

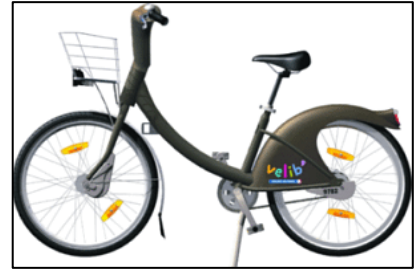
# vélib'

## City Bike Strategies A New Mobility Advisory Brief

November 2007

### Eric Britton & Associates

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**Full report now available to support your project:**

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Paris, 24 November 2007

We are pleased to share with you this Mayor's Summary and introduction to the latest edition of the New Mobility Vélib'/City Bike Advisory Brief. We hope that it will be useful as you set out on your investigations of this extremely promising new mobility approach to high quality, low cost, low carbon transport in your city. It represents the tip of an extensive process of research, interviews and analysis that taken place over the last six months.

Once you have had a good look at this introductory synopsis, and if you need to know more, we recommend that you click to the extensive background of materials, sources and references that are freely available through the Reinventing Transport in Cities program site at <http://invent.newmobility.org>. It may take you some time and effort to piece all that together for your working and decision purposes, but at least you have here the raw materials and a good starting place. It is important to us that your project be carefully prepared and succeeds. More successful city-transforming examples are needed to pave the way for more sustainable cities and a safer and healthier planet.

The full Brief as described here is now available. The annual subscription is € 1,450.00 (€ 950.00 if purchased before 15 January). Aimed primarily at informing cities about how best to go about deciding on if and how to go ahead with a city bike project of their own, the Brief also provides useful guidance and supporting materials for government agencies, consultants and others eventually involved in making decisions about or supporting such projects. You should get a very good idea about how this works in the summary that follows.

Because of the large number of issues involved, and the considerable variations that have to be dealt with by cities of different sizes and types in counties around the world, there is also a package of supporting consultancy services available to subscribers at favored rates. (The annual subscription covers two hours of consultation by email, phone or videoconferencing.) Of course the best way to make up your mind will be to come to Paris and look for yourself. We will be pleased to help you organize this end of your trip if you get in touch in advance.

Finally it is worth noting that this report treats a living project, in part because the newness of the Vélib' installation means that additional information is coming in and being analyzed regularly over this first full year of operations. At the same time we are in contact with other city bike projects, suppliers and concerned public agencies around the world, all of which further deepens our information base and eventually the report itself. This additional information and analytic materials are regularly incorporated into the updated editions report. The initial subscription covers these periodic updates during the full year of validity.

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# Reinventing Transport in Cities: 2007 - 2012

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## Reinventing Transport in Cities: 2007 – 2012



**A street scene with Vélo'v in Lyons**

“Very quickly, we have moved from being a curiosity to a genuine new urban transport mode. We invented the public/individual transport system.”

- Gilles Vesc, Vice-president, Grand Lyon, speaking about his city's experience with their path-breaking Vélo'v city bike project

"When the facts change, sir, I change my mind. What do you do, sir?"  
- John Maynard Keynes<sup>1</sup>

## Letter of invitation to Mayors and Civic Leaders

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Paris. Saturday, 24 November 2007

To: The Mayor, City Council, City Manager (and candidates for any of above posts)  
cc: Supporting senior staff, local NGOs, consultants, concerned citizens/groups  
Subject: Transport/environment innovations, strategies for city leaders

Dear City Leaders,

The facts have changed. We have arrived at a point of major discontinuity in our daily transport arrangements, in our cities and in our lives. Few are more aware of this than you. And if you are a strong leader, you recognize that now is the time for action.

Look out the window this morning and what do you see on the streets of your city -- despite all the work you have done and hard earned taxpayer money you have put into transportation improvements over the years? Increasing traffic congestion. Mounting pollution and public health problems. Ever more lost time. Accidents. Poorly served groups and areas. Swelling subsidy costs. City centers in duress. And now fears of man-induced climate change, global warming, \$100 oil, and suddenly the chilling prospect of energy blackmail.

The old mobility systems that we have relied on for most of the last century to get people and goods around in our cities may once have worked, but today are clearly no longer doing the job. And in case *you* haven't noticed it, the voters are starting to. Sustainability and sustainable transportation are now emerging as major election issues in cities all over the world.

