

HOBART BICYCLE ADVISORY COMMITTEE

NOTES

Meeting held Wednesday 21 September 2016 at 1.00 pm in the Lower Ground Conference Room, Town Hall.

PRESENT:

NAME	POSITION
Philip Cocker	Chairman – Alderman, Hobart City Council
Damon Thomas	Alderman, Hobart City Council
Luke Middleton	Project Manager Active Transport and Signage Infrastructure, Department of State Growth
Corey Peterson	Sustainability Manager, Commercial Services and Development, UTAS
Will Oakley	Community Advisor, RACT
Emma Pharo	Adviser, Bicycle Network

CITY OF HOBART OFFICERS:

NAME	POSITION
Mark Painter	Director City Infrastructure
Neil Noye	Director City Planning (ICAP representative)
Robert Mather	Group Manager Open Space
Angela Moore	Manager Traffic Engineering

1. Apologies:

NAME	POSITION
Jeff Briscoe	Alderman, Hobart City Council
Anna Reynolds	Alderman, Hobart City Council
Bill Harvey	Alderman, Hobart City Council
Helen Burnet	Alderman, Hobart City Council
Neal Denning	Associate Director, Strategy and Planning, UTAS
Ann Edge	Road and Public Order Services, Tasmania Police
Mary McParland	Executive Officer, Cycling South – Greater Hobart Councils Regional Cycling Committee
Bernd Wechner	Community Representative

2. **Confirmation of Previous Notes** – Notes of 20 July 2016 were confirmed as a true and accurate record.

3. **Council Resolution of 25 July 2016** (amendment made by Alderman Reynolds to the recommendation of the Electric Vehicles and Charging Stations report)

“That the Hobart Bicycle Advisory Committee be requested to consider initiatives to encourage the wider use of electric bicycles.”

- Rob to investigate if his Bushland team would be open to using ebikes for conducting trail inspections and other bushland tasks. **Action: Rob**
- The Committee agreed that the Group Manager Parking Operations, Matthew Tyrrell, be contacted to provide comment on the possibility of installing power outlets, to allow ebikes to be charged, in the City’s car parks where existing bike parking is available. **Action: Mark**
- Alderman Thomas suggested that Hobart cafes be asked to consider providing power for ebike charging that could then be promoted as “Bike Friendly Cafes in Hobart”. The power could be provided perhaps in exchange for the installation of bike hoops or other appropriate bike parking options at the cafe. **Action: Mark**
- Emma to report back to the next Committee meeting with details of research that her group will carry out in relation to appropriate locations for ebike charging facilities. **Action: Emma**

4. **Bike Hire and Loan Scheme** – report considered by the Council on 5 September 2016. Recommendation adopted in the affirmative. (copy attached)

- The General Manager to write to UTAS to commence a formal dialogue in relation to bike hire and loan schemes.

5. **Question Without Notice** (asked at the City Infrastructure Committee meeting held 24 August 2016 by Alderman Bill Harvey)

Question: Has the City installed any pole mounted bike parking facilities, such as the Cyclehoop product, within the CBD and if so, advise of the locations and whether it would be viable to consider further installations?

Answer: The Director City Infrastructure advised that the Council had installed pole mounted bike hoops within the reconstructed section of Liverpool Street approximately three weeks ago. As to whether it would be viable to install further lockable facilities, the Director advised he would refer the matter to the Hobart Bicycle Advisory Committee for further investigation.

(link to the product website:

<http://www.cyclehoop.com/products/cyclehoops/>

- The Committee agreed that research be undertaken by Emma’s group, in consultation with Mary, to ascertain where and what product would be suitable at appropriate locations around the city for additional bike parking.

6. **HBAC Working Group – update**

- Battery Point cycling route signage – Stuart Baird to conduct a risk/safety analysis of the route, in particular Napoleon Street as there may be certain standards that will need to be applied to a steep street.
- Stuart and Mary to liaise in the future to progress the matter.

