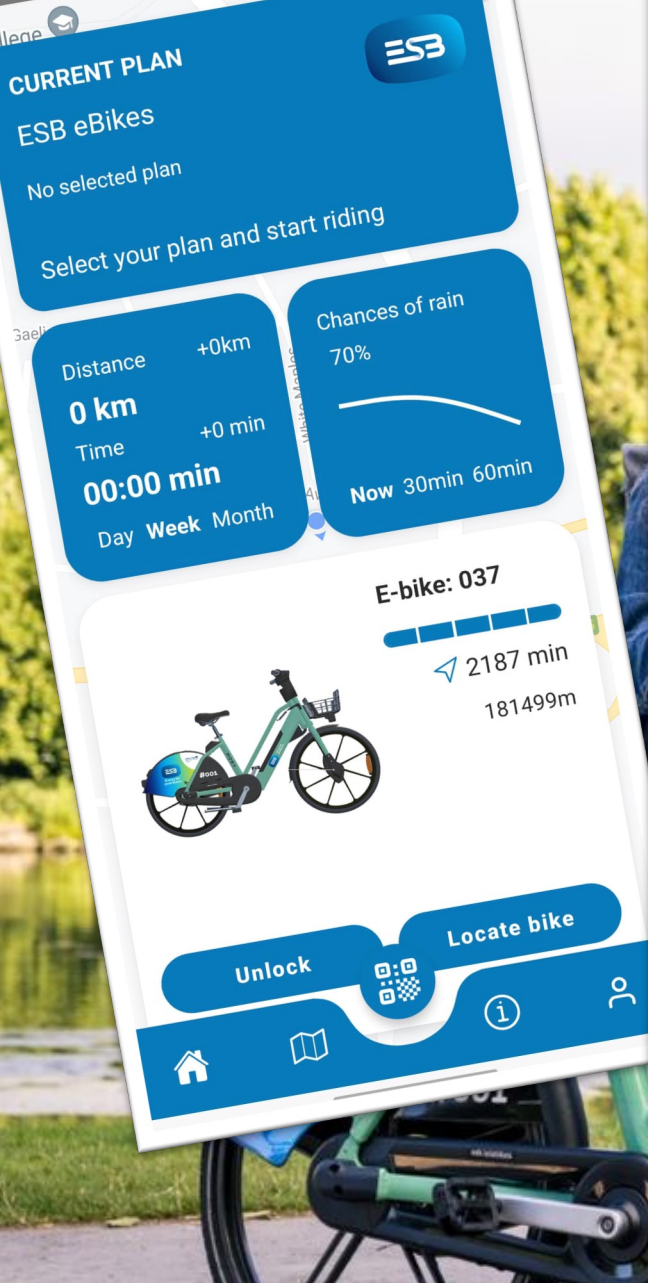
**Bleeper**

72 Bikes  
9 Hubs  
Bleeper App



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## ESB eBikes

ride plans

Select the plan most suitable for you and start riding.

PAY AS YOU GO

EUR 0.15/min

€1 unlock fee, €0.15 per minute. For each rental, a €10 deposit is reserved and gets canceled upon the return of the bike. Maximum amount per day is €10. All rentals subject to availability of bike. Bike must be returned by 00h a.m. every day. If not €30 fee applies every day as soon as it goes past 00h AM. Penalties & charges apply for misuse, see terms

MONTHLY SUBSCRIPTION

EUR 15/month

Monthly recurring payment activated from first rental. Each ride is billed at €3

Confirm



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# Dun Laoghaire Station





# Operator Stations

## Location

- Commuter
- Residential
- Cluster Hub
- Cycling Infrastructure Safety
- Points of Interest



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# Howth Dun Laoghaire Greenhills

