



Enhancing non-motorized mobility in ROK
Public Bike Sharing System

Current status of Korea's public bike sharing system

Korean government's
public bike sharing system policy promotion

Expansion plan of public bicycle facilities
through private sector investment (2007)

Introduction of the bicycle sharing pilot project : just like Paris' "Velib"

- ① **Central Government** : select operating enterprise
- ② **Local government authorities (4 candidate cities)** : propose facilities scale
- ③ **Selected enterprise** : responsible of the general operation management in return of profit

☞ The public bike sharing system not suitable for BTL application,
the candidate cities of pilot project were to autonomously promote
the project (March, 2008)

☞ Only Changwon City decides to promote the project autonomously

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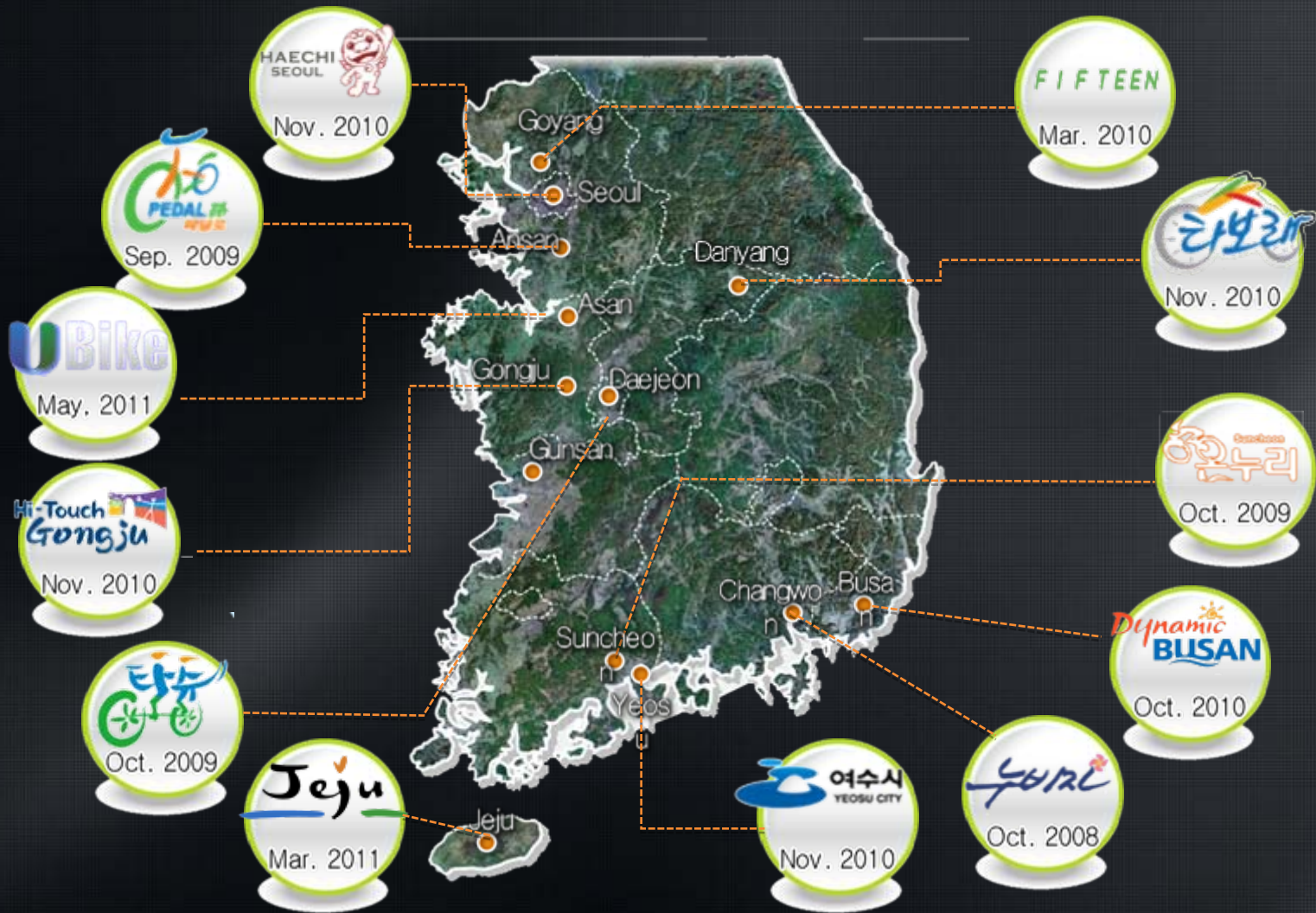
National Bicycle Policy Masterplan (2010)

Objective : provide public bicycles in the city

- ① Development and diffusion of public bicycle standard management system
 - Set technical standard (KS) for system compatibility
 - Disseminate standard operation system management manual
- ② Secure public bicycle facilities
 - Bike stations and service centers for repair and maintenance
 - Propose Central Information Center
- ③ Development and supply of leisure type public bicycles
 - Implement leisure type public bicycles in tourist attraction spots



Current status of Korea's public bike sharing system



Current status of Korea's public bike sharing system

Public bike sharing system in major cities

NUBIJA
Changwon



240 station

4,500 bike

TASHU
Daejeon



115 station

1,000 bike

FIFTEEN
Goyang



125 station

3,000 bike

Introduction to Changwon City

Grew as a role model for local development in Korea

Changwon City - grew as a role model for local development

Medium-sized Industrial Complex City(1980)



Population : 0.11 million
Budget : 2.4 million dollars
Total area : 296.45km²
Company : 76
Export : 0.3 billion dollars

33
years
later

World class city(2013)



Population : 1.09 million
Budget : 2.1 billion dollars
Total area : 745.33km²
Company : 4,013
Export : 31.1 billion dollars
※ Accounts for 5.6% of Korea's overall export revenue.

Major Companies



Nubija, a public bicycle program

Implementation Background

- Use of bicycle as transportation means is low.
- Purchase of private bicycles, management and theft prevention need to be improved.
- Best practices in public bicycles usage abroad including Velib in France
- ▶ **Solutions to tackle inconvenience of bike riding through an analysis**

Policy Direction

- Policy paradigm shift from private to public bicycles
- Easy access to everyone
- Application of ubiquitous technology for unmanned management
- ▶ **Develop public bicycle system suited for Changwon**



bicycle program



Plan

2008-2013

(opened on October 22, 2008)

10 terminals, 6000 bicycles

Public bicycle system



1000

1000 bicycles

Public Bicycle Racing Corporation

(Government)

Membership, free one day use



1000 won/month, 1000 won/day

1000 won/day



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