



Stadt Köln



# KVB-Lastenrad

Cargo bike sharing as part of public transport in Cologne

Frederik Strompen, Department for Mobility



# The City of Cologne



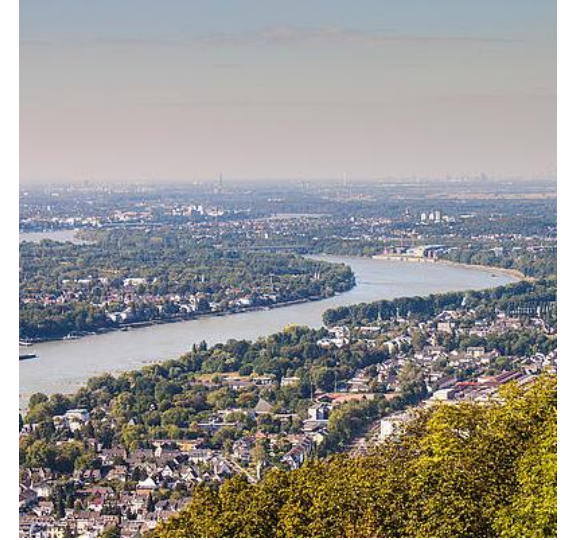
Cologne City Hall



Our Department



Transport Facts



Region



# Where do we come from?



Cologne was rebuilt as a car-friendly city.  
Large innercity highways, partly dismantled tram network



