

# Potential for e-bikes in everyday cycling practices

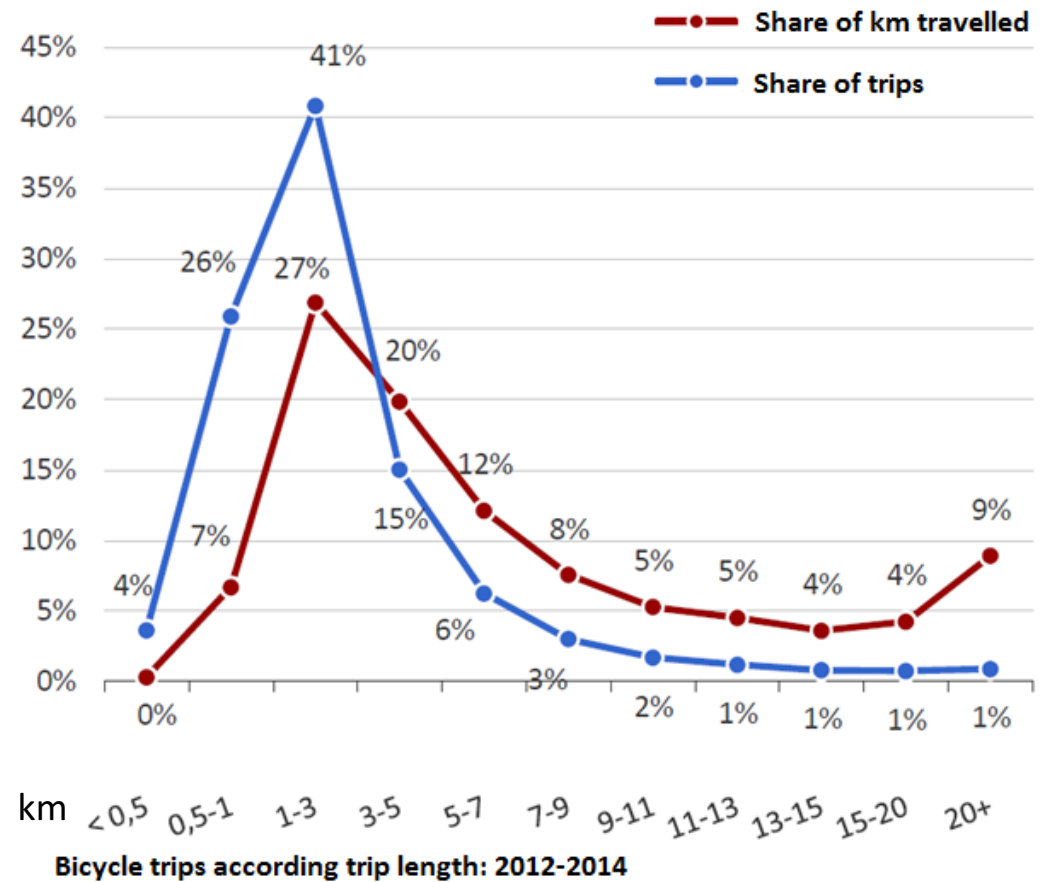
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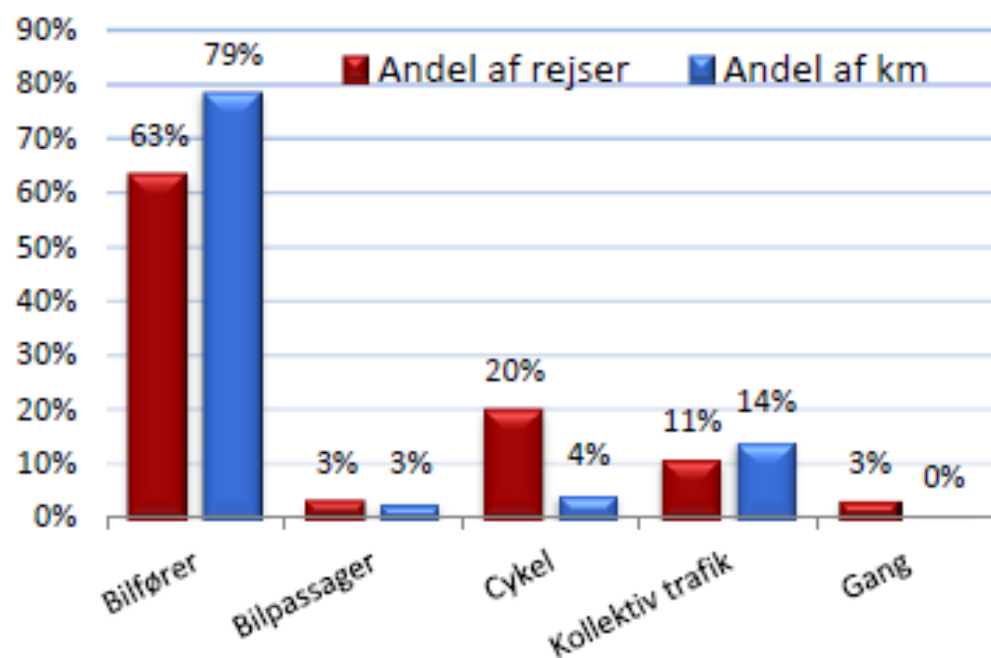
# Danish cycling culture - Limitations

