



Making Bike Share More Affordable

Matthew Clark

Context

Bike share is an established means of transport

- Worldwide over 1,000 bike share systems exist
- 300 bike share systems are being planned
- 130 bike share systems have closed



2010 London – 11,500 bikes

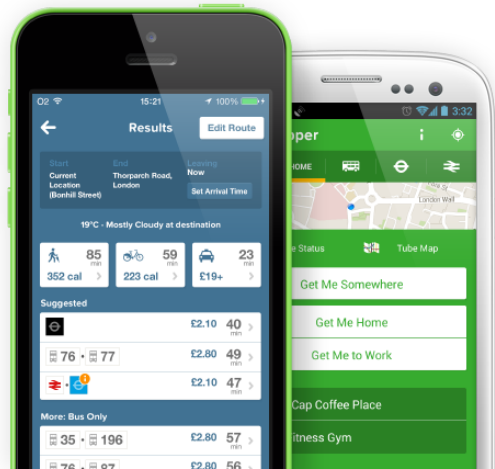


2011 Rio de Janeiro – 600 bikes

Context

Technology and social change continues

- I Smartphone penetration
 - 2010 across UK 10%
 - 2015 across UK 72%
 - 2017 across UK 81%
- I Cultural change and the sharing economy
 - AirBed & Breakfast (Airbnb) launched in August 2008
 - Crowdfunding – Kickstarter launched in April 2009
 - peer to peer lending – Funding Circle launched in August 2010



More Affordable Bike Share through Innovation

Increasing use

- Making bike share attractive to a wider range of people

Reducing cost

- Making the bike share system less expensive

Increasing income

- Generating additional income

Innovation – docking stations and smart bikes



Docking stations are not always required

Smart bikes can know where they are and include locking systems

Innovation – eBikes

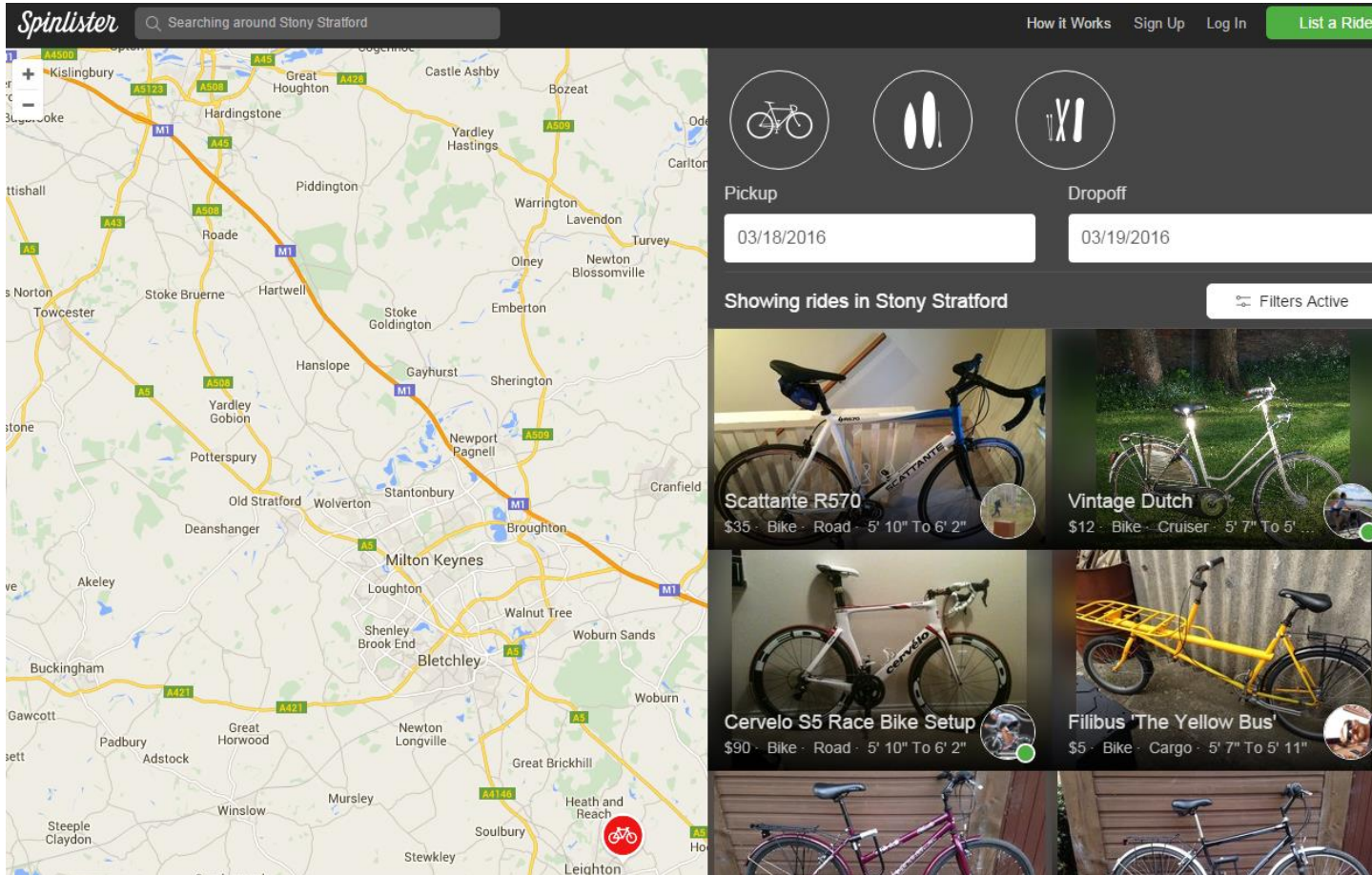
eBike only or mixed schemes

Extends the possible range

Wider range of users



Innovation – Peer to Peer ‘Individuals’



