



Equity & e-bikes

Hilleke Townsend, Trustee & co-founder

EkeRua ReBicycle Charitable Trust

2Walk&Cycle 2024



- Who are we?
- Why is equity in transport important?
- What did we do?
 - Cargobike trials
 - Wheel Change – ride to own pilot
 - Social housing e-bike feasibility study
- How do we go forward?
 - Haere Whakamua



People not numbers!



Re-cycling for Wellington's refugees



The El Masri family, from left: 4-year-old Moustafa, dad Mounir El Masri and daughters Nagham, 7, and Baraa, 5.

At first, his youngest child Moustafa, 4, had been using a tricycle to keep up with his older sisters Nagham, 7, and Baraa, 5.

El Masri says Moustafa kept eyeing up the bigger bikes belonging to his sisters.

Much to Moustafa's delight, he has now been given a bicycle of his very own.

Red Cross volunteer Jessie

Moss has been helping the Lower Hutt residents settle in. She says the project has provided bicycles to people who would otherwise struggle to get them.

While it has been particularly exciting for the children involved, the initiative has many other aims.

"It's getting people out of cars in a way that encourages a

belonging in the community and positive health benefits."

Townsend is working on holding workshops to help the children learn road safety.

Bicycles can be donated to the project at Burkes Cycles, Bicycle Junction or the Sustainability Trust in Wellington.

Getting people out of cars in a way that encourages a belonging in the community

5 MINUTE QUIZ
Ready for round two? Test your local knowledge



UNIVERSITY OF NEW ZEALAND

1. Which popular TV series of the 1980s had a theme song by Al Jarreau?

2. Which pioneering New Zealand wine industry family originally came from France?

3. Which instrumental band of the 1960s had their best-selling album with a film score for showing a trade?

4. Which type of book would you find a headword?

5. The ancient Greek poet Homer is believed to have suffered from what type of disability?

6. Which technology company is based in Mountain View, California?

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9. Which technology company is based in Mountain View, California?