Have had highest Uptake



## Lessons Learned From Data

Early Adopters  
Tourists Residential Elderly

Hotels and Commuters  
Need a PR Push

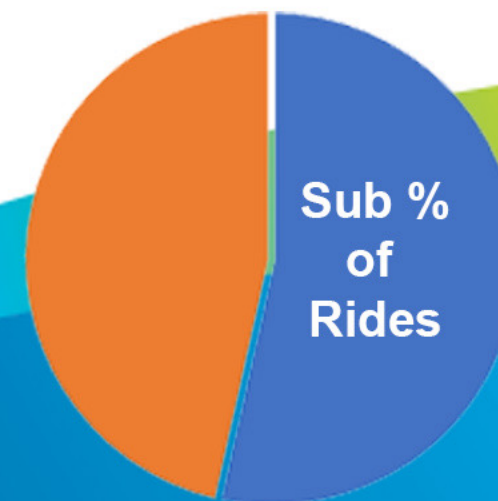
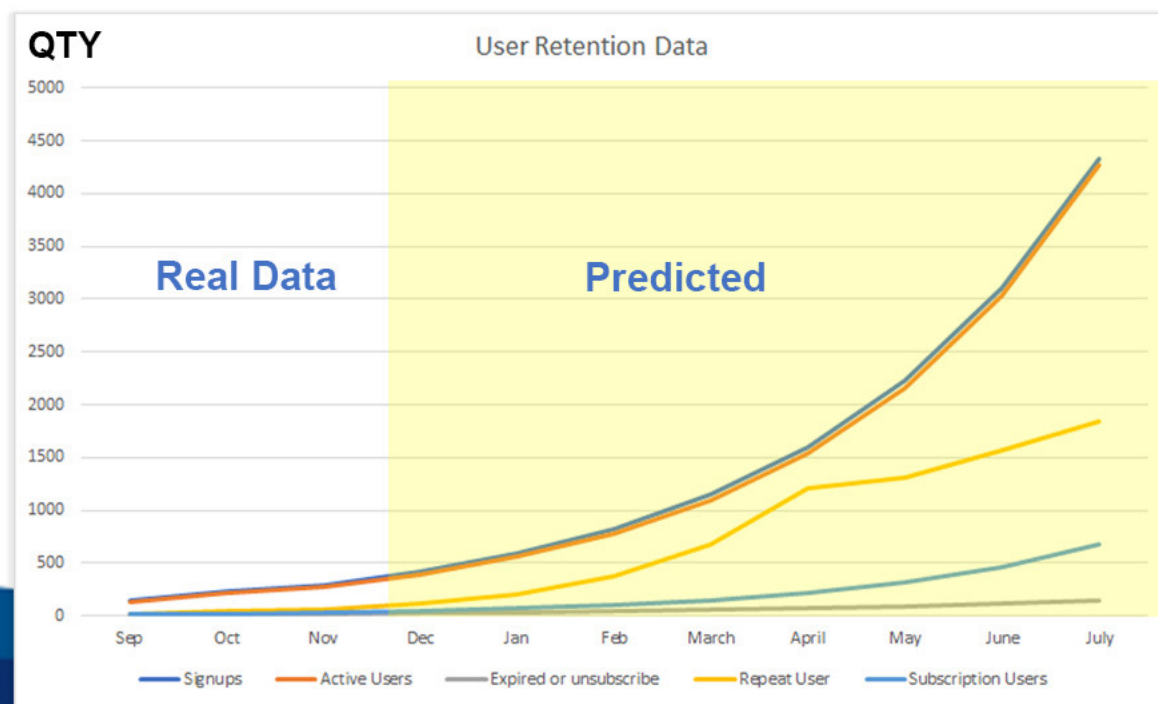
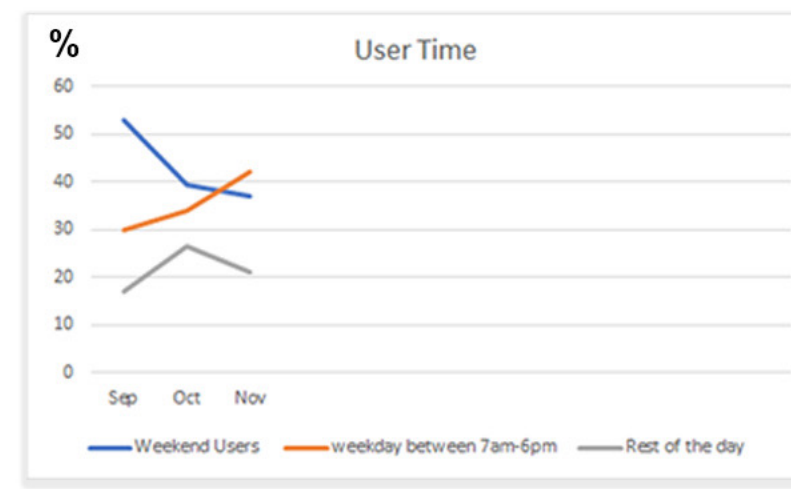
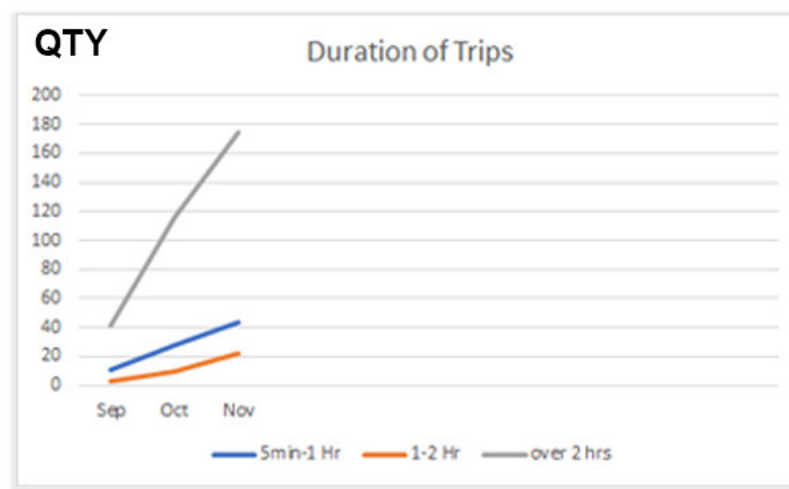
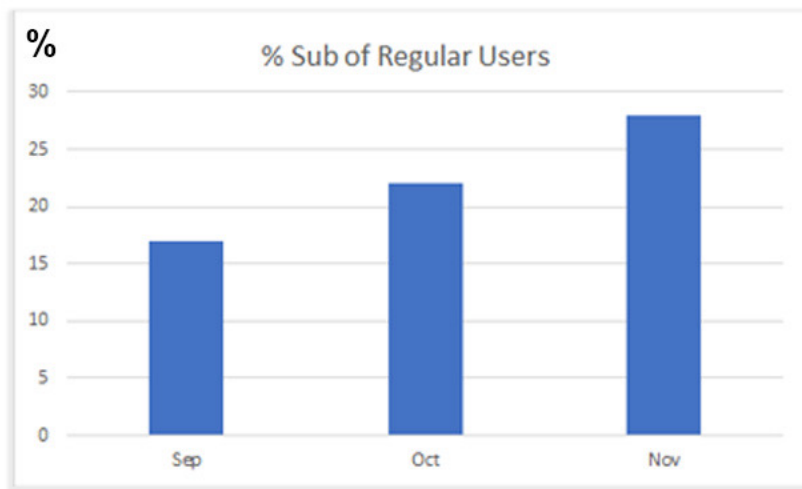
Target Groups Need to be Engaged

