

# CITY CHANGER CARGO BIKE FACT SHEETS

## MIASTO GDYNIA

### IMPLEMENTED MEASURES OF THE CITY CHANGER CARGO BIKE PROJECT 2018-2022



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 769086



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Cargo bikes haven't been widely known in Poland. Thus, they're means of transport which still generates a lot of interest in the streets. The City of Gdynia, being one of the leaders in the country in promoting cargo bikes, has put a lot of effort into the awareness raising campaign. Therefore, many residents of different ages started perceiving cargo bike as mean of transport. Accessing stakeholders is easy, as the City of Gdynia regularly conducts activities focused on sustainable transport so the synergy effect is achieved.

### Outcome

Through media, as well as many events and campaigns conducted by Gdynia people learn about cargo bikes and become more aware of their existence as mean of transport for carrying children (mainly) and goods. In Gdynia's public spaces a cargo bike isn't something special now, but still awakens curiosity.

By presenting our cargo bikes at many local, regional and national events, people have an opportunity to see and try them for the first time. They start to interest of Gdynia's rent and financing schemes for cargo bikes.

### Impact

Cargo bikes became an element of the sustainable transport policy of Gdynia (included in SUMP for Gdynia 2015-2025). They are going to be perceived as mean of transport in Poland now. People start to consider purchasing a cargo bike as 'the second car' in a household. Thanks to various activities aiming at popularization of cargo bikes, the City of Gdynia is regarded as one of the leaders in this field in Poland.

### Process

1. Make a review of activities which are proceeded in the city and choose those which can include cargo bikes.
2. Involve PR&Media Department in activities with cargo bikes.
3. Cooperate with other city's departments who could be interested in cargo bikes e.g., Public Library, Neighbourhood Centres, etc.
4. Spread out project promo materials during other local campaigns, events and in the city administration buildings.
5. Prepare dedicated tasks on cargo bikes in materials dedicated to kids and teenagers within mobility campaigns.
6. Organise Cargo Bike Festival.
7. Publish regularly in social media information about using cargo bikes by inhabitants and city administration.
8. Ensure presence of cargo bikes at the city events.

**Duration** Sep 2018 – Jul 2022

**No. of campaigns incl. cargo bikes** 2 annual city campaigns – Eco-way to Kindergarten, Bike2Work

**No. of reached children in campaigns** aprox. 25000

**No. of events** 30

**Local publications for children incl. cargo bikes** 4



An awareness-raising campaigns and events on cargo bikes changed perception of them into multifunctional mean of transport.



The cost of awareness-raising activities is reduced, if it's included in other annual actions in the city.



The City of Gdynia is a good example in Poland on how to popularize cargo bikes.

### Recommendations

1. Prepare campaigns for people of different ages.
2. Connect campaigns with other activities in your city to get the synergy effect.
3. Be active in local and social media.
4. Encourage VIPs from your city to take a photo on a cargo bike and publish them.

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Cargo bikes in the municipal fleet are an element of Gdynia's policy to minimize the carbon footprint in transport. The Sustainable Mobility Unit has been including the use of cargo bikes in executed public procurements as one of the conditions for its activities since 2019. Cooperation with other Gdynia municipal units aiming to enhance the use of cargo bikes in other actions such sport competitions, local events or other services for inhabitants was also launched.

### Outcome

In 2019 and 2020 cargo bikes were used in well-known Gdynia campaigns: 'Bike2Work' and 'Eco-way to Kindergarten'. Thanks to these campaigns gifts (including bike2work sandwiches) as well as promotional and educational materials were delivered to employees of local companies and children by cargo bike. At the beginning an operational area was assigned, mainly in or close to the city center. In 2019 deliveries were done with the support from city employees. In 2020, the range of transport with cargo bikes was extended, but due to COVID-19 some obstacles appeared and not all tasks were accomplished. They were continued and further developed in 2021.



### Impact

Cargo bikes operate in an area with a high density of office buildings. Using a car there is not economically and ecologically efficient. A lack of parking places and often a long distance from the parked car to the office waste a lot of time. With cargo bikes all these problems disappear. Suppliers also accept the advantages from this solution. At the beginning some of them had been confused, but later appreciated these environmentally and time-saving machines.

### Process

1. Make a review of public tenders in the city.
2. Cooperate with city's departments which conduct tenders with possibility of cargo bikes use.
3. Give your proposals for including cargo bikes and set common outlines.
4. Participate in tender procedures and answer all inquiries on cargo bikes from bidders.
5. Cooperate with contractors on all levels of deal eg. do the first action together.
6. Ensure that the cargo bikes are always reliable and operational.
7. Manage the fleet of cargo bikes.
8. Boast about cargo bikes use by contractors in social media.

**Duration** 2019-2020

**No. of procurements incl. cargo bikes** 4

**No. of cycling breakfasts distributed by cargo bikes** 4000

**No. of deliveries by cargo bike to kindergartens** 80



Cargo bikes are used by catering and suppliers in 'Bike2work' and 'Eco-way to Kindergarten' campaigns.



Thanks to using cargo bikes as obligatory condition in public tenders we can cut the costs of proceeded actions.



