

The Kaohsiung Public Bike Rental System

By Kaohsiung Rapid Transit Corp.

△ ecology - frame ♻️

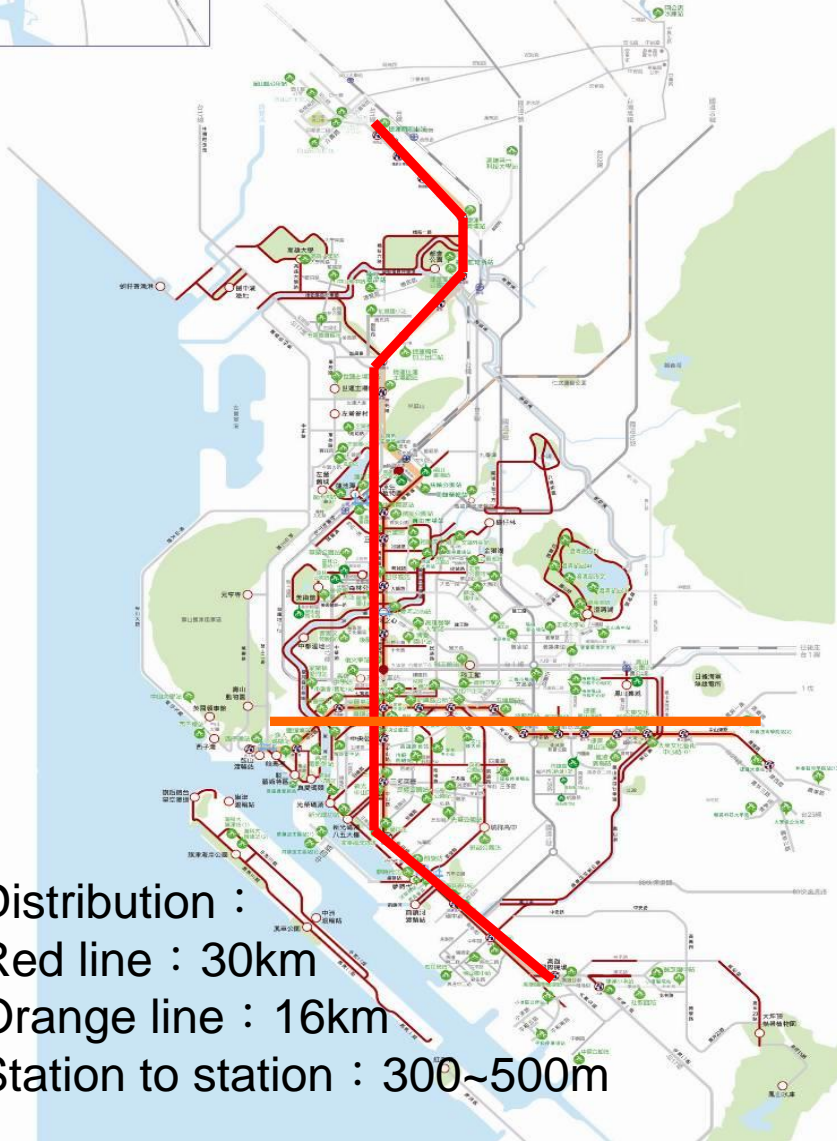
Outline

1. The framework of rental system
2. Installation principle and promotion
3. Performance and analysis
4. Sustainability

Origin

- In 2007, Mayor Chen Chu had an investigation on Velib's in Paris, France and came up with the idea of developing public bike rental system, which can also be coordinated with the activation of Kaohsiung MRT and Urban bikeway since the amount of vehicles and motorcycles in Kaohsiung is the highest in Taiwan.
- In the same year, The Environmental Protection Administration learned the idea of public bike sharing plan and selected Kaohsiung to be the first city in Taiwan to pilot automatic bicycle rental system on Nov. 20th.