- Cycling limited to shorter distances
- Average commuting distance by bike: 4 km



Source: DTU transportvaneundersøgelse 2014

# Danish cycling culture - Limitations



*Fordeling af pendlerrejser på transportmidler 2012-2014.*

- Cycling is a limited practice in terms of commuting.
- 34% of all commuting trips is between 5 and 20 km
- Potential for opening up medium to long distance on bike

# Practice approach to cycling culture

- Understanding of cycling beyond “planning and design determinism”
- Complex relation of Materials, Competences and Meanings—  
Combined by practitioners, “doing” a specific practice.
- Specific practices must be understood in relation to other competing practices

# “Short distance” cycling in Copenhagen

- Cycling is faster and practical compared to competing forms of transportation.
- Cycling as an accessible practice.
- Normalized and not associated with particular “culture” or identity.

# “Short distance” cycling in Copenhagen

Higher diversity – Older and young, Higher level of women cycling

Bicycles suited for this kind of travel – comfortable, upright, non-specialised – also, often less maintained



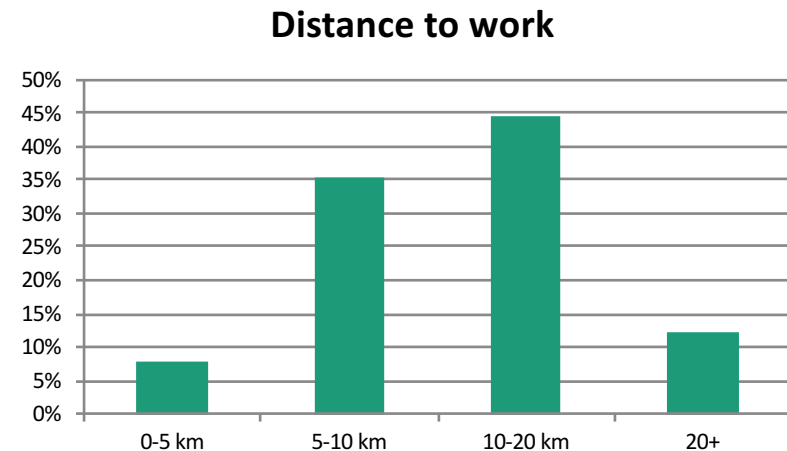
# Long distance commuting by bike

- Predominantly young & male
- Higher affective capacity required
- Specialised equipment
- Exercise and workout offsets increase in travel times –  
“Racing to work”

# Test an E-bike



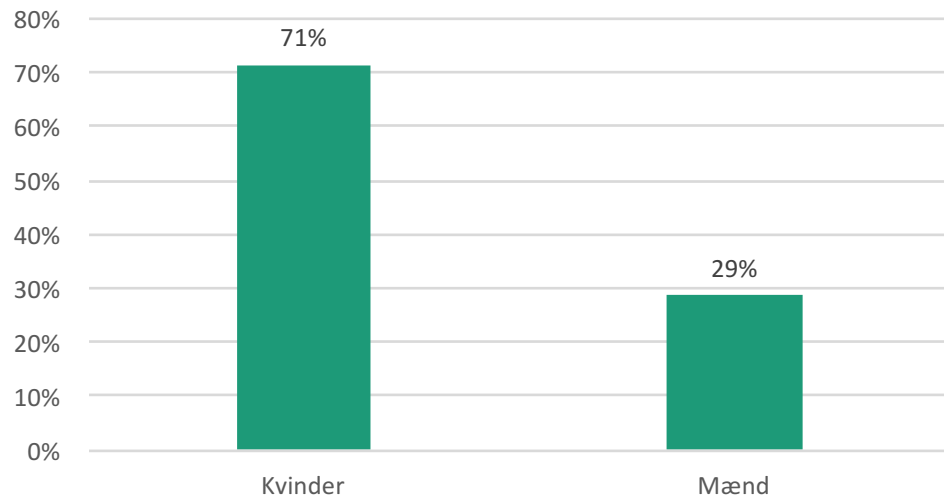
- Offered through workplaces in certain municipalities and hospitals
- Eligible participants: more than 5 km to work, uses car at least 3 days I week.
- 1700 participants throughout the trial when finished
- Average 13 km to work





