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CIE Expert Group on Bike Share

Position Paper: How bike sharing can help achieve the goals of the European Green Deal

Active mobility and bike sharing play an important role in accelerating Europe's shift to sustainable and smart mobility.

The EU has an ambition to become the world's first climate-neutral continent by 2050. More than 70% of Europeans live in cities and therefore transforming the way we move is critical in achieving the goal.

The early results of the environmental impact of the lockdown during covid19 are impressive and it becomes clear that there's no return to car-centric cities after the coronavirus crises. In Paris alone, according to the city's Airparif association air quality was better than it had been in at least 40 years. The World Health Organization estimates that air pollution kills approximately 7 million people worldwide every year. That's in addition to the 1.35 million who die in car crashes. An increasing number of frontrunning cities are limiting car use, installing more bike lanes and opening up the streets for walking and cycling, with incredible results.

The aim of this position paper is:

- To demonstrate how bike sharing can help Europe to meet its sustainability goals and policy objectives under the European Green Deal by delivering significant benefits in terms of cutting down greenhouse gas emissions and air pollution in European cities.
- Contribute to post Covid19 recovery, as both an essential transport tool to support healthcare and other frontline staff to continue to travel to work and creating green jobs within inner city areas. Bikeshare can form part of a city's emergency planning tool as a cost effective and natural social distancing transport option.
- To make bike share an integral part of urban mobility in European cities.
- To ensure that bike sharing figures prominently in the EU's upcoming policies (such as the Strategy on Sustainable and Smart Mobility), measures and financing of the European Green Deal.

What is bike share?

Bike share is a transport service where bicycles, either mechanical or electric, are made available for shared use to individuals on a short-term basis in order to provide citizens an affordable, easy to use mobility option for their regular urban trips, usually in exchange for a small fee per time of use.

Like most other services within the shared economy space in mobility, bike share has undergone substantial change in the mode and form that citizens rent a bicycle in recent years.

The widespread use of smartphones has allowed for a seamless mobility experience, making access to bikes easier, and connecting transport modes for a multi-modal commute. Bike share is a powerful transport option that fills the gap between walking and mass transit systems, when deployed in an appropriate density throughout a city.

The possibilities for a bike share set up are manifold: station-based, free-floating, zone-based, virtual stations, etc. All of these have the same benefits to a city in terms of green transport, urban job creation, reduced congestion, and healthier citizens. The development of communication technology has allowed for smarter tracking of bikes and cycling infrastructure, to improve commuters' cycling experience as well as to inform governments of investment needs based on evidence, always in compliance with the data privacy regulations. Smarter vehicles and infrastructure also allow for improved operational capabilities, the enabler that allows the service to meet the demand of a city, at the right time and place, throughout the day.

These technology developments have positioned bike share at the forefront of Mobility-as-a-Service (MaaS) initiatives as well as Intelligent Transport Systems (ITS). These networks of intercommunicating vehicles on the streets will allow for safer and more efficient use of the public space. Bike share has repeatedly been used as a key component of these future mobility paradigms.

Different pricing models adapted to citizen needs exist for bike share, from membership subscription schemes to options integrated into the public transport or pay-as-you-go models.

Public bike share is generally spearheaded by governments or public transport organisations at the municipal level, which awards one or several contracts to providers to set up and operate the bike share systems. These schemes can be wholly or partly subsidized by public or private funds.

With the advent of electric bike share or e-bikes, users can use two-wheels to travel further, in less time, and with less effort, therefore increasing the appeal of this mode of transportation to a broader audience.

Why is it important

- Bike share integrated in public transport can play an increasingly important role in a city's mass transit system. 42 percent of bike share trips were combined with public transport in 2019¹.
- An efficient way of reducing private car use in cities. They can replace up to 80%² of urban car trips, reducing cars' urban modality share from around 50%³ to below 10%.
- Bike share has a direct impact on congestion, air pollution and CO2 emissions⁴. In Denmark, every km in modal shift from car to bike saves society 3 cents just in reduced congestion⁵.

