



# SHARING BEYOND THE BIKE

## Bike sharing practices renewed in Valence and Romans (*France*)

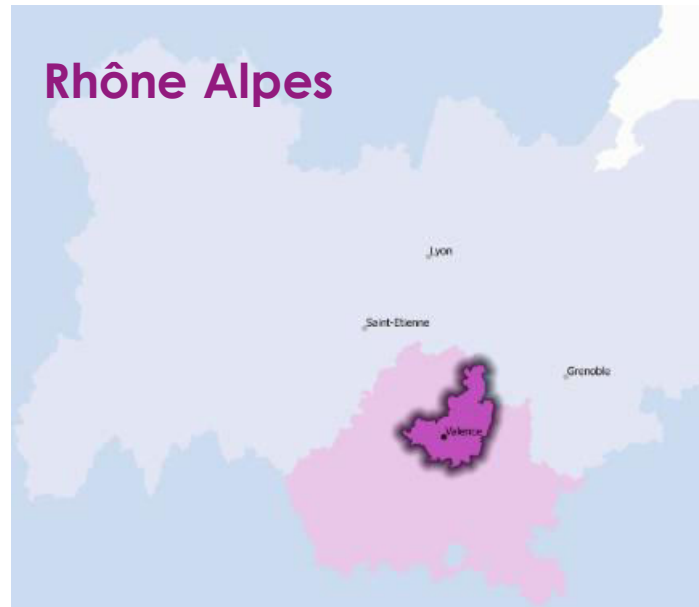
June 26, 2019



# Valence – Romans Déplacements



France



Rhône Alpes

- 250 000 inhabitants
- 15 000 cyclists
- 600 km cycling facilities
- Bike sharing service since 2010



67 municipalities



# The new bike sharing solution



Last October we launched a new solution Libélo with :

- **250 new bikes** including 60 electric « Boost » (PBSC Urban Solutions)
- **27 stations** distributed over 3 cities
- A new Libélo **application** (PBSC)
- An integrated **QR code** to unlock the bike with the app'
- **Attractive rates**

Access 30€/year or free for public transport subscribers

30 minutes free location (1€/hour after)





# The new bike sharing solution

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 The new system is now more popular than ever :

- **3 300 subscribers** (350 in 2017 with the previous system)
- **13 000 rides** per month (3 000 in 2017 with the previous system)



# The changes in the cities



The electric assist bike and smart technologies make possible to pedal further and more easily.

- Districts and business park far from the city center are now equipped.
- The physical effort is maintained but facilitated with the electric assistance.
- The application and QR Code allow an easy and fast access anywhere in the cities.



SIMPLIFIEZ vos déplacements



# The changes in the cities



**The service is now accessible to more people, the profiles of users are diversified :**

- women and men between 16 and 83 years ;
- students, employees, executives, retirees, tourists ...



**Demonstrations are organized regularly for :**

- companies,
- universities,
- seniors' residences ...





# The changes in the cities



The bike has a more important place in the public space with the development of :

- cycle path ,
- adapted signage ....



The practices and new projects develop for all the cyclists :

- secure parking ,
- self service repair station ,
- long term rental ,
- school bike ...



# A new phase of deployment



In next October, one year after its launch the service is reinforced with :

- 100 new electric bikes ,
- 20 new stations ,
- 4 more equipped cities.





# To conclude



The new Libélo it's quickly becoming an indispensable component of Valence's public transportation network.

More than a bike sharing system, it give more space of cycle in the cities, open up neighborhoods and create moments of sharing around cycling.

**Libélo**  
Un service de Valence Romans DÉPLACEMENTS

**LA LIBÉLO PARADE**

**SAMEDI 27 OCTOBRE**  
VALENCE > À PARTIR DE 10H30

INSCRIPTION OBLIGATOIRE SUR [WWW.CITEA.INFO](http://WWW.CITEA.INFO)  
#nouveauvélo #vélofacile #vélopratique #véloélectrique