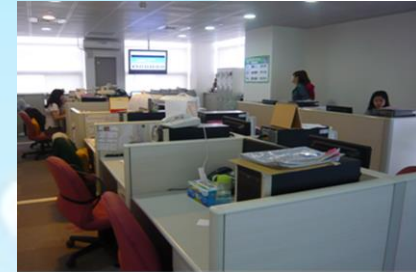
Area Coverage



Distribution :
Red line : 30km
Orange line : 16km
Station to station : 300~500m



182 Rental Stations



24H Customer Service



2,400 Bikes

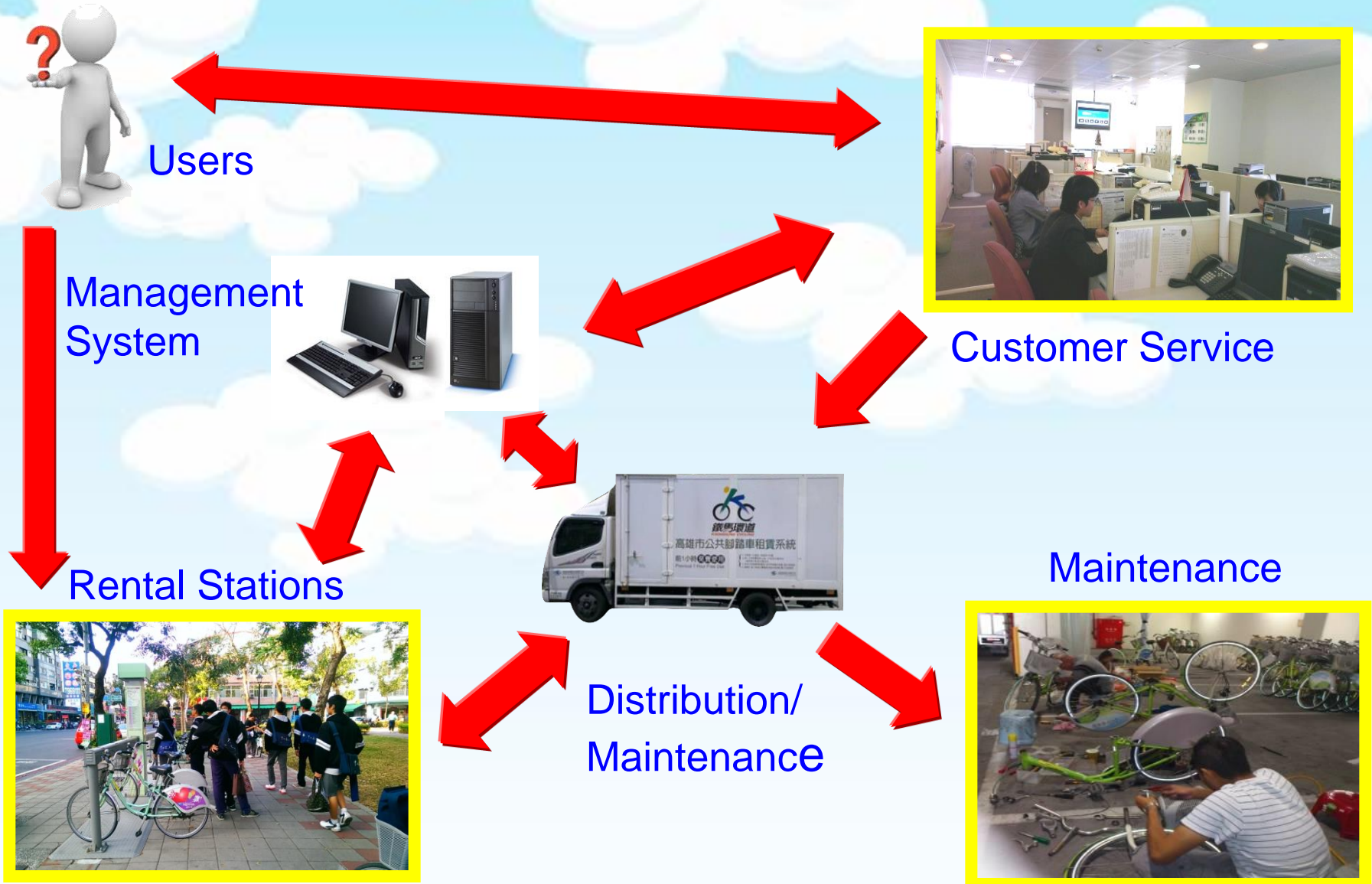


38 Information Centers



6 Bike Distribution Truck

The Framework of the Public Bike Rental System 1



Installation principle and Promotion strategy

Installation principle

Rental Stations need to be near MRT station(<10KM) and located near

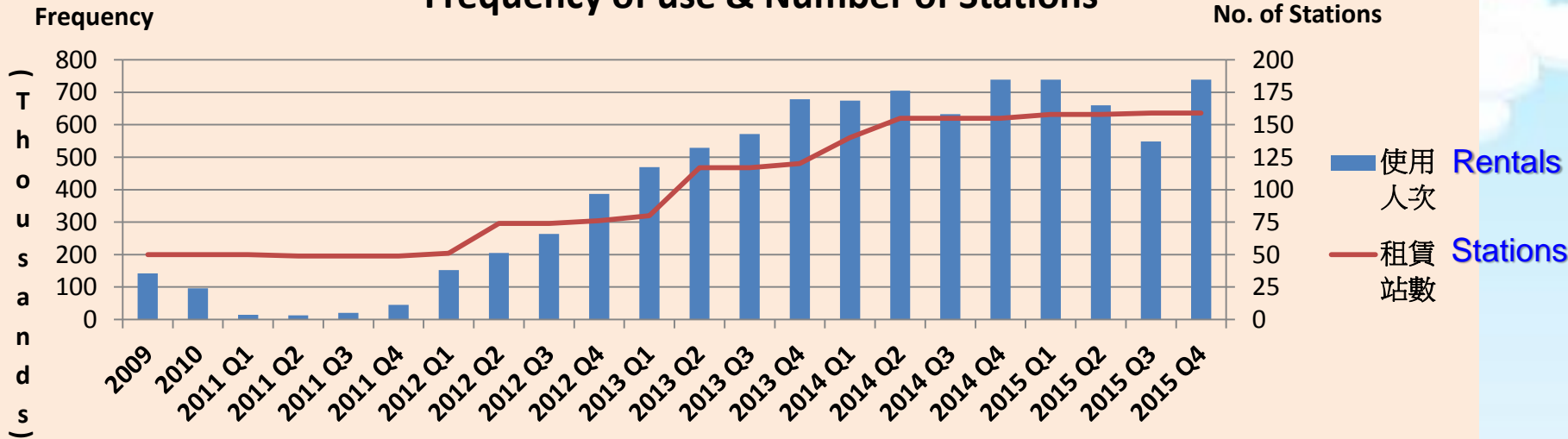
- Institutions
- Schools
- Factories
- Cohousing communities
- Office buildings
- Tourist regions
