

Unleashing the power of community-led e-bike libraries

Szening Ooi, Principal Advisor - Urban Mobility, NZTA

Myrthe Braam, Project Manager, EcoMatters



Te Kaitiaki
Kāwanatanga o Aotearoa
New Zealand Government

Programme overview

- NZTA is delivering an **e-bike library pilot programme**
- 4 locations: Auckland, Rotorua, Gisborne, Wellington
- Partnering with community groups, marae, councils and government agencies
- Funded through the National Land Transport Programme 2021-24



Why e-bikes?



Good for health

Substantially increases physical activity levels

Good for the wallet

Very low running cost - 13 cents to fully charge battery

Good for access

Expands 'cyclable' catchment from 5km to 15km

Good for decongestion

More efficient use of existing transport networks

Makes active transport a more realistic option

Could replace around 20% of car trips



What is an e-bike library?

- A place for people to borrow e-bikes or cargo bikes
- Longer timeframe helps people test if e-bikes suit their everyday transport needs
- Many cities globally are introducing e-bike libraries to speed up e-bike adoption
- Canberra e-bike library saw 39% of borrowers buying their own e-bike within 12 months



The Canberra Electric Bike Library

Operated by SEE Change and Switched on Cycles, and supported by the ACT Government



NZ Transport Agency



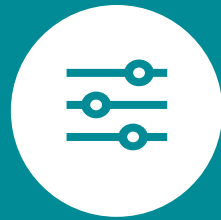
Programme objectives



Build
evidence base
in a New
Zealand
context



Share
knowledge
and build
sector
awareness



Investigate
options for
supporting
equitable
access to e-
bikes



Pilot location selection criteria



Enthusiastic local partner



Some bike culture / people interested in e-bikes



Accessible to cycle network



Target audience:

- Local residents, commuters, parents
- People thinking of getting their own e-bike
- People affected by rising transport costs and unreliable transport options



GO E-bike Loans

A partnership between EcoMatters and NZTA

- Community-based not-for-profit
- Network of bike hubs across Auckland
- Two locations selected for e-bike library pilot

