



TEL AVIV - YAFO

# Í ELECTRIFYING THE TWO WHEELER FLEET IN TEL AVIV Æ YAFOÎ

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POLIS CONFERENCE

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Vered Crispin Ramati, Tel Aviv Yafo Municipality



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# Tel Aviv Yafo

The Economic and Cultural heart of Israel

covering an area size of 52sq km

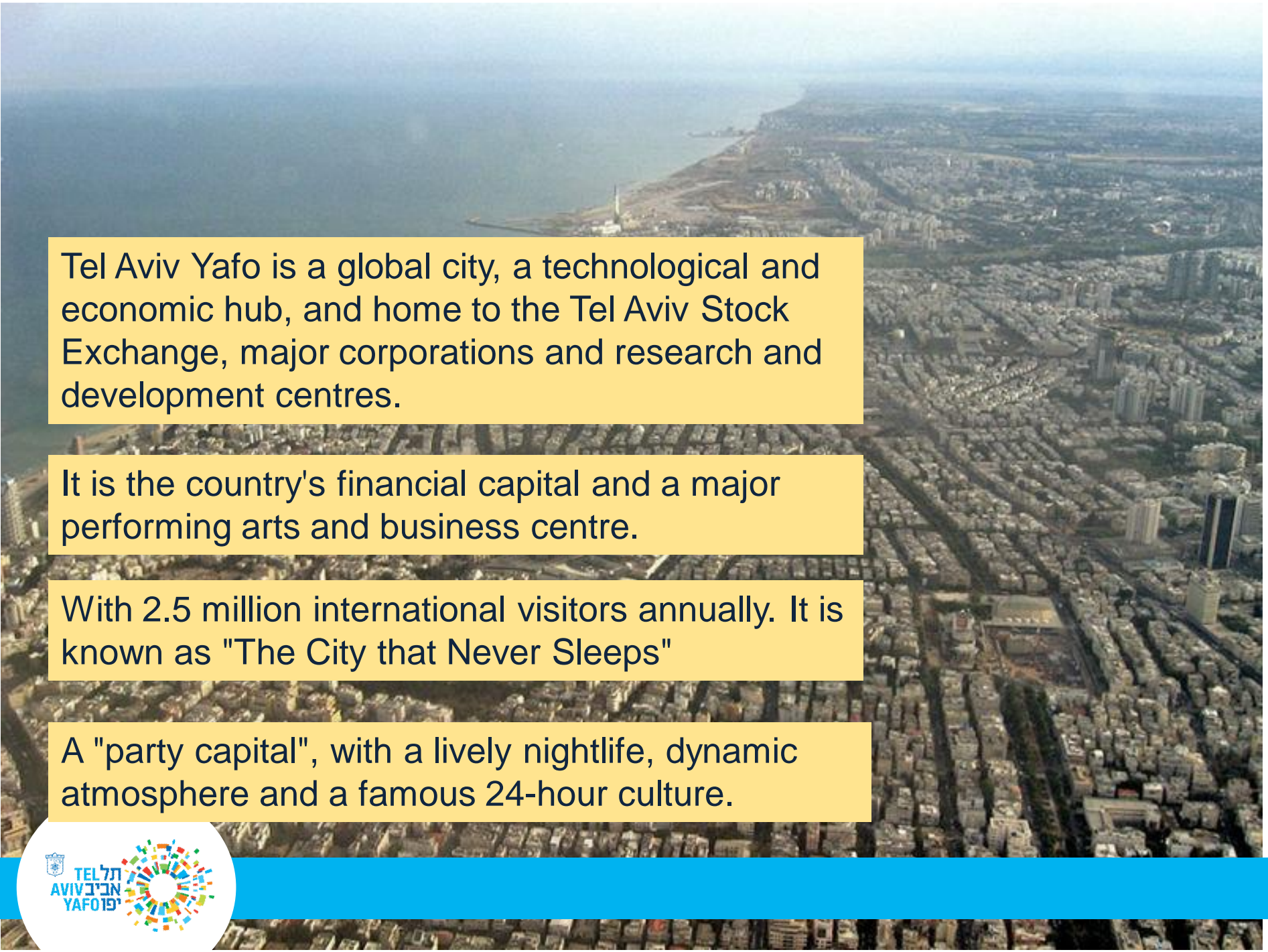
population of over 405,000



תל אביב  
יפו  
TEL AVIV  
YAFU





An aerial photograph of Tel Aviv Yafo, showing the city's dense urban landscape, the Mediterranean Sea to the west, and the coastline. The city is characterized by a grid-like street pattern and numerous high-rise buildings.

Tel Aviv Yafo is a global city, a technological and economic hub, and home to the Tel Aviv Stock Exchange, major corporations and research and development centres.

