



ARTICLE FROM THE BOOK:

Cyclists & Cycling Around the World – Creating Liveable and Bikeable Cities

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5. Bicycles

This chapter contains two articles about special bicycles that are now on the increase as a means of urban transport, public self-service bikes and cargo bikes. The first article covers experiences with the development of a bike share system in Paris with its accompanying challenges and the decisive influence it has had on the very large increase in the number of cyclists. The other article explores the use of the cargo bike in widely different societies and shows how many different criteria determine peoples' choice of transport and underlines the fact that cargo bikes will play an important role in urban mobility in the future.

In his article **Public bike share system**, Alexandre Fremiot characterises public bikes as a key to urban mobility. Alexandre gives the reader a historical glance over the development of shared self-service bikes of the 60s and examines the two main models of self-service bike systems that exist today, the privately financed system based on advertising revenue “advertising for bikes” and a non-advertising system for example, a government-type financing system with recourse to sponsoring. The system implemented in Paris, Vélib, has resulted in a very large increase in the number of cyclists in Paris, both commuters using the service on a daily basis and more casual users, including large numbers of foreign tourists. The service was handed over to a private company, which, on the launch day in 2007, provided more than 11,000 bikes. The author goes into the key figures of the development but also looks at the numerous problems, such as vandalism and distribution of bikes that had to be overcome. The Vélib success factors involve a very dense network of stations and a large number of bikes, simple, understandable tariffs and ease of subscription as well as the mass effect by making bikes highly visible. Alexandre states that the self-service bike is a formidable tool for re-legitimising bikes in the city, and an essential link in the urban mobility chain. He argues that it is complementary to other means of public transport and therefore cycling policy should be the responsibility of the transport authorities.

In the article **Choosing the cargo bike**, Jeppe Mikél Jensen tells the readers about experiences from Kisumu and Copenhagen in using cargo bikes. Jeppe explores the use of the cargo bike in widely different societies and backgrounds and concludes that cargo bikes can provide new solutions and opportunities for commuters in both developing

and developed countries. The author makes a fascinating analysis of the ever changing popularity of the cargo bike in relation to the economic background prevailing in the country at the time. Cargo bikes enter into a “mobility battle,” competing with vehicles capable of carrying goods. Jeppe focuses on cases from two very contrasting cities – Kisumu in Kenya and Copenhagen in Denmark. He gives concrete examples of one family from each city who benefit from using their cargo bike: one provides a low-cost solution for waste collection and is empowered to earn a better income while the other a family with children choose a low-cost urban mobility solution, maintaining a more sustainable and flexible life style. The organisation “Cycling out of Poverty” has developed the project Bike2Clean, which comprises the design of a converted bicycle that allows small and medium sized enterprises to carry double the amount of cargo, which can double their income. Jeppe also cites a case from Copenhagen where the cargo bike is used by a local craftsman to carry his tools around quickly, easily, cheaply and using a green form of mobility which fits in with the overall company policy. In both cases the cargo bike provides an alternative to a car.