One thing that has changed dramatically over the last year or so, however, has been the growing awareness that the climate clock is ticking. Which means that in addition to the many excellent reasons we have had for the last decades to reinvent transport in our cities, we now have one more -- and from all evidence this is one that is not about to wait.

We know now that we need to cut emissions dramatically, and that one of the keys to the necessary strategy has to be the major, long overdue reform of our transportation arrangements. Responsible city leaders and others are increasingly ready to face these challenges. But where to start?

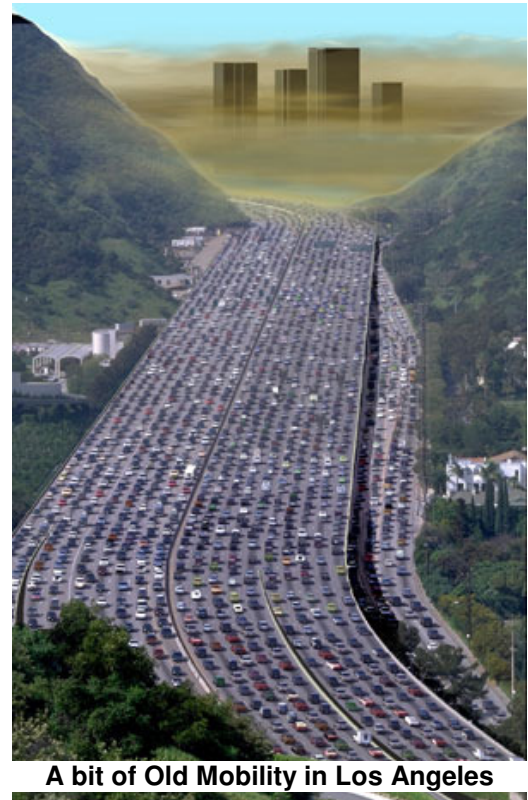
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<sup>1</sup> Reply to a criticism during the [Great Depression](#) of having changed his position on monetary policy, as quoted in *Lost Prophets: An Insider's History of the Modern Economists* (1994), Alfred L. Malabre, p. 220

### Why New Mobility approaches are needed:

Fortunately, not all the news is bad. Quietly a new era is taking shape and has already made sufficient progress so that it can be seen and learned from in the places where it is doing the job -- offering real-world, on-street and in-pocketbook improvements, many of which can be put to work in your city or community. By contrast with traditional practices, these new approaches are demonstrating that they can generate meaningful results within much shorter time periods.

What's the difference between the old mobility model and the one that is quietly taking its place? Well, the one that is winding down, often with considerable pain, is the hugely costly "all car/no choice" system which has dominated public policy and private practice for more than half a century in most cities around the world. The big problem with the old system is similar to that of any kind of dominant monoculture: it simply lacks the variety and flexibility, and hence the resilience and adaptability, needed to ensure long-term survival in a changing world.



**A bit of Old Mobility in Los Angeles**

What is starting to replace the old model in enough places and with enough success to mark the dawning of a new era is the New Mobility Agenda, a collaborative international move to a more varied, robust and synergistic transportation polyculture. A bouquet of many parts and many choices. A model for the 21st century. Indeed the only one that can do the job.

What is striking about this is that the main driver for this transition lies not in fears of environmental catastrophe or oil shut-down, and not even in our collective good sense or ethics -- but rather in the fact that enough successful new practices and models are starting to show results that we now, finally, start to have real choices. The climate issues give us a global frame and strong sense of urgency; the New Mobility Agenda tell us how to get the job done.

### The Greening of Transport in Paris

This first report in this series looks at one new approach to how people get around in that city which is already receiving wide attention in the media and in transport and environment circles worldwide. This is the first of planned series of six Briefs<sup>2</sup>, being carried out to show how one city is pioneering and combing some interesting approaches when it comes to translating the challenge of sustainable cities and sustainable transport from theory into practice. Paris is certainly not the only city in the world that is reaching out to new city-transforming solutions; but as you will see here, it certainly gives us a very good place to start.

But for now, let's start by taking a close look at that Vélib' city bike project in Paris that you have undoubtedly been hearing so much about. We can get to the rest in due order.

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<sup>2</sup> See the final annex here for the Contents of the capping final report in this series.