7. Other Business

- Mark to send a letter to Hobart LINC requesting to commence discussions on improving the bike parking at the Library in Murray Street. **Action: Mark**
- City of Hobart Cycling Projects list to be included as a standing item on each agenda. **Action: Alison**
- Neil provided the following updates for various projects:
 - A company has been engaged to design the Cenotaph to Domain pedestrian/cycling bridge. A report to be prepared and considered by the Council before Christmas.
 - Morrison Street – substantially completed on the water-side and the city-side is underway.
 - Sandy Bay Road – (this side of the Riverview Inn) contract has been awarded for the widening of this stretch of Sandy Bay Road, which includes the construction of a retaining wall. Pedestrian crossings also to be installed.
 - More indented parking bays to be installed (this side of Churchill Avenue).
 - Contractor for line marking to be engaged and it is proposed to have this completed before Christmas.
- City to Cove pedestrian/cycling connections across Macquarie and Davey Streets – a company has been engaged to look at all possible options and a report should be ready to go to Council before Christmas.
- Parliament Square bike parking facilities – Corey to obtain an update through Treasury. **Action: Corey**
- The Doone Kennedy Hobart Aquatic Centre bike parking – Angela has provided two 'smiley face' bike parking devices to increase bike parking option. Bike parking is currently being considered as part of a general parking review that is currently being conducted.
- Battery Point shared pathway – ongoing. To be progressed in 2017.
- A bike/people count app has been created by UTAS students. Corey to bring along and demonstrate at the next meeting. **Action: Corey**
- Rail Trail legislation has passed the lower house but has stalled in the upper house. The Committee is very supportive of this legislation going through.
- National Cycling Strategy – government authorities have recommended to continue with the current strategy for another year. It is uncertain as to what will happen after this time. Each state may be requested to create their own strategy.
- The Lord Mayor, Alderman Thomas and Alderman Cocker met with the transport minister to discuss the use of ferries to alleviate traffic congestion in the city. The discussions included the need to provide easy access to ferries by bike riders, getting on and off and appropriate storage while on the ferry.
- UTAS will be conducting their Travel Behaviour Survey in March 2017. The survey looks at how people get to their UTAS destination but could be broadened if necessary. If you would like to be involved, please let Corey know.
- Emma currently has a student that is conducting a study into why people travel the way they do. The study should be completed in May 2017 and Emma will report back to the Committee with the results at this time.
- State Mountain Bike Master Plan – Rob to follow up with the Department of State Growth as they are preparing the plan.

8. **Date of Next Meeting:** Wednesday 16 November 2016.

9. **Meeting Closed:** 2.02 pm.

REPORT TITLE: BICYCLE HIRE AND LOAN SCHEMES**REPORT PROVIDED BY:** Group Manager Executive & Economic Development**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to respond to a notice of motion adopted by the Council at its meeting of 21 March 2016 in relation to the proposition of the Council developing a rental bike service.
- 1.2. Public rental bike services (generally termed bikeshare schemes) promote cycling as a sustainable mode of transport offering the community economic benefits such as lower emissions and a decrease in traffic congestion.
- 1.3. The City of Hobart's current Sustainable Transport Strategy is underpinned by the Council's commitment to realising the Hobart 2025 vision for a less car dependent, reduced emission, more equitable and cheaper transport system for Hobart's residents and visitors.

2. Report Summary

- 2.1. This report presents an array of matters associated with bikeshare schemes.
- 2.2. The estimated cost of setting up a scheme including bikes and docking stations is \$10,000 per bike.
- 2.3. Research indicates that approximately 40-50 bikes would be required to establish an effective program, thus meaning an initial outlay of \$400,000-\$500,000.
- 2.4. In researching this report it is proposed that should Council wish to pursue the option further the best option would be to seek a partnership and pilot project with the University of Tasmania (UTAS) to connect their various campuses in Hobart with each other and the CBD.
- 2.5. It is noted that this project is not in the 10 year capital works program.

3. Recommendation

That:

1. ***The Council note the estimated cost of a bikeshare scheme and resolve whether it wishes to pursue investigations into the project at this time.***
2. ***Should the Council resolve to continue with investigations, it authorises the General Manager to commence a formal dialogue with the University of Tasmania (UTAS) with the aim of seeking a commitment to partner in a pilot project to connect the various City UTAS campuses and the CBD.***

4. Background

- 4.1. At its meeting of 21 March 2016 the Council adopted the following notice of motion:

- That:*
1. *A report be prepared documenting the proposition of Council developing a rental bike service, including electric bikes, for locals and visitors, acknowledging the private operators that exist in Hobart and whether there is a greater demand than what is presently catered for by the private operators who service the City. A key objective of this investigation is to ensure that Council does not operate this service in competition with local operators and instead, serves to address any gap that may exist with the present service level in the City.*
 2. *The report should also include any learning's from international, national and local operators and local government rental bike programs, including the City of Brisbane, the City of Adelaide, the City of Melbourne and the City of Parramatta.*
 3. *The report should include recommendations and the feasibility for Council to implement a rental bike service for Hobart and what opportunities exist for Council to partner with the already existing commercial operators in delivering this service. The Council also look at ways to reinvigorate the ARTBIKE scheme.*
 4. *The report further address the costs associated with the recommendations made.*

Local Commercial Bike Hire Operators

- 4.2. Private bicycle hire and bicycle tour operators are well established in Hobart servicing principally the tourist and holiday market, along with 'classic' rides such as the Mt Wellington descent and east coast multi day bicycle touring. The following table provides a brief outline of the known local operators:

