



MAIRIE DE PARIS

Velib'
A REVOLUTIONARY PUBLIC TRANSPORT SYSTEM
IN PARIS

IMPACTS
11 th International Conference
Berlin 3 - 5 juin 2009



Session 6: Innovation continued :Cycling
Showcases PARIS



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Objectives

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- Promote bicycles as an alternative transport mode in the city
- Promote public transport by introducing a last mile sharing mode
- Propose alternative mode to short distance driving
- Creating a more climate friendly usage of the streets for mobility
- Proposing a low cost transport mode
- Do not require the city council to make big investments and optimized day to day operational costs
- Developing an modern easy way of life in the city



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CONTEXT

Within its 'climate change policy, and its mobility master plan, the City of Paris decided to implement a self-service bicycles system to promote soft mobility in Paris.

In February 2007, the City of Paris chose JCDecaux to provide this new system called



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Quel temps fait-on demain ?

LIVRE BLANC

1^{re} étape dans la construction du Plan Climat de Paris
La parole des citoyennes et des citoyens pour lutter contre les dérèglements climatiques.

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KEY DATES

July 2007

- 10,600 self-service bicycles
- 750 cycle racks



December 2007 / 2008

- 20,600 self-service bicycles
- 1,451 cycle racks

July 2009 (extend 30 outskirts cities)

- 24,000 self-service bicycles
- 1,751 cycle racks

The world's largest self-service bicycle hire system completely financed by advertising and bicycle rental charges

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* By late December 2007



VELIB': A SUSTAINABLE MOBILITY CONCEPT

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- **Improve mobility:** a solution that completes existing public transport systems
- **Improve the quality of city life**
 - Fight against pollution (200g less CO₂ per km covered) ⁽¹⁾
 - Reduce travelling times
 - Encourage regular physical exercise
- **"Boost" bicycle usage** which is still under exploited in cities such as Paris (2% of trips versus 28% in Amsterdam)



A revolutionary public transport system accessible to all

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(1) Compare to a 1 km covered by car



VELIB' 100% ECO DESIGNED

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- **Zero emissions**
 - ⇒ Daily trips for operations and maintenance
 - 80% with bicycles (150 employees)
 - 20% with "green vehicles" (NGV/electrical)
 - ⇒ storage of maintenance equipment in each station to allow repairing on site
 - ⇒ main repairs made in the 'mobile nearby workshop' aboard the barge



A carbon neutral balance : CO₂ emissions of NGV vehicles and barge are offsetted by a contract with Climat Mundi

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VELIB' 100% ECO DESIGNED

- **Renewable energy**
⇒ All Vélib' cycle racks are powered with a contract of green electricity (renewable energy)
- **Rainwater cleaning process**
⇒ bicycles and stations washed without detergent and with collected rainwater
- **99% recyclable**
⇒ choice of robust and recyclable material for the bicycles



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KEYS OF SUCCESS

1. **Service available to all** → **Low price**
2. **Easy to access service** → **Simple, intuitive service, accessible to the widest possible audience thanks to the use of a banker's card**
3. **Density of the network** → **1 cycle rack every 984 feet**
4. **Quality of the equipment** → **Ergonomic, robust, simple to use**
5. **Quality of the service** → **Maintenance, service, regulation, customer service, software**

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KEYS OF SUCCESS

1 - Service available to all

- Low price: just a few euros (but not competing with bicycle rental firms)

2 - Easily accessible service

- Use of a banker's card
- Short-term subscriptions
- Possible link with the public transport cards such as the Navigo® card



20 %



40 %



40 %



* Navigo is a STIF brand

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KEYS OF SUCCESS

3 - Density of the network



Paris metro:
A network of 298 metro stations



Vélib':
a network of 1,451 cycle racks

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Key components

Interactive terminal

1250 Vélib's terminals at end of 2009



Rack for coupling the bike

(*) 40 000 bikes racks at end of 2009

- **Special type of bikes**
Robust, convenient, easy to use, prevent the use of the bike as a tandem
- **types of bike racks for couplings bikes**
Equipment with minimum impact and room consumption on the public domain
- **central systems and database**
On line, real time, modular to allow scalability
- **practical process for users**
Patents on the easy pick up/drop off process, even for short term subscriptions

