



Action Checklist for Municipalities and Companies: E-Bikes

How to electrify urban transport? BSR electric has developed five Action Checklists for E-Bikes, E-Buses, E-Ferries, E-Scooters and E-Vans & E-Logistics - to give a brief overview of important aspects to bear in mind for decision-making.

Procurement

- Establish a scheduled plan on how and to what extent to replace the municipality-/city-/company-owned vehicles with e-bikes.
- Consider also e-cargo-bikes in order to increase the functionality of the e-bike fleet.
- Consider leasing as an alternative to buying.
- Consider introducing an electric bike-share scheme for employees in different municipality or company departments, as well as for customers. Encourage the use of the e-bikes, instead of cars.
- Consider using e-bikes (for example electric assisted cargo bikes) for freight logistics solutions inside the city.
- Include energy efficiency as a procurement criterion, when inviting tenders for functions and services.

Incentives

- If possible, create different local/company incentives for bike and e-bike take up and use on regular basis.
- Provide e-bikes as a fringe benefit for employees (leasing).
- Municipalities: Lobby for financial incentives to be introduced on a national level.

Public Awareness

- Enable opportunities for people to try out e-bikes through pilots, events and campaigns.
- Enable opportunities for employees to test e-bikes through participatory pilots.
- Recognize different user groups and target different groups with applicable efforts. Introduce a variety of e-bike types from folding bikes to cargo bikes.
- Focus on the benefits and possibilities of e-bikes for the users and how their usage improves their lives (convenience, health effects).
- Emphasize e-bike as an alternative to motorized means of transport, instead of a substitute for regular bicycle or walking.

- Actively communicate the successes to wider public and in the media. In general, communicate about cycling matters.
- Municipalities: Foster positive image of e-biking through adopting them to municipal operations, when possible.

Strategic Partnerships and Networks

- Benchmark best practices from other municipalities, companies and organizations, also abroad, and consider their applicability.
- Seek opportunities to participate in projects that aim at promoting e-bike usage.
- Talk to local bike shops and bike service providers.
- Municipalities: Involve variety of stakeholders, including employers, schools, municipal employees, housing companies and local biking associations to improve effectiveness of the efforts.

For Municipalities mainly: Infrastructure and Transport System

- Municipalities and companies: Provide necessary infrastructure that makes the use of e-bikes a desirable option for employees and customers: quality bicycle parking and charging points.
- Municipalities and companies: Invest in quality end-of-trip facilities: changing rooms, lockers, showers etc.
- Invest in high-quality bicycle routes and infrastructure, which are crucial for e-bikes. Provide appropriate maintenance, also for winter months.

- Invest in good regional network of cycle highways. Cycle highways - broad cycle paths, where cyclists can easily overtake each other and have priority over motorised traffic at crossings - are an essential part to exploit the technological benefits of the e-bike.
- Consider including e-bikes in the public bicycle sharing system.
- Facilitate combining e-bikes to public transport by ensuring quality parking and charging infrastructure e.g. in train stations.
- Make sure there is adequate level of expertise about cycling matters within the municipality.

For Municipalities: City Development and Planning

- In city planning, consider the specific needs that e-bikes have for infrastructure, such as safe and high-quality bicycle parking facilities.
- In land use planning, always consider accessibility of services and places by (e-)bikes.

BSR electric project partners:

