# **Are Private Bike Share Systems Likely To Succeed in NZ?**

**David Huang** 

1 August 2018



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#### Common Bike-share Systems/ Cycle Hire Schemes

- Staffed stations
- White (free) bikes
- Coin deposit stations
- Automated stations
- Dockless bikes



## Goals of Bike-sharing

- Economical
- Environmental
- Political

Provide free or affordable access to bicycles for short-distance trips in an urban area as an alternative to motorised public transport or private vehicles, thereby reducing congestion, noise, and air pollution. Bicycle-sharing systems have also been cited as a way to solve the "last mile" problem and connect users to public transit networks.

## **Bike-sharing**

- Public
- Private

Bicycle-sharing systems are an economic good, and are generally classified as a private good.

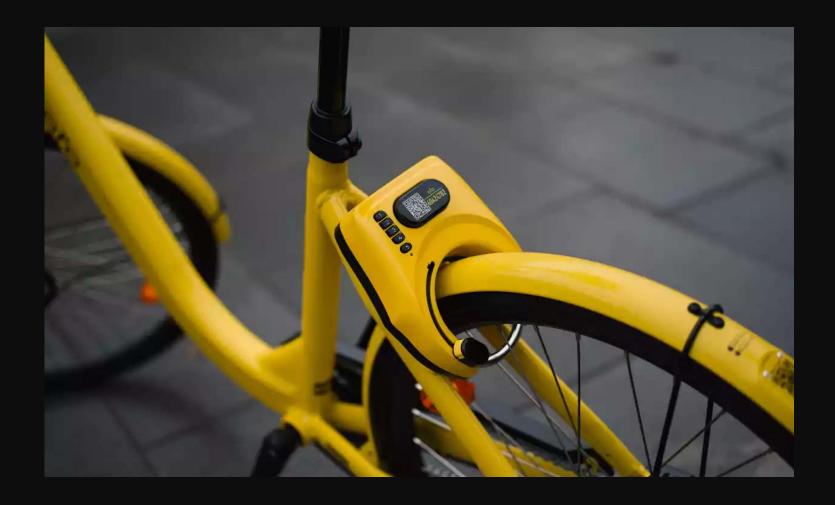


## **Public Bike Share**





## **Private Bike Share**





#### Private Bike Share – How do they make money?

- User fees
- Harvesting of user-data
- Advertisement revenue
- Venture Capital
- Volunteer work
- Charity sources
- Government subsidies



## Paris, France





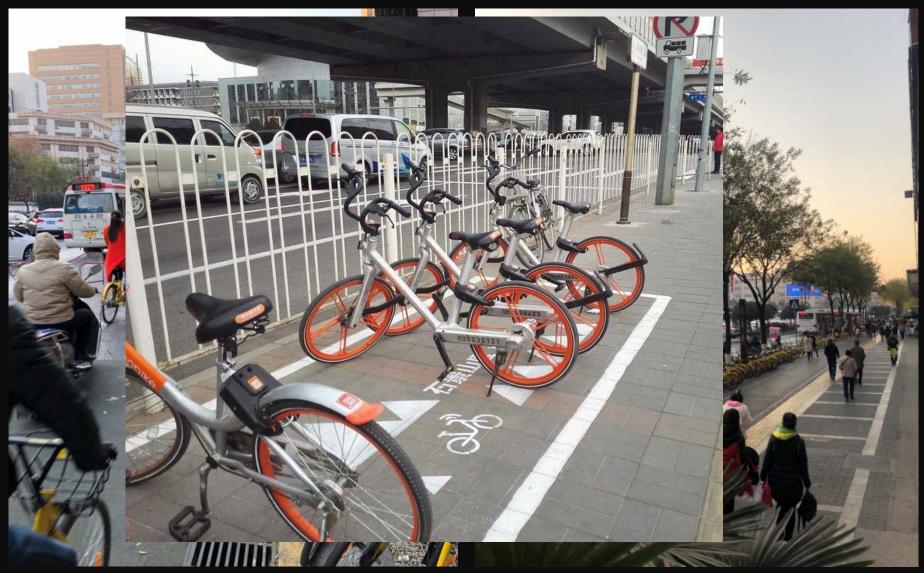
## Melbourne, Adelaide & Sydney, Australia





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## Xi'an, China



## Xi'an, China



## Sheffield, England



## Seattle, US





#### **Closer to Home.. Auckland**



# Dockless Cycle Share Code of Practice

December 2017

### **Closer to Home.. Christchurch**





# What's Next? Are Private Bike Share Systems Likely to Succeed in NZ?

#### **Private**

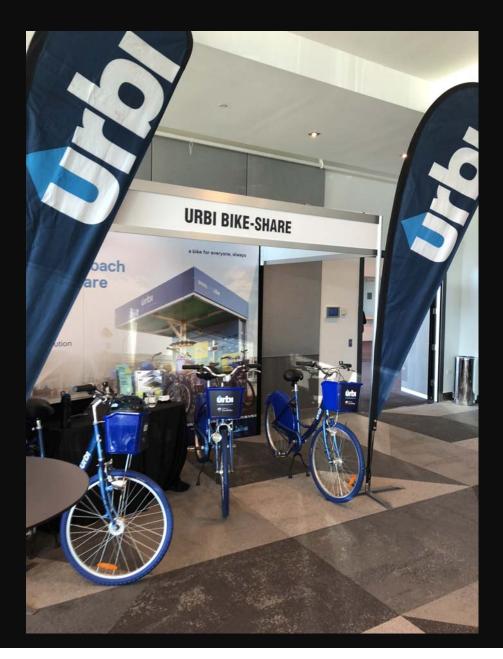
- Technical guidelines
- Blueprint for standardasing rental bikes
- Licencing
- Other regulations, e.g. better parking

#### **Public**

- Better IT Infrastructure
- Mobile Payment
- Going Dockless



### **Other Alternatives To Consider:**



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#### **Other Alternatives To Consider:**





## Thank you.

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