- Others that approved to be operationally beneficial by the authorities.

Promotion strategy

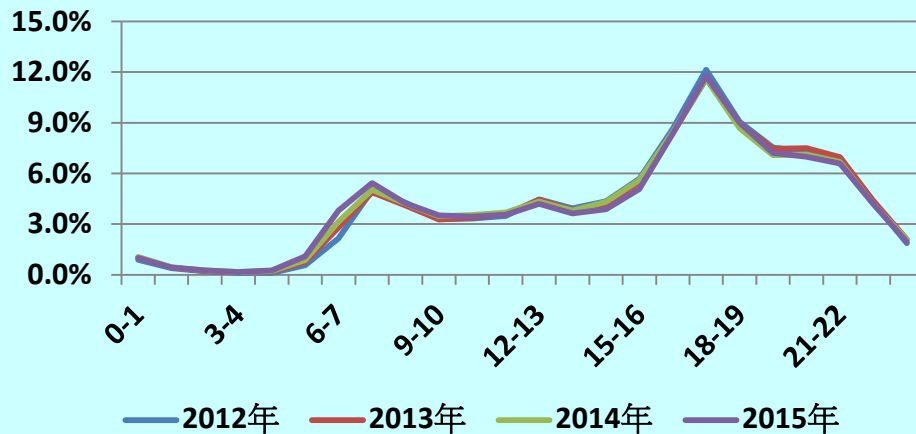
- First hour free
- Discount available when transfer from/to MRT.
- Smartcard ticketing Integration
- 24hr free customer helpline
- Traffic accident assistance & roadside aid
- Information interface integration
- Social resources combination

Service Performance (1)

Frequency of use & Number of Stations



Time of use proportion



Card	iPass	Credit card
Usage proportion	88%	12%
Free-charged ratio	92%	80%
Average time used	20~25 Min	30~40 Min

Service Performance (2)

Type of rental :

