A Successful Public-Private Partnership

Spokesperson for YouBike
CEO of Cycling Lifestyle Foundation  
Vicky Yang
YouBike’s Accomplishments
Taipei City Plan

2009/3/11~
Pilot Project
Xin Yi District – 11 stations, 500 bikes

2012/8/30~2012/11/30
First Trial
5 Districts – 41 stations, 960 bikes (incl. Xin Yi)

2012/12/1~2014/7/31
City Plan
12 Districts – 163 stations, 5350 bikes

2014/7/28~2014/12/31
Expansion – 196 stations, 6406 bikes

2015/10~2016/3
Expansion – 256 stations, 8400 bikes

2017/06
348 stations
11,422 bikes
Convenience and Aesthetics
Eco-Friendly Urban Environment

Separating Bicycles and Pedestrians

Construct Bicycle Lanes
Expansion Abroad

> 1700 stations
> 50000 bikes
YouBike Usage and Popularity

- 2016 August >100,000,000 rides
- Record Turnover Rate: 15
- Average Turnover Rate: 8
- >60,918 social media posts
Evolution of YouBike
Public Private Partnership

「The most successful 3rd generation of Sharing Bike System in the World」

— ECF President, Mr. Manfred Neun
Public Private Partnership

- BOT contract = citizens’ bikes

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<th>TAIPEI</th>
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Taipei City Target:

By 2020:
70% Green Transportation
12% Cycling
PUBLIC

Budget and project

✓ Urban Planning
✓ Green Transportation
✓ Infrastructure
✓ Bike system
YouBike Features

Subsystem Of Public Transportation
Easy Access Convenience

Robust Service
Comfortable & Safe Bike
YouBike Features

Subsystem of Public Transportation
YouBike Features

Easy Access & Convenience

 ✓ Mobile Phone no. + card
 ✓ Zero deposit
 ✓ Registration in 2 minutes
 ✓ Single rental
 ✓ Robust app
Robust Service: consistently available, reliable, and safe

• 24H redistribution service: consistently available bikes

• Proactive maintenance: reliable and safe bikes
Comfortable & Safe Bike

Made by GIANT, the leading global bicycle manufacturer

Smile and enjoy the ride!
Value of Sharing

System
- Last-mile service
  - Reliable
  - Safe Ride

Citizen
- Healthy
  - Recreation
  - Low-emission

City
- Beautify
  - Well-maintained
  - Improved Aesthetics

Sustainability