Operator	Details
Hobart Bike Hire 35 Hunter St	<p>Fleet numbers of around 30 bicycles, noting that current fleet numbers far exceeds demand. Majority of customers are visitors (90%) to Tasmania. Mona being the most popular destination for customers. Other destinations include:</p> <ul style="list-style-type: none"> - Eastern shore; - Sandy Bay; and - a small number choose to ride to Mt Wellington, Mt Nelson and the Cascade Brewery & Female Factory ruins. <p>Currently located in Hunter Street, however the preferred location would be close to the bike track in and around Sullivans Cove.</p>
Under Down Under Tours / Spoke Bike Hire Hobart/Domain Regatta Grounds	<p>Under Down Under Tours offer the Mt Wellington descent ride for groups of up to 12 people.</p> <p>Spoke Bike Hire offer standard (hybrid) bike hire of which includes a helmet, lock and map, costing around \$25 per day.</p>
Avantiplus Hobart Sandy Bay	<p>Primarily retail, however the website notes they have a selection of high quality mountain bikes and road bikes for hire.</p>
Cyclingo Hobart	<p>Offer mountain bike hire.</p>
Mona Brooke St Ferry Terminal	<p>Offer a bicycle hire service from the gallery or the ferry terminal.</p>
Green Island Tours Tasmania	<p>Hybrid bikes, offering tours.</p>

ARTBIKE Scheme

- 4.3. Further to the above commercial operators the ARTBIKES scheme was also available for the purpose of providing an alternative travel method to access galleries and museums within the Hobart CBD area.
- 4.4. Arts Tasmania and the Tasmanian Museum and Art Gallery (TMAG) introduced ARTBIKES to coincide with the opening of MONA in 2010-11 with the support of the City of Hobart, the RACT and the Tasmanian Climate Change Office.

- 4.5. The City of Hobart worked in partnership with Arts Tasmania to construct a set of artist designed bike hoops which are located outside several cultural institutions in Hobart.
- 4.6. ARTBIKES was a free bike loan service where users were provided with a helmet, lock and cultural map and the service was available seven days a week.
- 4.7. The scheme consisted of nine bikes of which were serviced twice a year. Arts Tasmania advised that for the 2014/15 financial year maintenance and servicing costs were \$1,226 with an additional \$1,147 spent on the printing of hire pads and new maps.
- 4.8. The scheme suffered when the bicycle collection/return location at the TMAG was relocated to the basement (disability access entrance) during the redevelopment.
- 4.9. The scheme was further diminished when the bicycle collection/return location at the TMAG was eliminated following their redevelopment and the associated staffing budget cuts to support the scheme.
- 4.10. This resulted in a single bicycle collection/return location at the Elizabeth Street Arts Tasmania office which was reportedly difficult to locate by tourists and visitors resulting in a decrease in usage.
- 4.11. It was also noted that the ARTBIKES scheme required significant administration support and with the bike fleet being six years old, there was an increasing need for specialised maintenance to keep the bikes in a reasonable condition.
- 4.12. Due to the lack of usage of the bikes and the concerns raised with the ongoing operation of the bike fleet, in early 2015 Arts Tasmania made the decision to find a new home for the bikes. Arts Tasmania subsequently approached the City of Hobart to determine if the Council would be interested in taking over the ongoing management of the scheme.
- 4.13. It was acknowledged that the City of Hobart were partners in the scheme through the installation of the artist designed bike hoops and advised Arts Tasmania that the Council did not currently have the resources to take over the administration and maintenance of the ARTBIKES fleet.
- 4.14. The ARTBIKES fleet was subsequently relocated to Rosny and is currently being operated by the Clarence City Council, primarily to provide bicycles for hire to access to the Clarence Foreshore Trail and access points of interest within the Clarence area.

Bikeshare Schemes

- 4.15. Public rental bike services (generally termed bikeshare schemes) promote cycling as a more sustainable mode of transport offering the

community economic benefits such as lower emissions and a decrease in traffic congestion.

- 4.16. Contemporary bikeshare schemes refer to the provision of bikes, which can be picked up and dropped off at self-serving docking stations, located on average around 200-300 metres apart within a cluster.
- 4.17. Bikeshare schemes provide a flexible method for completing short trips, typically less than 30 minutes, as contrasted with longer rentals offered by traditional bike rental companies.
- 4.18. The bicycles usually contain technologies that allow the operator to track usage and some are equipped with a global positioning system (GPS). Payment is usually by credit card, and this also acts as a form of security.
- 4.19. Bikeshare schemes are becoming increasingly popular with over 800 cities currently offering bikeshare.
- 4.20. In 2010, both Brisbane and Melbourne introduced bikeshare schemes known as CityCycle and Melbourne Bike Share respectively.
- 4.21. Usage was not as strong as anticipated. For example, Figure 1 below illustrates trips per day per bike (the standard metric used in comparing system usage) for several prominent bikeshare schemes.

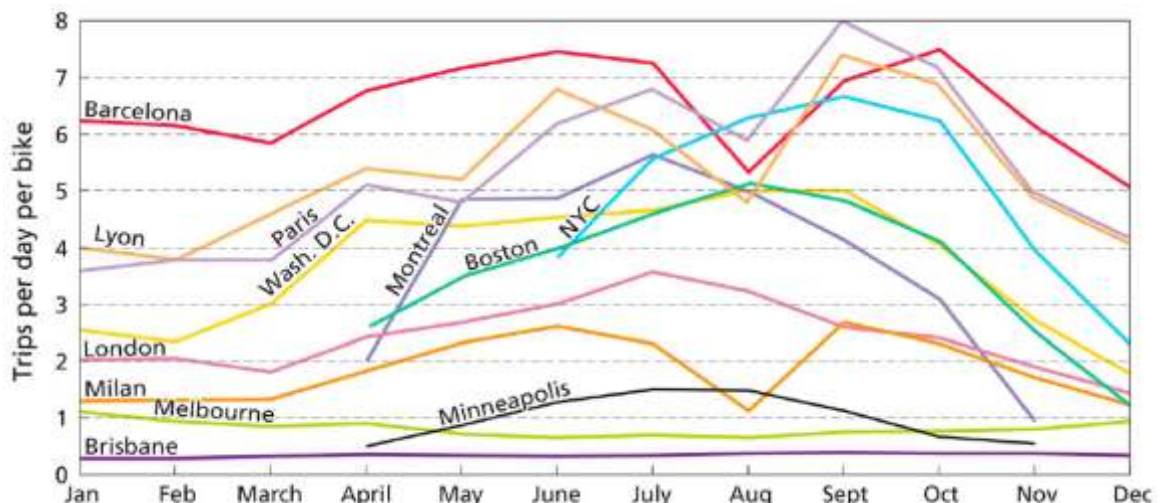


Figure 1. Bikeshare usage, trips per day, per bike, 2013

Note: Montreal and Minneapolis, owing to their harsh winters, are closed during the coldest months of the year.

Elliot Fishman (2016) Bikeshare: A Review of Recent Literature, Transport, Reviews

- 4.22. Bikeshare providers include governments, transport agencies, universities, non-profits, advertising companies, and for-profits.
- 4.23. For-profit models such as JCDecaux (Brisbane) provide bikesharing schemes, in part, for the right to use public space to display revenue-generating advertisements on billboards, bus shelters, and kiosks.

- 4.24. Revenue can be raised utilising advertising, sponsorship contracts and hire fees.
- 4.25. Generally bikeshare bikes are free for the first 30 minutes with a charge for each additional (overtime) 30 minute period. Fees increase considerably for each 30 minute period. For example, after the first 60-90 minutes of a journey an average of around \$10 per 30 minute period is charged.
- 4.26. Subscription fees vary from the casual user costing around \$2-\$3 a day to the annual user costing around \$60 a year.
- 4.27. The following table gives an outline of relevant Australian and international cities in relation to bike share schemes, commencement, the number of stations/bicycles, the providers and partnerships involved.

City/ System	Scheme/ Commenced	Stations/ Bicycles	Provider/Partners
Australian city schemes			
Brisbane/ Cyclocity	CityCycle/ 2010	150/ 2000	JCDecaux/ Brisbane City Council
Melbourne/ Bixi/2014 PBSU- Motivate	Melbourne Bike Share/ 2010	60/ 600	RACV/ City of Melbourne / Public Transport Victoria
Adelaide	Adelaide FREE Bikes/ 2005	NA/ 200	Bicycle SA
	Adelaide Free Bikes are currently assessing options for modernising the program to one such as a bikeshare program.		
Sydney	Currently assessing potential options for a bike share program.		
International bicycle sharing systems			
London, UK/ Bixi/PBSU	Santander Cycles/ 2010	750/ 11,000	Serco
Auckland - Christchurch - Cambridge - NZ	2008 2013 2014	20 bikes 36 bikes 4 bikes	Nextbike Partnership

Brisbane City Council - CityCycle

- 4.28. Brisbane City Council introduced CityCycle in 2010 initially with 50 stations and 600 bikes and expanded in 2012 with an additional 100 stations and 1400 bikes. Approximately 1.4 million trips have been taken since the scheme started.
- 4.29. The CityCycle network extends from St Lucia to Newstead and West End to Kangaroo Point, including the CBD and Fortitude Valley.
- 4.30. A majority of CityCycle customers are long-term subscribers (up to 60-70 percent), with 3,000 renewals per year, averaging 6-7 trips a month. Casual subscribers average 1-2 trips per month. The number of people subscribing to the scheme in 2015-16 increased by 46 percent.
- 4.31. The Brisbane City Council is responsible for providing road and/or footpath locations for bike hire infrastructure and funding towards the implementation costs.
- 4.32. CityCycle is operated by JCDecaux, a multinational corporation known for its bus-stop advertising systems, billboards, public bicycle rental systems and street furniture.
- 4.33. JCDecaux are the asset owner of the bike hire infrastructure whilst under contract.
- 4.34. The Brisbane City Council, in partnership with JCDecaux, annually seeks a sponsor for the scheme as an additional revenue source. Lipton Ice Tea is currently the sole sponsor. The sponsorship agreement is not for naming rights.
- 4.35. Officer discussions with the Brisbane City Council noted:
 - The CityCycle scheme is part of the Brisbane City Council's plan to reduce traffic congestion and parking demands in the CBD and inner-city areas, offering clean, green and an affordable alternative to car travel for short distances.
 - The initial implementation costs including stations and traffic calming initiatives were substantial.
 - The success of stations varied and the costs to relocate poor performing stations were considerable. For this reason it is advised to note the influence advertising preference may have over suitability of bike hire, along with modular stations having the benefit of ease of relocation.
 - The reality of advertising income thresholds and actual market conditions.
 - No complaints were registered within the last three years from local bike hire operators and there were no known complaints before that period.