# Where do we come from?





# Turning the Trend: 1920





# Turning the Trend: 2020





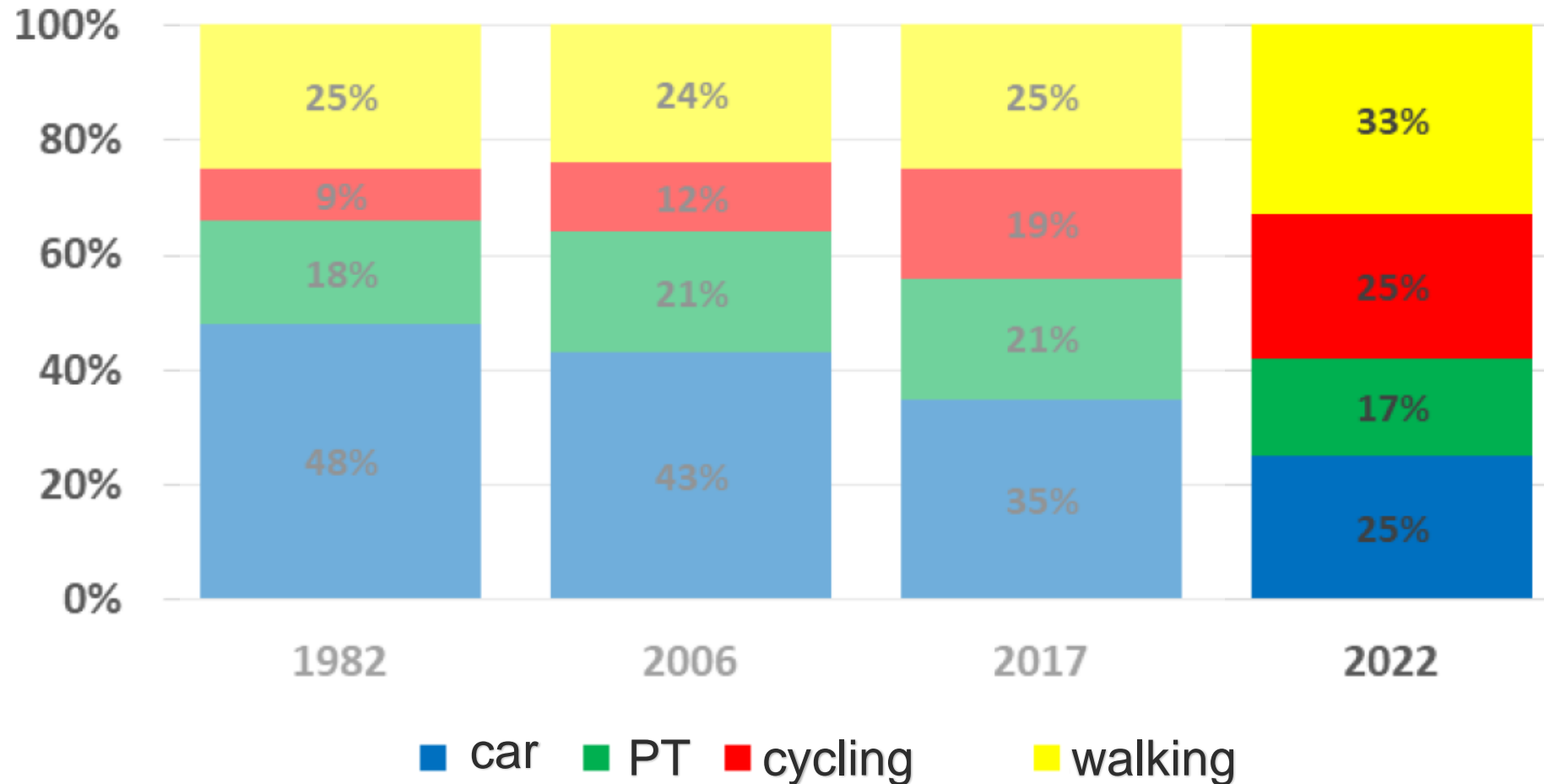
# Turning the Trend: 2022



The face of the city changes in an unprecedented speed

# The impact of policy changes

Modal split in Cologne (1982-2022)





# Key policy area: Cycling

- Cycling a key policy for climate action
- Extension of cycling infrastructure and redistribution of road space
- Bike parking
- Cargo Bikes





# Programme: Central Cycling Routes





# Programme: Central Cycling Routes





**Our goal: Becoming the  
capital city of cargobikes!**



# Policy motivation for cargo bike investments

- High potential of cargo bikes of shifting inner-city car trips to zero emission
- Unbroken demand from businesses shows potential for „high-intensity users“
- Availability of cargo bikes as an important driver for a „car-free“ mobility behaviour
- 4 building blocks
  - Cargo bike funding scheme
  - Cargo bike parking
  - Cargo bike rental
  - Cargo bike sharing





# Cargobike funding

## Who is eligible for funding?

- Small companies
- Associations, NGOs, clubs etc.
- Private households

## Which kind of bikes do we support?

- Cargobikes
- Trailers

## Funding scheme

- 45%/60% of purchasing price
- 600 EUR minimum, 2.500 EUR maximum  
(max. 3.000 EUR cargobike + trailer)

## Results

- 1.500 cargobikes funded until 2023
- 3,5 Mio. EUR spent





# Cargobike parking





# Public cargobike rental



Source: Kasimir

City of Cologne | Department for Mobility

Managed by





**Nice. But ...**





# Integrated cargo bike sharing system

## Cargobike funding

- Not all households can participate
- Safe parking spaces in multi-family houses are a problem
- Own cargo bike does not fit every use case