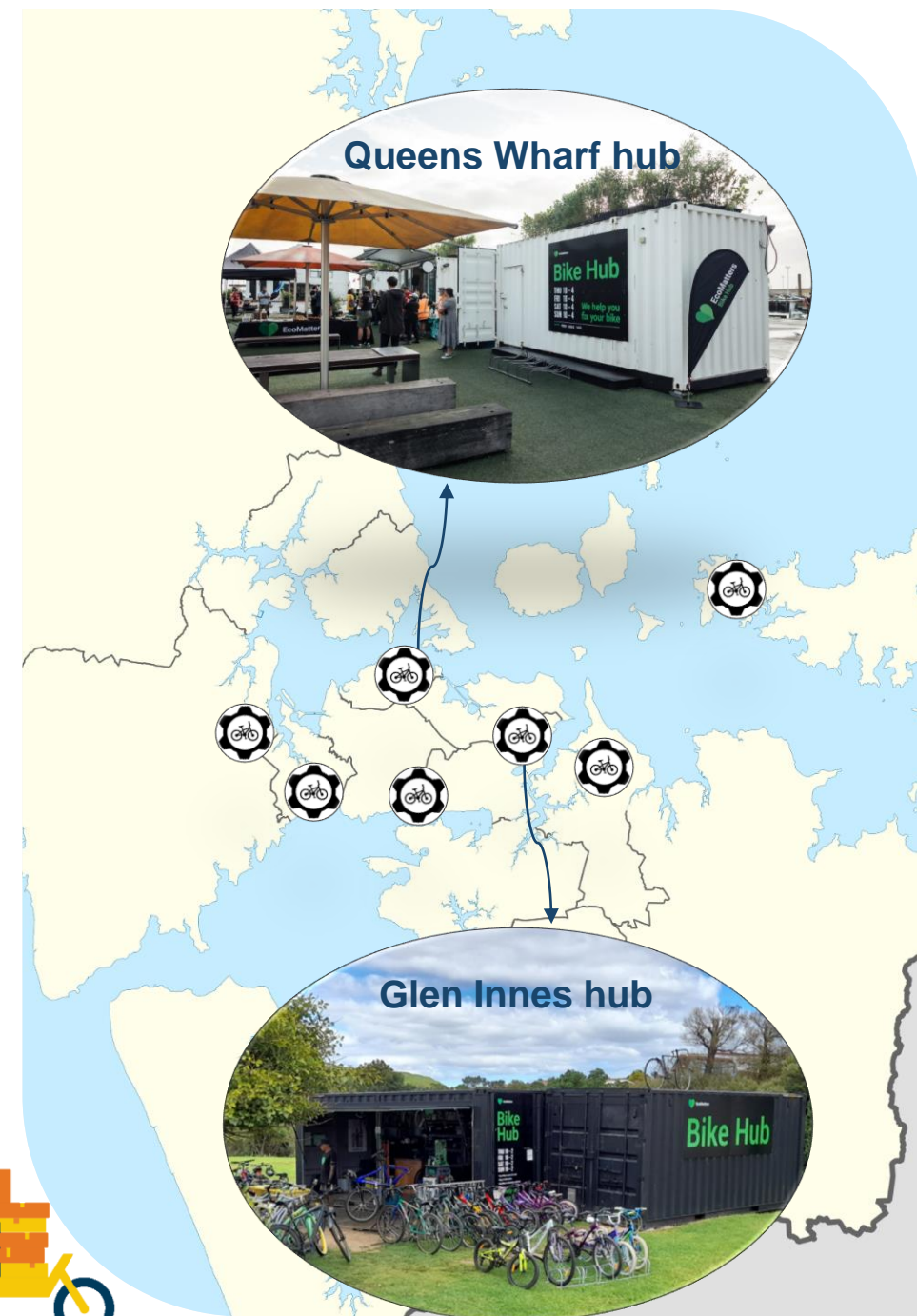


Pilot objectives:

- Test demand for 'try before you buy' library model in NZ context
- Understand how an e-bike library can support purchase decisions
- Understand residual barriers to e-bike access



NZ Transport Agency



How does the library work

- **Trial period:** September 2023 – June 2024
- **Model:** Two-week loan with refundable deposit
- **Bikes:** 16 bikes, five different models
- **Accessories:** Helmets, pannier bags, child seats
- **Wrap around support:** Regular maintenance and full insurance cover
- **Monitoring & evaluation:** GPS tracking and pre-loan and post-loan surveys to track impact