- Efficiency advantages and an increase in usage were gained in building up loyalty with long-term subscribers and limiting the variety of subscriptions available. Long-term subscribers take more trips than short-term subscribers. The Brisbane City Council is moving from six subscription to three subscription types.
- The value of having a dedicated contact centre for phone subscribers and the benefits in the ability of the systems to accept a credit card or similar.
- The Brisbane City Council have budgeted \$3.7 Million (not including revenue) for CityCycle for the 2016-17 financial year.
- Helmets are offered with bike hire free of charge and the Brisbane City Council provides approximately 600 helmets through the scheme.

Melbourne Bike Share

- 4.36. Melbourne Bike Share launched in 2010 with 100 bikes increasing to a current fleet of 600 with 60 stations with 7,476 trips in June and 10,184 in July of this year.
- 4.37. Melbourne Bike Share was the first system to offer helmets to members, at a nominal cost, to comply with Australia's helmet law.
- 4.38. The bicycles and stations are operated in a public private partnership with RACV utilising the Motivate system.
- 4.39. Motivate design, deploy and manage bikesharing systems, currently operating 10 bikeshare schemes worldwide.
- 4.40. Three municipal councils in Melbourne provide support to the scheme by way of the provision of space for bikeshare stations.
- 4.41. Officer discussions with the City of Melbourne and the Public Transport of Victoria noted:
 - Melbourne has a frequent and well used public transport system with many routes and interchange opportunities in the area in which bikeshare operates. It may be that some potential bikeshare users find public transport a more attractive option. Many potential bikeshare users can use public transport at zero additional cost since central city trams are free and many will already have a valid public transport ticket.
 - Overall cycling numbers in Melbourne have seen an uplift over the life of the Melbourne Bike Share scheme.
 - The Melbourne Bike Share scheme is part of a multifaceted policy suite which includes other auxiliary initiatives that support cycling, such as on road cycling infrastructure, vehicle speed limits and incentives to encourage change room facilities to support cycling.

- The Victorian State Government has budgeted \$5 Million over the next two years to support the current scheme to mid 2018 along with commissioning research to explore the next generation of services and support for cycling. This results of the research is expected in December 2016.

Adelaide City Council – Adelaide Free Bikes

- 4.42. Adelaide introduced the Adelaide FREE Bikes scheme in 2005. The scheme is not considered a traditional bike share scheme. The scheme is free and unlike other public bike share schemes the Adelaide FREE Bikes are returned to the same location from which it was loaned.
- 4.43. The scheme (part of the City of Adelaide's 'Smart Move: The City of Adelaide's Transport and Movement Strategy 2012-22') is available from locations in Adelaide City, Unley and Charles Sturt areas.
- 4.44. The scheme is owned and fully funded by Adelaide City Council and is operated by Bicycle SA.
- 4.45. Bicycle SA is partnering with councils other than Adelaide to grow the program across metropolitan Adelaide, creating a city-wide bike share network.
- 4.46. Total contract fees paid by Adelaide City Council since 2005 amount to \$912,000. Initially an open tender process was completed in order to select a third party to operate the scheme. The initial sponsorship fee paid by the Adelaide City Council was \$70,000 per annum starting with one node of 40 bikes. Over the years the scheme has expanded to 20 nodes with 200 bikes and costs Council \$120,000 a year.
- 4.47. In the first year of operation Bicycle SA purchased a fleet of 40 bikes in order to operate the scheme. In 2012 the contract changed from sponsorship to a services agreement, allowing the Adelaide City Council to take more control over deliverables and to adopt a more active system of contract management with Bicycle SA. It also allowed the Adelaide City Council to retain ownership of all new bikes purchased for the scheme. It was noted that ownership of the fleet of bikes effectively gave a monopoly to the provider.
- 4.48. Over the last 10 years the scheme has grown from operating from a single hire point with around 2,000 hires per annum to operating from 20 hire points with in excess of 22,000 hires in 2014-15.
- 4.49. Half of Adelaide FREE Bikes customers are international visitors, 33 percent live in South Australia and the remaining 17 percent are national customers. The average hire time is three hours.
- 4.50. Adelaide City Council is currently assessing options for modernising the program and allocated \$30,000 to undertake initial investigations into the option for bike share in Adelaide including feasibility of introducing a public bike share scheme. A report is expected in August 2016.

- 4.51. The Adelaide City Council noted the following benefits, issues and challenges:

Benefits

- Free for users, regardless of length of hire.
- Users interact with a person at the point of hire, providing a helmet, map and information.
- Use of volunteers helps to build partnerships within the community.
- Bikes can be easily moved if a bike hire location is not successful.
- Relatively low cost to run the scheme.