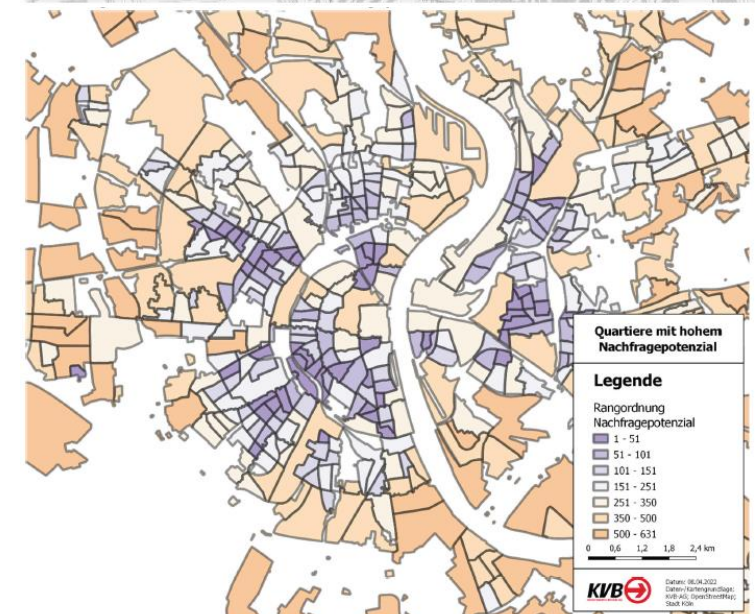
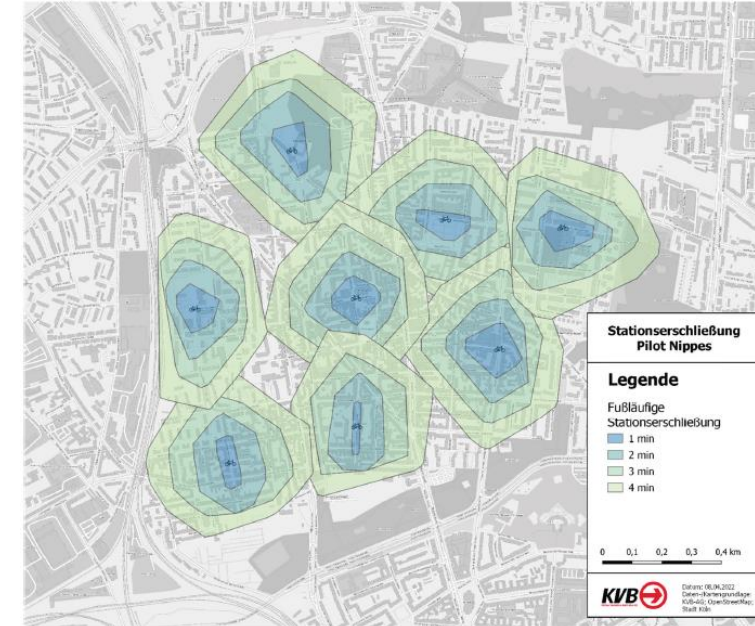
## Rental cargobikes

- Heavy use, demand is higher
- Time-consuming lending
- Insurance problems (municipal sharing system)

→ Unmet demand is obvious.

→ We are profoundly convinced that an integrated cargobike sharing system can substitute car usage!

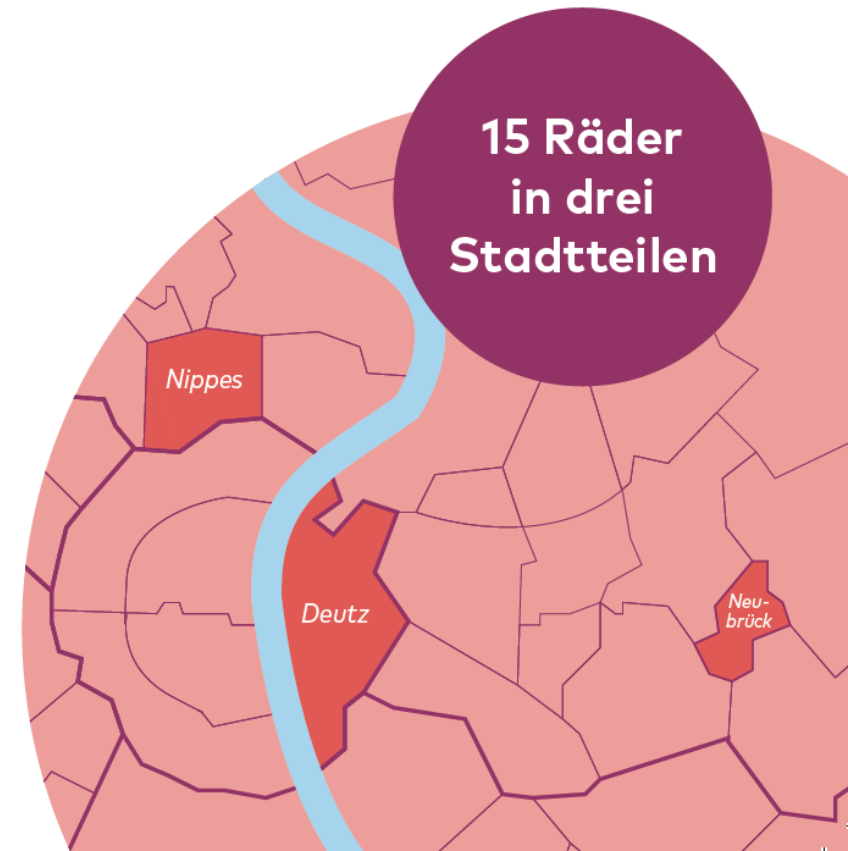
## Climate-neutral city in 2035!