High-level snapshot

What we've achieved in the last 6 months



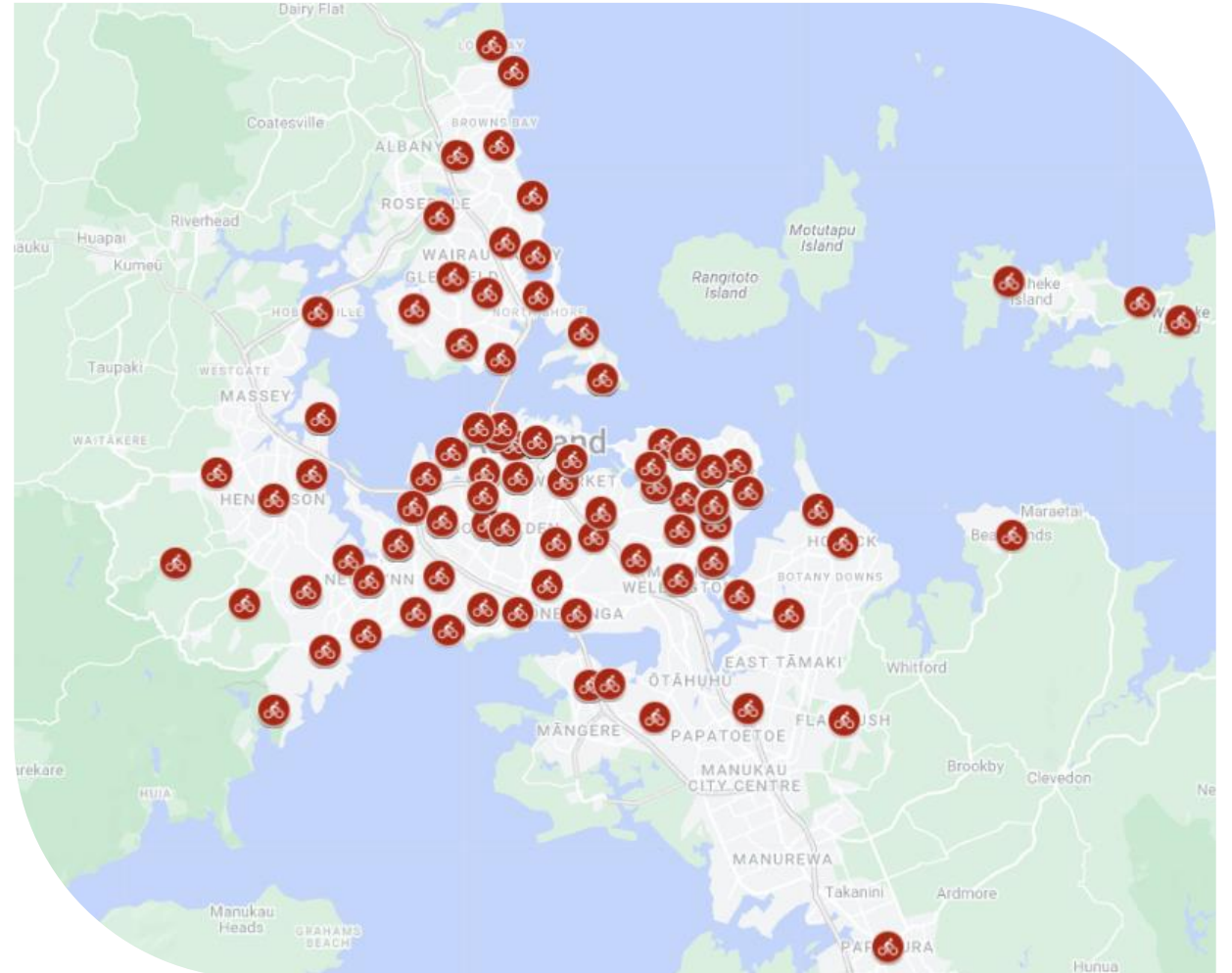
300+ sign ups



140+ loans completed



99% satisfaction rate



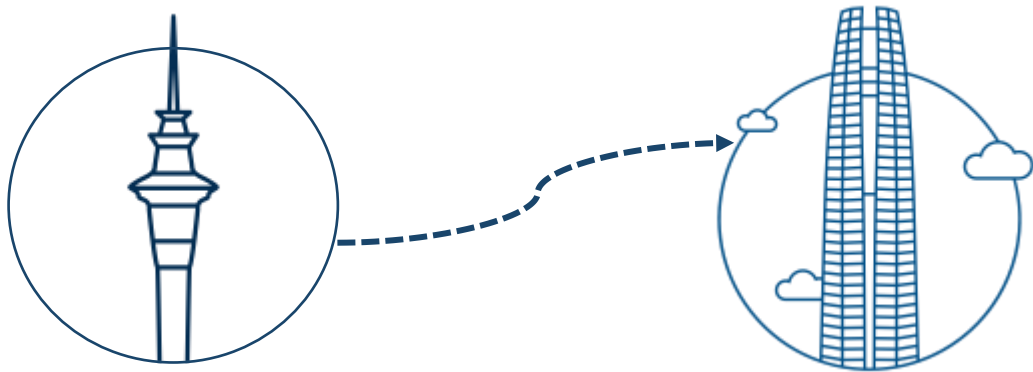
High-level snapshot

What we've achieved in the last 6 months



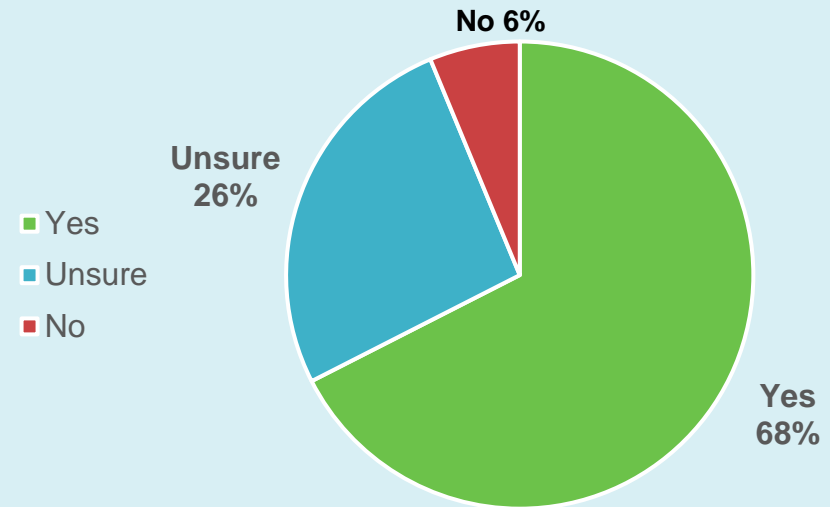
720 rides made

9,974 km ridden in total – that's as far as Auckland to **Santiago, Chile!**



NZ Transport Agency

Do you see yourself buying an e-bike in the future?



31%* of people have bought their own e-bike
44%* said they haven't yet but still wanted to
*Out of 16 responses to our 3 month follow up



Support requested

What people have said would help them cycle more

→ **Most common responses** ←



More safe and separated cycle lanes



Subsidies / discounts / more affordable bike models



Secure bike parking



Maintenance support and riding tips



More opportunities to trial different bikes



Driver education

What have people said

Opportunity to 'try before you buy'

"Loved the freedom it gave me to move around quickly and carry all my gear and child. Helped me confirm that I definitely want to buy one."

"I had been in the market for an e-bike, but was struggling to make the rather sizeable investment, wondering if I'd commit to the commute long-term. A two-week trial period was ample time to see how often I would make use of the alternative travel option!"

"After using your loan e-bike, I decided to purchase a new e-bike which I have already and it is great. Commute every day to work with it."



What have people said

Replacing car trips and increasing access

“Previously we needed to use the car for most of our local journeys but with the cargo bike everyone can travel together quite easily for trips to the beach, playgrounds, shop, school run and visiting friends. The e-bike also made getting places super easy, with limited effort.”

“We took about 10 trips we wouldn't have taken over the two weeks, and had many fun adventures exploring our neighbourhood and places we previously would definitely have taken the car, if at all.”

“My god, it really helped with the daycare drop off then the travel to work juggle! I had two weeks of bliss. Now my mornings are SO FULL ON AGAIN.”



What have people said

Fun and freedom

"We should've done this ages ago! There was such a feeling of freedom being able to choose not to take the car. We didn't want the fun to stop."

