



in Paris

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ENVS 662
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Introduction

- Existing modes of public transportation
 - Metro (14 lines)
 - Bus (100 routes)
 - Tramway (3 lines)

- 2,448 million trips in 2006

Source: RATP - www.ratp.fr



However...

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- Dense automobile traffic
 - traffic congestion
 - noise
 - air pollution (especially in summer)
 - Need to decrease car use for short trips



Why bikes?

- Purpose: decrease use of car for short trips
 - State of things:
 - Metro, bus, tramways: fixed routes
 - 230 miles of bike paths
 - Increasing use of bikes (2001-2007: +48%)
 - Successful existing public bike rental system (Lyon)
- = Bikes are the solution!



The concept

- 24/7 self-service public bike rental
- Designed for short trips
- Intermodal transportation/Alternative to motorized travel
- Dense network of stations/bike paths
- Low cost to the users
- Business model: free bikes in exchange of advertising space





Financing

- Public-private partnership with JCDecaux (French outdoor advertising company)
 - JCDecaux builds and repair bikes, stations: \$1,300/bike, start-up costs \$115 million
 - Paris gives free advertising space to JCDecaux and gets revenues from Velib'
- ➔ Velib' costs \$0 to Paris








Construction

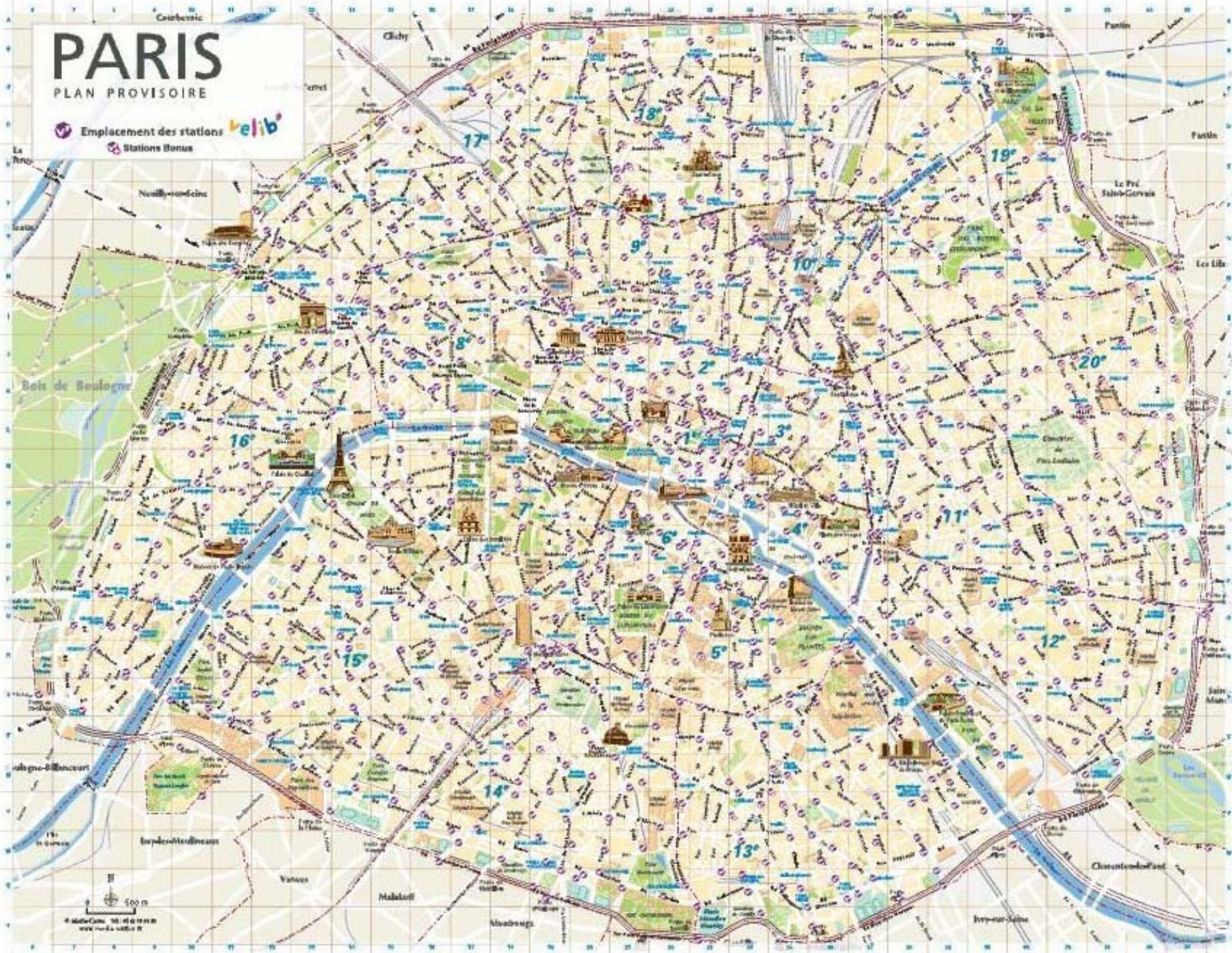
- Build the stations near points of interest – offices, shopping and residential areas, metro stations → facilitate door-to-door trips
- July 15, 2007: 10,648 bikes, 750 stations
- End of 2007: 20,600 bikes, 1,451 stations
- One station every 1,000 feet



PARIS

PLAN PROVISOIRE

 Emplacement des stations 
 Stations Bonus





How it works

- Subscription-based (unlimited rentals)

1 day	7 days	1 year
1€ (\$1.45)	5€ (\$7.25)	29€ (\$42.05)

- Rates (per trip)

First half-hour	First additional half-hour	Second additional half-hour	Third additional half-hour and more
Free	1€	2€	4€ per add. half-hour

– Examples

25-min trip	50-min trip	2h15-trip
Free	1€	11€



How it works

- Purchase subscription (at terminal or online)
- **Electronic Terminal:**
 - Credit card – Identity + Deposit
 - Nearby stations map
 - 8 languages!
- **Take bike from rack** (each bike is connected to centralized computer)



- **Return it to a station when you're done**



Velib' and Green Design

- User-friendly (self-service, 24/7)
- 54 million rentals since July 2007
- 6,200-7,400 miles ridden every year per bike
- 99% of a Velib' is recyclable
- Maintenance uses renewable energy and rainwater to wash bikes
- 400 jobs created to manage the fleet

- Vandalism and theft
 - 16,000 bikes damaged and replaced
 - 8,000 bikes stolen
 - Ad campaign: « It's easy to break a Velib' because it cannot defend itself »



- Managing demand
 - Refill popular stations
 - Electric vans



- Traffic rule violations and accidents
 - In 2008: 13,842 tickets, 5 deaths
 - But increase in accidents: +20%
 - increase in bike use: +70%



The future of Velib'

- More bike lanes (124 miles by 2014)
- Expanding in 30 neighboring cities
(demand management challenge)
- JCDecaux renegotiating contract
- Concept appearing Mexico, Dublin, London



For more information

- Velib' official website - www.en.velib.paris.fr
- Vélo Mondial – The Velib' in 33 questions
www.velomondial.net
- The Bike-sharing Blog - <http://bike-sharing.blogspot.com/>



Q & A