Location Security is Vital

Stations need to be more weather  
resistant

eBikes should lock independent of  
Station

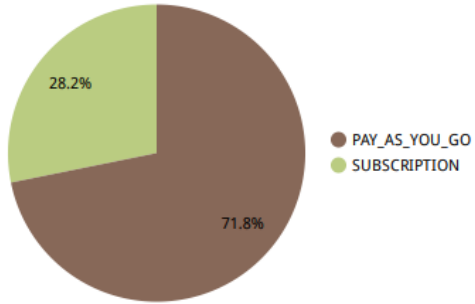




Rides per 25 Day Month/Bike	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
Signups	152	233	295	424	591	823	1147	1598	2226	3102	4321
Active Users	139	214	274	397	557	782	1098	1541	2164	3039	4266
Expired or unsubscribe	13	19	21	28	36	45	57	73	93	118	150
Repeat User	18	45	58	116	209	375	673	1207	1310	1574	1839
Subscription Users	15	24	32	48	70	102	150	219	320	467	683

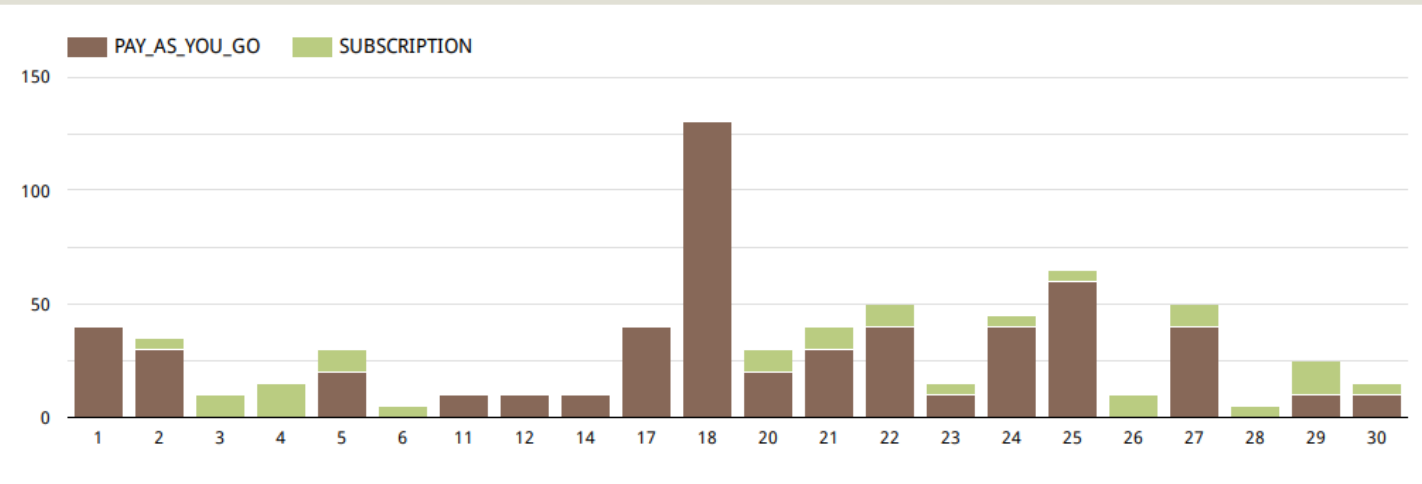
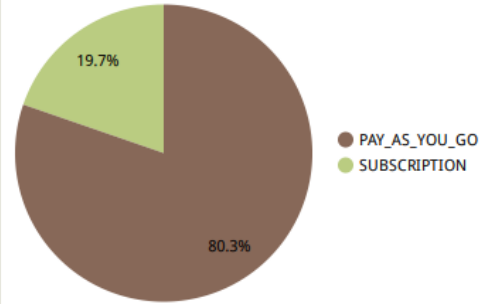
## Income Statistic:

### Number of rides per plan:



Average income per day  
**£31.14**

### Amount per plan:



### Income per bike:

	Bike name	Income ▾	Average Income per day	Days been used
1.	039	£85	£17	5
2.	037	£70	£11.67	6
3.	012	£45	£9	5



**HUBx was Launched on  
Sept 2022 by  
Eamon Ryan  
Minister Of Transport  
Green Party Leader**



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**Media Launch**

**Interreg**   
North-West Europe  
**eHubs**  
European Regional Development Fund



ESB eBikes

On the road to Net Zero



ESB Group  
@ESBGroup

Make your commute more energy-efficient with ESB's new electric bikes.

