Integration of Shared Mobility & Public Transport: Co-financing and Practical Examples

Why co-financing is important for sustainable success

- Longer contracts and city funding ensure affordability and accessibility for users
- Covering the whole city and not just profitable districts
- Iconic bike-sharing systems are part of the brand and identification with the city
- Part of the public mobility infrastructure

CORE CONCEPT

Blended Funding

Successful systems often combine various sources of funding.

Public investment

Cities finance the basic infrastructure as part of public transport (e.g. stations).

Funding

National and EU funds (e.g., Social Climate Fund, ERDF) cover up to 70% of investment costs.

Sponsoring

Commercial revenues (e.g. ERGO in Dusseldorf, Blue Cross in Boston) reduce the public-sector share and allow for attractive prices for users.

Shared Mobility as a Public Service

BOSTON

4,7 Mio.

Rides in 2025

Bluebikes

Sponsorship by Blue Cross Blue Shield (approx. $3 million/year).

The sponsorship subsidizes e-bikes and enables a $5/year program for low-income users.

29% Growth (YoY, 2025)

San Francisco BAY AREA

16 Mio. $

MTC-Invest

Bay Wheels

MTC investment in e-bikes and charging infrastructure.

Combined with targeted fare subsidies to ensure broad accessibility.

24% Growth (YoY, 2025)

MADRID

13,73 Mio.

Rides in 2025

BiciMAD

100% publicly operated (EMT).

Strong system growth in 2025 following the ban on private providers.

Direct, seamless integration into the EMT app.

39% Growth (YoY, 2025)

Results & Data: The Value of Integration

8
trips/day

High utilization
Station-based systems achieve up to 8 trips per bike per day. Ebikes drive utilization, while in dock charging keeps the uptime high.

81%
public transport connection

Public transport integration
81% of Lyft users in US markets use bike-sharing to connect with public transport. Up to 55% of users in Europe combine their trips with public transport.

56%
using bike sharing

Resilience
In the event of public transport disruptions, bike-sharing helps absorb the strain (up to 56% of users in NYC switching to bike-sharing).

305M€
annual benefit

Social return on investment
An EY study estimates the annual social benefit in Europe at €305 million (with a potential of €1 billion by 2030).

Challenges: Overcoming Boundaries

Challenge 01

Administrative boundaries

Mobility needs do not end at city limits. Bikesharing systems often fail due to the differing budgets and procurement processes of neighboring municipalities.

Solution 01

Regional Coordination

Regional planning authorities (e.g., the MTC in the Bay Area) are crucial for implementing cross-jurisdictional systems (such as Bluebikes, which spans 13 municipalities).

Challenge 02

Network Coverage & Equity

Private operators often focus on lucrative city centers. Public funding is necessary to ensure reliable connectivity for lower-income peripheral areas - so-called "transit deserts."

Solution 02

System efficiency

A comprehensive but overly sparse coverage (e.g., only one bike per station) is ineffective. Density and reliability are essential.

Policy & Incentives: Strengthening Shared Mobility

- **Infrastructure as a Foundation**
  Safe cycling paths and their consistent funding are a fundamental requirement. Without them, the potential remains untapped.

- **Long-term Contracts**
  Public transport planning operates in 5–15-year cycles. Bikesharing requires similar time horizons to justify investments in stations, e-bikes, and equity programs.

- **System Integration**
  Seamless use through integration into existing public transport apps (e.g. EMT Madrid) or use of public transport cards (Clipper Card in the Bay Area) lowers the barrier to entry.

- **Regulation of dockless providers**
  Unregulated free-floating scooters and bikes can undermine public, station-based investments.

Recommendations for Action & Conclusion

Shared Mobility is Infrastructure

Treat bike sharing as an integral part of the public transport network, not as an isolated project.

Use Blended Funding

Combine public funds, grant programs, and sponsorship to ensure financial sustainability.

Think Regional

Foster collaboration across city boundaries through regional planning authorities.

Long-term Partnerships

Opt for long-term contracts to facilitate deep integration and investments in equity and electrification.

Conclusion

With the right financing and governance, shared mobility becomes a reliable, inclusive backbone of urban mobility.