

Good Governance with dynamic regulation makes for better bike share.

Experiences from UK and Australia.

Conor Walsh – CoMo UK





Overview

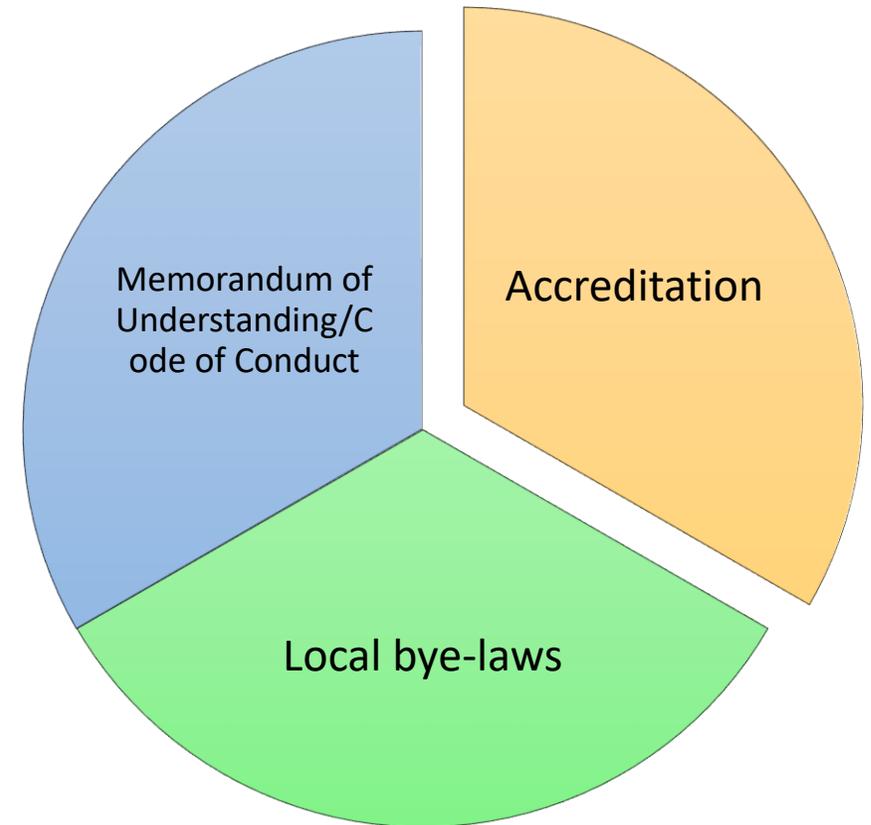
- Approaches to governance and regulation.
 - a) Procurement Guidance.
 - b) Local approaches to regulation.
 - c) CoMo UK accreditation.
- Experiences from UK and Australia
 - a) What happened with dockless?
 - b) What went wrong?
 - c) What has been learnt?



*“**Accreditation** ensures a collectively agree set of standards is upheld across the industry.”*

*“A **memorandum of understanding (MOU)** is a nonbinding agreement between two or more parties outlining the terms and details of an understanding, including each parties' requirements and responsibilities.”*

*“**Dublin City Council has committed to preparing bye-laws** and to proactively engaging with all potential stationless bike share operators,…”*



Public Bike Share Procurement Guidance 2018

The Bikeshare Planning Guide

2018 Edition

N A B S A

NORTH AMERICAN BIKESHARE ASSOCIATION

Dockless Bikeshare Regulation Preliminary Guidance Version 1

THE BIKEPLUS GUIDE TO

Successful Bike Share Scheme Development



Better Bike Share 101

- No Dumping.
- Co-operation.
- Active engagement and clear communications.
- Geographical/City scope.
- Physical and Digital integration.
- Convenience + Reliability = Good Mobility



Thinking Global, Acting Local.

