



One decade of commons cargo bikes – current state and impact

Cargo Bike Sharing Europe @ polisMOBILITY

Cologne – 24.05.2023 – Michael Bissel – michael.bissel@campus.tu-berlin.de – Chair of Sustainable Mobility and Transdisciplinary Research Methods

Introduction to our study

Background and previous research



Background

- Cargo bike sharing (CBS) is opportunity to provide cargo bikes (CBs) to wider audience
- Commons Cargo Bikes (CCB) initiatives borrow CBs free of charge / donation based to private users



Previous research¹

- CCB used mainly for freight transport (e.g., foodstuffs)
- High potential to reduce car trips
- CCB as an opportunity for first contact with cargo bikes

Objectives and method



Objectives


- Assess scaling of commons cargo bikes
- Up-to-date insights in user structure and behavior
- In-depth analysis of impact (incl. car ownership)
- Identification of barriers



Method

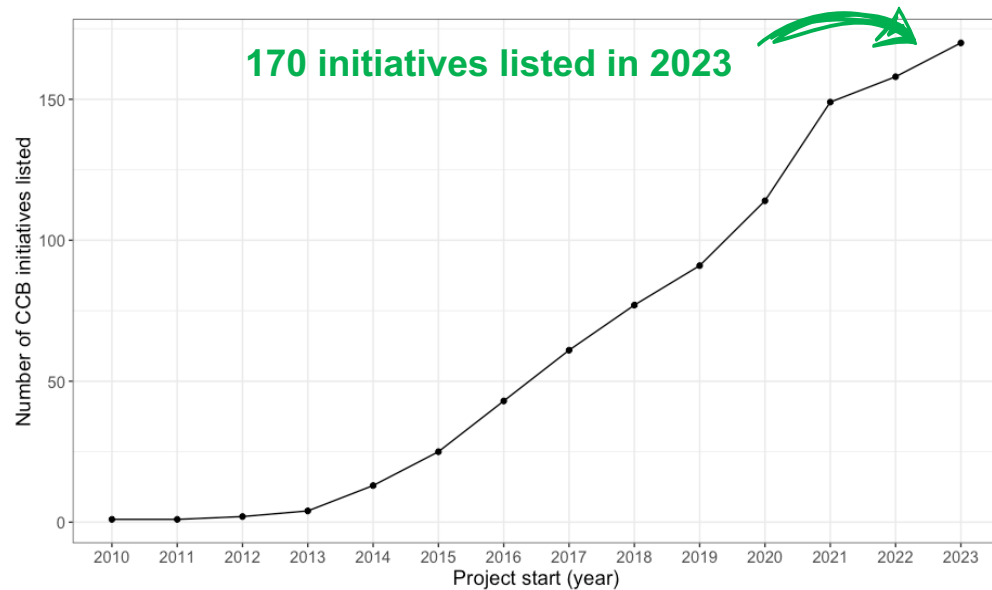
- Two quantitative online surveys
 - User level: **2,590 responses**
 - Initiative level: **78 responses**
- Data collection: June to August 2022

CCB can be conceptualized as social innovation

	Definition		Commons cargo bikes (CCB)
Social Innovation	Success is not solely measured by traditional metrics such as profit or growth		Alternative metrics include for instance replaced car trips
	Organizational forms are open and social welcoming input from anyone		Collaboration with hosts and open forum to provide input and start discussions
	Coalitions are important and organizations are embedded in wider networks		Network within CCB movement, with local actors and beyond (e.g., cycling association)
Social Economy	Distributed networks and communication technology for relationship building		Distributed system connected with online forum and wiki
	No distinct boundaries between production and consumption		Users are invited to engage in CCB initiatives
	Emphasis on collaboration, care, and maintenance instead of one-time use		Concept of sharing focuses on collaboration and resource efficiency
	High importance of values and missions		CCB movement is guided by strong values and strong mission