## Mayor's Summary

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*The present summary has been prepared to provide a quick read for mayors and considering city leaders, with the thought that if upon scanning this first set of materials they feel their city should have a closer look, they will then turn over the full report to their planning teams and eventually other local partners and sources of support.*

### Introduction

This Brief takes as its point of departure the new Paris Vélib' city bike project, nothing more nor less than the latest, largest and most heavily publicized city bike system in the world. As a result of heavy international media coverage over the last year, cities around the world are lining up to find out about the Paris example, how it works and what kinds of impacts it is getting.

In the face of this explosion of interest in cities around the world, this Brief has been prepared to inform mayors, civic leaders, public interest groups, and active citizens who have heard about the project and would like to know a bit more about it. Possibly with a view to implementing something like it in their own city. It is specifically a strategic planning guide intent on laying the necessary broad base for your successful future project.

But as the report points out, the Vélib' implementation, while extremely appealing in itself, is in fact is part of a broader movement: free or nearly free public bicycles in cities. And that considering cities will do well to look at and understand the pretty wide range of available technologies and approaches available to do the job. Which are covered in detail here.



A Parisian checking out her new mobility system

Finally, as the report points out, there is a lot more to taking full advantage of this exceptional opportunity than just willy-nilly getting a bunch of new bikes out on the street. If innovative projects of this kind are to do their full job in the push toward more sustainable and livable cities, they need to be seen, understood and integrated into the city's overall mobility strategy and multi-level service package. Carefully prepared, well implemented city bike projects can thus work to create a significant pattern break with past transportation practices, and can indeed set off a new wave of innovation and motility choices.

\* \* \*

*While you can print and read it on paper, the full report has actually been laid out to function best as a hypertext document. The various sections make their points, and then lead the busy reader direct to documents and sources that are more comprehensive and eventually, since many of them are being updated, more current. The extensive Annexes provide further background information and tips for planning and implementing your future system*

### The City Bike explosion: 1968 - 2007

When a group of young people got together in the late sixties in Amsterdam and decided to take a couple of thousand of old bikes, paint them white and leave them on the street for anyone to take for a ride in the city, little notice was taken internationally, other than to laugh at what was to all clearly an impossibly idealistic, even stupid and childish project. And when after half a year most of the cycles disappeared or were found floating in the city's canals, it was clear to all the critics that this one just one more failed crazed sixties spoof.

Nothing to learn from there. Eh?



**Amsterdam - 1968**

And when six years later in 1974 the pioneering mayor of the small French city of La Rochelle, Michel Crépeau (later to be one of the first French Ministers of Environment) created the Vélos Jaunes (Yellow Bikes) city bike project, this excited little interest beyond the city limits. Although today, a full generation later, the Yellow Bikes are still on the street with 350 bikes and 150 km of protected cycling, and now about to launch a major expansion.)



**Rennes - 1998**

Nor did many cities in the world sit up and take notice when the city of Rennes in Northern France entered into a partnership with an American outdoor advertising group, Clear Channel, and put a hundred free bikes on the street back in 1998. Which since has expanded to 200 cycles and 25 stations, and has found an important part of that city's mobility system.

Or four years later when the German Rail company teamed with Berlin in 2002 to start up a system which eventually grew to more than 1700 bikes. And which today provides free city-wide two wheeled transport to people living in Frankfurt, Cologne, Munich, Stuttgart and Karlsruhe, and with more cities and new technology in the pipeline.

Looking backward it can now be seen that it was the Vélo'v project in Lyons that really began to raise a few eyebrows when they leapfrogged to more than to thousand bikes and a couple of hundred stations in 2005. It began to be understood by those who were looking that something important was getting underway.

But it was when the Paris Vélib' project leapt onto the world stage in July 2007 starting up with 20,000 bicycles and no less than 1541 stations, that the world really woke up.



**Barcelona - 2007**

And if that were not enough almost in tandem a similar project, this time by Clear Channel again, spring up in Barcelona with a gameplan that is aiming at six thousand cycles and some 400 stations.

Followed quickly by Rome with a second 20,000 bike system now in the works. Etc. etc.

Apparently something is going on.

## 21st century automobility at your service

The idea of a shared “pick up and leave it” bicycle is not a new one. For many years it was the best and fastest way to get around Cambridge and Oxford. But the granddaddy of city bikes as we know them today was the original (in all sense of the word) White Bicycle project as implemented in Amsterdam by the provocative Dutch innovator Luud Schimmelpennink and his collaborators back in 1968. And even if most of these free white bicycles ended up stolen or in a canal after a couple of months, the Amsterdam project definitely opened the way to all you will find here.