Sports and Leisure type

(A Leases and A Returns)



Transfer Type

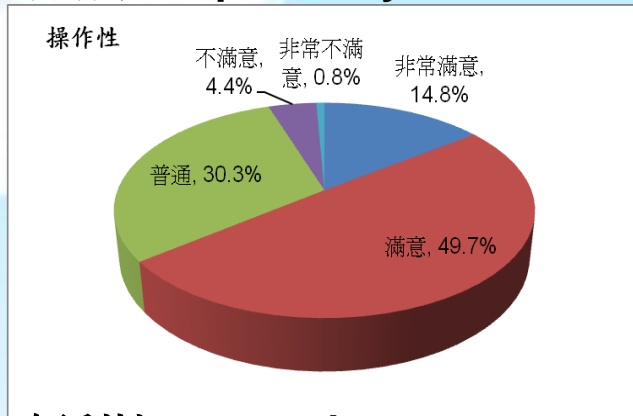
(A Leases and B Returns)

Cycling has gradually become an inner urban transport option in Kaohsiung city. Apart from the traditional, sports and leisure-oriented use of bicycle, it is now used more as a transporting tool.

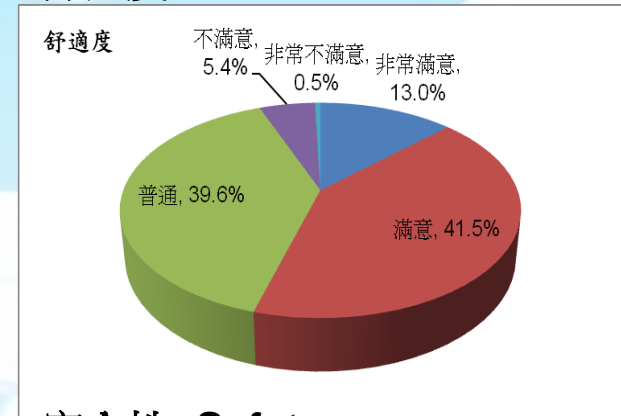
Year/Month	A to A	A to B
2011.08.	51.4%	48.6%
2011.09.	44.9%	55.1%
2011.10.	42.5%	57.5%
2011.11.	38.6%	61.4%
2011.12.	31.2%	68.8%
2012.01.	35.2%	64.8%
2012.02.	31.5%	68.5%
2015.10.	25.1%	74.9%
2015.11.	24.1%	75.9%
2015.12.	23.0%	77.0%

service performance (3)

