


08 September 2023



Tēnā koe 

I refer to your email/letter dated 1 August 2023, requesting the following under the Official Information Act 1982 (the Act):

“Can I please have any briefings containing advice, including costings, on incentivising e-bike uptake, or increasing accessibility to e-bikes.”

Five documents fall within the scope of your request and are detailed in the document schedule attached as Annex 1. The schedule outlines how the documents you requested have been treated under the Act.

Certain information is withheld under the following sections of the Act:

- | | |
|-------------|--|
| 9(2)(a) | to protect the privacy of natural persons |
| 9(2)(f)(iv) | to maintain the constitutional conventions for the time being which protect the confidentiality of advice tendered by Ministers of the Crown and officials |

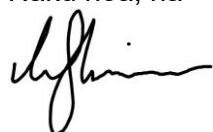
With regard to the information that has been withheld under section 9 of the Act, I am satisfied that the reasons for withholding the information at this time are not outweighed by public interest considerations that would make it desirable to make the information available.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman’s website www.ombudsman.parliament.nz

The information withheld, under section 9(2)(f)(iv), will be proactively released in due course.

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā



Matt Skinner
Manager - Environment & Emissions Policy Design

Annex 1: Information within scope of the request

| Doc# | Date | Document | Decision on release |
|------|------------|---|--|
| 1 | 15/06/2018 | Briefing OC180045: Ideas to enhance the Electric Vehicles Programme, and increase uptake of e-bikes | Released with out of scope information withheld and phone numbers withheld under Section 9(2)(a). |
| 2 | 4/4/2022 | Briefing OC220216: OPTIONS FOR PROGRESSING AN E-BIKE SCHEME | Released with some information withheld under 9(2)(f)(iv) and phone numbers withheld under Section 9(2)(a). Annex 1 has been made publicly available here: www.nzta.govt.nz/resources/research/reports/678 |
| 3 | 11/4/2022 | Briefing OC220227: MEETING WITH CLEVE CAMERON, BIG STREET BIKERS | Released in full but with phone numbers withheld under Section 9(2)(a). |
| 4 | 1/8/2022 | Briefing OC220638: MEETING WITH CLEVE CAMERON, BIG STREET BIKERS | Released in full but with phone numbers withheld under Section 9(2)(a). |
| 5 | 17/10/2022 | Briefing OC220809: Title Withheld | Released with some information withheld under 9(2)(f)(iv) and phone numbers withheld under Section 9(2)(a). |

Ideas to enhance the Electric Vehicles Programme, and increase uptake of e-bikes

| | |
|---------------------------------|---|
| Reason for this briefing | To provide you with ideas to enhance New Zealand's Electric Vehicles Programme, and to increase the uptake of e-bikes. These ideas are for your consideration, and for discussion with your Ministerial colleagues and with the Electric Vehicles Programme Leadership Group. |
| Action required | Agree to forward this briefing to the Minister of Energy and Resources, the Minister for Climate Change, the Minister of Economic Development, and the Minister of Revenue. |
| Deadline | 21 March 2018. |
| Reason for deadline | To enable your consideration before the Electric Vehicles Programme Leadership Group meeting on 21 March 2018. |

Contact for telephone discussion (if required)

| Name | Position | Telephone | First contact |
|------------------|--|-----------|---------------|
| Gareth Roderick | Adviser, Urban Development and Environment | s 9(2)(a) | |
| Glen-Marie Burns | Manager, Urban Development and Environment | | ✓ |
| | | | |

MINISTER'S COMMENTS:

| | | | |
|-------------------|--|-------------------------|---------------|
| Date: | 15/06/2018 | Briefing number: | OC180045 |
| Attention: | Hon Julie-Anne Genter Associate Minister of Transport | Security level: | In-Confidence |
| Copied to: | Hon Phil Twyford Minister of Transport | | |

Minister of Transport's office actions

- ☐ Noted
 ☐ Seen
 ☐ Approved
- ☐ Needs change
 ☐ Referred to
- ☐ Withdrawn
 ☐ Not seen by Minister
 ☐ Overtaken by events

Purpose of report

1. This briefing provides you with some ideas to enhance New Zealand's Electric Vehicles Programme (the EVs Programme), and to increase uptake of e-bikes. These ideas are for your consideration, and for discussion with your Ministerial colleagues and with the Electric Vehicles Programme Leadership Group.

This briefing provides ideas to address the issue, and progress opportunities outlined in an earlier briefing

Out of Scope

4. We have developed ideas that could broaden or enhance the EVs Programme, and support the uptake of e-bikes. Out of Scope
Out of Scope Table 2 outlines the ideas we have considered to increase the uptake in e-bikes.

Out of Scope

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E-bikes - supporting greater public health and congestion reduction benefits

19. Unlike EVs, cost, variety, and range do not appear to be barriers for e-bike uptake. Imports of e-bikes over the last three years have increased from approximately 2,000 in 2015 to 12,450 in 2017. The most significant barrier to e-bike uptake is a lack of safe cycling infrastructure. For e-bikes, infrastructure needs to accommodate higher speeds to ensure safety of pedestrians and cyclists.
20. The current Urban Cycleways Programme is scheduled to finish in June 2018. A second Urban Cycleways Programme will enable momentum to be carried through from the first Programme and maximise the benefits of connected cycle networks. NZTA has begun work on a second Urban Cycleways Programme.
21. We are developing a regulatory package looking at improving the safety and accessibility of pathways for vulnerable users. The package will clarify rules around what types of vehicles should be allowed on footpaths, shared paths and cycleways, and under what conditions. This package will also include investigation into bus egress rule changes (i.e. giving buses priority when exiting bus stops) and six specific road user rules to improve safety for walking and cycling.
22. Table 2 below outlines the ideas we have considered to increase the uptake in e-bikes.

Table 2: ideas to increase the uptake of e-bikes

| Provide information and advice to organisations and businesses on how to integrate e-bikes into their vehicle fleets |
|--|
| <p>Tauranga City Council recently procured seven e-bikes for their fleet, as well as introducing an e-bike subsidy scheme for their employees. Fifty-two staff members purchased the e-bikes to help them get to work. The benefits of this initiative include:</p> <ul style="list-style-type: none"> • reduction of single-occupancy cars in the city centre, relieving traffic flow • supporting change of travel habits of staff • improving the transport mix in the city • savings in car-parks • gaining a reputation as a leader in supporting alternative travel habits. <p>Providing information and advice to councils and business on how they could integrate e-bikes into their vehicle fleet will help them achieve these benefits.</p> <p>We expect the cost of sharing information to councils or businesses will be low.</p> |
| Support public e-bike share schemes in main urban areas |
| <p>E-bike sharing is a fairly new initiative, and many schemes overseas (especially in Europe) are upgrading their fleets to e-bikes.</p> <p>Bike share schemes are usually part funded by local government and a branding partner. The inclusion of e-bikes, which are more expensive than conventional bikes, will depend on whether benefits outweigh costs for councils. Mixed models are increasing in popularity with some level of e-bikes in fleet.</p> <p>In Auckland and Christchurch, Nextbike provide some limited bike sharing facilities (not e-bike), and are working on a business case to deliver a full scale scheme.</p> <p>Big Street Bikers in Auckland is not a bike sharing service. However, they offer a subscription model to make it more affordable for people to own an e-bike. Big Street Bikers partnered with Mercury to establish a 'Rechargery' station on the Viaduct Harbour. This station offers the public the opportunity to test ride an e-bike.</p> |

The risk and cost would depend on the support role government takes.

Out of Scope

Inclusion of e-bikes in the Fund

27. We understand that you are interested in including e-bikes in the Fund to include e-bike sharing schemes.
28. Currently the scope of the Fund excludes projects for two and three wheeled vehicles (i.e. e-bikes, motorbikes, tricycles). We recommend that you discuss possible changes to the scope of the Fund with Minister Woods as EECA administers the Fund, and Minister Woods is the Minister responsible for EECA. We recommend you and Minister Woods seek Cabinet approval for any changes in scope or direction for the Fund.