**A true form of "automobility"**

Also known variously as White, Yellow or Community Bicycles, Free Bikes, Public Bicycles, Smart Bikes, Public-Use Bicycles (PUBs), and by many other names depending on place and project, shared cycles have been the subject of several hundreds of projects and variants, but only within the last few years have they begun to show the way toward projects and systems which can really function as an important part of a city’s daily transportation arrangements.

A “City Bike”, as we understand it in 2007, is city-wide public bicycle system, mainly intended to serve people living and working in a city for the day to day transport means. You can spot them for sure since they share the following characteristics:

- Offer fully automated service
- Available 24/7.
- Open to all registered users/clients.
- On-street systems (i.e., not garaged or locked up)
- Pick up/drop off at multiple convenient locations within service area
- Free or almost free for very short periods (i.e., half hour or enough for a fast hop).

While mainly intended to serve local population in their daily lives, they are also showing themselves to be a great way to attract tourists to your city and give them easy access in ways that open up the city as never before.

You may want to bear in mind that city bikes as we define them are not “rental bikes”. Of course you will find shared bikes available in various permutations to different kinds of groups and sponsors, in national parks, for company employees, etc. But these are closed systems for specific groups and basically available only in off-street locations. A true city bike is available to anybody on the street who steps forward and does what is needed to start to use them.

A City Bike very quickly becomes your preferred automatic choice for getting around in your own city. It is, in fact, a true form of “automobility”.

## Reinventing Transport in Cities: 2007 – 2012



Getting a city bike on a Paris street.  
September 2007

### How they work and what they do? <sup>3</sup>

Velib' is in many ways just one more application of a typical, state-of-the-art 2007 city bicycle program. There are a growing number of these projects around, mainly in European cities that are, incidentally, in almost all cases among the leading innovating cities in our sector. All these City Bike projects have in common that they aim to:

- ✓ Add a new dimension to urban mobility
- ✓ Extend and complete the range of public transport services
- ✓ Integrate the options into a seamless multimodal package
- ✓ Available on-demand
- ✓ For city-length journeys.

The main justification cited for these systems (for they are very much *systems*) is that they:

- ✓ Provide cost-effective on-demand transportation
- ✓ Reach out to destinations un- or under-served by other modes of transit
- ✓ Require less infrastructure than other modes of transportation
- ✓ Are inexpensive to produce and maintain
- ✓ Do not add to traffic congestion
- ✓ Do not create pollution in their operation
- ✓ Improve cycling safety by sharply increasing number of cyclists on the street
- ✓ Cut back on theft of personal bicycles
- ✓ Provide users with the added benefit of healthy exercise.

One of the common rationales cited by bike programs is that they provide an effective substitute for at least some of the large number of short distance trips made by cars in urban areas, often with only one person in the car. Such trips make poor use of scarce public resources, and of course carry with them a heavy environmental burden.

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<sup>3</sup> We strongly suggest you consult what you find here with the fine 12 page planning guide published last year by the NICHES program that you will find [by clicking here](#). I came across their document as I was competing work on this report, and found it an invaluable cross-check for what you find here.