ESB eBikes

On the road to  
Net Zero

SIGN UP NOW



sign up now at  
[esb.ie/ebikes](https://esb.ie/ebikes)

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ESB eBikes

On the road to  
Net Zero

SIGN UP NOW



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## ESB Corporate eBikes

Paid Social PCA  
Aug – Oct 2022

In the Awareness phase, we delivered 3.6 million impressions at a CPM of €1.49. Also, we gained 2,871 clicks to the site, 125k post engagement and 354k video views. €9,992 Total Video €15,000

Sign Up



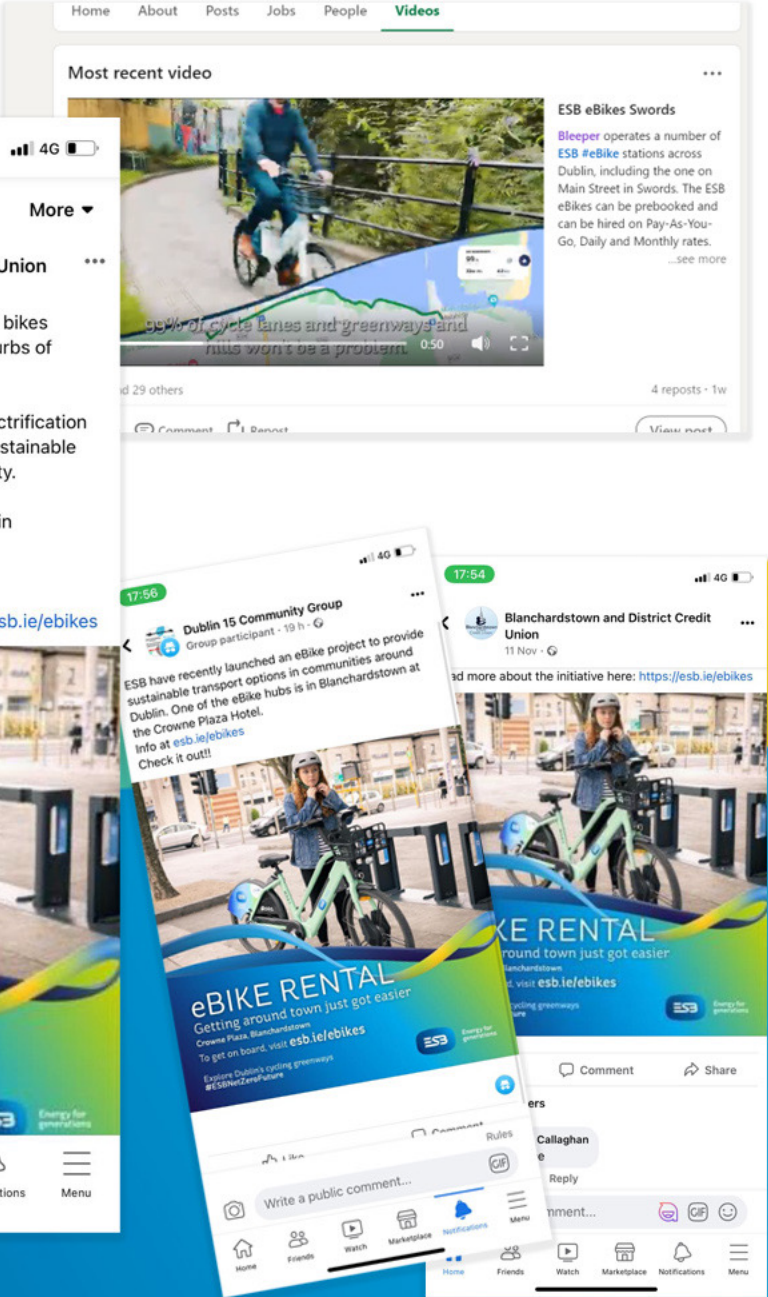
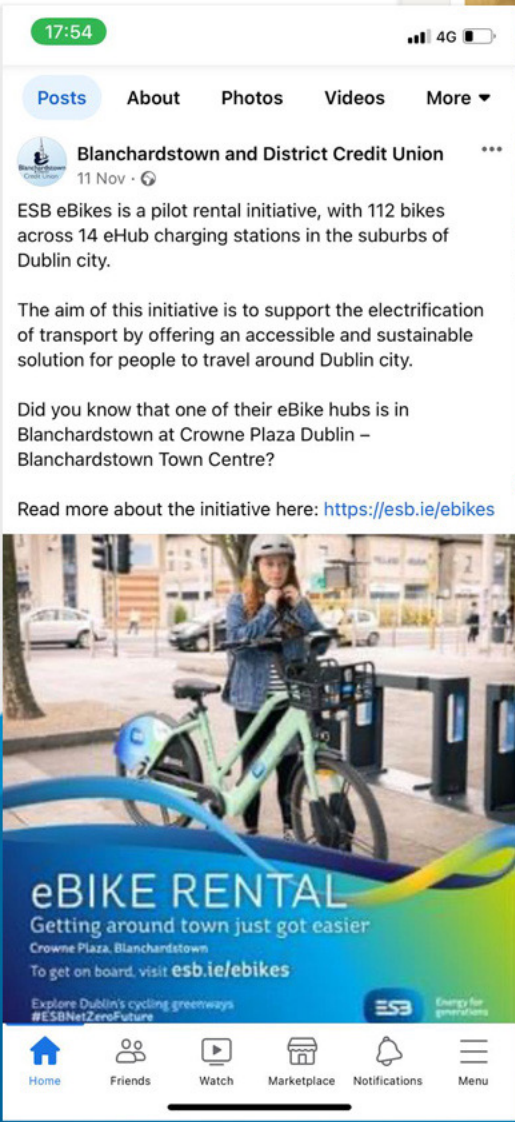
# Local Marketing Events