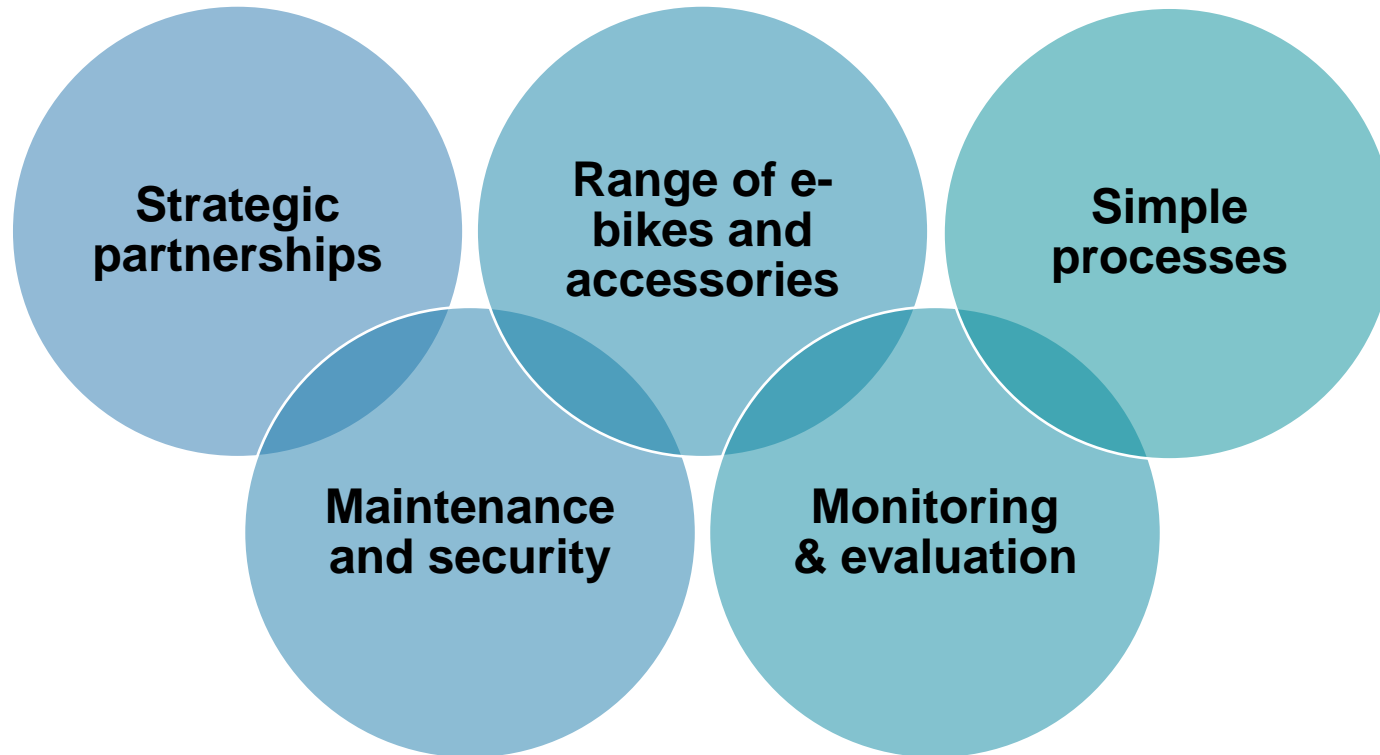
"We loved seeing how much my 6-year-old boy and 1-year-old daughter enjoyed it. It really lifted their mood every time we used it. We also made heaps of wonderful memories with the family."

"It made me realise how fun they are and how cycling can help mental health and attitudes. However, the cost for me is still a factor."



Reflections on journey

Ingredients for a successful e-bike library pilot



Do, Learn, Do



Next steps

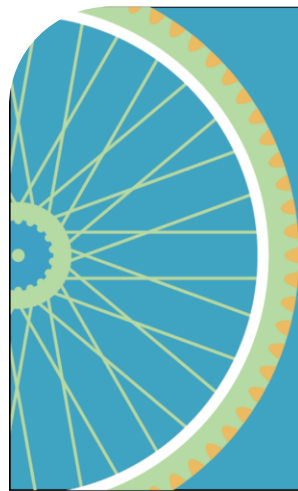
What we will be doing over the next few months and beyond

Early to mid 2024

Collect data & build
evidence base

Early to late 2024

Share findings & stories
with sector



Keep the Wheels Spinning

E-Bike Symposium

20th March 2024 9.00am - 2.30pm
Sustainability Trust Wellington