It is the country's financial capital and a major performing arts and business centre.

With 2.5 million international visitors annually. It is known as "The City that Never Sleeps"

A "party capital", with a lively nightlife, dynamic atmosphere and a famous 24-hour culture.



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# Our Goals





# Why motorbikes?

## Motorbikes:

- “ Are an efficient mode of transport in an urban environment
- “ Aid in reducing congestion
- “ Take-up a lot less parking space

# Going Electric

**But**

**petrol driven motorbikes are noisy and polluting**

**E-Motorbikes are:**

- “ **Cheap**
- “ **Efficient**
- “ **Green**



# Motorbikes in Tel-Aviv



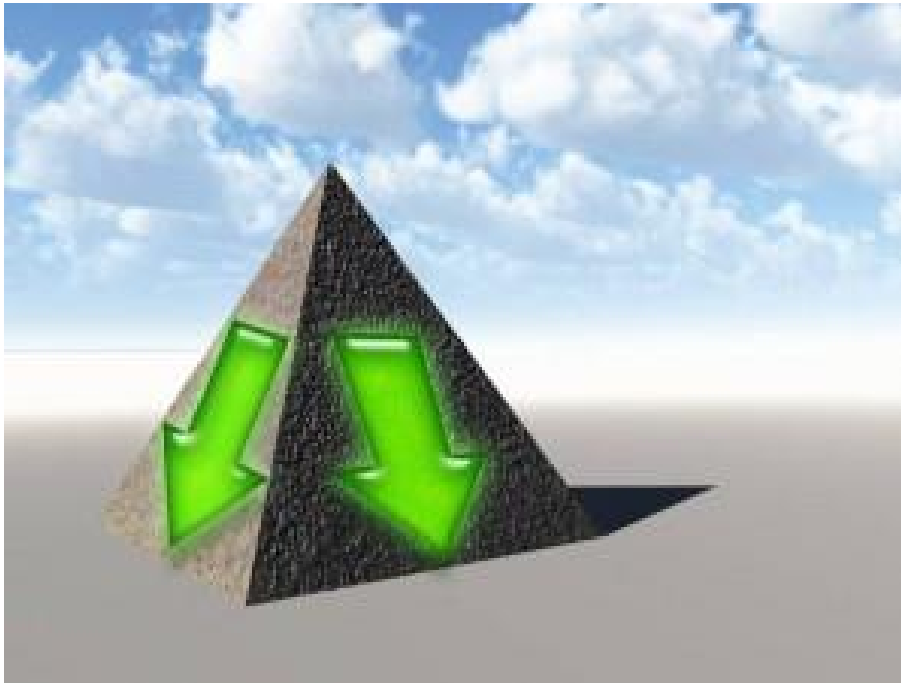
**24,400 motorbikes**

**+ 36% in the last decade**

**+ 170% in the last two decades**



# Top-down Approach



# Motorbike fleet



# The Road to Acceptance

- “ **The pilot was accompanied by periodic feedback surveys**
- “ **Initially satisfaction levels with regards to the e-motorbikes and their usage were very low**
- “ **but within a relatively short period of time the satisfaction levels highly increased**



# What Changed?

**How can we explain the turnaround in the level of satisfaction?**

- “ Improvements made to some of the e-motorbikes based on the feedback surveys**
- “ The natural process of becoming acquainted and "getting used" to the new vehicle and finally "acceptance" of the new technology.**

# From Rejection to Acceptance

**What are the steps that need to be taken to facilitate acceptance?**

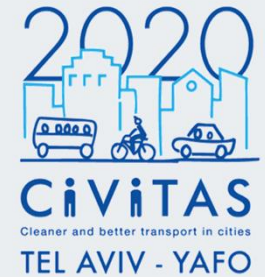
- **A strong political commitment to "go electric"**
- **The clear and consistent message that no more petrol driven motorbikes would be purchased.**
- **But at the same time listening to the pilot participants, the e-motorbike users.**
- **Periodic feedback from the riders + ongoing communication to identify needs and any faults/ problems with the e-motorbikes.**
- **Constant monitoring of the data, its analysis and evaluation, enabling a steadfast approach with the suppliers, to improve the bike and make it suitable of its users.**

# From Rejection to Acceptance





# What Next?



**Bringing the e-revolution to the general public Æ  
encouraging the general public to choose e-motorbikes  
over petrol driven ones.**

## **How will we do this?**

- “ By sharing our experience and lessons learnt**
- “ By installing charging units and parking for e-motorbikes in the public space**



# Thank you!

Vered Crispin Ramati

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FOR INNOVATIVE TRANSPORT SOLUTIONS



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