

VeloCittà is a European project using segmentation techniques and adoption of the most effective operational solutions to improve usage of Bicycle Share Systems

The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity in local authorities and BSS stakeholders engaged with the design and implementation of effective and resource-efficient solutions able to boost the uptake of BSS's, setting in motion a beneficial snowball effect on urban cycling as a whole. The project will see its results continued in the 'Cycling Workspace' long after the project has finished.

Knowledge centres

Organisation & Operation Knowledge Centre

Giving access to:

Financing & Organisation

Public Involvement

Communication Knowledge Centre

Giving access to:

Commuters

Residents

Employees

Students

Tourists

Organisation & Operation Knowledge Center

VeloCitta will develop Fact Sheets giving access to a number of issues as mentioned in the scheme above. The second edition -that will be massively improved- is on 'Public involvement' and can be found [here](#). The project team appreciates any comments or suggestions. You can send them to info@velo-citta.eu

Intro

Bike sharing schemes have become a natural part of today's urban mobility landscape. To unfold their full potential and to be more than a mere flash in the pan of cycling policy, the schemes must be designed with a set of targets in mind and as one part of an integrated mobility and urban development strategy.

In the coming years the first major scheme contracts run out (e.g. Vélib' and London Cycle Hire in 2017). At this time bike sharing will be at a crossroads. Only if bike sharing has by then become a broadly accepted measure to improve urban mobility landscapes at efforts that are competitive with those of other measures, the schemes will be continued.

Benefits of Bike Sharing

Bike sharing brings along a list of positive effects. While parts of the effect result directly from the use of the scheme itself, others are indirect or rather long-term results:

- **Modal share**
- **Congestion**
- **Mobility landscape**
- **City image**
- **Health and well-being**
- **Economic effects**

Bike Sharing at a strategic level

Bike sharing schemes cannot become successful as an isolated measure and without setting targets. The key-stakeholder should agree on the level(s) of success, e.g. economic success, high performance, visibility, image, that they wish to focus on.

- The superior strategic level for the future of any city is the general principle for urban development and overarching mobility plans.
- A designated cycling strategy comprises the city's long-term vision for cycling as well as detailed plans for the measures that are needed to achieve the stipulated goals.
- The lowest strategic level, the strategy for the bike sharing scheme itself, comprises the vision for the scheme, the targets in terms of effects, an implementation and operation plan and performance key figures.

The Fact Sheet gives recommendations on:

- **Bike sharing as strategic measure**
- **Setting targets**
- **Incentive scheme**
- **Open data**

Bike Sharing from an urban planning point of view

At first glance, common bike sharing schemes are just another space consuming urban infrastructure element like bus stops, street lights or bins. Depending on the complexity of the planned station infrastructure more or less tasks connected with building permits, groundwork, electricity, data cables etc. have to be carried out. The process of implementing several hundred bike sharing stations can easily last years, depending on the local administrative structure and the political will.

The Fact Sheet gives Urban planning recommendations

- **Regulations**
- **Design**
- **Technology**
- **The crowd**

Political interdependencies

When Vélib' started in 2007, Paris got the world's attention, the London Cycle Hire scheme is inseparably connected with Boris Johnson, the mayor of London while New York's Citi Bike is known to be former mayor Bloomberg's initiative. Large schemes had the potential to become a prestigious project for any mayor at relatively low costs. Hardly any other public measure pops up in every resident's daily life from one day to the other.

However, seven years after the introduction of the world's first large bike sharing scheme the potential popularity gain is not big enough anymore to convince a mayor. Contrary to that bike sharing has become an urban Herzbergian hygiene factor.

On the other hand political support is still essential for a successful implementation and operation of any bike sharing scheme.

The Fact Sheet gives Political recommendations

- **Administrative levels**
- **Political sustainability**

| Further literature | Link |
|--|---|
| Guide: Sustainable Urban Mobility Plans | http://www.mobilityplans.eu/ |
| EProject: CHAMP, cycling policy in European cities | http://www.champ-cycling.eu/ |
| Tool: Reference Framework for European Sustainable Cities | http://www.rfsc.eu/ |
| Tool: BYPAD, cycling policy audit | http://www.bypad.org/ |
| Paper: Political Factors in Bicycle Sharing Systems | https://www.academia.edu/8234337/Political_Factors_in_Bicycle_Sharing_Systems |
| Guide: OBIS, bike sharing handbook | http://www.obisproject.com/palio/html.run?Instance=obis |
| Guide: ITDP, bike sharing planning guide | https://www.itdp.org/the-bike-share-planning-guide-2/ |
| Guide: Bike-Sharing Guide | http://www.tc.gc.ca/media/documents/programs/bsg.pdf |
| Study: The Impact of Bike Sharing | https://www.academia.edu/7934412/The_Impact_of_Bikesharing_White_Paper_on_the_Social_Environmental_and_Economic_Effects_of_Bikesharing |
| Examples: Bikeshare Implementation | https://www.academia.edu/7934413/Bikeshare_Implementation_White_Paper_A_How-to_Guide_to_Planning_and_Installing_a_Bikeshare_System |

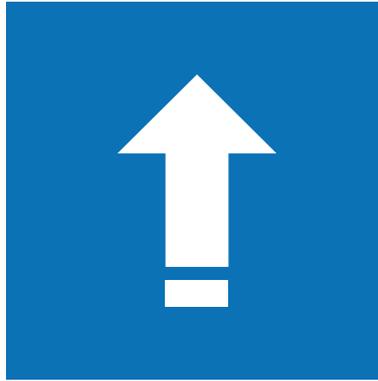




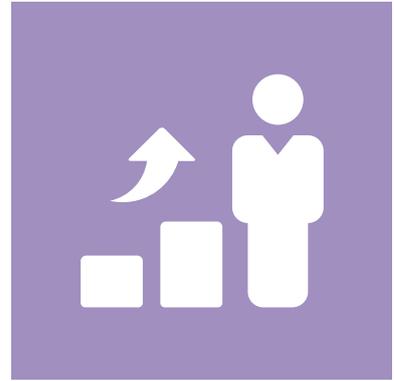
For more information click on the appropriate button or go to the website:
www.velo-citta.eu



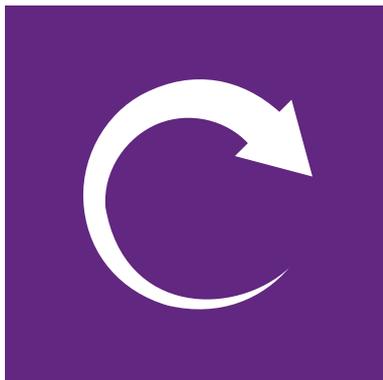
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Contact VeloCittà for any tips or enquiries on our project or how to become part of the VeloCittà City Fact Sheet Series, simply fill in the form below or check out what we're up to on Twitter, Facebook, or LinkedIn
info@velo-citta.eu

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