Broadening cycling culture with the bicycle library - Planting the seeds for a new cycling culture

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Knowledge for Tomorrow

Best mobility option for different mobility needs?

Best mobility option for different mobility needs – the best suitable bike!

Kid To School by Gan Khoon Lay; To Office by Ida Desi Mariana; Bakery by Tippawan Sookruay; Picnic Table by Ian Rahmadi Kurniawan; Fishing by Vectorstall; Hobbies by Ade Nur Hidayat; Smiley by ProSymbols; All from NounProject.com

Cycling today is different than it was a few years ago
… more diverse bike types to meet different mobility needs

Bicycle library: concept in Växjö

- 24 different bike models

- Fixed lending periods of two weeks

- Booking system

- Partnership with local bike shops

- Lending fee

- Pilot 2019-2020, from 2022 regular service

- Two surveys; 1st after the lending period, 2nd in 2022

- EU funding

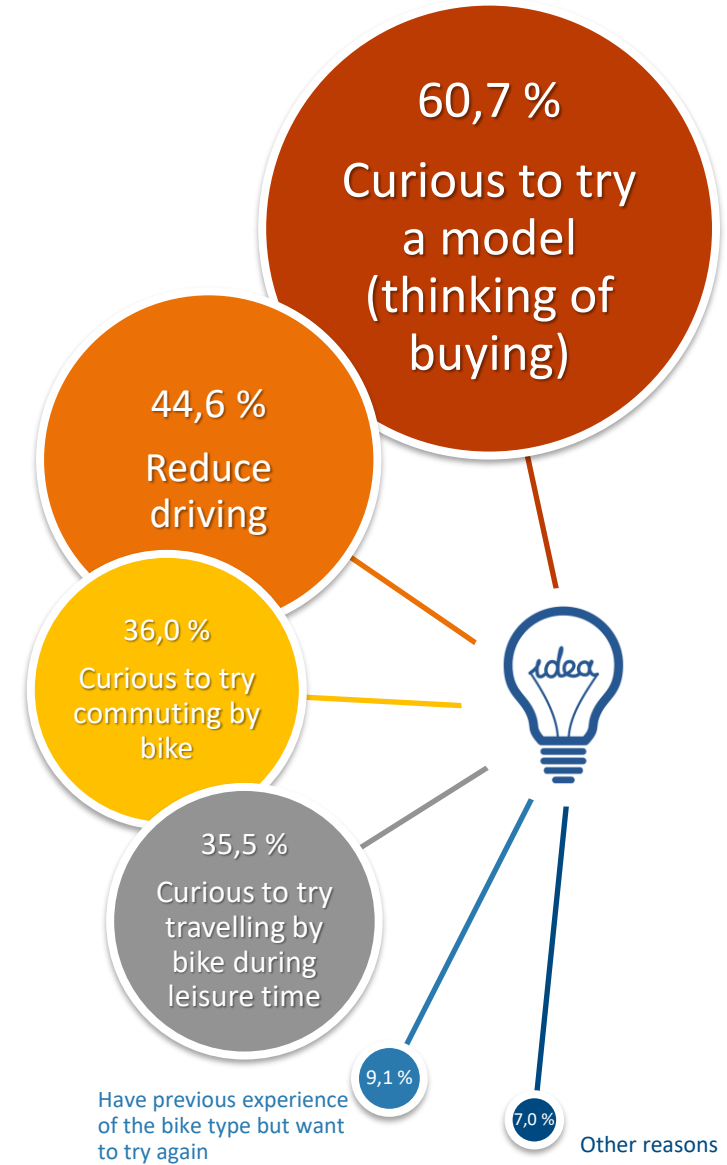# Overall aims of the library

- **„Try before you buy"**

- Increase visibility and access to different bike types

- Help residents to discover cycling in a new way

- Create awareness an inspire others to do similar

- Show that your city is progressive and shifting towards people-based transport system