- Dockless bike share companies have been slow to consider more tailored local approaches.
- The initial bikes were inadequate. Didn't meet local/national needs or expectations.
- Too small, no gears, not enough communication and guidance.
- Disposable and Dumpable.
- Too much too soon (as happened in China).



Bike share Down Under

'No thought': EPA boss slams oBike rollout amid new crackdown

Australia's bikesharing economy has a big dumping problem—but it's not unique

Dr Fishman, who heads the Institute of Sensible Transport, said oBike was a "disaster in the making" and should be viewed as "a great case study in how not to run a bike-share system".

Because we can't have nice things, bikesharing services have been plagued by vandals across the globe for months. This week, Australia's problem has hit boiling point, with bike-sharing service oBike recovering many bikes dumped in strange places — including 42 bikes from Melbourne's Yarra River on Tuesday alone.



Huh?

Why we can't have nice things: dockless bikes and the tragedy of the commons

Guardian Pick

The Tragedy of the Commons is largely a myth. The eponymous paper discussed what would happen to an unmanaged common resource. But historically, commons were effectively managed for centuries, and the only thing that led to their decline was corruption, as large landholders seized ownership of them with impunity.

Perhaps the lesson here is that commons (and common assets like dockless bikes) are not self-managing. Someone needs to look after thi...

theguardian

Cycling Opinion

Sunday 16 July 2017
17.30 BST

Manchester's bike-share scheme isn't working - because people don't know how to share

Helen Pidd



There are bikes in the canal, in bins and in back gardens. You wouldn't blame Mobike for taking its remaining bicycles to a better behaved city



Can't we have nice things?

- Understanding Behaviour
 - I. Context, or the environment we're in.
 - II. Cognition, how we think about things.
 - III. Behaviour, the choices we make.
- I. **Behaviour** – norms, perceived behavioural controls and attitudes.
- 'Everyone else is doing it.' There is an inevitability about it (bike graveyards in China). It becomes a social phenomena.
- Only faint signals from authoritative forces that it's bad. Public perception is that it's a problem of the company.
- High control beliefs (it's easy to do), and perceived power is high. Few users are caught.



An Analogy from transport

- The late/night bus

- I. Increase in anti-social behaviour both in terms of frequency and intensity.
- II. Perpetrators have a high propensity for getting away with it.
- III. More inebriated passengers who bring the whole standard of behaviour down.
- IV. Other people are doing it. Also, other forms of non-violent/less transgressive anti-social behaviour are present (drinking, smoking, playing music).

- The antidote

- I. CCTV, direct radio communication with a control centre and/or police.
- II. Registered Oyster cards reduced vandalism by 80% from school kids on London buses.
- III. Peer pressure from other passengers (“this bus isn’t moving until you extinguish your cigarette”), often from people in neighbouring communities.
- IV. In London, crime reduced on night services after the removal of bendy buses – *eyes on the passengers*.
- V. Communication campaigns etc. Online feedback forms. Citizen policing.



Finding solutions for free-floating bike share

- Control

- I. Hybrid, mixed method of parking in central locations.
- II. Make sure central hubs are well covered by CCTV, the most visible stations are well kept/maintained.
- III. Proactive (perceived) monitoring of problem areas (eyes on the prize).

- Social cues

- I. Soft campaigns on reporting misuse, with some level of punitive action (doesn't help when bikes are disposable to the companies).
- II. What didn't help was operators not being upfront about the scale of the problem.
- III. Civic pride and recognition.



Parking is Paramount

Table 1. Numbers of share bikes, bike parking spots and cycling participation targets

City	Sydney	Melbourne	Gold Coast
Reported bike parking spots	2,500 approx.*	2,700 approx.*	Not available **
Dockless bikes released ***	5,550	2,000	2,000
Cycling rates (% of daily trips) ****	2.8% (trips under 10km), 2.2% (trips over 10km)	6%	1.9%
Cycling participation target (% of all trips)	10% by 2030	10% by 2030	6% by 2031

[Get the data](#)

