Bike-sharing services in France: state of the art and perspectives
What is Certu?

Agency of the French Ministry of Ecology, sustainable Development and Spatial Planning

Capitalizes, develops and disseminates knowledge and methodologies on a wide variety of urban issues

For local government agencies, local authorities, institutes and companies which are involved in public service activities
Planning

- Context
- Panorama of services
- Examples (Paris, etc)
- Conditions of success, limits, perspectives
Cycling in France

- **Modal share**: 3% (National Transport Survey, 2008)
- **Cycling policy**: infrastructures, parking, services
- **Health, environment, tourism, etc**
A favorable legislation

- **Social security code**: the employer finances 50% public transport or bike service subscription (trips to work)
- **Environment code**: cycle route compulsory if creation or renovation of urban lanes
- **Street code**: cycle double-sens in areas 30km/h
- **Cycle master plan**: 85% of local authorities having bike services
- **Environment roundtable**: more responsibilities for local authorities
Advantage of bike-sharing

• A new offer: fast, practical, flexible, accessible price for user

• Encourage and secure bike use

• Better legitimacy and visibility for bikes on public space

• Local identity
Les systèmes de vélos partagés

- Libre service
- Location classique/prêt gratuit
- Libre service en projet
- Année de mise en service

- Calais 2011
- Dunkerque
- Lille
- Plaine Commune
  - 2009
- Paris
  - 2007
- Créteil
  - 2010
- Rouen
  - 2007
- Amiens
  - 2008
- Cergy-Pontoise
  - 2009
- Thionville
- Metz
- Nancy
  - 2008
- Strasbourg
- Mulhouse
  - 2007
- Basançon
  - 2007
- Annemasse
- Annecy
- Chambéry
- Grenoble
- La Rochelle
  - 2005
- Bordeaux
  - 2010
- Mérignac
- Toulouse
  - 2007
- Bayonne
- Pau
  - 2010
- Toulouse
- Narbonne
- Béziers
- Perpignan
  - 2008
- Aix-en-P.
  - 2007
- Marseille
  - 2007
- Nice
  - 2009
- Cannes
- Clermont-Ferrand
- Saint-Etienne
- Lyon
  - 2005
- Chalon-sur-Saône
  - 2007
- Valence
  - 2010
- Avignon
  - 2009

idé / Source: Club des villes et territoires cyclables
Types of contracts

- Integrated in a street furniture contract: a whole solution provided but limited competition
- Provision of a service: integrated or not in the public transport delegation: transparency of costs but initial investment for local authority
- Operated by local authority: better control but risks directly supported by it
Costs

- **Prices paid by towns:**
  - Price/bike/year: 1 350 € (Caen), 2 500 € (Marseille), 2 900 € (Orléans), 3 200 € (Nancy), 3 900 € (Aix en Provence)
  - Price/trip: Paris 0.30 €, Besançon 2-3 €

- Cost of a public transport trip for local authority: between 0.75€ and 1.60€ (depending on size of agglomeration)

- **Estimation of real costs:**
  - Investment: between 500€ and 1 000€/bike
  - Operation: between 1 000€ and 2 000€/bike/year

- Differences due to: size of service, level of service, technology, vandalism
Vélib in Paris

- Subway: 298 stations
- Vélib: 1,450 stations, 25,000 bikes (suburb – 1.5 km from Paris limits: 3,300 bikes, 300 stations)
Vélib in Paris

- Street, subway, universities, monuments, etc

Source: Mobiped
# Vélib in Paris

## Short term subscriber

**Enter your subscriber number.**
The number printed at the bottom of your receipt.

1. Validate
2. Correct

**Receipt identified**
Enter your 4 digit Velib' PIN number then press validate.

1. Validate
2. Correct

## Hello!

Would you like to:
1. Take a bike
2. Check your account
3. Close your account
4. Consult the safety instructions

*Your subscription is still valid for 1 hour*

## Removing a bike

**Enter the bike post number and press validate.**

- **Certain bikes, like those awaiting maintenance, may not be listed.**

<table>
<thead>
<tr>
<th></th>
<th>Short subscription – one day</th>
<th>Short subscription – 7 days</th>
<th>Long subscription – one year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of the card</td>
<td>1 €</td>
<td>5 €</td>
<td>29 €</td>
</tr>
<tr>
<td>The first 30 mm</td>
<td>free</td>
<td>free</td>
<td>free</td>
</tr>
<tr>
<td>30 mm to 1h</td>
<td>1 €</td>
<td>1 €</td>
<td>1 €</td>
</tr>
<tr>
<td>1h - 1h30</td>
<td>2 €</td>
<td>2 €</td>
<td>2 €</td>
</tr>
<tr>
<td>Each 30 mm after 1h30</td>
<td>4 €</td>
<td>4 €</td>
<td>4 €</td>
</tr>
</tbody>
</table>
Vélib in Paris

- Integrated in **street furniture contract** (Jc Decaux)
- **Paris Municipality**: financing of 400€/bike to be replaced if between 4% and 20% of bikes out of order
- **12 trips/bike/day**
- **Average time of trip**: 22 mn
- **Cycling infrastructure** necessary at Paris entrance
Vélib in Pris – Survey March 2008

Source: Paris municipality

- 61% of long time subscribers use for daily trips (home to work, school)
- 19% of users wouldn't have done their trip without Vélib
- 20% of users say they have decreased their car use since Vélib
- 59% of users use Vélib after the end of public transport service
- 84% of users consider Vélib as a complement to public transport
- 25% begin or finish a trip with Vélib
Vélib - technology

• Control (damage, security, cleanliness, etc)

• Map of stations, availability in real time
Vélib and problem of vandalism

- One year after launching: 20% of bikes damaged

Source: Mobiped
La Rochelle

source: Mobiped
Chalon-sur-Saône

Source : Mobiped
Conditions for success

- **A good network** of stations (interstation of 300m in centre town)
- **Modern management tools**
- **Quick appropriation by users** : blogs, newsgroup, etc
- **Communication** : before launching in Paris, 10 000 people registered for long subscription
Limits

- **Operational**: redistribution between stations, topography, etc.
- **Vandalism**: raise of service cost (penalties for operators, renegotiation of contracts)
- **Geographical**: richest urban areas, juridical problems for extension to suburban areas
Perspectives

- A large set of possibilities (size, operator, technology, etc)
- **Suitable to big towns**: > 250,000 inhab?
- A service among others (traditional renting, securised parking, etc)
- Economic model in transition: more and more public transport operators
- End of bandwagon effect?
Thank you for your attention!

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