CONCERT, COCKTAIL & CADEAUX

SIMPLIFIEZ vos déplacements

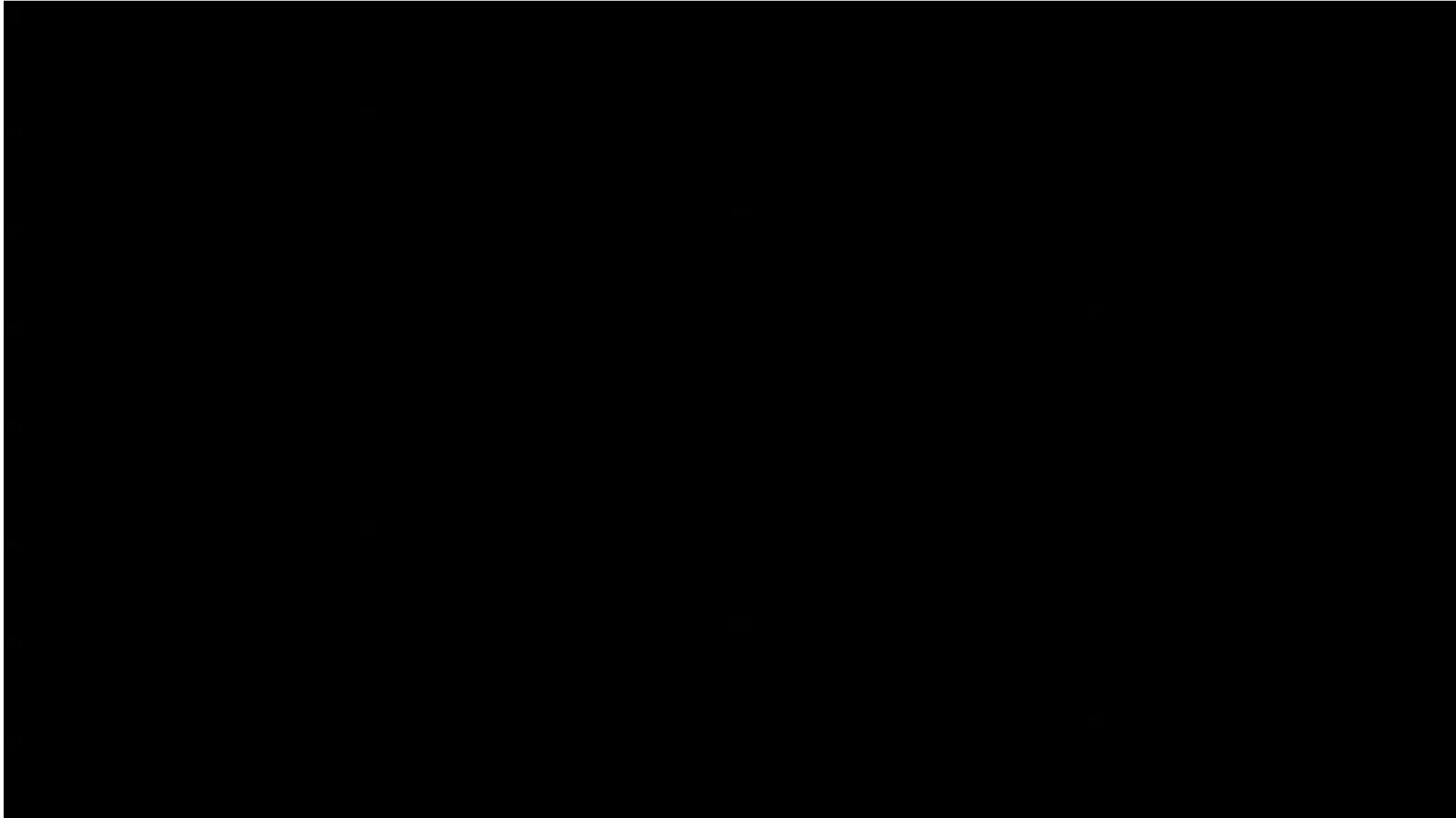
Valence Romans DÉPLACEMENTS

The poster features a yellow background with a purple and white graphic design. It shows a man and a woman riding Libélo bicycles. There are colorful balloons and a speech bubble with the text 'CONCERT, COCKTAIL & CADEAUX'. The Libélo logo is in the top left, and the Valence Romans Déplacements logo is in the bottom right.



# To conclude

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**Thanks for your attention**

Pauline MEALLIER

[pauline.meallier@valenceromansdeplacements.fr](mailto:pauline.meallier@valenceromansdeplacements.fr)

(+33)4.75.602.665

[www.valenceromansdeplacements.fr](http://www.valenceromansdeplacements.fr)