CCB looks back on decade of rapid scaling

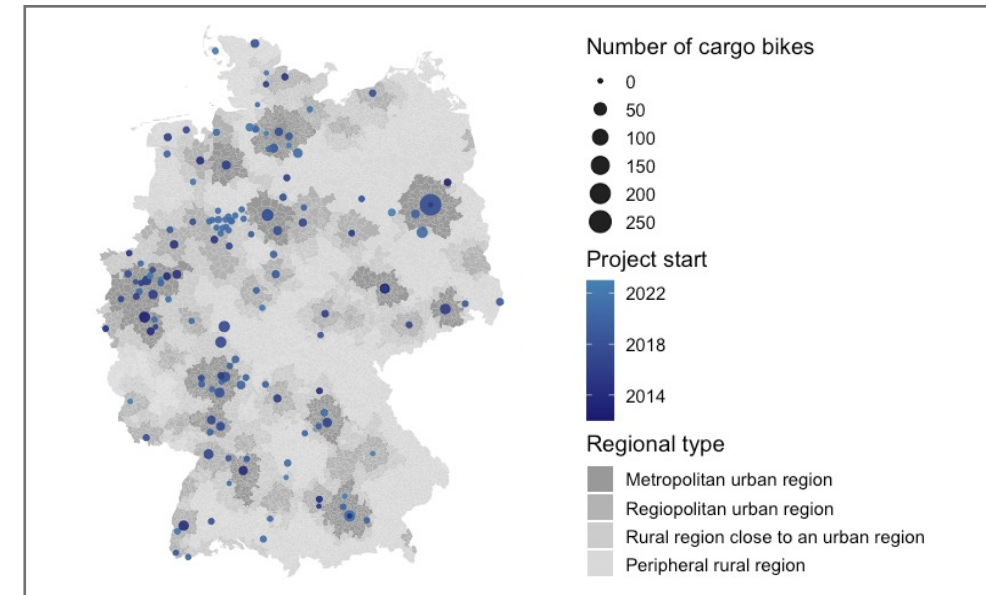
Numerical scaling



Note: 2023 includes 10 initiatives ‘in preparation’ as well as 1 initiative without specified start year

- 1,109 cargo bikes provided (n = 150)
- 91,111 registered users (n = 75)
- 53,693 annual borrowings (n = 67)

Geographical scaling



Note: 11 initiatives from Austria, UK, Hungary, Sweden and Italy were excluded to improve readability

- 67 % in urban regions and 33 % in rural regions
- More CBs, users and borrowings in urban regions
- Similar relative demand per CB between regions

Diverse user structure and user behavior

User structure and behavior



43% female and **53 % male** users



42 years average age



59 % cyclists (main transport mode)



15.4 km average trip length

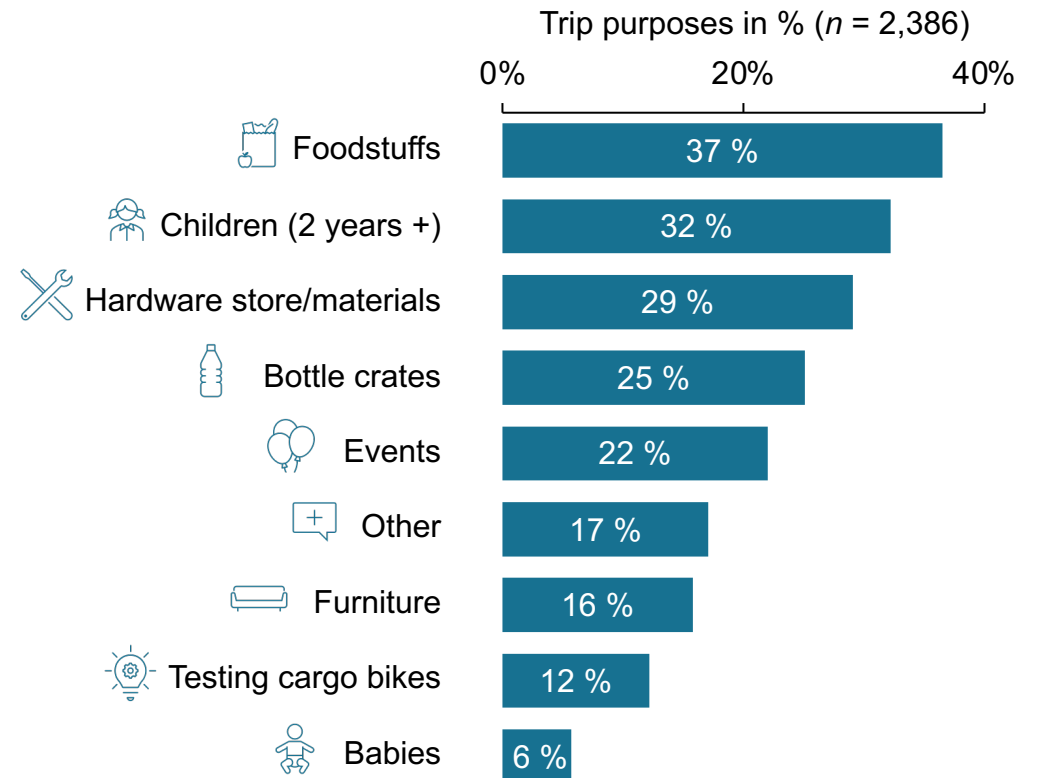


31 % first time users; 19 % > 8 usages



Informal **communication** channels dominate

Trip purposes



High impact and important barriers revealed

Impact



94% intention to use CBs again



27 % intention to purchase own CB



45 % substitution of car use



7.4 – 18.1 % car ownership reduction¹

Barriers

For CB sharing (top 2):



Availability of shared CBs



Deficits of bicycle infrastructure

For CB purchase (top 2 additional barriers):



Price of CB



Parking CB at home

1. Depending on causality definition (narrow vs. broad causality). Includes sold / abolished cars as well as decisions against car purchases

Five take aways

- 1 | CCB scaled rapidly to a supra-local **movement** – works in **different local contexts!**
- 2 | **Use cases** and **users** are diverse – CCB also allows for **first contacts with CBs**
- 3 | High intention to re-use CBs. Considerable impact on car use **and car ownership**
- 4 | **Structural barriers (e.g., infrastructure)** need to be addressed to use potential
- 5 | Availability is main barrier – might indicate **additional demand** for cargo bike sharing



Thanks for your attention!



Do you have any questions?

