



London



Berlin



*Mobility Management and Public Bike Sharing Schemes in Europe*

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Stockholm



Brussels



Krakow

## Mobility management and bike sharing

- Information
  - Promotion
  - Organisation and coordination
  - Education and training
  - Site-based measures
  - Telecommunications and flexible time organisation
- + Supportive/integrating actions

## Organisation and coordination

- Bike sharing (rental bikes)
- Car Pool matching
- Carsharing
- PT on demand

=> How would you define bike sharing schemes?

## In other countries

- Western Europe:  
Paris, London, Barcelona, Stockholm, Berlin ...
  - Eastern Europe:  
Prague, Krakow...
- ... but also worldwide: USA, Canada, Australia,...

## A wide range of differences among those systems

- Origins
- Implementation:
  - Stations
  - Payment
  - Renting
  - Operator
- Success story?

## Brussels: a sustainable mobility?

- 2/3 of cars trips are less than 5km
- 4% of trips are made by bike
- 50% of workers from outside Brussels region

=> Still work to do: some efforts, small results

## 2 bike systems in Brussels

- Cyclocity (Sept. 2006)
- A first attempt towards sustainable mobility
- Shared view among experts: failure
  
- Villo! (May 2009)
- Political belief of Brussels as a bike city
- 2 years old
- Some good first results



# Cyclocity Brussels 2006-2008

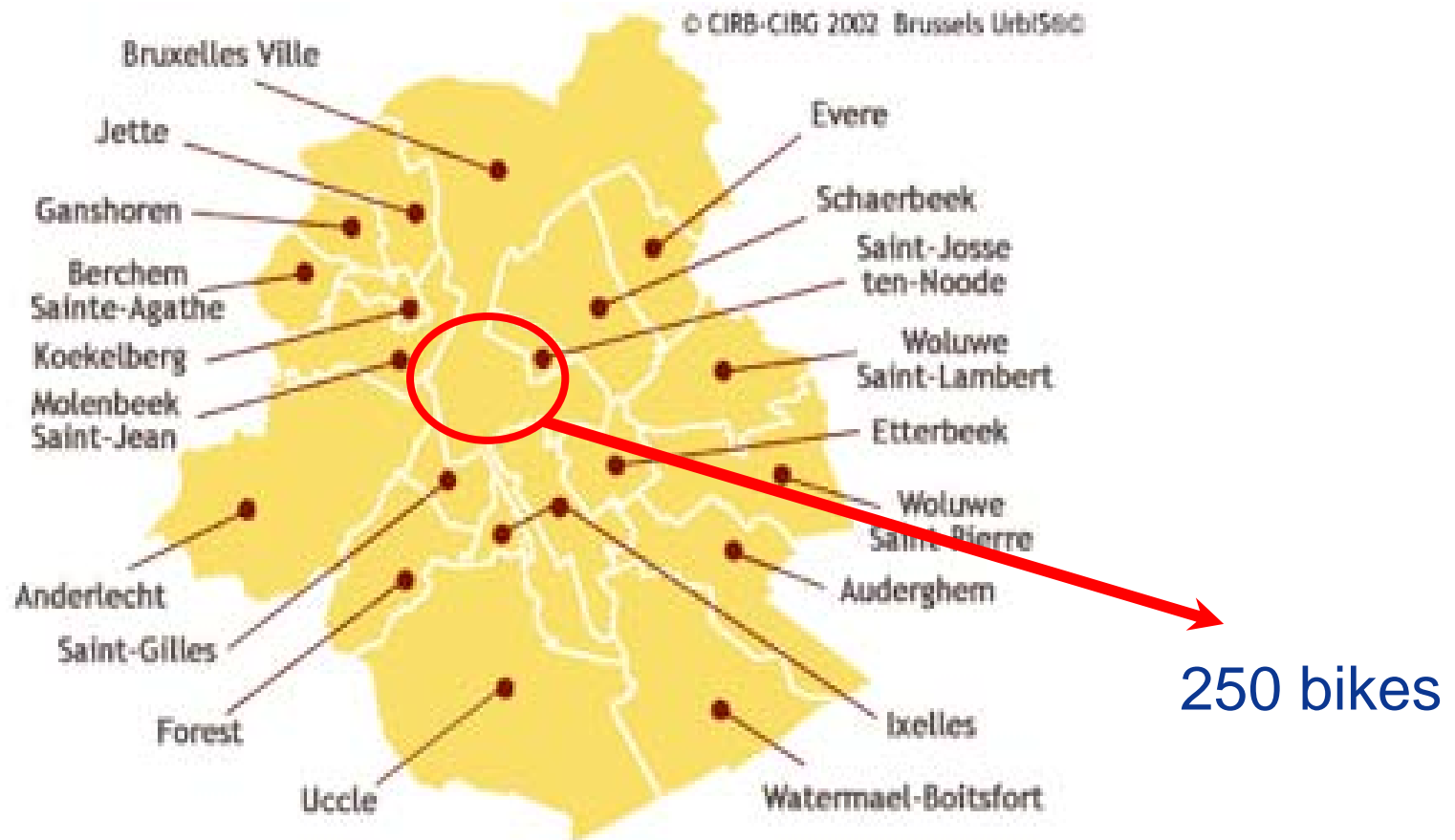
## Which challenges?

- Territory (23 stations)
- Number of bikes (250)
- Characteristics of the bikes
- Payment/registration





# Territory



# Lessons learned

- Number of bikes => 2 500
- Characteristics of the bikes
- Registration & price
- 2 years old
- Progressive implementation
- Communication re-launched
- Lack of trustful data



## Vill'o today

- Used during pick hours
- 161 out of 180 stations with 2500 bikes on long-term, still some commune not deserved
- Tools: website, publicity, i-phone application, stations
- Average user: man (70%), between 26 and 45 years old (2/3)
- Some critics ongoing

# Success factors

- Location of stations
- Identification of the user
- Hiring costs (free time)
- Develop the habit : make the city a bike-friendly city

## How to proceed?

- Assess needs of potential users (survey)
- Act on 2 levels: infrastructure (bike paths but not only) as well as on the implementation of the system itself
- Communicate and make it visible
- Define properly the system (for the operator)
- Integrate the system in a broader sustainable mobility approach
- Forget about obstacles

## Contact



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# Questions