Local Events-Local Media

Local Tourist Offices & Local Businesses

Travel Websites.. Visit Dublin etc

Commuter and Community Social Media Groups



Operational Plan		ESB Ebike		Week of:
Category	Parties	Key Responsibilities	Person Responsible	Status
Duckt Station Installation				
	Duckt	Build and Commission	Goksen Atalay	14 Stations installed
	GMC	Install stations and prepare ground works	Colin Skinner	
	ESB Hubx	Project Manage Installations and Planning	Darren Louet Feisser	
eBike Operations				
	Moby	Maintain & Operate 40 Bikes in 5 locations	Dave Maloney	ESB Ebikes Live to Public 25th July 2022
	Bleeper	Maintain & Operate72 Bikes in 9 locations	Hugh Cooney	
	ESB Hubx	Project Manage ebike Operators	Darren Louet Feisser	
Sales				
	Moby	Manage ESB Ebikes App and Process sales	Akash Kajal	Sales Portal Live Wed 20th July
	Bleeper	Manage Bleeper App and Process Sales	Hugh Cooney	
	ESB Hubx	Project Manage Sales Process	Darren Louet Feisser	
Marketing				
	ESB Digital Marketing	Build Video/Assets	Eva Hall	ESB Ebikes Live to Public 25th July 2022
	ESB RR	Coordinate Pr Events and Digital Marketing	Lynda Mc Watters	
	ESB Hubx	Project Manage Marketing	Cillain Mc Ginnity	
Customer Service				
	Moby	Manage ESB Ebikes Customer Services for Moby Bikes	Akash Kajal	ESB Ebikes Live to Public 25th July 2022
	Bleeper	Manage ESB Ebikes Customer Services for Bleeper Bikes	Hugh Cooney	
	ESB Hubx	Project Manage Customer Services	Darren Louet Feisser	
Station Maintenance				
	Duckt	Provide Maintenance Support	Goksen Atalay	
	GMC	Implement Station Maintenance	Colin Skinner	
	ESB Hubx	Project Manage Maintenance	Darren Louet Feisser	
ESB Administration	Key Responsibilities	Person Responsible		
	Legal	Jacobus Crous		
	Commercial	Geraldine Molloney		
	Insurance	Ronan McCoy, Micheal O Dwyer		
	Electrical	Cathal Lally		
	Branding	Grainne Burns		
	Management	Geraldine Molloney		
	Finance	Andrew Keating		
	Procurement	Niamh Blanch		
	Design and Project Management	Darren Louet Feisser, Cillian Mc Ginnity		
Research	Parties	Key Responsibilities	Person Responsible	
	Trinity College	Analysis and Document key Data	Faheem Ahmed, Brain Caulfield	
	Moby	Collect User Data and summit to Trinity College	Akash Kajal	
	Bleeper	Collect User Data and summit to Trinity College	Hugh Cooney	