## The bottom line for your city

1. **City Bikes work!** Get the planning right and your project is going to be a success.
2. **Low cost:** Your City Bike project is not going to gut your transport budget.
3. **Fast on line:** Planning and implementation time for a large city may range from one to two years, max. For well prepared smaller cities considerably less.
4. **High synergies:** A well drawn project will provide strong synergies with your public transport and traffic control /restraint programs.. If properly integrated it can provide new levels of access and comfort improvement. And lead to more bike use
5. **Revitalizing the center:** Remember what excessive dependence on cars did to your central city the last time? Well, city bikes provide a means for restoring the center.
6. **Planning and implementation:** Armed with the information and sources you find here, you have in hand the information needed to ensure the success of your project.
7. **Lots of ways of doing them:** And we definitely recommend that you have a close look at *all* of the available choices.
8. **Partners:** There are a variety of viable partners with whom you can work to ensure the success of your project. (A number of whom are indentified in the Annexes here).
9. **Going it alone:** You can do it, but you will have a lot of homework and partners choices to sort out. This is the harder way. But it may be the best way for you.
10. **Starting big:** If you are seeking high impacts, this is the way to go.
11. **Starting small?** This depends on your ambition level. Experience shows that it's easy enough to organize a small project, but also suggests that in doing so you may not learn all that much about a city-wide project. This is not to discourage start-up pilots for pre-testing and fine tuning at low cost and perturbation, but the overall lessons for the city as a whole may not be that clear.
12. **Public participation:** This is a sine quo non for the success of your project. And it must start from the beginning and go deeply into the fabric of the project.
13. **Is it cool?** It is often said that one of the big problems with public transport is that it has a lousy image. It is, to be technical, not cool. But what is not cool is that gas-guzzling, carbon-spewing SUV of yours. Hey, it's 2007. Riding a bike safely is cool. A lot cooler than even a Prius (which incidentally is not all that cool, green-wise.).
14. **They advertise your city:** A good project is a major calling card for your city. And the earlier you put it into place, the greater this public relations impact.
15. **And, will it win votes?** Get it right and you will be mayor for as long as you want.

**Vélib’:** Don’t let yourself be fooled by its apparent simplicity. Vélib’ is not just one more nice bike project. It represents a major city-transformation tool whose potential impacts are likely to reach far beyond what most observers will have in mind when they first check it out. With twenty thousand of them on the street and being used an average of ten-plus times a day, which sums to more than 70 million trips per year, they have every chance of creating a new metric for the city. And maybe for yours. Let’s have a look.

### Lessons from Vélib’ and Paris

**Vélib’** is 100% different from what one might normally think “one more maybe good bike program” is all about. It is offering a whole new behavioral frame for transport in cities, a synergistic device for effecting major “transitional change” in the city. If you can get a grip on Vélib’, it is going to help you in organizing your thinking on these projects more generally. And at the same time challenge your thinking in some perhaps surprising ways about your city and its mobility and environmental arrangements in a much broader sense.

1. **Scale:** Ponder it for a minute: 20,600 bikes dynamically positioned at 1,451 stations, and which the planners tell us will be taken and used by at least 200,000 trips/riders per day (thus roughly doubling the number of cycle trips already being made on the 400 km. or so of paths and protected ways in this rather small city of some 2.2 million people living in an area of just a bit more than 100 sq. km.
2. **Systemic:** Bear in mind that all this is taking place in the context of a multi-level restructuring of the transport system in the city, favoring lower speeds and fewer cars across the city. The program of on-street cycle support is now more than a decade old and a great deal has been done to make cycling safer and handier– and every day the careful observer can see more people cycling on the street. The stats back this up as well. Paris was for years a tough place to cycle. But all of that has begun to change radically, and these infrastructure and other changes are on-going.
3. **Quality:** This is a deluxe system, to be sure. But is that a drawback? To which there are several replies. First, this is the kind and quality of system that the Paris authorities, rightly I believe, think their city needs. Second, if we look into its cost-effectiveness relative to other transportation investments, this is a very small project doing a very big job. And just because it is a public system, this should not be taken to mean that it has to be a cut-rate one. Transportation, it turns out, is also a market place. And if so, this means that higher quality, higher performance products have their place in a competitive society.
4. **Planning:** The Paris planning team have done their homework and had very close looks with their colleagues in other places in which free cycles have been tried, from Amsterdam on, including more recently in Lyons and generally with considerable success. So most of the sticking points one might think up have received their full attention. That is not to say that there is not be a learning and adjustment period involved, and will surely be a certain number of problems inevitably crop up. But in Paris the process has been well engaged.

5. **Negotiation:** Actually implementing the project, and in particular the chore of doing all that is needed to secure 1451 street spaces for the stations, is a task which requires considerable negotiations. In addition to the local business community in each place and those responsible for the streets and public safety, and those agencies and groups responsible for the architectural integrity of the city, in a place like Paris where there are no less than twenty local government units that make up the city as a whole, each with its own elected mayor and ideas about what is needed, there is a lot of need for communications and negotiation.