Issues and Challenges

- Accessibility for customers - hirers need to leave ID as well as fill in a paper form; same location pick up and drop off; limited to opening times of hire location; overnight costs should they miss the drop-off time.
- Scheme operation – low number of bikes available at each location due to limited space to securely store; on-street visibility of scheme is limited due to majority of bikes being located inside premises; bikes are not designed for heavy wear; maintenance is being undertaken by volunteers and no systematic approach.
- Host organisations are not paid so there is little incentive to ensure that helmets are cleaned, faults are reported and a high level of customer service provided.

Sydney City Council – Randwick City Council – Inner West Council

- 4.52. In 2007 the City of Sydney completed preliminary research to identify the demand and use of a bicycle hire system. Key findings indicated strong public support for the establishment of such a system with a high numbers of potential users. The implementation of a public bicycle hire system was however deferred until a safe riding environment had been achieved. With a number of cycleway projects now complete and underway further investigations have commenced.
- 4.53. The Sydney City Council in conjunction with Randwick City Council and Inner West Council have begun assessing potential options for a bikeshare system in higher density inner Sydney. This assessment includes case studies of six cities, feasibility including trip analysis and market research to determine the likelihood of use and recommendations noting the pros, cons and risks for operational issues such as:
- Benefits and opportunities of a bikeshare scheme in inner Sydney;
 - Best practice key performance indicators for bike share contracts;

- Integration into the public transport network, both physically and digitally;
- Program geographical size, boundaries and phasing plan;
- Docking station placement principles, density and footprint;
- Redistribution strategies and constraints;
- Different bikeshare systems, bikes, docking stations, technologies and IT systems;
- User signup, payment processes, pricing structure and access to system information;
- Helmet requirements and methods of provision;
- Available bicycle infrastructure and traffic safety measures;
- Funding models, revenue sources and likely range of initial and ongoing costs and revenues;
- Governance, procurement, contract management and cost and revenue sharing models; and
- Other operational constraints and parameters.

4.54. The completion of the feasibility report is due in August 2016.

Helmet use and bikeshare

- 4.55. Helmet requirements represent an additional system cost and a significant potential barrier to bikeshare use.
- 4.56. In jurisdictions in which helmet use is voluntary, research indicates that bikeshare users are less likely to wear a helmet than a private bike rider in the same city.
- 4.57. Mandatory helmet legislation has been implicated in the significantly lower usage levels such as Melbourne and Brisbane than other cities.
- 4.58. For those that ride regularly, the requirement to carry a helmet has been shown to have a negative effect on bikeshare.
- 4.59. Some studies suggest increasing immediate access to helmets at the point of departure may help to reduce the barrier presented by mandatory helmet legislation.
- 4.60. Members of both the Melbourne Bike Share and CityCycle reported using bikeshare less due to mandatory helmet legislation.
- 4.61. The helmet debate has seen suggestions such as an exemption to the requirement to wear a helmet for CBD and inner city zones, along with a decrease in traffic speed suggesting a possible increase in spontaneous riders, making it a little quicker and more fun to get around.

- 4.62. In late 2013, the lower than expected usage of CityCycle prompted a Queensland inquiry to recommend a 24 month trial which exempted cyclist aged 16 years and over from the mandatory helmet road rule when riding in parks, on footpaths and shared/cycle paths and on roads with a speed limit of 60 km/hr or less. The recommendation was not adopted. (Queensland Parliamentary committee, 2013, P. Xvii, <http://www.cycle-helmets.com/bike-hire-schemes.html> and Fishman 2016).

The proposition of the City of Hobart developing a bikeshare scheme

- 4.63. In view of the above information, the proposition of the City of Hobart developing a rental bike service requires further analysis and investigation initially to consider the elements that may determine the success of a bikeshare scheme and to further determine the potential demand and size of a scheme.
- 4.64. Factors for consideration that may determine the success of a bikeshare scheme include:
- Density of bikes and stations;
 - Density of population, employment, education and activities;
 - Pricing, access, operating hours and marketing;
 - Cycling specific infrastructure and regulation of vehicles;
 - Car ownership levels;
 - The demography of the population;
 - Historical cycling culture;
 - Level of public transport supply; and
 - Climate and topography.

Stakeholder Engagement

- 4.65. The City of Hobart has working relationships with various cycling stakeholders who meet regularly through the Hobart Bicycle Advisory Committee.
- 4.66. The Hobart Bicycle Advisory Committee provide an advisory, reference and support role to the Council on bike riding issues of relevance to the City of Hobart.
- 4.67. The Hobart Bicycle Advisory Committee were consulted on the prospect of the City of Hobart developing a bikeshare scheme and provided the following feedback:
- There is potential for a bikeshare scheme in providing a service in linking the Hobart outer suburbs, the CBD and the waterfront. An opportunity may exist in providing short trips for example:

- The city to South Hobart, North Hobart and West Hobart; and/or
 - The city to Sullivans Cove, Salamanca and Macquarie Point.
- Hobart's one way street system can make it difficult for bike riders to pass through, one example given was on Liverpool Street where many bike riders jump off their bike and walk.
 - Consideration should be given to electric bikes so as to provide a pleasant ride and navigate the hilly areas of Hobart.
 - Defining the bikeshare user market is an important step in planning for a potential service.
 - The current cycling infrastructure may not support the successful take up of a bikeshare scheme.
 - Students and staff of UTAS may also benefit from a bikeshare system and an opportunity may exist in providing linkages between campuses, accommodation and other services.
- 4.68. Further consultation with UTAS indicated an interest in exploring both a study partnership in relation to bikeshare and the potential in a pilot bikeshare system for university students and staff with the view of integrating with the CBD.
- 4.69. The UTAS Sustainable Transport Strategy 2012 notes:
- Objective One: Maximise access to the university by healthy and sustainable transport options. The strategies associated with this improvement objective to guide implementation plans and actions are:
 - Provide and enhance walking, bicycling and motorcycle/scooter infrastructure (including end of trip facilities, cycle routes, safe and direct pedestrian routes).
 - Work with public transport providers to enhance public transport services to university facilities (including bus shelters, bus service information, Wi-Fi, ticketing, bus route planning, bike user access, and new public transport modes in target corridors).
 - Objective Two: Reduce the incidence of single occupant vehicle use and unnecessary travel. The strategies associated with this improvement objective to guide implementation plans and actions are:
 - Encourage students and staff to consider sharing vehicles or choosing non-car options for short trips.
 - Create an environment where more efficient travel is considered.
- 4.70. Given the research to date it would seem that a partnership with UTAS would offer a strong opportunity for a study and pilot project with the

aim of linking the UTAS campuses of Sandy Bay, Queens Domain, Medical Science 1 and 2 buildings, the new accommodation building in Melville Street and the new Performing Arts Centre in Campbell Street all with the CBD.

Bikeshare costs

- 4.71. Establishing a realistic understanding of the capital and annual operating costs associated with a bikeshare scheme can be difficult as each scheme can vary greatly, depending on bicycle, stations, populations, density, area and fleet size.
- 4.72. Dr Elliot Fishman, Director, Institute for Sensible Transport, provided the following indication of costs:
- For high quality bikes that have electric assist capabilities along with the associated docking - \$9,000-\$10,000 per bike.
 - Operating costs, which generally includes maintenance, distribution, staff, insurance, office space, storage facilities, website hosting and maintenance and electricity (if necessary) - around \$2,000 per bike per year.
- 4.73. Based on the above estimates the capital cost for a bikeshare scheme with a fleet of 40 bikes in Hobart would be in the \$360,000 – \$400,000 range.
- 4.74. Officers have also made contact with a variety of bikeshare providers and system suppliers to better understand the costs involved with the implementation and maintenance of a bikeshare scheme.
- 4.75. To date one operator, Nextbike New Zealand Ltd., have provided a product catalogue and indicative prices. These have been circulated to Aldermen under separate cover.
- 4.76. The Nextbike system started in 2004, in Germany, and currently manages 30,000 bikes in 18 countries.
- 4.77. It is also noted that sponsorship is a revenue option, as has been the case with the Brisbane City Council. However this can also result in conflict as to the best placing of bikes for the benefit of users as opposed to the best place for the sponsor.

Infrastructure

- 4.78. Concerns have been raised by local commercial business around current cycling infrastructure.
- 4.79. Consideration of cycling specific infrastructure such as:
- improving bikeway connections between districts;

- providing a network of comfortable bike routes within bike share districts; and
 - exploiting opportunities for linking transit trips with bikeshare trips, may determine the success of a bikeshare scheme.
- 4.80. Further concerns were raised in relation to the prominent location of bikeshare stations and possible unfair advantage this may have on local commercial operators.

5. Proposal and Implementation

- 5.1. Private bicycle hire and bicycle tour operators currently cater for the following markets:
- 5.1.1. Tourism – short-term adventure
 - 5.1.2. Mountain bike / adventure
 - 5.1.3. High-end road bikes
 - 5.1.4. Longer-term touring, with a sub section including e-bikes
- 5.2. It is noted that bikeshare schemes are generally priced for short trips and therefore no competition for commercial markets as longer trips on a bikeshare scheme becomes expensive.
- 5.3. A bikeshare scheme could provide a service in linking the Hobart outer suburbs, the CBD and the waterfront. An opportunity may exist in providing short trips, for example:
- 5.3.1. The city to South Hobart, North Hobart and West Hobart and/or;
 - 5.3.2. The city to Sullivans Cove, Salamanca and Macquarie Point.
- 5.4. It should be noted that the introduction of a Council endorsed bikeshare scheme would cause some apprehension with at least one private operator.
- 5.5. Given the set up costs for the project could be substantial and the project is not in the City of Hobart's 10 year capital works program, the Council needs to make threshold decision as to whether it is prepared to consider the project further.
- 5.6. If the Council does wish to proceed with further investigation into a bikeshare scheme it is proposed that this should be done in partnership with UTAS as this would seem to have the strongest chance of success.