Out of Scope

Out of Scope

Recommendations

31. The recommendations are that you:

Out of Scope

Yes/No

Yes/No

Yes/No

Glen-Marie Burns
Manager, Urban Development and Environment

MINISTER'S SIGNATURE:

DATE:

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1 April 2022

OC220216

Hon Michael Wood

Action required by:

Minister of Transport

Monday, 4 April 2022

OPTIONS FOR PROGRESSING AN E-BIKE SCHEME

Purpose

Update on options to progress e-bike initiatives, s 9(2)(f)(iv)

Key points

- You asked for information s 9(2)(f)(iv) on support for e-bikes, including:

s 9(2)(f)(iv)

- a summary of how the public sector e-bike scheme was rolled out (Annex 1)

- E-bikes are a highly effective tool to immediately increase access to healthy, flexible, low running cost, zero emissions transport in some areas. The upfront cost of e-bikes is currently a major barrier to their widespread adoption.

s 9(2)(f)(iv)

Recommendations

We recommend you:

- note the contents of the briefing s 9(2)(f)(iv)

s 9(2)(f)(iv)

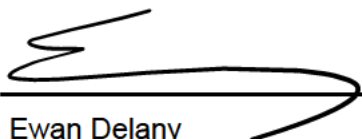
Yes / No

Yes / No

Yes / No

- 4 **forward** this briefing to the offices of the Prime Minister, the Minister of Finance and the Minister for Climate Change.

Yes / No



Ewan Delany

Manager, Environment, Emissions and Adaptation

1 / 4 / 2022

Hon Michael Wood
Minister of Transport

..... / /

Minister's office to complete:

☐ Approved☐ Declined☐ Seen by Minister☐ Not seen by Minister☐ Overtaken by events

Comments

Contacts

| Name | Telephone | First contact |
|--|-----------|---------------|
| Daisy Cadigan, Graduate Adviser, Environment, Emissions and Adaptation | s 9(2)(a) | |
| Jemima de Lacey, Acting Programme Manager, Environment, Emissions and Adaptation | | |
| Ewan Delany, Manager, Environment, Emissions and Adaptation | | ✓ |

OPTIONS FOR PROGRESSING AN E-BIKE SCHEME

s 9(2)(f)(iv)

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Annex 1: Summary of how the public sector e-bike scheme was rolled out

- Waka Kotahi NZ Transport Agency launched the public sector e-bike purchase support initiative in late 2019 to make e-bikes more affordable for public sector employees. The initiative supports employers to establish e-bike purchase schemes in partnership with approved e-bike suppliers.
- The initiative allows for different financial mechanisms to reduce the upfront purchase price, including salary advance, employee loan, product discounts, and interest-free finance terms. Participating e-bike suppliers also provide pre-purchase support, such as the opportunity to trial an e-bike and advice on purchasing requirements.
- An evaluation of the scheme found that:
 - Employees who already owned an e-bike biked 90 km weekly that they had previously travelled by car.
 - Employees who bought an e-bike through a scheme replaced 64 km of weekly car travel and were active for 4.4 days per week (compared to 3.2 days).
 - About 25% of employees who purchased any type of bike were more likely to reduce or maintain the number of cars in their household.
 - Just under half (46%) of the e-bike purchasers had a pre-tax total household income of \$100,000 or more, while a third reported an income of less than \$100,000.
 - Over a third of employees who purchased an e-bike through an employer scheme reported their purchase would otherwise have been 'unlikely' or 'very unlikely'.
- Feedback on the Waka Kotahi scheme included:
 - Respondents to the employee survey noted that available discounts were often similar to those accessible to the general public. The proportion of respondents who bought independently of schemes suggests that standard discounts provide limited incentive.
 - Many respondents who recommended improvement to schemes advocated for enhanced financial incentives, including greater price discounts. These respondents commonly reported that the discounts currently available were insufficient to address the price barrier.
 - The evaluation confirmed the need for financial incentives that sufficiently reduce the purchase price of e-bikes.
 - Suppliers questioned the feasibility, equity and sustainability of discounts alone and described barriers to bulk purchase discounts.

11 April 2022

OC220227

Hon Michael Wood
Minister of Transport

MEETING WITH CLEVE CAMERON, BIG STREET BIKERS

Snapshot

Cleve Cameron is a co-founder of Big Street Bikers - a company that aims to get New Zealanders out of their cars and onto electric or manual bikes. Cleve is wanting to discuss:

- The progress of the Locky Dock Network, including their partnership with Waka Kotahi New Zealand Transport Agency (Waka Kotahi).
- An update on the Two Wheeled Public Transport project pilot in Wainuiomata.
- The Big Street Bikers initiative and proposal for an Active Transport Commission.
- How Big Street Bikers can support transport in the upcoming Emissions Reduction Plan (ERP).

| | |
|----------------------------|--|
| Time and date | 10.30am, 13 April 2022 |
| Venue | EW 4.1 |
| Attendees | Cleve Cameron, co-founder of Big Street Bikers |
| Officials attending | Ewan Delany, Manager, Environment, Emissions and Adaptation Daisy Cadigan, Adviser, Environment, Emissions and Adaptation |
| Talking points | Talking points are attached at annex one |