6. **Cycle politics:** One informed guess is that we are soon to see something like half a million trips taking place every day on cycles, and believe me that is going to start to change a lot of things. And the more cycles there are out on the street, the safer it tends to get. And don't forget: all those cyclists vote.
7. **Which trips are being removed?** City bikes are not a substitute for conventional or new shared transport. They are a creative complement and it is in this context that they need to be understood. And while bike trips do not *directly* replace many car trips, they do through their synergies overall reinforce the public transit system, and also offer people handy option for crowded peak hours (and at the same time saving the transit system the costs of additional scaling up to meet increased demand).
8. **Finance:** Efficiency and transparency are critical. Here one clearly needs to be very prudent, since in a city like Paris the advertising revenues will certainly be enormous. Likewise the dangers of getting locked into long term contracts which may turn out to be less cost effective than you may have guessed at the outset. If you go for an advertising supported project, we recommend you consider creating two separate contracts (one for the public service, a second for advertising) to increase transparency and improve the city's control of the system and the cash.
9. **Do-it-yourself kit for your city?** If I were mayor of a city I would certainly have it high on my list of options to consider how I might possibly do such a project myself. That said, projects such as these require their own competent management and operations structures, and that is not easy task for a public administration. So one would have to be very careful there.
10. **Beyond City Bikes:** Finally, we believe that as additional complementary components are added to the overall new mobility mix, such as city bikes, carsharing, moiré dynamic public transport, ride-sharing, etc. Parisians (and others) will in fact be increasingly prone to give up their own car, or at the very least use them far less in their own city. Why less? Simple, because there are now better ways of getting around. Ways that are . . . Better, Faster and Cheaper. .

### Ready? Start here!

Is your city going to be a good place to create a public bike project? Here are the basic indicators and conditions you will do well to check before digging in with your project. The first nine essentially define the *envelope of possibility* for any city.

- 1. Is city government 100% behind this project?** (e.g., willing to commit to #2 below)
  - e.g., Are they ready to commit to necessary infrastructure expansion to support?
  - Is this a pilot or tourist project, or full scale city-wide daily mobility system?
- 2. Is the necessary supporting infrastructure in place?**
  - Kms of safe cycling access are a good indicator <sup>4</sup>
  - Safe cycle parking (These two modes , public and private, work together)
  - And is city ready to extend its cycling infrastructure as needed?
- 3. Weather:** <sup>5</sup>
  - Cyclable months/year: (for average person)
- 4. Topography:**
  - % city area easily cyclable: (Rough estimate will do)
- 5. Urban use/Activity mix:**
  - Do you have the activity density (mixed use) to take advantage of short trips?
- 6. Road condition/maintenance?**
  - Cyclists need good road surfaces to cycle safely
- 7. Vandalism/bike thefts, public attitudes to public facilities?**
  - These bikes and stations are out on the street 24/7
- 8. Degree of city's commitment to sustainable development?**
  - If it's not there, your project has little chance for real success.
- 9. Extent, density and quality of public transit system coverage:**
  - Public cycles are a form of public transport – they work in synergy with the rest. Is that rest there in your city?
- 10. Cycle clubs and support groups:**
  - These are the knowledgeable allies who will be needed for success.
- 11. Driver attitudes and skill levels**
  - Bringing a system online will require the re-education of all those who today share the road. This process involves many actors and steps.

Once you have a feel for how the above look in your city, you should already have a pretty good idea as to whether it will be worth pursuing this idea. Or not. That's a start.

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<sup>4</sup> This also includes “slow streets” by their various names, streets or neighborhoods in which all traffic is constrained to move at cycling speeds. Another great variant can be achieved by Green Wave timing of traffic lights at 15-20 kph, creating safe cycling environments (while actually increasing speeds for buses.) Which is just to say that there are a large number of things that can be done to create safe cycling conditions

<sup>5</sup> Worried about snow, wind and rain? Talk with the project organizers in Helsinki , Stockholm and Copenhagen to have their thoughts on this. Though their projects are primarily aimed at tourists, it should be useful to have their ideas and feedback on this. Likewise the German DB projects thus far are all seasonal and close for bad weather periods from December through March.

## Acknowledgements

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Collaborative problem-solving, and how it worked in this case:

One day in the middle of last winter, the door bell rang and standing there were two distinguished Swedes, Peter Ekenger and Göran Carstedt, with whom I had collaborated on several occasions over the last two decades as we looked together at the cars/cities impasses that were already fast upon us. On that winter day they had come to Paris to talk about how transportation innovations and improvements at the leading edge might be brought on line in time to make significant near term contributions to the reduction of CO2 emissions both in general and for their immediate purposes in larger cities. This being the demanding target chosen by the Clinton Climate Initiative.