There is still a capability to use cargo bikes in other fields – sport events and activities for the Family Department.

### Recommendations

1. If cargo bikes are not popular in your city, offer bidders to use city's own fleet.
2. Start with small services to deliver with cargo bikes, then extend the range of their usage.
3. Control a calendar of procurements to avoid duplications of use.
4. Cooperate with other city's departments.

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After an intensive awareness-raising activities and successful implementation of the trying out scheme within Gdynia's Cargo Bikes City Rental, the next step is to offer financial benefit and support people who wanted to purchase a cargo bike for private or bussiness purposes. It's important especially in the beginning, to enhance people to change their transport habits. One can receive on average 500-1000 euro if towards the purchase of a cargo bike.

### Outcome

In order to improve air quality, lessen noise, reduce congestion and increase safety across cities we decided to promote cargo bikes in everyday transport. As the cost of a cargo bike varies usually from 2000 to 9000 euro, some financial support might be useful to encourage citizens or entrepreneurs to buy and use cargo bikes in the city. As a result, more of these sustainable vehicles will appear on our streets, improving the quality of life and public spaces.

### Impact

Citizens are more eager to buy cargo bikes if they receive financial support from the municipality or state. They also use these bikes more often if they were supported from the outside as they feel more obliged to be seen using them and they act as local heroes. This way, a city demonstrates its priorities and proves that sustainable transport is supported in this municipality.

### Process

1. Learn about other funding schemes in your country/city devoted to municipalities or abroad.
2. Study legal regulations that allow for a funding scheme in your country.
3. Link cargo bike funding scheme with environmental measures, if it's possible.
4. Consult legal and accounting departments in your municipality.
5. Engage decision makers in your city and raise their awareness about cargo bikes.
6. Proceed with the funding scheme according to law-making procedures in your city/ country.
7. Engage media and local heroes to spread the news about the scheme.

**Duration** Sep 2020 – on-going (continuation by city own budget)

**No. of subsidies** 10 within CCCB (18 total)

**Types of cargo bike within CCCB** 10 e-cargo bikes, 8 private users, 9 new, 7 are 2-wheels

**Comments** 1st cargo bike subsidy in Poland, awarded by Ministry of Climate and Environment



For municipalities which actively support sustainable transport and connect mobility with health policy.



At the beginning – 10 000 EUR for all/ ca. 1000 EUR per person.



Potential for city-wide application. Due to moderate of interest from inhabitants, great starting point for the future like e-bike subsidy.

### Recommendations

1. Raise awareness about cargo bikes and their benefits.
2. Create a trying out scheme to help people test cargo bikes before the purchase.
3. Introduce a funding scheme in cooperation with Legal and Accounting Departments.

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The cargo bike try-out scheme is very popular among Gdynia's inhabitants. The fleet is in use every week (each rent is max. for 7 days) and there is a long waiting list, especially during spring and summer. Adults and kids are very enthusiastic about this mean of transport and use it mainly for everyday transport and leisure-time trips around Tri-City. After the trial period a few families considered purchasing their own cargo bikes, as the try-out is a great opportunity to test different types of bikes before the final decision.

### Outcome

As a result more of these sustainable vehicles appear on our streets, improving the quality of life in cities and eco-mobility of families. People have an opportunity to test a means of transport which so far was unavailable in our country, especially in our region. Many of them find out that cargo bikes are safe and very practical in daily routine.

Moreover, the Gdynia Public Library and the Neighbourhood Center improved their services for inhabitants by offering a very valuable and innovative feature, cooperating with the City Hall in running the try-out scheme in other districts.

### Impact

Based on the results of a poll after try-outs, 93,9% of users, for whom 65,6% the car was the main mean of transport, state that a cargo bike met their expectations. A few of them considered purchasing their own cargo bike, but count on public subsidy, because the price is high when we compare it to an average salary in Poland.

Thanks to a cooperation with partners, cargo bikes can be rented mainly in residential areas not only in the city center and thus are more reachable for people who will ride them for the first time.

### Process

1. Make a review of other cargo bike try-out schemes dedicated for inhabitants.
2. Study, prepare and consult legal regulations that allow for cargo bikes try-out.
3. Do market analysis and get offers from cargo bikes suppliers and repair services.
4. Find and set up cooperation with partners who will rent cargo bikes in other districts e.g. public library.
5. Prepare and start on-line registration system for cargo bikes rent.
6. Do a test of all components of try-out system among your colleagues from the office.
7. Organise a press conference on try-out scheme.
8. Manage registrations and fleet of cargo bikes.
9. Publish information about rents.



Public Library and Neighbourhood Center are partners in try-out scheme – their headquarters are in residential areas.



Gdynia manages leased fleet of Urban Arrows and Babboe cargo bikes which are adapted for families. Monthly cost of 4 bikes is ca. 400 euro.



A registration system as well as legal regulations for cargo bikes which Gdynia set as the first was inspiration for activities in Cracow.

### Recommendations

1. Find partners who can rent cargo bikes in other districts, not only in the city center.
2. Check funding opportunities carefully.
3. Invest in cargo bikes which are reliable – they usually cost more, but will serve longer.
4. Ensure a repair service for cargo bikes – they will be still in use, damages will appear.

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