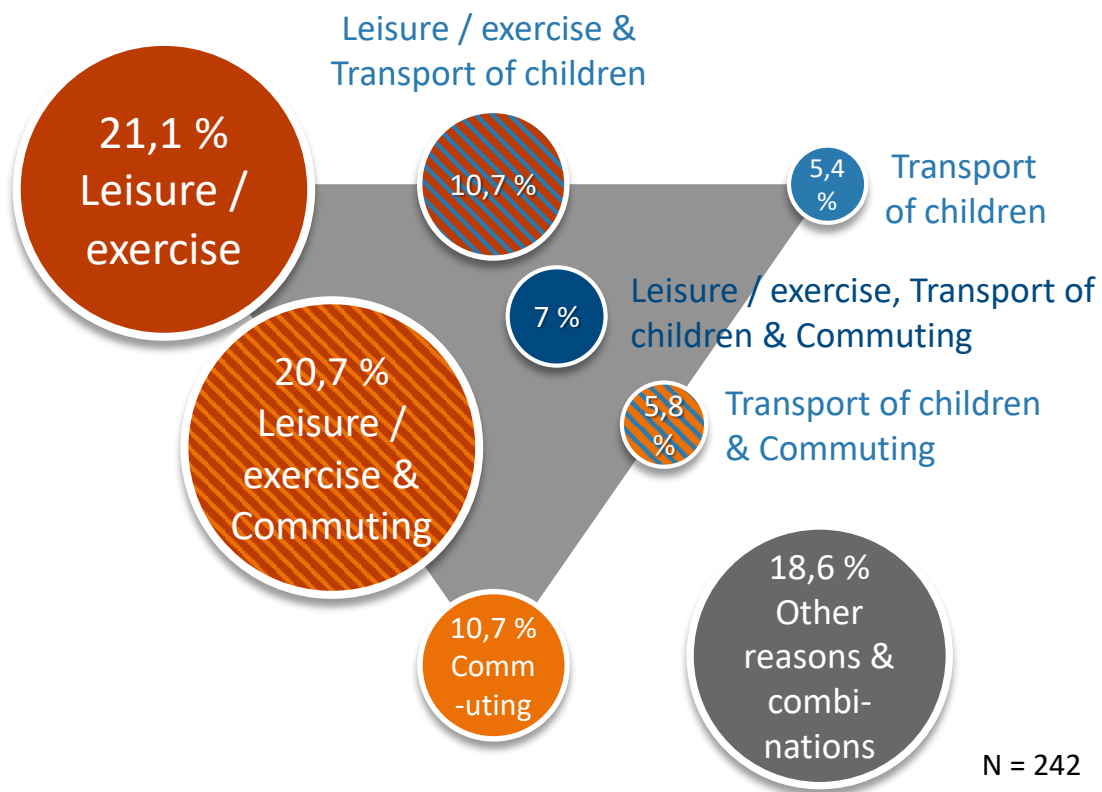- Tool to strengthen mobility management
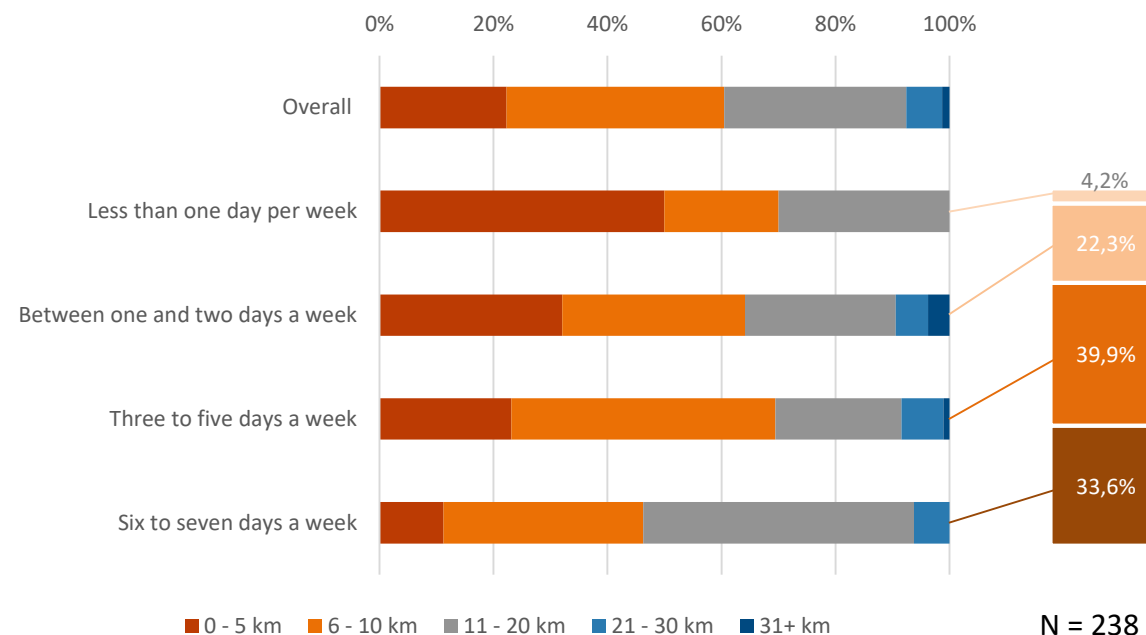
Observations during period 2019/2020