10. Which technology company is based in Mountain View, California?

EkeRua ReBicycle

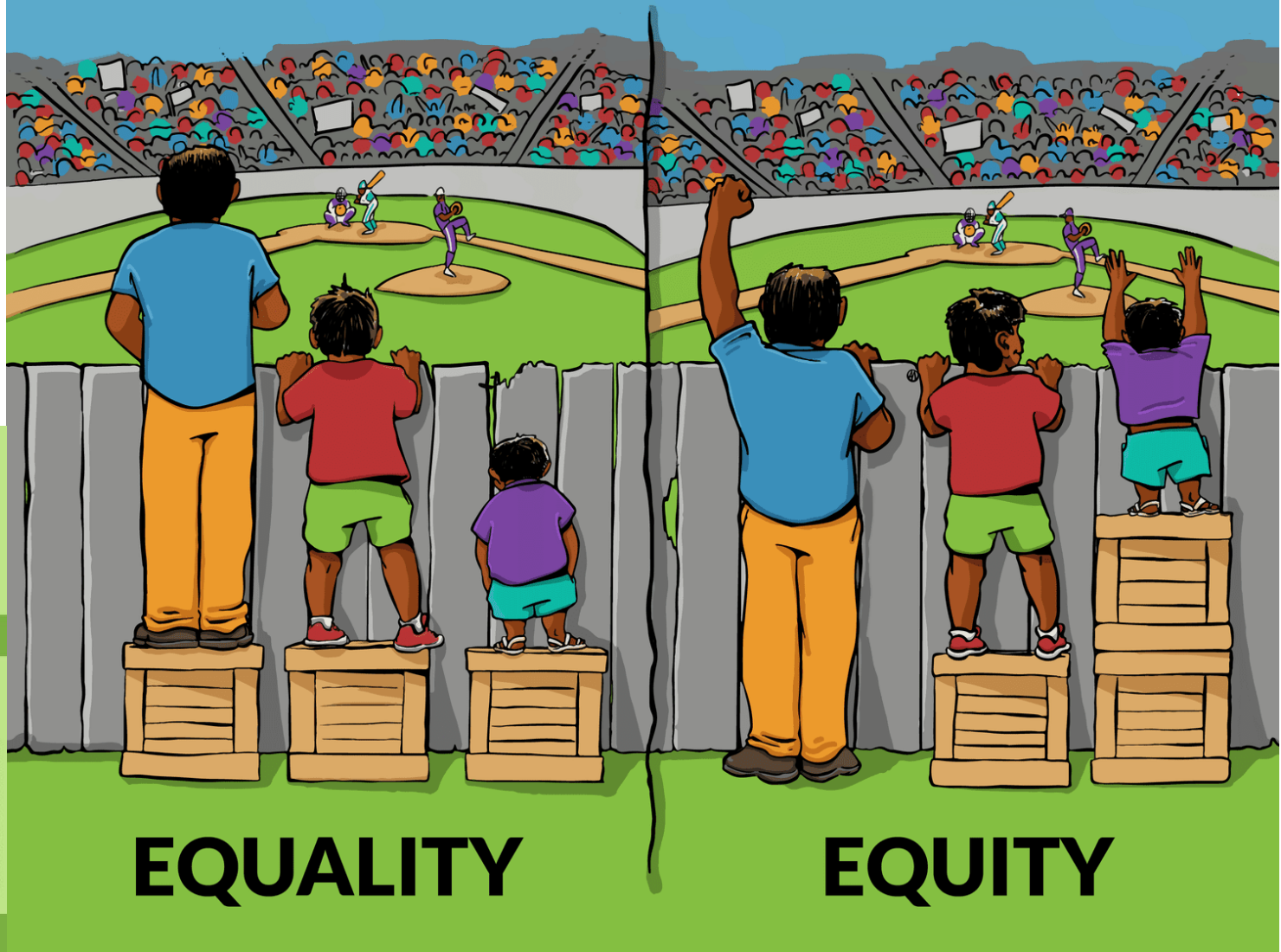
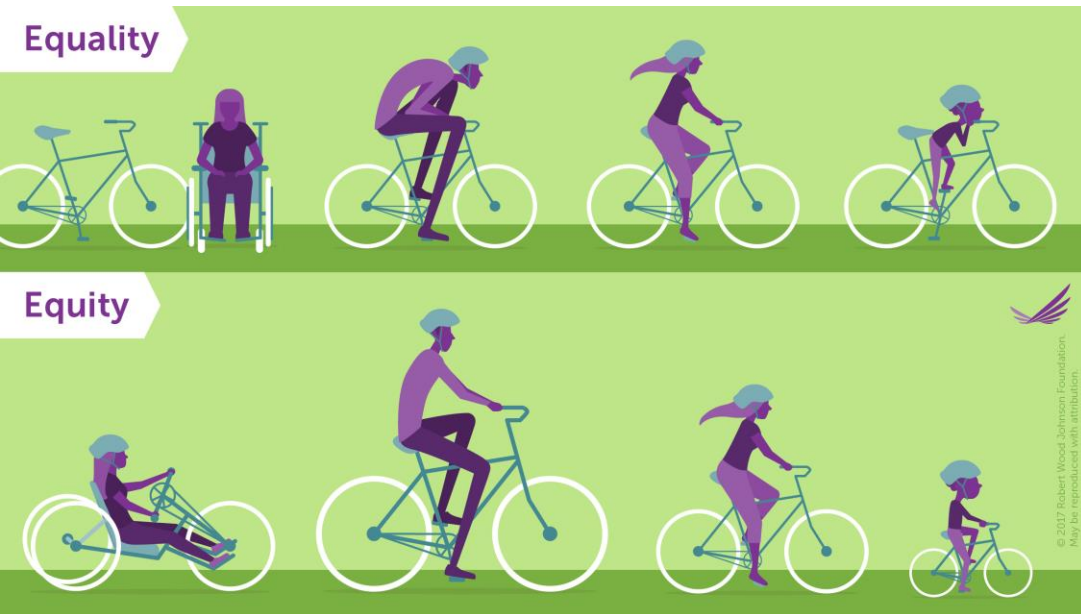
- Founded in 2016, volunteer-led charity
- Over 3400 bikes donated
- Almost 2500 bikes repaired and given out or sold for 'cost'.
- About 400 events, including weekly fix ups, bike rodeos, Learn To Ride, mechanical training, Rainbow/WTF events
- Just under 10,000 volunteer hours (est.)
- It's not about bikes. It's about people.



