

A photograph of a city street scene. In the foreground, a black bicycle is leaning against a dark metal railing. The background shows a street with trees having yellow and orange autumn leaves, and several brick buildings. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A semi-transparent white banner is overlaid across the middle of the image, containing the title and subtitle in blue text.

# How to protect Amsterdam against the flood of shared bikes

a case study on new mobility governance



A photograph showing a vast, open-air bicycle parking lot in Amsterdam. The foreground and middle ground are filled with hundreds of bicycles parked in neat rows. In the background, a concrete bridge spans the area, also crowded with bicycles. Beyond the bridge, a city street is visible with a church spire rising in the distance. A semi-transparent white box with blue text is overlaid on the left side of the image.

900.000 bikes



April

2017

# Geofence bike







1000 freefloating bikes



And thousands more





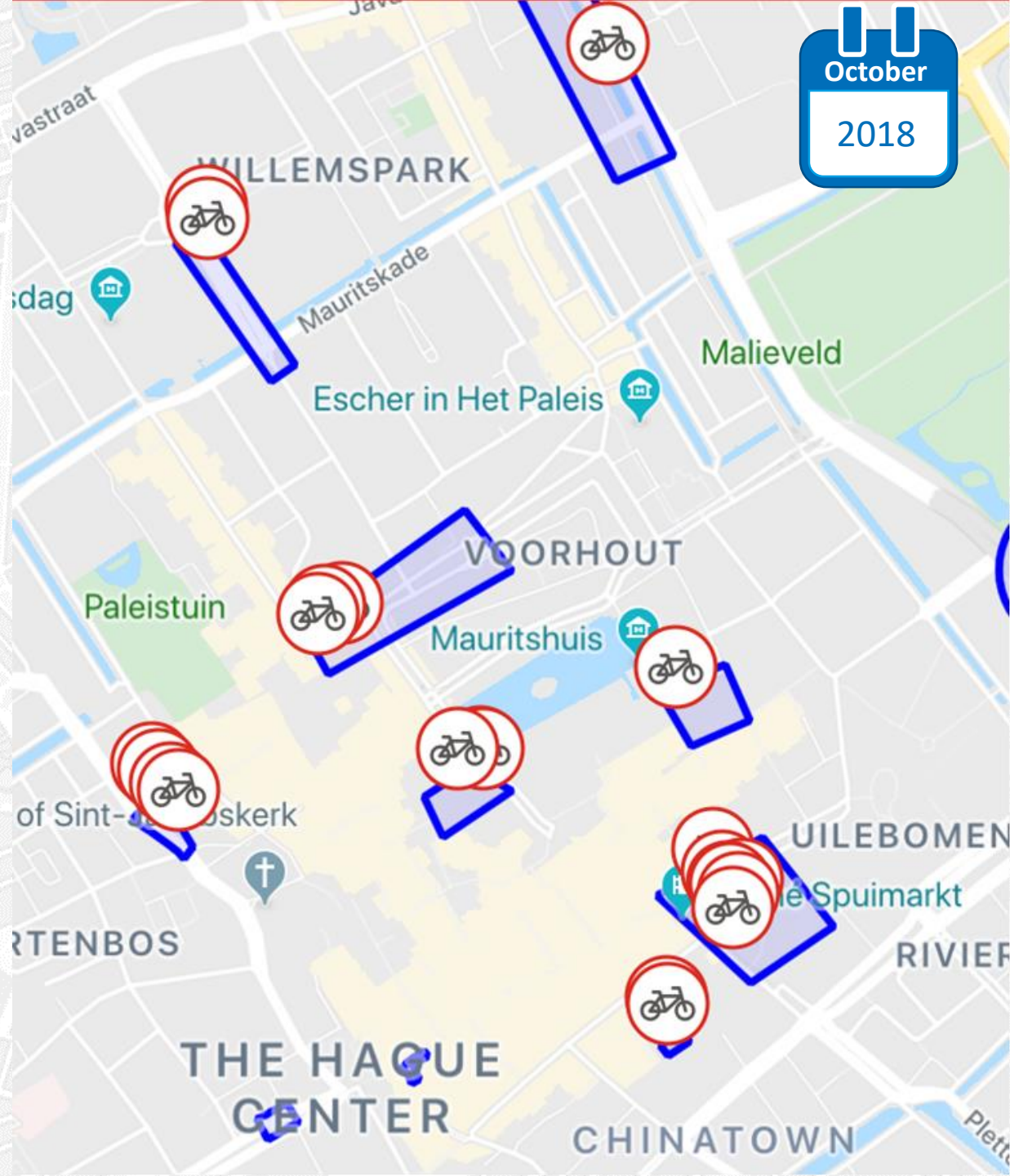
# Fear of the flood





# Proposed legislation

- ▶ Three operators, 2500 bikes each
- ▶ Geozones in centre: focus on Public Transport stops, freefloating outside
- ▶ Bikes should be available through an open, public and standard API.
- ▶ Operational data is shared with the municipality
- ▶ Operators pay €60 collateral for each bike to cover cost for cleaning





# ○ Lessons so far

- ▶ Base regulations on active operators
- ▶ Connects shared mobility with public transport
- ▶ Generic legislation for different modes
- ▶ Profitable mobility supports inclusive mobility