¹ Ramboll study of Whim usage and impact https://ramboll.com/-/media/files/rfi/publications/Ramboll_whimimpact-2019.pdf

² Percent of trips under 10km <https://www.exponentialview.co/p/free-ev-briefing-today-micromobility>

³ The State of European Cities, 2016 https://ec.europa.eu/regional_policy/sources/policy/themes/cities-report/state_eu_cities2016_en.pdf

⁴ Every year, more than 400 000 people in the EU die prematurely due to the consequences of air pollution: this is more than 10 times the toll of road traffic accidents. Another 6.5 million people fall sick as air pollution causes diseases such as strokes, asthma and bronchitis. Air pollution also harms our natural environment, impacting both vegetation and wildlife: almost two-thirds of Europe's ecosystems are threatened by the effects of air pollution (source: https://ec.europa.eu/environment/air/cleaner_air/index.html)

⁵ Every km of cycling instead of driving a car saves society 3 cents in reduced congestion. Mondag Morgen research, 2013 <http://www.cycling-embassy.dk/wp-content/uploads/2011/05/Bicycle-account-2010-Copenhagen.pdf>

- Bike share is inclusive. Studies show that the modal share of women in bike share, whether casual users (49%) or members (30%) is significantly higher than regional cyclists owning a bike⁶.
- Bike sharing promotes better and healthier lifestyles. The city of Copenhagen estimates the average bike trip saves the rider 1.2 EUR, and the society another 0.5 EUR in preventing costs related to development of chronic diseases, thanks to active mobility⁷.
- Makes cities more attractive by freeing up public space otherwise used to car parks. Research has shown that urban mobility in London is generally faster by bike than by motorised transport, where finding a parking spot take up to 106 days of Londoners' average lifetime⁸.
- Boosts overall bike-use, particularly in cities or for user groups where the culture around urban cycling is less prominent⁹.
- Good for the economy. Studies have shown that bike share helps bolster local economies and bike share users are more likely to support neighbourhood businesses thanks to the community access bike share provides¹⁰; managing bike share schemes are also labor intensive and create new local jobs.
- It is the safer option. In the EU, the bicycle shares 8% of the distribution of fatalities, against the 22% of pedestrian casualties and 47% car-related incidents¹¹.
- Bike sharing helps reduce noise reduction, and makes urban living more friendly and attractive, expressed in higher real estate prices away from car traffic¹².
- As an individual mode of transport, bike share fulfils the social distancing health recommendations in times of pandemics, offering a safe alternative to crowded mass-transit options¹³.

How can we help bring greener mobility to Europe?

Transport accounts for a quarter, and growing, of the European Union's greenhouse gas emissions. The EU has an ambitious goal set out in the European Green Deal for Europe's economy and society to become climate-neutral by 2050. This means a 90% reduction in transport emissions is needed by 2050. Providing citizens with greener, more affordable, accessible and healthy alternatives to their current mobility options plays an important role. It is also proved that changing the habits of short distance mobility can change the habits of transport for long distance journeys.

⁶McNeil, N., Dill, J.L., Macarthur, J., Broach, J.P., & Howland, S. 2017. *Breaking Barriers to Bike Share: Insights from Residents of Traditionally Underserved Neighborhoods*. URL: <https://www.semanticscholar.org/paper/Breaking-Barriers-to-Bike-Share%3A-Insights-from-of-McNeil-Dill/2f0467cfe355d04ecf55512e6bdf1bc0129a96f5>

⁷ City of Copenhagen report, 2011. Assumes a conservative 2.5km per average bike trip. <http://www.cycling-embassy.dk/wp-content/uploads/2011/05/Bicycle-account-2010-Copenhagen.pdf>

⁸ Future Place Leadership 2017, *The effect of pedestrianisation and bicycles on local business*, p. 10 URL: <https://futureplaceleadership.com/wp-content/uploads/2017/05/Tallinn-High-Street-Case-studies-Future-Place-Leadership.pdf>

⁹ ITDP 2018, *The Bike Share Planning Guide*, URL: <https://bikeshare.itdp.org/>

¹⁰ <https://medium.com/urbansharing/the-economic-benefits-of-bike-sharing-f69c230e5a9d>

¹¹ Annual Accident Report 2018, ERSO, Figures 14 & 15

URL: https://ec.europa.eu/transport/road_safety/sites/roadsafety/files/pdf/statistics/dacota/asr2018.pdf

¹² Research shows a 4.3% price reduction for homes impacted by 55dBA noise.

https://www.researchgate.net/publication/282994059_The_impact_of_traffic_noise_on_housing_values

¹³ITDP 2020, *As the Impacts of Coronavirus Grow, Micromobility Fills in the Gaps*, URL: <https://www.itdp.org/2020/03/24/as-the-impacts-of-coronavirus-grow-micromobility-fills-in-the-gaps/>

This is where bike share comes in. Bike share is key in achieving the shift to sustainable urban mobility and making our cities climate-neutral. Well-connected urban transport systems combining bicycles, public transport and trains need to be implemented and combined with measures that actively deter private car use, to make our cities liveable, citizen-oriented and sustainable.