Components of a bike station

Bike
24 000 bikes



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KEYS OF SUCCESS

– Quality of the service

- Maintenance
- Service
- Regulation
- Customer service
- Software



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KEYS OF SUCCESS

– Quality of the service: close-up on the regulation of availability

Computerized regulation management	Mobile Internet	Tolls of information: web site, blog, maps...
<p>For each cycle rack, monitoring the number of:</p> <ul style="list-style-type: none"> • Available cycles • Available stands  	<ul style="list-style-type: none"> • Maps of the cycle racks • Availability in real time 	

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Contractual organisation

Delegation of public service after **competitive dialog** based on:
 fix number of street furniture
 Amount of bike and station proposed with a level of service by the provider

Singularity of the contract:

- Co-financing by advertising panels in public domain
- Long term contract (investments, management, monitoring and maintenance)
- Share of responsibility
- Based on **level of service** rather than duty-based

400 furnitures of 86 feet²




1 200 furnitures of 21 feet²





VELIB' and ROAD SAFETY The accidents of traffic

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- " Given a boost " raising awareness ½ j by associations:
 - Theoretical training on an urban road in group Good attitudes to adopt position upstream to crossroads crossing of crossroads location on road in narrow gauges
 - Demonstrations of "death angles" on the Parisian public place
 - **Strong mobilization of raising awareness** to the road safety upstream to the deployment
 - **A positive balance assessment:**
 - Number of cyclists damaged increase: + 25 % in 2008 (1st year with Vélib ')
 - But Number of cycles in traffic increase + 50 %
- 
- A decline of the rate of accidents of the cyclists with a " mass effect "
 - Better consideration of cycles by the other road users particularly by the drivers of 2 RM rate of accident no more important for the users of Vélib than the other cyclists

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The fight against the lack of incivic behaviour and the theft of cycles

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Casser un vélib', c'est facile - il ne peut pas se défendre



16 000 vélib' volés en 2009 - 4 000 vélib' dégradés
Velib' est à vous, protégez-le!

The report:

- 8,000 stolen cycles !
- 16,000 degraded cycles !

Launch of an awareness campaign for the attention of the users in May, 2009.

"To break a cycle it is easy, he cannot defend himself"

A simple message: "Véliberté" must be protected and that it is the affair of all .



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THE ANNUAL POLL of service

96 % positive image of the city
94 % Vélib' more pleasant



One year subscribers come from:

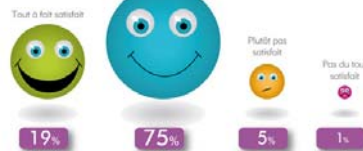
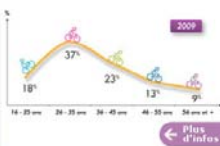


Rate of satisfaction : 94%

Bonus station's users



Profile of users

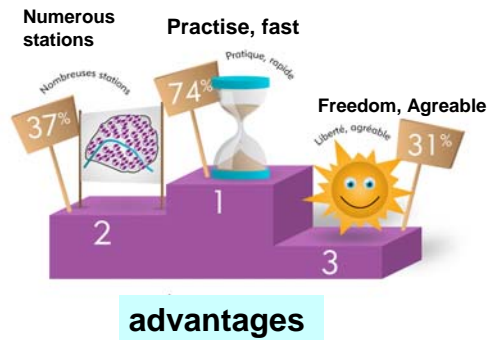




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The impacts on the mobility

- **Customs of movement which evolve :**
- 90 % tell to circulate more easily.
- 46 % use less often their personal car (against 38 % in 2008).
- 18 % make movements which they would never have realized.



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FIGURES... AFTER 22 months OF OPERATIONS

50 000 000 users in 22 months (28 000 000 users in 2008)

238 000 subscribers for one year (since July, 2007)

170 000 subscribers for one year

450.000 subscriptions for 7 days pass

6.000.000 subscriptions for 1 day pass.

Around **8 utilisations by bike** and by day

A peak: during the strike of public transport around **200.000 utilisations in one day** –

A mean : **65 000 trips per day**

Distribution of subscribers for one year: **Paris: 84%- others: 16%**

Average duration by trip : **22 min**

Environmental impacts: More than 187,000 miles covered every day – since the July,2007 → **26 000 t CO2 avoided (*)**



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Vélib'

a new way for short distance mobility
in Paris to close the gap



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Thank you for your attention

for more informations:
www.paris.fr or www.velib-paris.fr



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