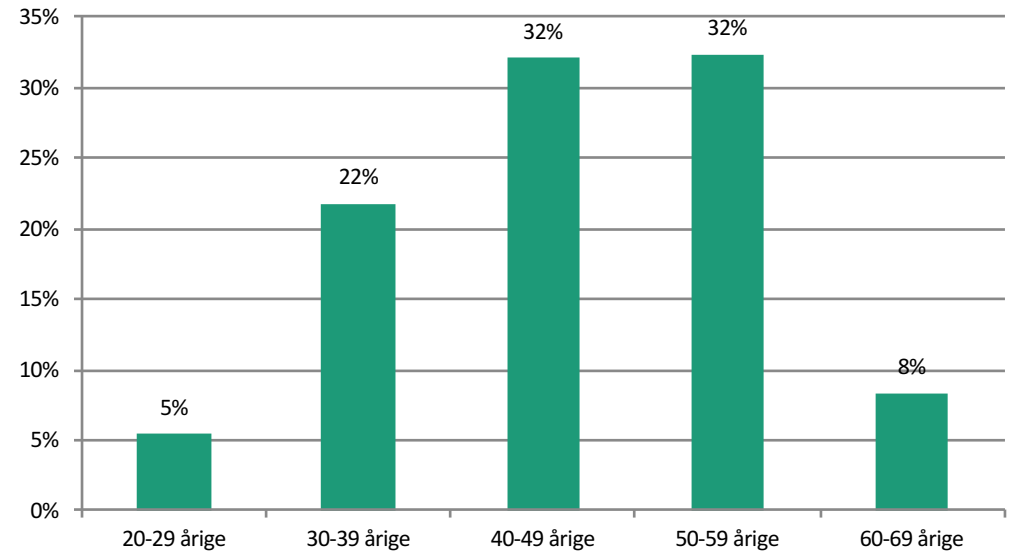
# Participants – New kind of long-distance cyclists

Participants - Gender



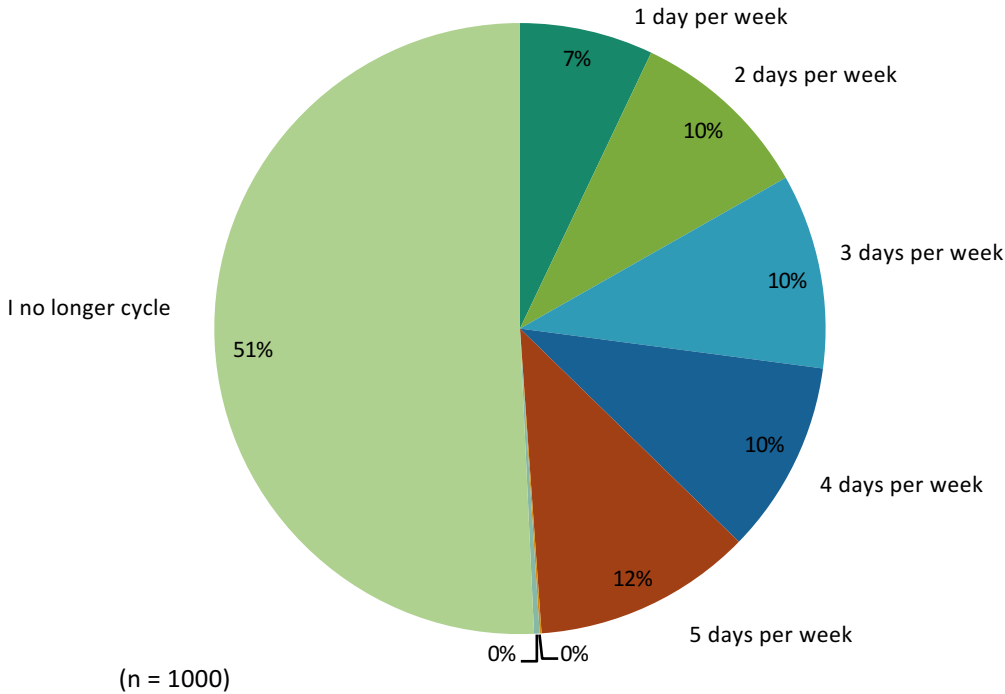
(n = 1525)