- Strong demand - Nearly fully booked in every period

- Electric and cargo bikes were most popular

- Cargo bikes: three wheel versions most popular.

- Fees reduced booking frequency at start but helped to focus the target group.

- With fee some less-popular models booked infrequently

60,7 % Curious to try a model (thinking of buying)

44,6 % Reduce driving

36,0 % Curious to try commuting by bike

35,5 % Curious to try travelling by bike during leisure time

9,1 % Have previous experience of the bike type but want to try again

7,0 % Other reasons

How were the bicycles used?

Leisure / exercise & Transport of children

21,1 %
Leisure / exercise

10,7 %

5,4 %
Transport of children

7 %
Leisure / exercise, Transport of children & Commuting

20,7 %
Leisure / exercise & Commuting

5,8 %
Transport of children & Commuting

10,7 % Comm -uting

18,6 % Other reasons & combi-nations

N = 242

Usage rate and average distances travelled

0%   20%   40%   60%   80%   100%

- Overall
- Less than one day per week
- Between one and two days a week
- Three to five days a week
- Six to seven days a week

4,2%
22,3%
39,9%
33,6%

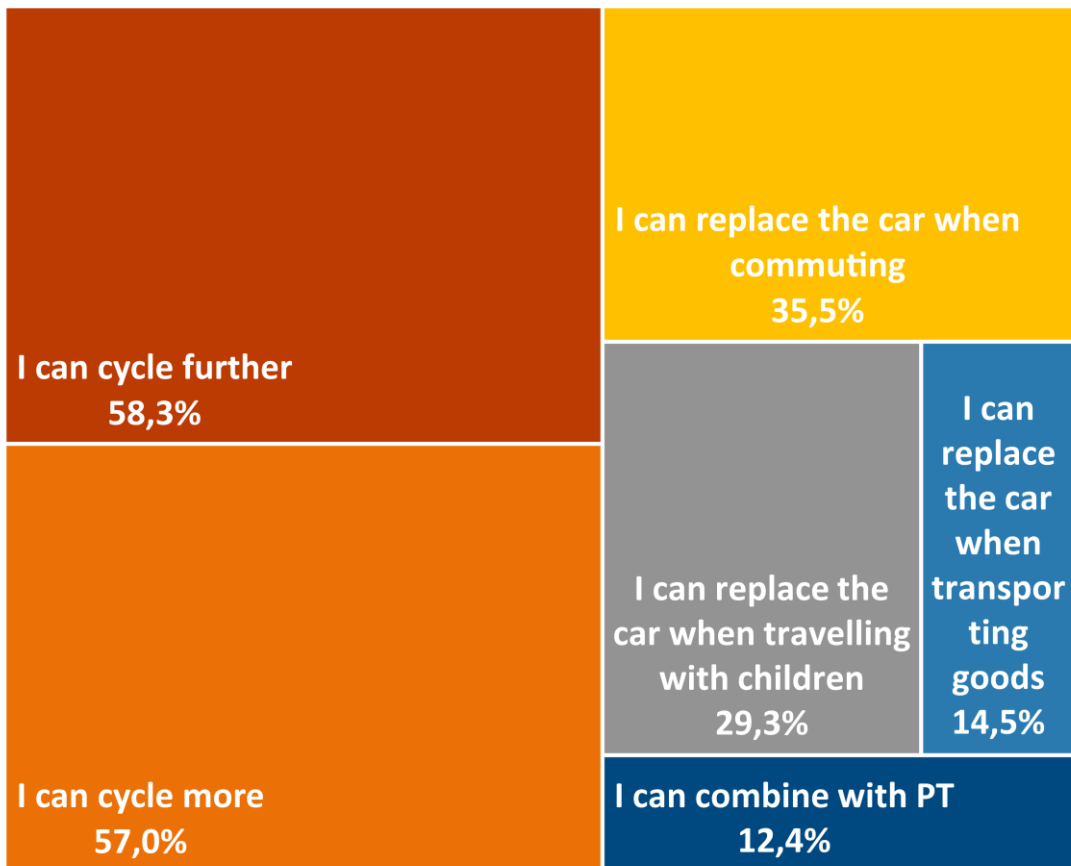■ 0 - 5 km ■ 6 - 10 km ■ 11 - 20 km ■ 21 - 30 km ■ 31+ km