Contacts

| Name | Telephone | First contact |
|---|-----------|---------------|
| Ewan Delany, Manager, Environment, Emissions and Adaptation | s 9(2)(a) | ✓ |
| Daisy Cadigan, Adviser, Environment, Emissions and Adaptation | | |

MEETING WITH CLEVE CAMERON, BIG STREET BIKERS

Big Street Bikers seeks to increase the uptake and visibility of e-bikes

- 1 Cleve Cameron, Andrew Charlesworth and Matt Weavers founded Big Street Bikers in 2017, with a goal to make environmental change accessible and desirable to everyone.
- 2 Big Street Bikers have partnered with Auckland Transport to offer free guides to help companies teach their staff to navigate Auckland's Cycle Paths. It offers electric bike (e-bike) fleet leasing packages to businesses, and guidance about the Waka Kotahi public sector e-bike scheme.
- 3 Big Street Bikers have previously offered an e-bike rent-to-own scheme at a cost from \$30 a week, but we are not aware of the outcome of this scheme or whether it is still being offered. It would be good to find out more about the successes and lessons learned from this scheme to inform possible future support for e-bikes.

Big Street Bikers have launched secure e-bike parking and charging facilities in Wellington, Auckland and Christchurch

- 4 Big Street Bikers launched "Locky Docks" five years ago in Christchurch. These are e-bike docking stations, complete with secure locking devices and solar-powered charging. Big Street Bikers have expanded stations to Auckland and Wellington with plans to establish 150 Locky Docks across the country.
- 5 Big Street Bikers has a media partnership agreement with Waka Kotahi for the Locky Dock Network, signed in December 2021. Waka Kotahi uses the media agency OMD Worldwide to purchase advertising space as an intermediary with Big Street Bikers. It delivers advertising slots for Waka Kotahi messaging on the Locky Docks Network's digital signage.
- 6 Big Street Bikers are working with the Waka Kotahi advertising team to develop messages or concepts, using the dynamic nature of the screens on the Locky Docks to update messages as required. For example, ads are currently running highlighting the half price public transport fares. Waka Kotahi has provided access to some sites for placement of docking stations and is providing some strategic support to their network development.
- 7 Extending Big Street Biker's contract with Waka Kotahi is yet to be confirmed or discussed. Its plans to expand the network would not be considered until Waka Kotahi is confident of the success with the current relationship upon a review. The \$600,000 funding from Waka Kotahi is for one year, and not an ongoing commitment. There will need to be analysis on the reach and effectiveness of the Locky Dock Network as an advertising channel before continuing this partnership.
- 8 You have spoken at two Big Street Bikers Locky Dock events; one in December 2020 and then again in September 2021 for the launch of the first Locky Dock in Wellington on Willis Street.

- 9 Cleve Cameron wishes to update you on the Locky Dock rollout and their partnership with Waka Kotahi, as well as Mercury, Warehouse Group, universities and Hutt City Council.

Big Street Bikers are delivering a community-based scheme in Wainuiomata to increase e-bike uptake

- 10 Partnering with Kōkiri Marae and Healthy Families Hutt Valley, the scheme is called 'Two-wheeled Public Transport' and sets out to be a proof of concept for a longer-term initiative that would explore subsidised e-bike subscriptions.
- 11 In the six-month pilot, Kōkiri Marae will match 50 participants with suitable e-bikes along with helmets and locks. Whānau will be supported with free bike riding skills training, assistance with funding for a bike, and other tailored support needed to help participants mode shift to cycling.
- 12 Cargo e-bikes will be available for people who need to transport whānau members with them, such as parents with young children.
- 13 The pilot aims to start in October 2022, running through to end of March 2023. Evaluation will be undertaken in the third quarter of 2023.
- 14 Waka Kotahi has committed funding to support the research component of the project (approximately \$160,000), given the value in robust analysis, monitoring and evaluation of the project's performance.
- 15 Waka Kotahi is also in the process of confirming funds to purchase the bikes required for the trial (approximately \$105,000), with the view they could be repurposed for a repeat of the trial at its completion or donated to the local marae or other community groups when the pilot concludes. This trial has the potential to be internationally significant with very little work having been done globally to assess the efficacy of subsidised access to bike and e-bike services as a way of providing more equitable access and a just transition to a low-carbon transport system.
- 16 Big Street Bikers are also keen to use their existing partnership with Waka Kotahi to undertake work with Kāinga Ora on their existing and new sites to connect residents with public and active transport.
- 17 Cleve is intending to update you on the progress of this proposal during the meeting.

