

PERSPECTIVES ON THE GROWING MARKET FOR PUBLIC BICYCLES: FOCUS ON FRANCE AND THE UNITED KINGDOM



Cycling - Session 2 - Public Cycle Hire Systems

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Public bicycles – basic concepts

	Long term > 1 week	Short and middle term: between half-a-day and one week	Very short term: from some minutes to some hours
Type of rental service	Rental program for students, velostations	Cyclist shops and retailers, velostations	Public bicycles
Access to the bicycles	During opening hours of the shop	During opening hours of the shop	24h/24, 7d/7
Location for taking and depositing the public bicycle	The same place	The same place	Possibility to drop off the bicycle to another places
Check-in & Check out	Human contact	Human contact	Automatic
Typical sources of values for the users	To have a personal bicycle without buying one. To access to a dedicated repair shops	To have a bicycle adapted to specific needs as bicycle types, accessories	Transfert of responsibility for - theft risk - night and long term parking - maintenance

No check in / check out to attribute damages to anyone

History and generations

	Generations			
	1st	2nd	3rd	4th
Encouragements to remain a fit bicycle	None	Financial with a coin trolley system (~ 2 euros)	Identification of the user, financial and time incentives	Discouragement to vandalism from users and non users
Examples	White Bikes in Amsterdam (1965)	Fonden i bycyklen in Copenhagen (1995)	Velo à la carte in Rennes (1998), Velo'v in Lyon (2005), Bicing in Barcelona (2007) and Velib' in Paris (2007)	Arnhem (2007), Bicimia in Brescia (2008), Grenoble (2010)
Principles	Bicycles are left on the public realm	Bikes are parked in docking stations	Informatic registration and identification thanks to new technologies of information and telecommunication	Surveillance and protection capabilities
Limits	Bicycles are stolen, painted, broken and not shared	Anonymous users kept the bicycles as the financial incentive is too low and there are no time incentive	Vandalism, empty stations and full stations	Public privacy, costs

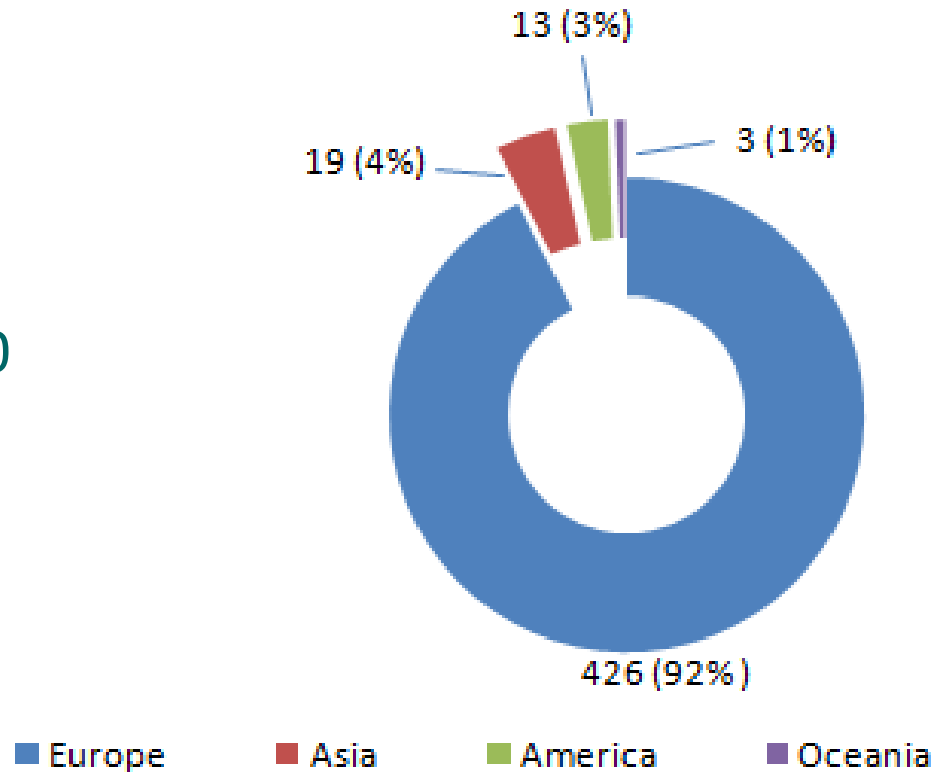


Evolutions could be linked to system features designed to keep cycles fit for use

The world market

- Services:
 - 2000: 1
 - 2005: ~ 128
 - 2010: ~ 460
- Bicycles: 203 000
- Docking points: 13 500

Share of 3rd and 4th generations public bicycles by region in 2010



A 21st century market

Market in France and in the UK

- [Video accessible on : www.mobiped.com/public_bike_evolution](http://www.mobiped.com/public_bike_evolution)

Cities potential



Cities	With public bicycles		Without public bicycles		Total	With public bicycles		Without public bicycles		Total
	Count	Percentage	Count	Percentage		Count	Percentage	Count	Percentage	
> 1 million	1	100%	0	0%	1	1	50%	1	50%	2
300 000 to 1 million	4	100%	0	0%	4	2	17%	10	83%	12
100 000 to 300 000	17 (20)	67%	13 (10)	33%	30	2	4%	52	96%	54
50 000 to 100 000	19	23%	65	77%	84	0	0%	126	100%	126
	44	37%	75	63%	119	5	3%	189	97%	194

Most French cities over 100 000 inhabitants are served, UK is just beginning to develop commercial-scale systems

Developing... (1)

- Governance
- Cost – Value for Money?
- Tendering



Aubervilliers: Velcom and Vélib'



Developing...(2)

- **Vandalism**



Bike dispenser

- **Service models**



Metrobox, Grenoble, 2010



Centro in Bici, Bologna, 2009

- **Others**



Mobike, Genova, 2009

A number of promising improvements yet to be proven at scale

Thank you



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