

A Successful Public-Private Partnership



Spokesperson for YouBike
CEO of Cycling Lifestyle Foundation

Vicky Yang



www.YouBike.com



YouBike's Accomplishments



Taipei City Plan



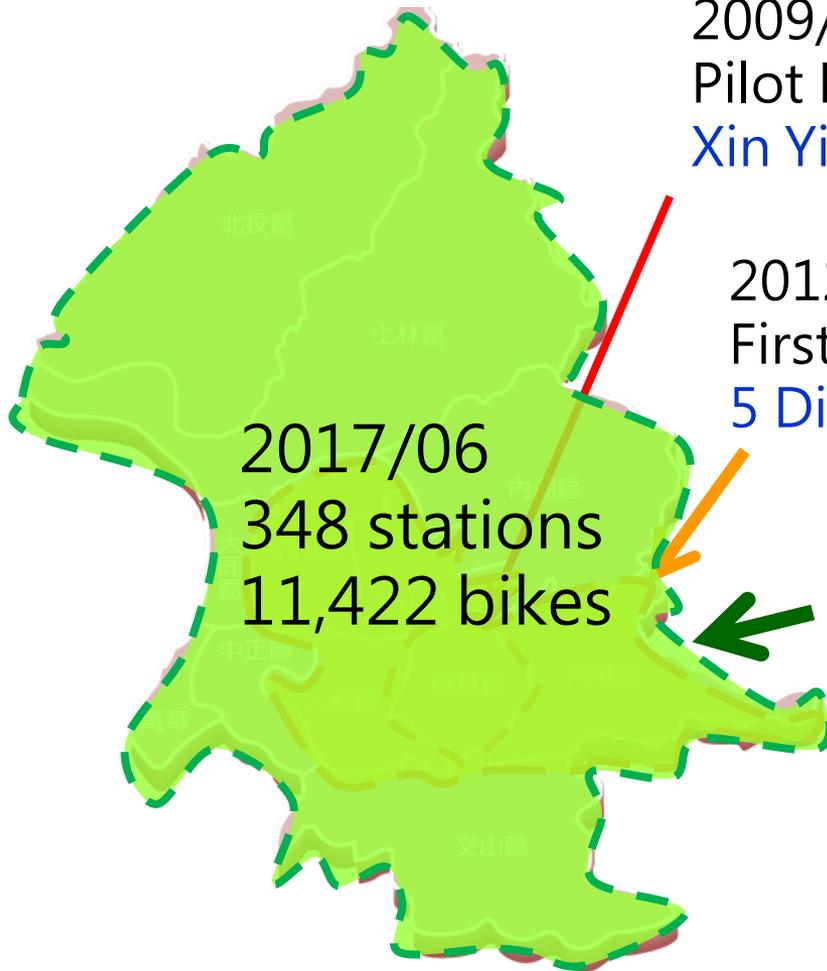
2009/3/11~
Pilot Project
Xin Yi District – 11 stations, 500 bikes

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



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



♥ 130 個讚
feather428 #台北101 #Ubike
第一次騎Ubike!!!
slientorz 好玩嗎? 我還沒騎過呢

♥ 26 個讚
huichien315 真是韓真的完全收服韓國人的實地 陪走一天 super tired 但還是睡不著 hope them really enjoy the time in #taipei#taiwan #taipei101 #ubike

