

2009-2012: four years of e-bike development policies in Chambéry



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...c'est mon **mode de vie**



Main criticism

- Do we actually need an e-bike when we have good legs available ?
- It will mainly profit to upper classes
- For leisure purpose
- It will lead to increase e-bikes prices
- We will subsidy especially Chinese company



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A 3 steps program

- **Introductory sessions** : company mobility plan and during major events to raise awareness (50 sessions per year) to experiment e-bikes.
- **E-bikes short-term rental** (1-2 weeks max.) to allow people to confirm their interest and find the model best suited to their needs.
- **E-bike purchase subsidy of €250** + companies, with a quota of 270 cheques per year for the purchase of an e-bike from an approved vendor.



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**Introductory
sessions &
Events**



E Bike short term rental with advises



E Bike purchase subsidy





« Your vehicle of the future »



Votre véhicule du futur



Chèque 2 roues électrique de 250 €⁽¹⁾ sur l'achat d'un vélo ou scooter électrique

⁽¹⁾ -> offre valable chez les vélostistes partenaires
-> réservée aux personnes majeures domiciliées sur le territoire de Chambéry métropole
-> une seule réduction par personne, non renouvelable
Réduction accordée selon l'ordre d'arrivée et dans la limite des crédits budgétaires de l'année en cours
Renseignez-vous à la Vélostation : 04 79 95 34 13 www.velostation-chambery.fr

Chambéry métropole

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Main results over 900 surveys

- Number of E bike sold : **6 times higher than national level**, 10 times in the first year
- 80% no subsidy, no e-bike
- 90% have kept their e-bikes after 4 years
- **85%** of beneficiaries were **former car drivers** and mostly women for their e-bike trips
- All social classes, all age classes but especially 30-55 age group, not older people
- The average length to commute is 7 km (3.5 km for normal bicycle)



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Main results over 900 surveys

- Beneficiaries use their e-bikes regularly, covering an average of **more than 2000 km per year** (66% for daily purposes)
- Beneficiaries invested in **higher-quality bikes, spending an average of €1300**, compared with the French average of €650.
- 80% use their e-bike several times a week, quite everyday during sunny days... but only 26% in winter



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Main results

- 300 k€ budget for conurbation council
- Generated 1.3 M€ e-bike turnover for bike shops
- 1.2 M km/year from car to e-bike per year
- One of the mobility management program with **the best cost ratio** per km transferred : an average public investment of €0.05/km
- Number of e-bike sold still increasing despite the end of subsidies



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Next steps

- **One e-bike per new flat** on future eco-districts, by replacing car parking spaces and setting up a large pool of e-bikes for long-term rental (first program in 2014 over 1200 apartments)
- Developing e-bike for cycle touring in the Alps



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