The screenshot displays the Spinlister website interface. On the left, a map shows the area around Stony Stratford, with various roads and landmarks labeled. The right side of the page features a search bar at the top with the text "Searching around Stony Stratford". Below the search bar, there are three circular icons representing different types of bikes: a road bike, a commuter bike, and a cargo bike. Underneath these icons, there are two input fields for "Pickup" and "Dropoff" dates, both set to "03/18/2016". A "List a Ride" button is visible in the top right corner. Below the date fields, the text "Showing rides in Stony Stratford" is displayed, followed by a "Filters Active" button. The main content area shows a grid of bike listings. Each listing includes a photo of the bike, the bike's name, and its price and specifications. The listings are:

- Scattante R570**: \$35 · Bike · Road · 5' 10" To 6' 2"
- Vintage Dutch**: \$12 · Bike · Cruiser · 5' 7" To 5' 11"
- Cervelo S5 Race Bike Setup**: \$90 · Bike · Road · 5' 10" To 6' 2"
- Filibus 'The Yellow Bus'**: \$5 · Bike · Cargo · 5' 7" To 5' 11"

Bikes owned by individuals, available from individuals for daily rental

Airbnb for bikes

Making Bike Share More Affordable

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Innovation – Peer to Peer ‘City-wide’

Spinlister



Bikes owned by individuals or organisations, available within a zone for daily rental

Located and paid for via a smartphone app

Innovation – Internet of Things bike lock



Bike lock connected to the internet, can be used with any bike

Innovation – Social Equity

Wider audience

Include stations in low income communities

Cash payment (use without credit card)

Ambassadors from community groups

Bike riding skills and training



Sponsorship – Big Names



Big name sponsors offer potential revenue

The Telegraph

Transport

London bicycle hire scheme in uphill struggle to make money

New data released by Transport for London (TfL) details the precise usage of the Barclays Cycle Hire scheme in the first 96 days.

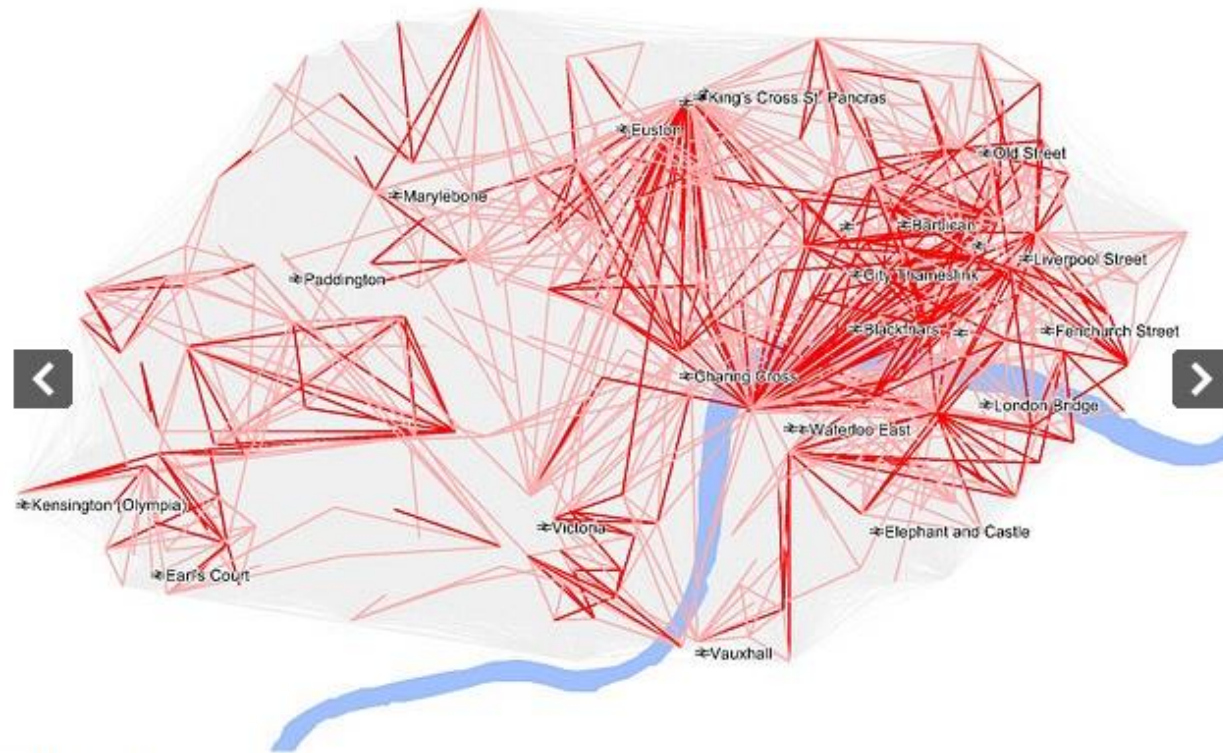


Image 2 of 3

Matthew Clark from Steer Davies Gleave has mapped the first million cycle hire trips. The dark red lines show over 150 trips between docking stations, and the lighter lines show between 100 and 150.

Conclusions

Explore ways to

- Increase use
- Reduce cost
- Increase income

Bike sharing is evolving

- Consider aims of scheme
- Explore current Innovations
- Anticipate further Innovations

Questions?

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