操作性: Operability

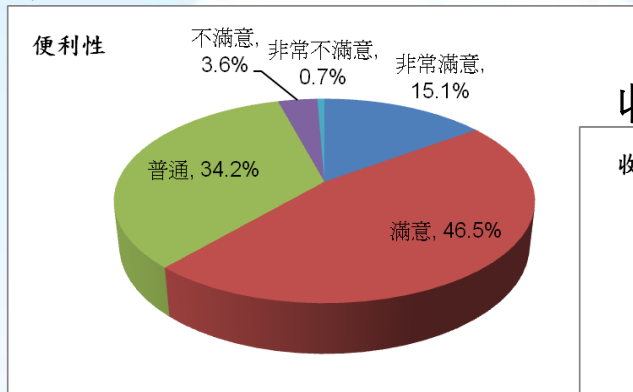


舒適度: comfort

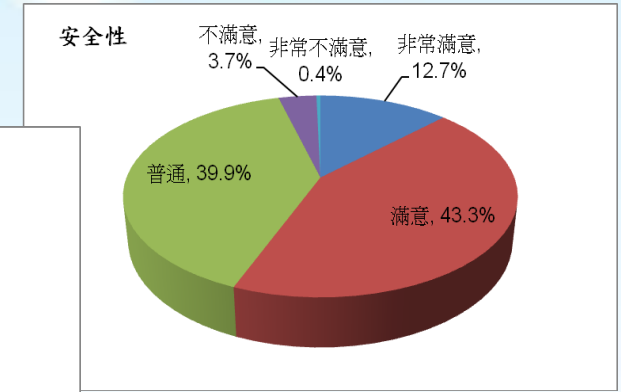


Satisfaction Survey

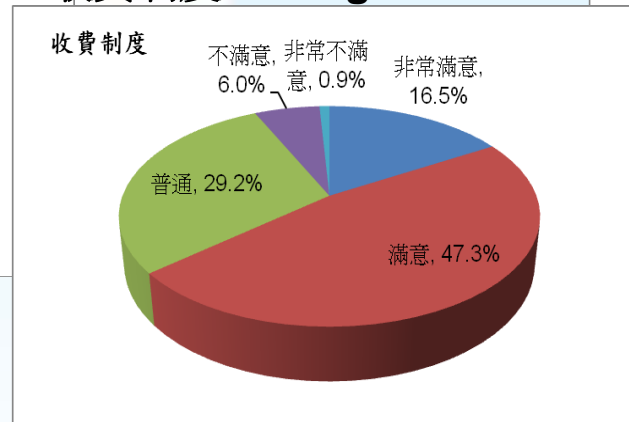
便利性: convenience



安全性: Safety



收費制度: Charge Policies



- 非常滿意 largely agree
- 滿意 agree
- 普通 nature
- 不滿意 disagree
- 非常不滿意 largely disagree

Service Performance (4)

- The first public bike rental system in Taiwan.
- In 2010, Kaohsiung was featured by CNN as being one of the top cyclist friendly cities in Asia.
- Kaohsiung city was selected for 2012 Guangzhou International Award for Urban Innovation [城市創新獎]

Rental Location Analysis (1)



**Central Park ⇔
Kaohsiung Municipal
Girls' Senior High
School**

7:30 ~ 8:00

Central Park => KGHS

!7:00 ~ 18:30

KGHS => Central Park

— 2,100 rentals/month

— 1,600 rentals/month

— 600 rentals/month

— 500 rentals/month

Rental Location Analysis (2)



**Cultural Center ⇔
National Kaohsiung
Normal University**

8 : 30 ~ 9 : 00

Cultural Center => NKNU

16 : 30 ~ 19 : 00

NKNU => Cultural Center

— 2,000 rentals/month

— 900 rentals/month

— 200 rentals/month

— 100 rentals/month

備註：計算起迄日為2015/10/1~ 2015/12/31

Rental Location Analysis (3)



Houyi ⇔ Kaohsiung Medical University

8 : 00 ~ 9 : 00

Houyi => KMU

17 : 00 ~ 18 : 00

KMU => Houyi

3,000 rentals/month

1,300 rentals/month

800 rentals/month

700 rentals/month

備註：計算起迄日為2015/10/1~ 2015/12/31

Sustainable Development

- **Social Justice and Equality**
 - Public Finance
 - Environmental Defense Fund
 - Low fees
- **Financial Self-liquidating**
 - Breakeven
 - Surplus
 - Reduce the fiscal burden of government

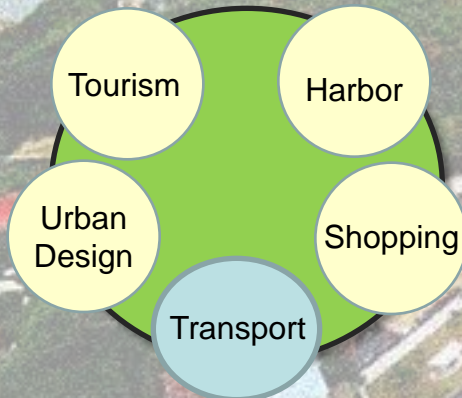


EcoMobility World Festival

- **What is EcoMobility?**

- EcoMobility is a way to priorities such opportunities – such as walking, cycling, and public transport — in an integrated fashion and offer multi-modal transport options that meet the needs of most people.
- Establish a sustainable, eco-friendly transportation system and live style

- **What are the festival activities?**



1. EcoMobility Area
2. International Conferences
3. Community and Local Activities
4. Low-carbon Vehicle Exhibitions

- **Date : 1-31 Oct. ,2017**

- **Location : Hamasen Area in Kaohsiung**

2017 EcoMobility World Festival in Kaohsiung



**We Invite You to Participate
2017 EcoMobility World Festival
and Visit Kaohsiung!**

For more information

- <http://www.tbkc.gov.tw/ecomobility2017KHH.aspx>
- <http://www.tbkc.gov.tw/Simple/>
- ICLEI : <http://www.iclei.org/>



Thank you !