# From idea to pilot project

- Idea of climate council in 2/2022
- Approval by city council in 06/2022
- Pilot project start 12/2022 by: KVB und GreenMoves
- Implemented in a three step approach





# Integration into public transport

- Objective was to make the monthly public transport subscription more attractive
  - 90 min per week free cargo bike sharing
  - 30 min free per trip bike sharing
  - 10% discount for Cambio Carsharing
- Without subscription:
  - 9ct Minute
  - 27 EUR/day



Für nur 49 € pro Monat  
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Mit dem KVB-Deutschlandticket.

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[www.kvb.koeln/49euro](http://www.kvb.koeln/49euro)

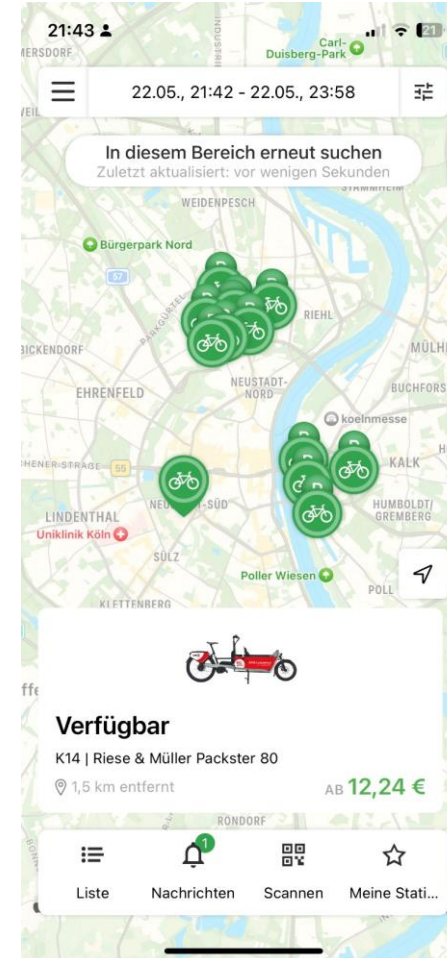
KVB

The advertisement features a smiling woman with short dark hair wearing a red jacket, holding a white D-Ticket card. She is standing next to a bicycle. The background shows a modern building with a glass facade under a clear blue sky. The text is in German, promoting a monthly ticket for 49 euros that includes nationwide travel and bike sharing. A green circular badge on the left highlights the 'Heimvorteil' (home advantage) of including the KVB bicycle. The website URL and the KVB logo are at the bottom.



# Starting up

- Carparking spaces transformed into cargobike parking spaces
- Using of „mobile elements“
- At the beginning: vandalism
- Could be solved by new lockers and registration conditions
- OS by Green Moves





# On-going Evaluation

- 650 registrations
- 350 with VRS-Chipcard (PT subscription)
- Over 100 bookings per month
- Average duration of usage 1:45 hours
- Online participation during the pilot start



# First results

- Generally positive feedback from first participation process
- Denser station network and higher availability of bikes demanded (distance to residence)
- Combination of cargobike-sharing and carsharing considered alternative for car ownership and usage
- Negative feedback due to removal of carparking space in dense urban areas.
- Combination with public transport subscription positive
- Vandalism a major issue





# Outlook - Challenges

- Legal development: More **funding sources** available than in the past
- Findings from small pilots not necessarily scalable
- Looking at economic benefit rather than profitability
- More **loading zones** and better management/enforcement needed for scaling of cargo bikes in city logistics/business
- Decision on expansion of pilot in autumn 2023





# Thank you!

24.-26. Mai 2023  
[polis-mobility.de](https://polis-mobility.de)

**polis**  
MOBILITY

City of Cologne | Department for Mobility



Stadt Köln

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