



What's the buzz about E Bikes

13 November 2018



Tauranga City

Our Vision

- An **innovative city** full of opportunity
- A city with **heart and soul**
- A city of **great spaces, places and environments**
- A city for **people moving around safely**
- Our goal is to provide safe connections to help people get to where they want to go



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Why Cycling

- Cycling is now the fastest growing mode of transport in cities and towns across New Zealand
- Congestion
- Safety
- Health and wellbeing



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Drivers of Change

- Need to future proof the city's transport network to make it easier to move around with less reliance on cars
- Staff travel survey results indicated a desire for change
- Impending office move to an area with limited parking options




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Enablers for Change

- Executive Leadership Team recognised to motivate staff they needed to support a change programme
- Sufficient end of trip facilities were needed to support change
- Around the coffee machine conversation
 - e-bike initiative took flight



How we made it happen

- The Executive Leadership Team supported a bulk purchasing deal
 - included introducing e-bikes to the TCC *vehicle* fleet
 - Tiered discount structure based on volume
 - Tax implications investigated
 - Loan cap per person of \$2000
 - Individual staff loan agreements
 - Interest neutral
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How we made it happen

- Gauge the level of interest
 - 'Test before you Buy'



- Goal 20 – 25 staff take up the 'loan to buy'



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How we made it happen

- Communication plan developed
- E-bike supplier offered
 - 'overnight try'
 - personalised 'bike to fit' service



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Buzz = Success

- Staff enthusiasm for change
- 52 staff purchased e-bikes (80 e-bikes)
- 80% of those staff drove cars to work
- The majority of those staff use their e-bikes for commuting to work
- 20% of TCC staff regularly bike to work
- 60% of TCC staff don't use a car
- Wellbeing continues to improve



Keys to Success

- 'Trial an e-bike' day
- Quality end of trip facilities
- Expert advice on bike choices
- In-house e-bike training
- Easy loan payment options
- Senior management support
- E-bikes included in Council's fleet
- 16 week staff challenge



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What's happening now

- Ripple effect
- Interest continues to grow
- Other organisations are embracing the initiative
- A sequel is in the pipeline





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