Ahakoā he iti, he pounamu.
Despite being small it is of great value.



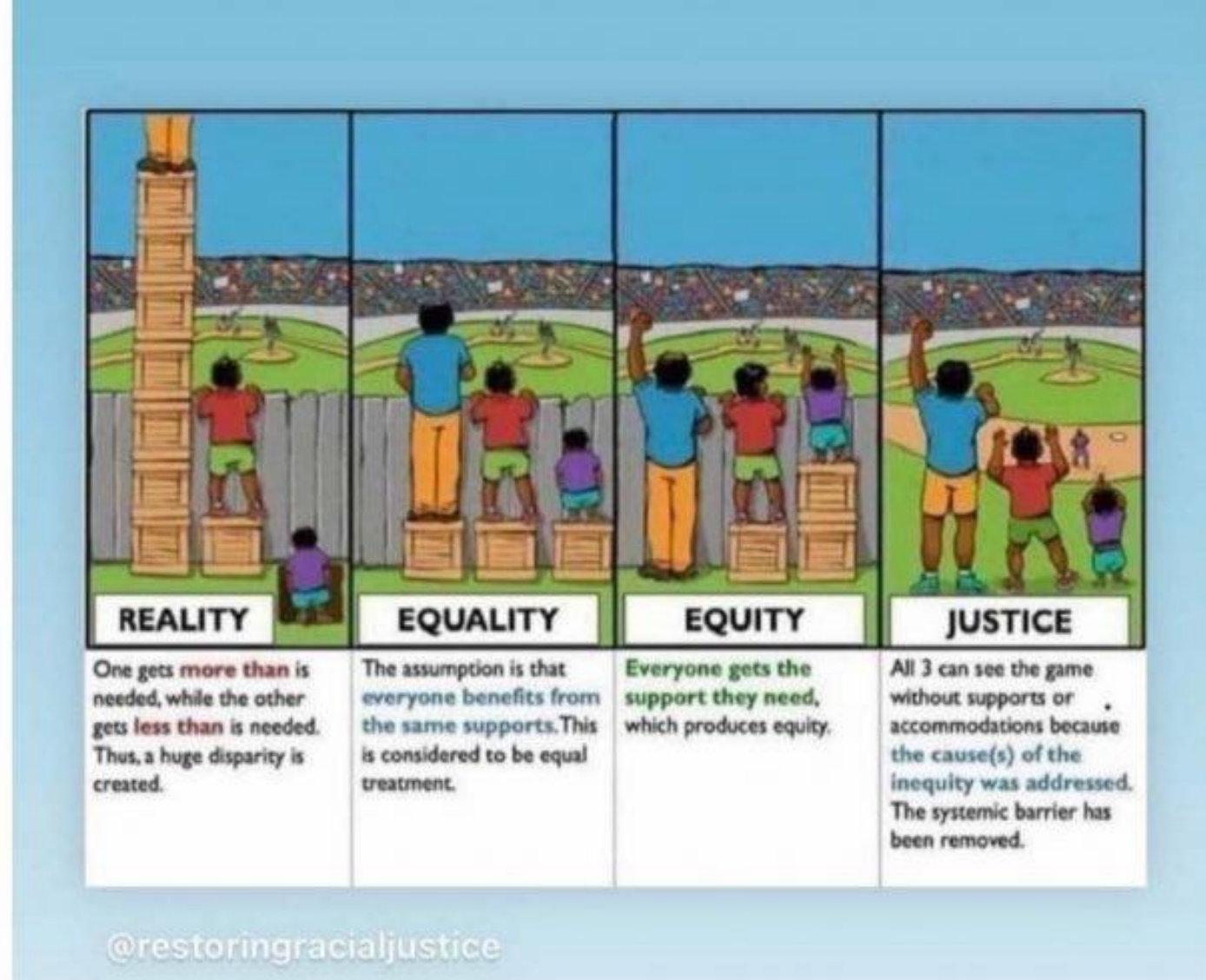
We need to understand what equity means, and why it matters.