Participants - Age

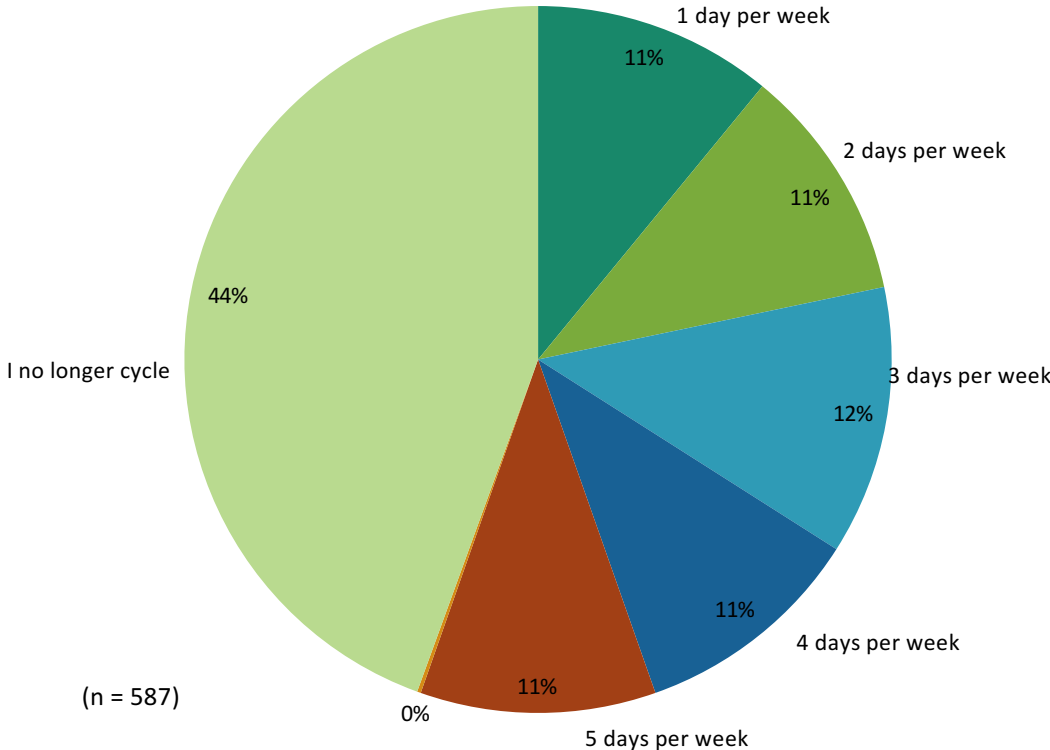


# Key results:

### Weekly days of cycling – 3 months after



### Weekly days of cycling – 1 year after



# E-biking as a “hybrid” cycling practice:



Photo courtesy of Gate 21

- Primary motivation for continued cycling: Health, exercise, “getting fresh air”
- Increased travel-time off-set by exercise and joy of movement
- “Going green” not a factor in choosing the e-bike

# E-biking as a “hybrid” cycling practice:

- Longer distances becomes “accessible”. Reduces requirements for affective capacity.
- Avoids “racing” equipment. Allows for childcarriages, racks.
- Still provides an incentive for continuing the practice: Get out and get in shape.



Photo courtesy of Gate 21

# Barriers to continued use

- Highest barrier to continued cycling is the cost of e-bike: 36% (n = 518)

What would make the participants cycle more?:

- Better infrastructure, especially in certain areas outside of Copenhagen
- Better facilities for e-bikes at workplaces:  
Charging stations, bike-parking, changing rooms.

# Conclusion:

- Danish cycling culture not geared towards long distance commuting by bike
- E-bikes represent an opening, in increasing bike modal share on longer distances – Make accessible the longer distances.
- Investment/development required in municipalities and businesses in order to facilitate increased use

# Thank you

- Sources:
- El-cyklens potentialer i dansk Cykelkultur. /Funk, Oskar; Larsen, Jonas. *Trafik & Veje* nr. 5-2016
- Inhabiting infrastructures: the case of cycling in Copenhagen. /Larsen, Jonas; Funk, Oskar. *Experiencing Networked Urban Mobilities*. red. / Katrine Hartmann-Petersen; Malene Freudendahl-Pedersen. Routledge, 2016.
- DTU transportvaneundersøgelse 2014
- Larsen, J 2016, 'Racing to work': An ethnographic account of transport-as-exercise' *Social & Cultural Geography*.
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