N = 238

✓ More than half of the participants use the bicycle for leisure activities, more than a third (also) for commuting to work

✓ A high utilisation rate goes hand in hand with increased mileage

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Gained experiences

Did the borrowed bike offer you new opportunities to travel?

I can cycle further
58,3%

I can cycle more
57,0%

I can replace the car when commuting
35,5%

I can replace the car when travelling with children
29,3%

I can replace the car when transporting goods
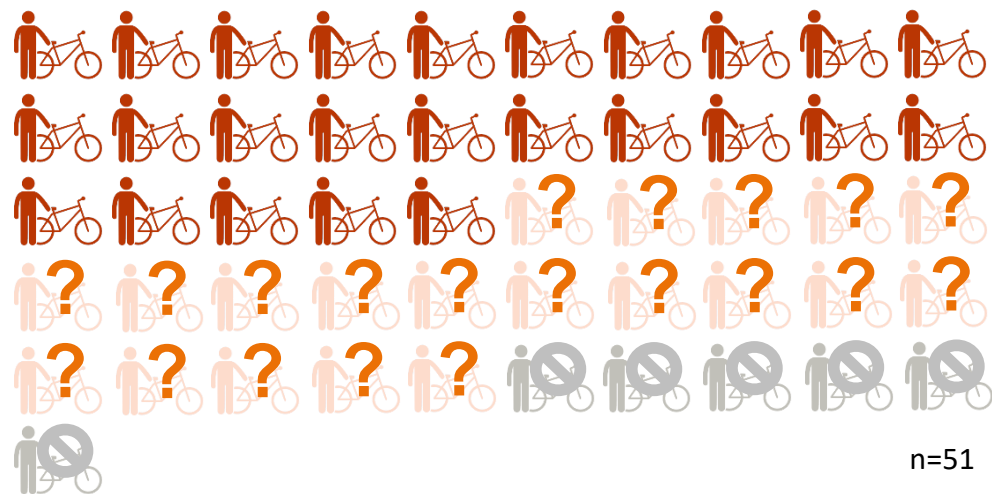14,5%

I can combine with PT
12,4%

This experience definitely reduced the time I spent in the car, especially when picking up the children [...]

I hadn't really considered buying an electric bike before, but I was looking for a "normal" bike. Now I've changed my mind [...]