Shifting to cycling combined with public transport will be crucial if Europe is to meet its long-term sustainability goals and policy objectives under the European Green Deal. Digitalisation and smart mobility apps can develop urban mobility systems even further. For green options to have a fair chance to compete with cars, prices also need to reflect the harm done to health and environment.

For cities, bike share is an ideal mode of transportation due to the predominance of short-distance journeys, the concern around air quality and health of the citizens. As an association of leading experts in the bike share world, we can provide the European Commission with valuable insight on how bike share should evolve in the member states and how funding instruments can be most effective.

How to implement a successful bike share city?

- Bike share should be an integral component of cities' mobility strategy and a long-term investment for the public good.
- Bike share should be integrated with transit smart access and subscriptions. Mobility as a Service – where applications can be used to manage a user's entire journey throughout different transportation modes, including payment modalities, is a great opportunity to integrate bikeshare as a means to expand the reach of public transit.
- Cities need to rely on data to deliver meaningful outcomes around what kind of public infrastructure (i.e. bike-lanes) are needed and where.
- Bike-share, whether docked or dockless, must have dedicated spaces within cities. In terms of bike-parking, this means provisioning of public bike racks at the capacity and quality required for both shared and private use. Additionally, continuous bike lanes and low speed shared urban streets are necessary to form a safe bicycle network. Dedicated, highly visible space helps people know where to get bikes, ensures a certain order, and discourages misuse of the public domain used by other vehicles and pedestrians.
- Bike share data should be used and shared appropriately to improve interoperability, Mobility as a Service initiatives, and planning of city infrastructure. This should be done in compliance with GDPR, which is the overarching principle for data sharing between Cities and Bike Share operators in Europe.

What are we asking for?

- As a high impact action to help deliver the goals of the European Green Deal and to unleash full potential bike sharing should be expanded to cover all European cities with more than 100 000 citizens and existing fleets should be expanded from the current 250.000 shared bikes to half a million before 2025.
- A common European data standard is needed to help providers seamlessly integrate their systems with public transit without having to adapt their systems to each member state.
- Regulation standards should be included in the Strategy on Sustainability and Smart Mobility.
- Public transit budgets of European cities should include a percentage for bike share based on the percentage this mode occupies in said city to ensure affordable user fees and project economical sustainability.

- To increase cycling and bike sharing in cities it is essential that more funds are made available to invest in cycling infrastructure.
- Funds to be made available to cities to subsidise operation of bike share schemes.
- Support for ebike charging stations on the public way.
- More funds for research and innovation to further develop the sector, boost innovative and smart solutions and enhance European leadership.

Our vision

Cycling is not just a positive force for cities. Together with a highly integrated Bike Share System into the existing public transport its the only way to change the urban transport to a green one. In addition to that, it encourages residents to adopt a healthier lifestyle, reduces car congestion, as well as pollution. With the right infrastructure and culture, it is an incredibly safe and accessible mode of transportation. Additionally, bike share provides users with maximum convenience, flexibility and reliability, which cannot always be assured with a personal bicycle. European cities with their dense geographies, are the ideal candidates to full reap the benefits of bike share. As such, we think cycling should become the go-to mode of transportation in cities across the EU.

A shift to sustainable and active urban mobility in cities can achieve important steps in the EU Green Deal quickly, effectively and cost-efficiently. Frontrunning European cities are already paving the way and turning roads into bike lanes to ease overcrowding of public transport, improve air quality, provide a safe alternative for getting around and stop coronavirus from spreading.

Bike share offers a natural social distancing transport option and is becoming an essential part of the emergency transport planning in cities in the post-pandemic era. The pandemic challenges us, but it also offers a once-in-a-lifetime chance to change course and repair the damage from a century of car-focused streets, it's a chance to redefine 'normal'. For this we need urgent policy action at the EU level to drive the right behaviours: quickly create new bike lanes across European cities and boost incentives for zero-carbon active mobility.

About CIE's Bike Sharing Expert Group

CIE Expert Group on Bike Share represents the leading European Bike Share Operators and Suppliers: Donkey Republic, Moventia, nextbike, PBSC, Ride On, Smoove, Jump by Uber, Urban Sharing, EbikeLabs and Qucit. The group was launched at the Velo-city conference on 27 June 2019 in Dublin.

Providing bike share services in more than 300 cities with 63 million rides in 2018 in Europe the Expert Group forms a powerful advocacy for the sector.

The leading investors in the cycling industry create innovative transport solutions and thousands of green, sustainable jobs. CIE's Expert Group looks forward to working with cities and policy makers to support them in the rapidly changing active mobility landscape.