This was an important meeting for me because I suddenly realized that this big, necessary, high profile push to very large, near term CO2 reductions was just what the doctor ordered to bring the challenges of what some of us call the New Mobility Agenda into a far higher profile than it had ever had in the past. Encouraged by our meeting in the weeks that followed I set out to redefine our entire New Mobility program to bring it in line with their tight Clinton CO2 reduction schedule, and the report that you find here is the first example of this effort. Which was how we got started on this in the first place

City bikes encourage neighborly behavior. And this project provides an excellent example of just that. Good neighbors around the world pitching in to get a necessary job done.

Kind thanks are due to the many busy neighbors in Paris City Hall who have taken time out of their schedules to share their ideas and materials and views with me on this the first volume in the Greening of Paris series. There is no doubt in my mind that this project could not have been completed at this level of competence without the support and cooperation of the City of Paris's outstanding transportation team, lead by Denis Baupin. He and his colleagues Catherine Calmet Reberieux, Jean-Luc Dumesnil, Stéphane Lecler, and Cécile Gruber all were more than generous with their time, ideas and materials. And if you are looking for the people behind the greening of this world capital, that little list is a great place to start.

I also have to thank the authors and teams behind the small handful of path-breaking research projects on city bikes that you will find in Annex A. Should you wish to have additional perspective and background I strongly recommend that you click to them and have a good look.

Another level of important collaboration and work-sharing has occurred during the review process in which several dozen international associates and colleagues have pitched in to make this report more accurate and complete through their in-depth reviews and commentaries. This list is far too long to recorded here, but if you click to the *Idea Factory* of the Reinventing Transport in Cities site at <http://invent.newmobility.org> (you will see it on the top menu), you will be able to see many of their contributions there. In addition, you can find several selected commentaries which appear in the closing annex and which I am pleased bear the names of their authors. All of this not only adds considerable authority to what you find in the pages, but also takes a step toward the further spreading of these ideas and approaches. Collaboration is thus a two way street -- and in this case a very busy one at that.

### Acknowledgements . . .

As to the abundant graphics, a number of the photos that appear in this progress report were taken by Ken Coughlin, a board member of the New York City organization Transportation Alternatives, on the occasion of a September 2007 visit to Paris and the Vélib'. A few have been taken by myself, others have come from the Paris Vélib' website, and yet others have been taken from other City Bike projects that are to covered in a separate volume in this Reinventing Transport in Cities series.

While waiting to get financial support to fund the work under this program, I have been fortunate enough to have received spontaneous donations and open-ended loans from a number of friends and colleagues around the world who share my belief in this mission. I am deeply touched by their help and confidence, and am pleased to be able to share their names with you here: Mikel Murga, Allen Damon, Donald Brackenbush, Mariella Giannetti, Dorothy Krueger Mohr, Alon Rozen, Albert Hahn, and Wolfgang Zuckerman. I would also like to take this opportunity to express my thanks to the Clinton Climate Initiative who made a first contribution to get the Paris case study underway last Spring.

Let me close out this to me important final section, with a word of acknowledgement to the inspiration and examples of two of my friends and colleagues who have done much to bring about the bicycle renaissance that we are on the leading edge of today. One is the former mayor of Bogota, Enrique Peñalosa, who has over the last decade done an enormous amount to show the way to the bicycle renaissance as he pushed the share of cycling trips in his world city from barely one percent to five times that. A mayor on a bike can make a big difference in your city. There can be few better ways to start.

And finally a word of lasting thanks to a flying Dutchman called Luud Schimmelpennink, whom I think we can safely call the inventor of the city bike. In 1967 as a newly elected member of the city of Amsterdam's City Council, Luud proposed the now-famous White Bicycle project, whereby the city would take couple of thousand of old bikes, paint them white and leave them on the street for anyone to take. And when the conservative city government chose not to back his project, he simply got together with a bunch of other easy Amsterdammers and they did it themselves. No matter that in not too many months most of those bikes disappeared from the scene. A new pattern was traced and everything that has happened since and that you can read about here owes at least in part its accomplishment to what one farsighted citizen started in Amsterdam all those many year ago.



*Check those tires first*

Thanks Luud. We're still working on it.

Eric Britton, Paris. Saturday, 24 November 2007