It takes a few weeks to convince the other family members that the bike can replace the car in most situations.
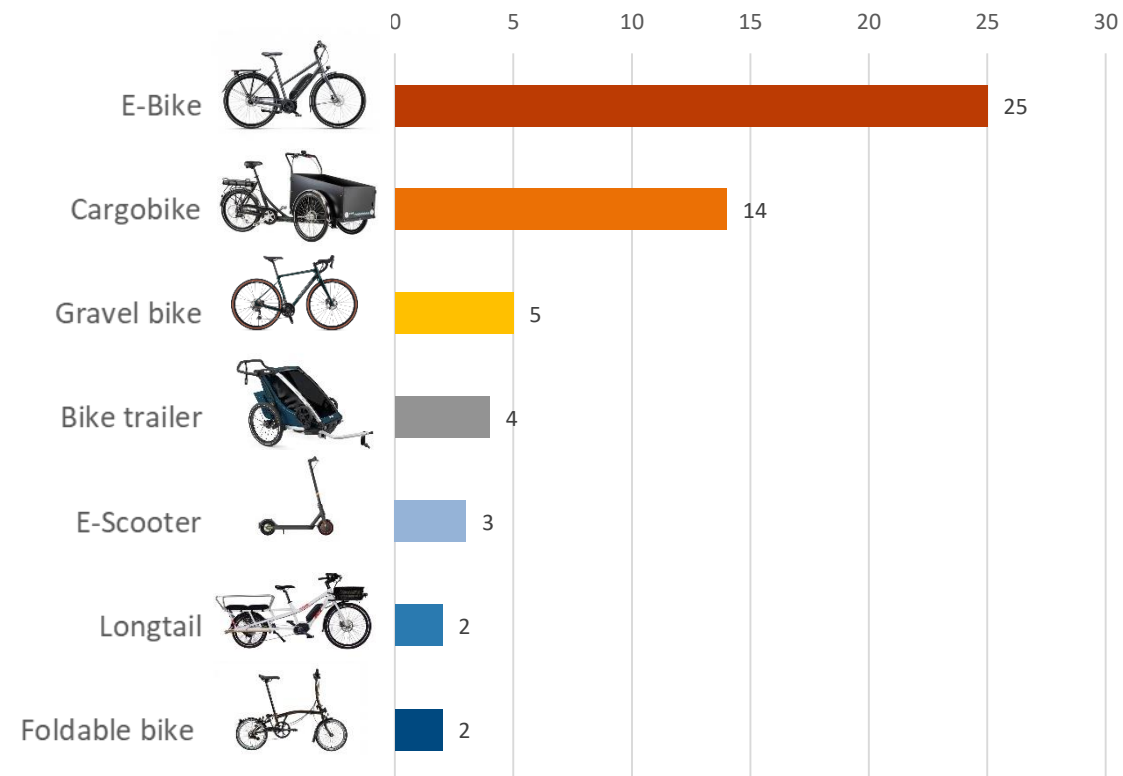
Try before you buy - and, did you buy?

Did you buy any kind of bicycle or are you thinking of buying a bicycle after borrowing one through the bicycle library?
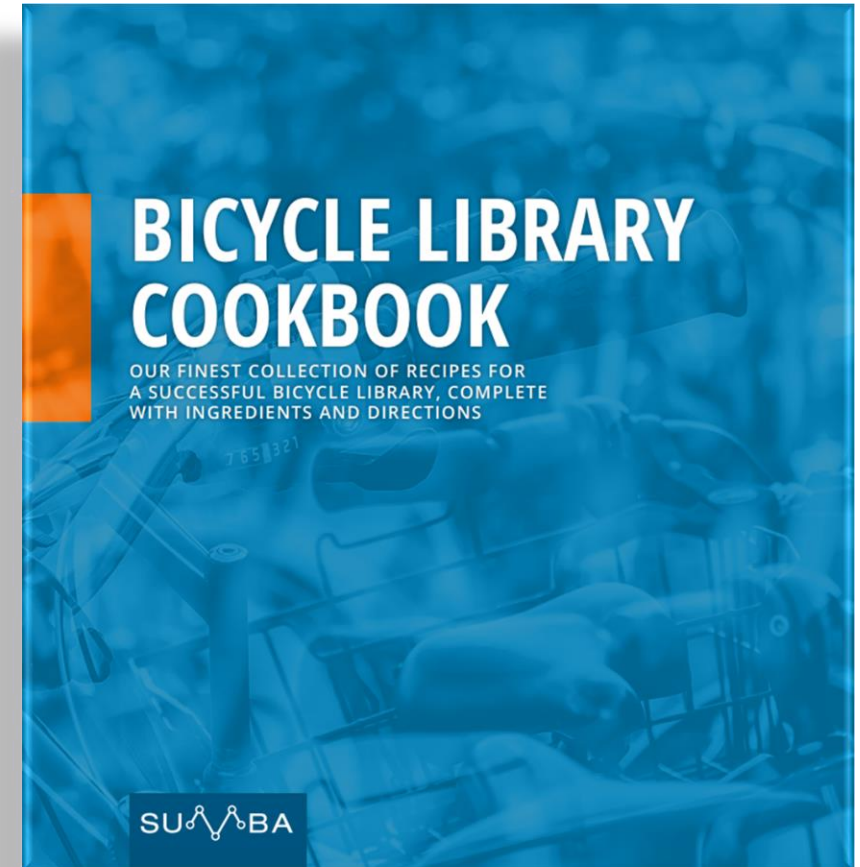