Why?



- Equity is not something we currently do well – despite best intentions.
- Equity isn't providing what **we** think people need.
- Equity is not (always) helping those who are struggling most.



Why?



What did we do?

- Cargobike trials (WCC)
- Wheel Change – ride to own scheme (WCC and NZTA)
- E-bikes in Social Housing feasibility study (GW)



What?



The good, the bad and the squeaky wheels

What worked well?



- About **60% of the families** who participated went on to buy an e-bike or cargobike.

What didn't?

- It took up **soooo much** volunteer time!
- Storage was one of the biggest barriers – hills or lack of garage.

What we learnt?

- Support needed – for cycle skills, basic mechanics and route planning.
- Need a pathway to buy, that's not always 'new' bikes.



- 35 e-bikes and 10 e-scooters
- Over 30,000km ridden on the bikes so far.
- At \$1.35/km = \$40,000 value
- One rider at 10,000km since Feb23! Others only ~100km
- Community support through bike hubs.



- Cheap e-bikes broke down. Warranty issues.
- Legal difficulties around original 'lease-to-own' model.
- Some participants didn't ride at all.

- No one size fits all. We had trikes, cargobikes and e-scooters.
- Community hubs are essential for this approach.
- What happens next? How to overcome problems without support?

- Lots of pilots happening.

- Waiting on evaluations from those.

- Watch this space...

What?



**“It’s been life-
changing.”**
- e-bike recipient



What?



Driving a change

If we want to look after the environment, look after people.

**Manaaki whenua.
Manaaki tangata.
Haere whakamua.**



What next?



Motuhenga - USO Bike Ride



Christopher Teo is with Mel Teo and 7 others at Waitangirua Mall.

23 May 2023 · 🌐

We have the opportunity to trial some E Bikes with some of our community champions looking forward to the stories and sharing.

Motuhenga Community Cycle Hub
USO Bike Ride

#poriruathecyclingcapitalofaotearoa



The Reverend asked me a few weeks ago for a bike so he could enjoy the beautiful weather and improve his health and well-being, respectfully I said Can you ride? ...he certainly can, enjoy the Summer Reverend [Falkland Liuvaie](#) Bless you and your ministry.

The [Motuhenga Community Cycle Hub](#) is open this Saturday 1pm to 4pm Basic Bike Maintenance Bike's for koha would love to see you.

USO Bike Ride
#poriruathecyclingcapitalofaotearoa



What next?



Blood, sweat and bike grease.

- Equity isn't easy. E-bikes help.
- It's not always helping those who are struggling most – sometimes it's asking those who can, to do more.
- Good results take much more time, care and manaaki than you plan for.
- And it doesn't always mean bike stuff.
- When it comes to biking into the wind or up hills, e-bikes are great.



He pātai? Questions?

ReBicycle.nz

Donations: givealittle.co.nz/org/rebicycle

Contact EkeRua: info@rebicycle.nz

Contact Hilleke: Hilleke.Townsend@gw.govt.nz

Ngā mihi nui:

Waka Kotahi – Hoe ki Angitū - Innovation fund

Wellington City Council – Climate & Sustainability fund

Wellington Community Fund (CAF), Greater Wellington and Pedal Ready

Evaluations (TBC):

Marilyn Northcotte and Phoebe Balle