6. Strategic Planning and Policy Considerations

- 6.1. Initiatives such as bikeshare schemes provide useful, sustainable transport solutions aligning with the Capital City Strategic Plan 2015-2025 Goals 1, 3 and 4 as below:
 - 6.1.1. Goal 1 - Economic Development, Vibrancy and Culture
City growth, vibrancy and culture comes when everyone participates in city life
 - 1.1 Partnerships with Government, the education sector and business create city growth
 - 1.3 Vibrant city centre and suburban precincts
 - 1.4 An enriched visitor experience
 - 6.1.2. Goal 3 – Environment and Natural Resources
An ecologically sustainable city maintains its unique character and values our natural resources
 - 3.1 Increased resilience to climate change
 - 3.2 Strong environmental stewardship
 - 3.3 A highly valued natural and cultural open space network
 - 3.4 Leadership in environmental performance with the efficient use of natural resources
 - 6.1.3. Goal 4 – Strong, Safe and Healthy Communities
Our communities are resilient, safe and enjoy healthy lifestyles
 - 4.1 Community connectedness and participation realises the cultural and social potential of the community
 - 4.2 City facilities, infrastructure and open spaces support healthy lifestyles
- 6.2. Relevant Policy:
 - 6.2.1. Climate Change Adaptation.
 - 6.2.2. Cycleways.
- 6.3. Other relevant HCC Strategies:
 - 6.3.1. Sustainable Transport Strategy 2009 – 2014.
 - 6.3.2. City of Hobart Social Inclusion.

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. This project is not in the Council's 10 year capital works program.
 - 7.1.2. There is a significant financial outlay that averages out to approximately \$10,000 per bike.
 - 7.1.3. Research has indicated that 40-50 bikes a reasonable starting number, which is an initial project outlay estimated to be \$400,000-\$500,000.
- 7.2. Impact on Future Years' Financial Result
 - 7.2.1. As for 7.1 above.
- 7.3. Asset Related Implications
 - 7.3.1. As for 7.1 above.

8. Legal, Risk and Legislative Considerations

- 8.1. Should the Council wish to proceed with a bikeshare scheme the legal, risk and legislative requirements, in particular the terms of insurance and liability, would need further consideration.

9. Environmental Considerations

- 9.1. Bikeshare schemes provide an environmentally sustainable form of transport, promote cycling and offer the community economic benefits such as lower emissions and a decrease in traffic congestion.

10. Social and Customer Considerations

- 10.1. The City of Hobart Social Inclusion Strategy 2014-2019 refers to cycling as 'active travel'. Active travel is an approach to travel and transport that focuses on physical activity such as walking and cycling as opposed to motorised means. Active travel can improve liveability in cities by improving health and wellbeing and reducing traffic congestion.
- 10.2. The aim of the City of Hobart's Social Inclusion Strategy is that Hobart becomes a more socially inclusive city. The Strategy groups the City of Hobart's actions under areas of activity. Bikeshare schemes primarily support the following two areas of activity:
 - 10.2.1. Effective Transport
Supporting connected transport networks that enable people to be part of community life; and
 - 10.2.2. Health and Wellbeing
Encouraging healthy connected lifestyles.

11. Marketing and Media

- 11.1. Marketing and media requirements will arise depending on which decision the Council makes, however given there is still considerable work to be undertaken even if the Council wishes to continue the opportunity for publicity may be limited.

12. Community and Stakeholder Engagement

- 12.1. Officers have made contact with a number of cities with bikeshare schemes or those that are currently considering a scheme similar to bikeshare, including:

12.1.1. Brisbane City Council

12.1.2. City of Adelaide

12.1.3. City of Sydney

12.1.4. City of Melbourne

12.1.5. Public Transport Victoria

- 12.2. Furthermore officers have consulted:

12.2.1. Dr Elliot Fishman (Director, Institute for Sensible Transport)

12.2.2. The Hobart Bicycle Advisory Committee

12.2.3. The Sustainability Manager (University of Tasmania)

12.2.4. Local commercial operators

- 12.3. To better understand the issues, costs and technology involved in implementing and maintain a public bikeshare scheme officers also reviewed the following published reports listed below:

- Bikeshare: A Review of Recent Literature, Transport Review, 36:1, 92-113, Fishman (2016).
- Barriers to bikesharing an analysis from Melbourne and Brisbane, Journal of Transport Geography, Fishman, Washington, Haworth & Mazzer (2014).
- Bike-sharing: History, Impacts, Models of Provision, and Future. Demaió (2009).

13. Delegation

- 13.1. The matter is one for the Council.

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Tim Short
**GROUP MANAGER EXECUTIVE &
ECONOMIC DEVELOPMENT**

Date: 19 August 2016
File Reference: F16/91696; 13-1-9; 37-1-1

Attachment A: Memorandum of the Group Manager Executive and Economic Development of 17 August 2016 and attachment. (Under separate cover) (Confidential)