n=51

- **Yes, I have already bought a bike. (25)**
- **Yes, I'm thinking of buying a bike but haven't done it yet. (20)**
- **No, I did not buy and am not considering buying a bike. (6)**

What type of bike did you buy or are you thinking of buying?
(Multiple answers possible, n=51)

Type	Value
E-Bike	25
Cargobike	14
Gravel bike	5
Bike trailer	4
E-Scooter	3
Longtail	2
Foldable bike	2

Take home messages

- „Try before you buy" – It works!

- A bicycle library can be take many shapes, and different scale. What's important is making different bikes more accessible.

- Collaboration with local bike shops is a win-win

- Low barrier solution to increase visibility and access to different bike types

- The concept is finding imitators - when will your city join in?

BICYCLE LIBRARY COOKBOOK

OUR FINEST COLLECTION OF RECIPES FOR A SUCCESSFUL BICYCLE LIBRARY, COMPLETE WITH INGREDIENTS AND DIRECTIONS

SU∧∧BA

Our finest collection of recipes for a successfull bicycle library, complete with ingredients

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Get in touch!

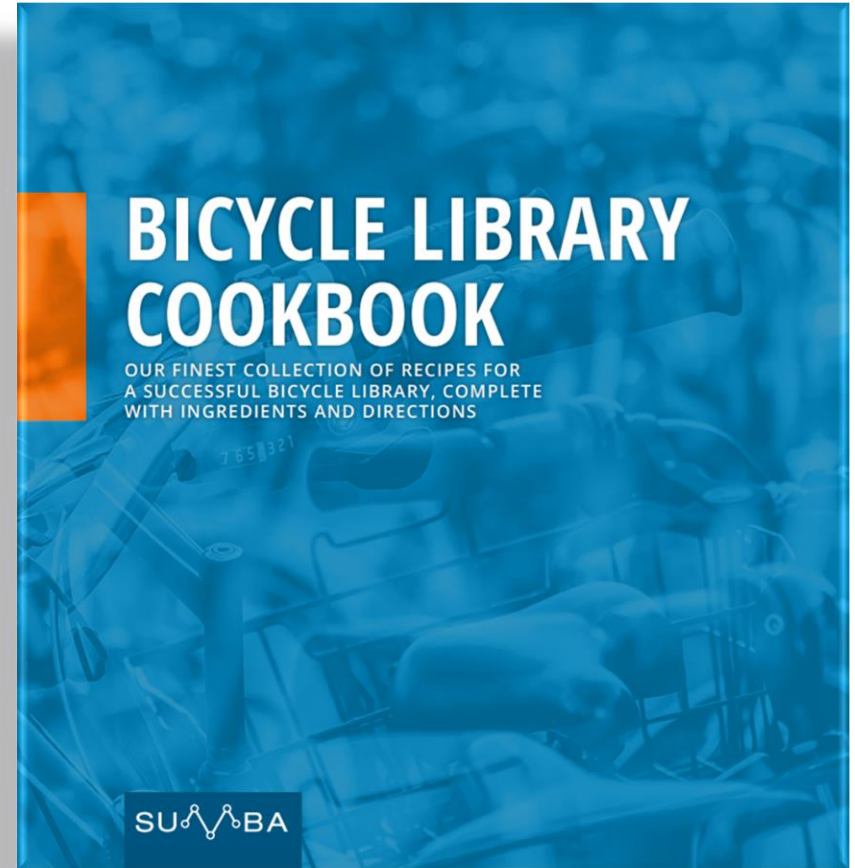**Colin Hale**
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