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Statement of Support
for bike-sharing schemes in our
communities

Rotterdam
30 November 2016



We, the undersigned Mayors and Councillors, make decisions every day affecting the health and safety of our residents and the long-term quality of life in our communities.

Urban areas can bring challenges of air pollution, congestion, traffic safety, accessibility, social inclusion, and economic growth. In addition, urban areas are growing – in 2014, 54% of the world's population lived in urban areas and it is expected that this figure will rise to 70% by 2050. With more people living in urban areas in the future, potentially these challenges will get greater unless action is taken to address them.

Solutions to these many challenges are equally diverse and complex. One very accessible transport option that can be used by a large majority of people is the bicycle. Cycle use has many advantages, for the individual as well as for society and the environment. Cycling, as an individual mode of transport, offers quick and efficient door-to-door transport. It is also a flexible means of transport that helps keep cities moving, and prevents or reduces congestion.

However, in crowded living spaces not everyone can own or has space for a bike, making more difficult to combine trips with public transport, complement or substitute altogether the car. This is where bike-sharing systems (BSS) can and have already shown they can help to extend the use of the bicycle and so bring the benefits of cycling to a greater level. As of June 2014, public bike sharing systems were available in 50 countries on 5 continents, including 712 cities, operating approximately 806,000 bicycles.



Therefore, we, the undersigned Mayors and councillors recognise the following advantages of promoting bike sharing systems and believe that the promotion of the following steps will help to improve conditions for bike sharing so contributing to realising the significant potential benefits of bicycling in our communities.

By signing this **Statement of Support for bike sharing**, we recognise that bike sharing is:

- an important, accessible and affordable part of the urban mobility system.
- a very flexible transport option available to residents, visitors, business-people, young and less young.
- a very effective and visible tool to promote cycling and contribute to the sustainability of the overall mobility system.
- a valuable component of the public transport offer and can work well supporting each other in a mutually beneficial manner.
- something that can bring economic benefits in terms of health, reduced congestion and better air quality, as well as increasing spending in the vicinity of bike stations and boosting the economy of the cycling sector.

Thanks to the experience gained during the VeloCittà project, it is advisable that communities interested in boosting bike sharing should keep in mind the following considerations:

- economic sustainability can be an issue. Many of the bike sharing systems appeared on the market in recent years have faltered within the first two years of service. In addition to casual system design and weak user needs assessment, a common reason is the complex economic sustainability of the system, which requires careful planning



ahead of field operation. On the long run, thriving bike sharing systems reach their economic balance by leveraging a mix of financial sources, such as sponsorships, advertising revenues and public subsidies.

- professional marketing and communication strategies are critical for the success of bike sharing. VeloCittà learned that it is important to identify specifically the groups that are to be targeted and design the message to be communicated accordingly. Generalised umbrella-like marketing approaches fail to effectively entice new users.
- continuing exchange of experience, data and lessons learned on urban bike sharing with other communities is essential to ensure a long life to our systems.

We would urge that:

- cities that do not currently have a bike sharing system should investigate the benefits of introducing one, using the experience from cities with prior experience and experts in the field.
- cities that do have a bike sharing system should actively participate and help in sharing their experiences and advice to other cities, especially to those who do not have a system.
- future platforms facilitating this exchange at a transnational level be established, in order to help spread good quality information.
- transnational organisations and institutions should support research, promotion and dissemination of best practice in the bike sharing realm.
- businesses, citizens and cyclists' groups should play a role in the provision, use and promotion of bike sharing systems.





Signed by:

Name:

Position:

City:

Signature:



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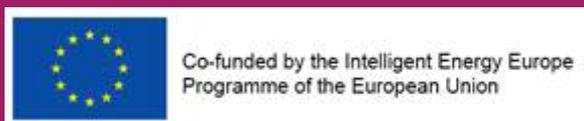


About VeloCittà:

The European VeloCittà project brings together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system is enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It has 11 project partners. It runs from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu



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