



**A MAYORS GUIDE
TO CARGO BIKES**



City Changer Cargo Bike builds on the limitless potential of cargo bikes, promoting their usage among public, private, and commercial users.



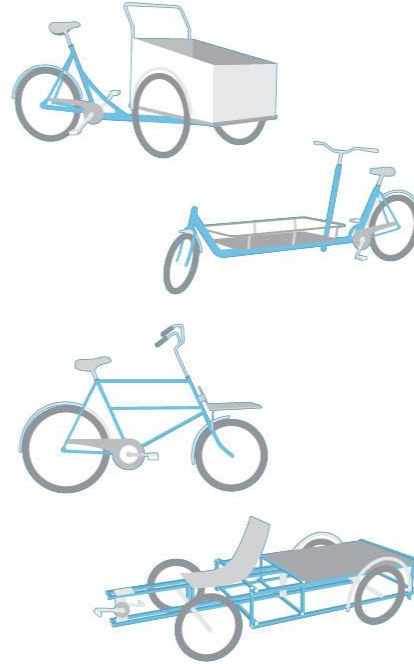
THE CIVITAS INITIATIVE
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WHAT IS A CARGO BIKE?

- Many shapes and sizes
- Innovation driven
- €1000-12,000
- Up to 350 kg
- Potential
- Electrical assist options



WHY CARGO BIKES?

- Ease, affordability and accessibility
- Cost effective and rewarding
- A part of larger trends



POLICY



WHAT CAN A CITY DO?

- Regulation
- Taxation and subsidies
- Information
- Procurement



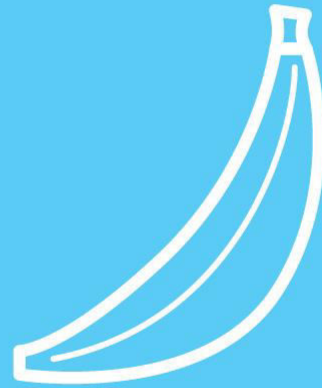
INSPIRATION FROM EUROPE

- Food
- Retail
- Logistics
- Families
- Community
- The Public Sector



FOOD

- First movers
- From delivery to disposal



CASE STUDY: VIENNA'S RITA BRINGTS

- Organic and local ingredients
- Fleet of 12+ cargo bikes
- Benefits from direct funding



RETAIL

- Response to e-commerce
- Flexible and affordable solution
- From delivery to street sales and PR



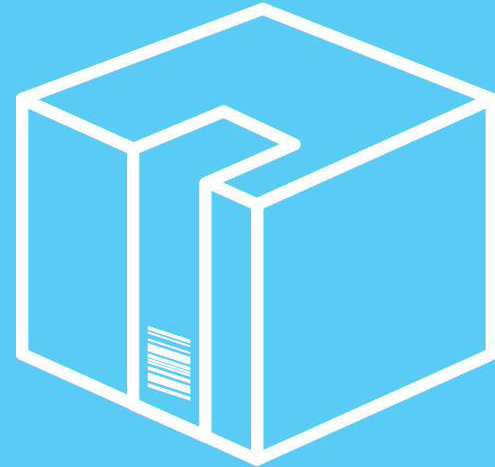
CASE STUDY: COPENHAGEN'S BIKE & BLOOM

- Social enterprise working with refugee women
- Distribution, delivery, and events
- Increasingly common fusion of bikes and social goals
- Benefits from policies facilitating SMEs



LOGISTICS

- Lifeblood of cities
- Solution to urban congestion and pollution
- The perfect solution
- Suits all scales of logistics companies



CASE STUDY: BASEL'S KURIERZENTRALE

- Wide range of transport solutions
- Large fleet of trucks, bikes, two- and four-wheeler cargo bikes
- Integrates into commuter transport



FAMILY

- Facilitates car-free living
- Great for everyday family tasks
- Redefining the modern urban family



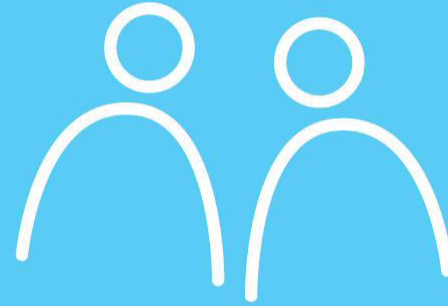
CASE STUDY: OSLO'S BABY BIKING MEETUP

- Organized online
- Social family rides through the region
- Builds community and boosts visibility
- Benefits from tax incentives for families



COMMUNITY

- A wide range of users and uses
- Cargo bikes carry ideas, big and small, local and global



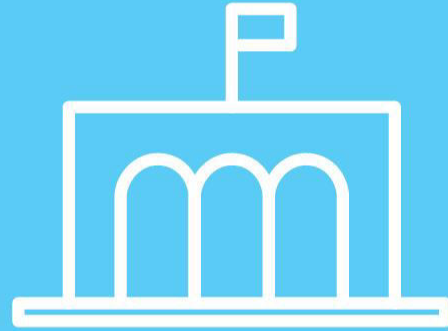
CASE STUDY: SAN SEBASTIAN'S CYCLING WITHOUT AGE

- Part of a global movement
- Trishaw's facilitate intergenerational connectivity
- Benefit from municipal funding infrastructure support, publicity



PUBLIC SECTOR

- Employers, purchasers, and regulators
- Serve as role model and platform
- From engaging citizens to picking up rubbish



CASE STUDY: STRASBOURG'S VÉLOPTIMISTE

- Cargo bikes as vehicle fleet
- Public works, libraries, road safety
- Benefit from direct policy decisions