♥ 14 個讚
heychaiyu #Ubike #bali #young
laizhengtao 🍷🍷 @sissiclaity

Evolution of YouBike



Public Private Partnership

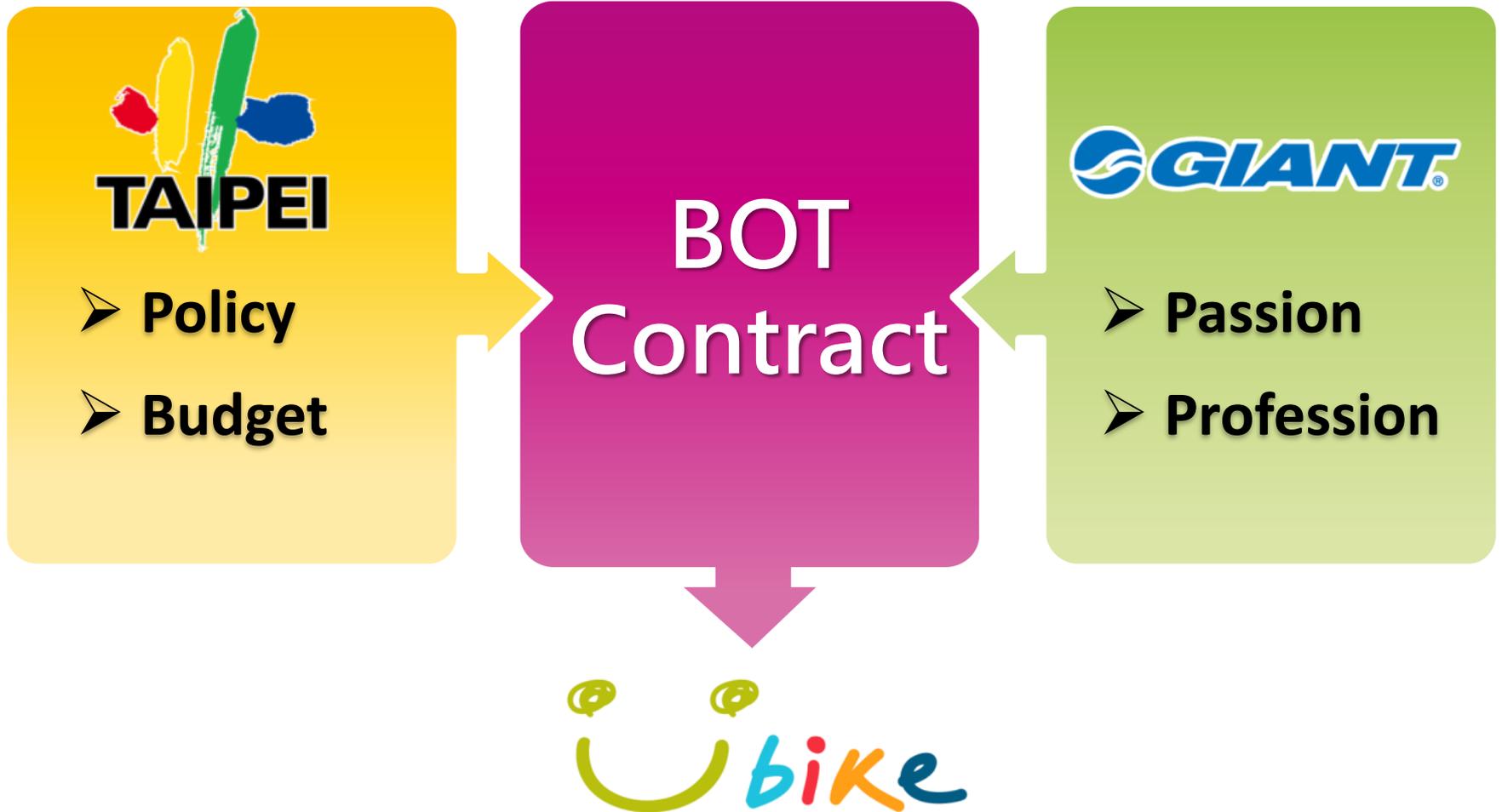


「The most successful 3rd generation of Sharing Bike System in the World」

— ECF President, Mr. Manfred Neun

Public Private Partnership

➤ BOT contract = citizens' bikes



PUBLIC

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

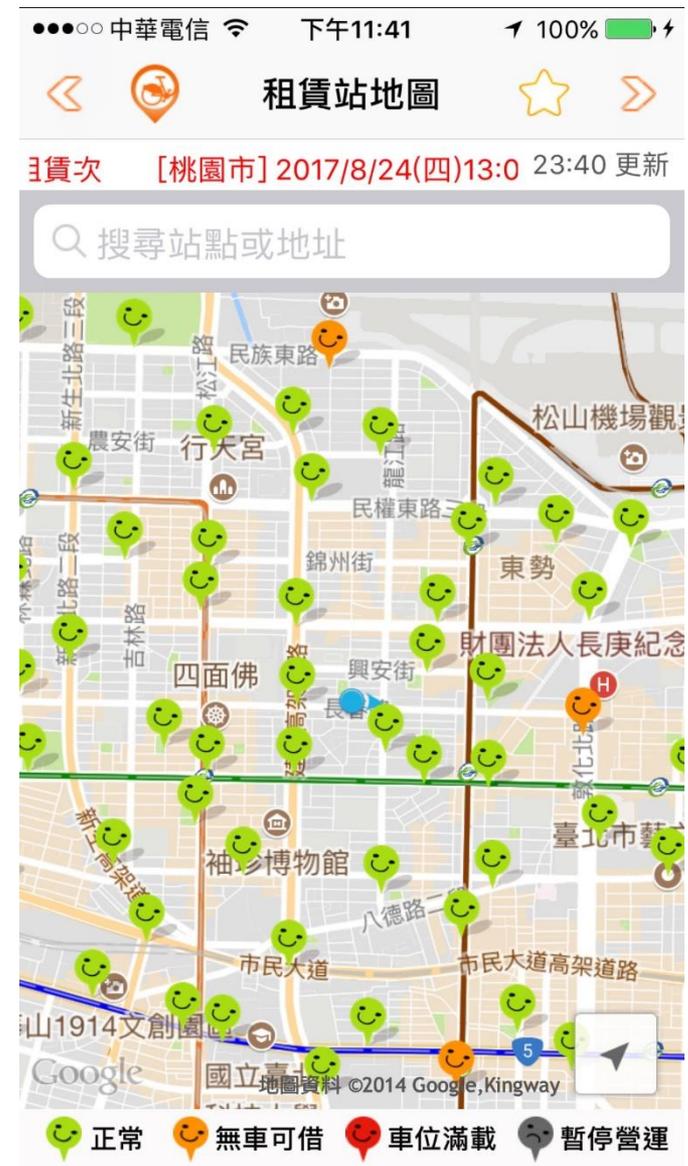
➔ Easy Access & Convenience



+



- ✓ Mobile Phone no. + card
- ✓ Zero deposit
- ✓ Registration in 2 minutes
- ✓ Single rental
- ✓ Robust app



PRIVATE

- **Robust Service: consistently available, reliable, and safe**
 - **24H redistribution service: consistently available bikes**



- **Proactive maintenance: reliable and safe bikes**



PRIVATE

➤ Comfortable & Safe Bike

Made by GIANT, the leading global bicycle manufacturer

Comfortable

Safe

Considerate



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

