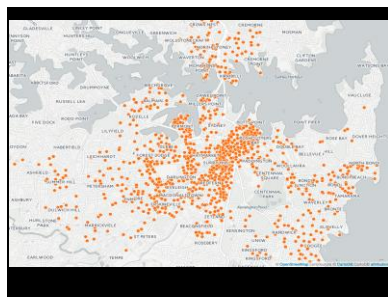


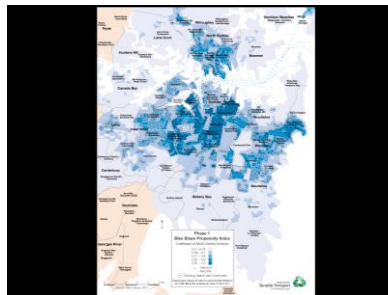
Slide 1



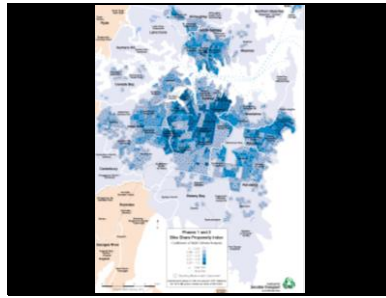
Slide 2



Slide 3



Slide 4



Slide 5

Group Activity 2: Design the optimal bike share system for Perth

- How big should it be?
- How many bikes?
- Where should they be?
- What are the barriers to use?
- Who is our target market?
- What does the business model look like?
- What should the user pay?
- What do the bikes look like?
- Is there one or multiple providers?

>>Groups
>>Report back

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Slide 6

Summary

- A fundamental change in the bike share market has occurred
- More cycling aligns with multiple government objectives
- Technology has made it easier than ever to provide and manage a bike share system
- Problems with dockless
- Governments need to take the lead >> they need to set the minimum standards that align with the aspirations for their city

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Slide 7

Thank you

Dr Elliot Fishman
info@sensibletransport.org.au



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Slide 8

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Slide 9

Bike share cost comparison

Costs	Coastal	Manly	ROCK*	USB**
Coastal bike fleet (2016)	\$6,175	\$6,300	\$7,500	\$5,875
Manly bike fleet (2016)	\$6,175	\$6,300	\$7,500	\$5,875
ROCK bike fleet (2016)	\$6,175	\$6,300	\$7,500	\$5,875
USB bike fleet (2016)	\$6,175	\$6,300	\$7,500	\$5,875
Number of bikes in Manly City	5,000	5,000	5,000	5,000
Cost per bike	\$1,235	\$1,260	\$1,500	\$1,175
Cost per year (10 years)	\$12,350,000	\$12,600,000	\$15,000,000	\$11,750,000
