



# Bike Sharing Policies in Switzerland



5. November 2018  
Urs Walter



# Plötzlich hat Zürich einen mobilen Veloverleih

Überall in der Stadt stehen auf einmal Hunderte orange Mietvelos. Sie gehören einem Start-up aus Singapur. Die Stadt stört das.



1 | 4 Ärger mit neuem Verleih: In Zürich wundern sich Frauen und Männer über die grau-gelben Velos von oBike. Bild: Thomas Egli (4 Bilder)



Die aufälligen Velos des US-Unternehmens sollen die Schweizer Strassen erobern.

Limebike startet mit 480 Leihvelos in der Schweiz

# Giftgrüne Revolution

## Ausgebremst und überholt





# Free-floating is not a new invention





# Zurich – the liberal approach

- First city in Switzerland to be flooded by free-floaters
- Tolerating within defined boundaries
- Bicycle parking's: not more than 10% occupied by same provider
- Public space: not more than two vehicles of a provider at one spot
- Violation of the rules is communicated over WhatsApp
- Removal of the vehicle within 24 hours
- City has the right to remove bikes for a fee of 50 CHF
- Same for bikes that are not moved for 30 days





# Bern – the procedural approach

- Bike-sharing considered as increased use of public space
- Authorization/permission necessary
- Invitation of all potential operators to communicate the frame conditions of a permission
- Operators can apply for a permission
- City decides who and how many operators will be accepted





# Lucerne – the restrictive approach

- No permissions for free-floaters due to constricted space in city centre
- Strategy for new mobility services planned





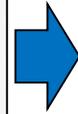
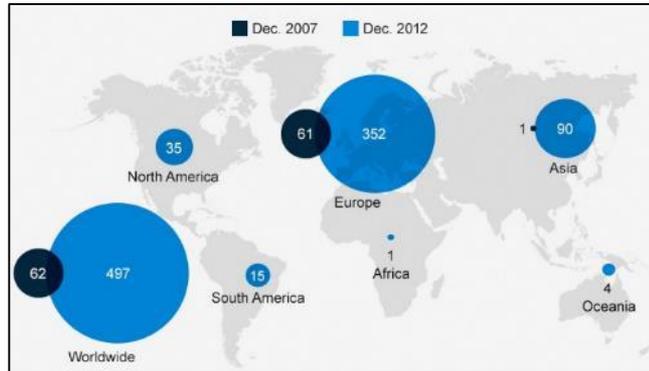
# Geneva – court decisions

- Administrative and Federal court confirmed the use of public space for commercial activities to be subject of authorisation
- Federal court decided also free floaters have to be subjected to a tender when the city defines considerable frame conditions





# A product of the digital times...



Exponential acceleration is typical for our times.  
The next generation of bike sharing will come for sure!



# ...bike sharing was only the start





# Fundamental questions

- *Equal rights*: how to prevent that business models only differing in technical details get treated differently?
- *Fairness*: private free floaters can disrupt the business case of the public provider by operating only the most profitable locations.  
How to ensure that official providers who went through a worldwide tender process and maybe even legal precedures don't get discriminated?



# Need for an overall strategy

- Ad hoc management is not enough
- High dynamic: «Gouverner c'est prévoir»
- Strategic approach to the business model «shared mobility». Anticipating the next development phase
- Community as a fair and reliable partner
- Communities shouldn't count on free sharing services in the long term
- Contracts with private providers and partners. Close collaboration necessary and useful. Contracts have to enable competition and innovations

Abfahrt  
Bahnhof Zürich HB

19. Dezember 2017 14. Dezember 2018

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