

# FACTSHEET

## The Rise of Bicycle Sharing Schemes

### BIKE SHARING SCHEME (BSS)

[baɪk .ʃeə.rɪŋ ski:m]

a self-service, short-term, one-way-capable bike rental offer in public spaces, for several target groups, with network characteristics.

### A WORLDWIDE RISING TREND

While in 2001 only a few BSSs were running by 2012 about **400 schemes** were in existence. The main trigger for this was the launch of two big schemes in 2007: Bicing in Barcelona and Vélib' in Paris.

BSSs are most popular in Southern European countries that do not have a cycling tradition. Central and Northern European countries tends to provide fewer but bigger schemes.

### THE KEY SUCCESS FACTORS OF BSSs

- 🚲 **Available 24/7**
- 🚲 **Integration with public transport** (eg. Navigo card in Paris)
- 🚲 **Creates jobs** (400 in Paris)
- 🚲 **Tailored to the city:** it is the fastest way for trips less than 5km.
- 🚲 **Sustainable** both from environmental and financial standpoint. (Velib' needs a €60m a year turnover to be viable, which is comfortably achieved)
- 🚲 **Cheap subscriptions:** example from Paris
  - 24h ticket €1,70 (same price as 1 single metro or bus ticket).
  - Annual tariff starts at €29 (public transport annual subscription starts at €643,50).

### PARIS: THE REFERENCE POINT

Vélib' was launched July 15, 2007.

Vélib' as of April 2012

- 🚲 Originally 7,000 bicycles. Today over **20,000 bicycles**.
- 🚲 **1,800 bike stations** = every 300m.
- 🚲 **105 million rentals** since July 2007 (= +20 million a year.)
- 🚲 40,000 - 120,000 trips a day.
- 🚲 Each bike travels **10,000 km/year**. (= 40 times more than a privately owned bike.)



## BARCELONA: THE BEST PERFORMER

Bicing was launched march 23, 2007.

Bicing as of April 2012:

- 🚲 **6,000 bicycles**
- 🚲 **420 bike stations** = stations every 300m city-wide and every 150-200m in the city centre.
- 🚲 **54 million journeys** since the system commenced (with a fleet of 6,000 bikes compared to 24,000 in Paris = twice as successful in relative terms!)
- 🚲 Average of **39,500 trips a day** (Ranging normally between 28,000 and 45,000 a day.)
- 🚲 **120,000 long term subscribers**
- 🚲 Average journey time for each rental: **15 minutes**.

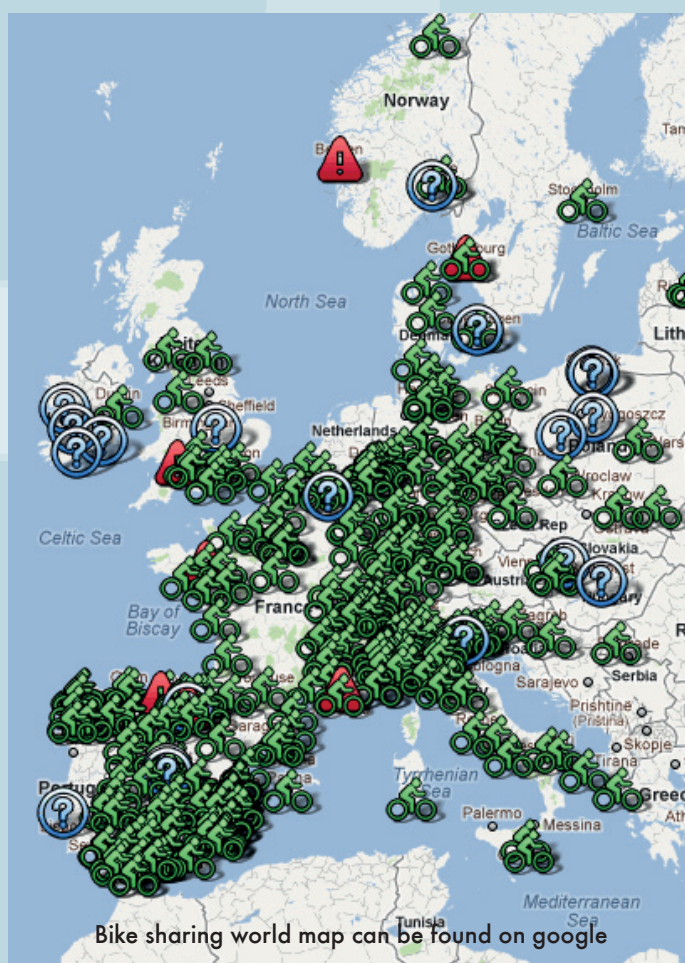


## VIENNA: THE PIONEER OF BIKE-SHARING

City Bike of Vienna launched April 20, 2003.

City Bike of Vienna as of April 2012:

- 🚲 **1,200 bicycles**
- 🚲 **92 bike stations** = every 700m on average and every 500m in the city centre.
- 🚲 **2.7 million journeys** since the system commenced (=significantly smaller scheme than in Barcelona or Paris.)
- 🚲 Average **1,565 trips a day** (Ranging normally between 1,410 and 1,680 a day.)
- 🚲 **325,000 long term subscribers**.
- 🚲 Average journey time for each rental: **27 minutes**.
- 🚲 Plans to expand the system: **1,900 bicycles and 120 stations by 2013**.



Further reading:

**OBIS handbook**

[www.obisproject.com](http://www.obisproject.com)

**The Bike-sharing World Map:**

<http://g.co/maps/5hjre>

**Sources:** All figures were given by the cities of Vienna and Barcelona in April 2012, Paris figures were found in Cycling Mobility magazine 2011.

**About ECF**

With over 70 members across nearly 40 countries, the European Cyclists' Federation (ECF) unites cyclists' associations from across the globe, giving them a voice on the international level. Our aim is to get more people cycling more often by influencing policy in favour of cycling within political, economic, and social institutions.

ECF gratefully acknowledges financial support from the European Commission.