Big Street Bikers have proposed an Active Transport Commission with its own ring-fenced budget

- 18 The purpose of this commission would be to deliver a mode-shift that sees 7% of urban trips being made by cycling or walking, by 2025.
- 19 Big Street Bikers believe a commitment to mode shift from Waka Kotahi and local councils is being held back by legacy roading budgets, entrenched culture, and longstanding relationships that prioritise private vehicles and roads over active transport.

- 20 Proposed features and functions of this commission could include:
- 20.1 Advising on legislation that enables safer and more attractive conditions for active transport (e.g. laws that make it safer for cyclists of all ages).
 - 20.2 Allocating a dedicated budget to building infrastructure and delivering other projects that support walking, cycling, and active transport modes. This budget could be drawn from and/or complement existing budgets within Waka Kotahi, the Energy Efficiency Conservation Authority, Ministry of Health and the Green Investment Fund.
 - 20.3 Delivering infrastructure, innovations, behaviour change campaigns and activations for active transport modes.
 - 20.4 Facilitating and supporting active transport mode-shift programmes in government agencies, councils, businesses, organisations and community groups.
 - 20.5 Providing advice and reports to the Minister of Transport and the Climate Commission.
- 21 *[budget sensitive]* The Ministry sees merit in the focus this proposal could bring to active transport, but the potential and performance of existing processes, eg the significant mode-shift funding to be allocated from Budget should be evaluated before consideration of a commission. The Government Policy Statement (GPS) on land transport is the current mechanism to deliver the Government's priorities for transport, including active transport. The next GPS will be finalised in 2023 with an amendment this year signalling a change in direction.
- 22 The creation of an Active Transport Commission would also incur administrative and implementation costs and the interactions with Waka Kotahi and other stakeholders could be complex. The Ministry is not aware of an Active Transport Commission or similar in other jurisdictions.
- 23 The full proposal is not publicly available; Cleve is looking to update you on this initiative and may have a full proposal to provide you with.

Consultation

- 24 Waka Kotahi were consulted on this briefing and provided some of the material above.

Biography: Cleve Cameron

Cleve Cameron has a background in advertising for a variety of big-name companies. He founded Big Street Bikers with Andrew Charlesworth and Matt Weavers in 2017. Their goal is to increase accessibility to active transport and mode shift.



Big Street Bikers received the prize of first-runner up for the Waka Kotahi NZ Transport Agency "Shifting the Dial Award" for 2021 (April 2021) and the 'Innovative Thinker' award from Auckland Transport.

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Annex 1: Talking Points

MEETING WITH CLEVE CAMERON, BIG STREET BIKERS

- Big Street Bikers want to know what they can do to support the ERP:
 - The Locky Dock network of safe, secure, highly visible docking stations makes choosing low-carbon travel easier. Continuing to grow the network and aligning locations with cycleway networks as they grow would be an ideal support for the Emissions Reduction Plan.
 - As the Government looks to support a significant increase in cycling, Big Street Bikers can provide valuable insights from the pioneering projects it is trialing.
 - Big Street Bikers is well placed to support messaging requirements of the ERP with highly visible digital signage that can be quickly updated with messages to the public.
- What was the outcome or lessons learnt of the rent-to-own scheme Big Street Bikers undertook?
- What insights do Big Street Bikers have into the e-bike supply shortage, and when do they expect it to subside? What can we do about it here?
- Do other jurisdictions have a body like the Active Transport Commission, and what were the outcomes of it? If it were to be created how would you see coordination between an Active Transport Commission, the Ministry, Waka Kotahi, and councils working?
- What types of support are Big Street Bikers most in need of to scale up their work?
- What have been the successes and lessons learnt from the roll-out of Locky Docks?



1 August 2022

OC220638

Hon Michael Wood
Minister of Transport

MEETING WITH CLEVE CAMERON, BIG STREET BIKERS

Snapshot

Cleve Cameron is a co-founder of Big Street Bikers - a company that aims to get New Zealanders out of their cars and onto electric or manual bikes. Cleve wants to discuss their plans to access Budget 2022 funding from the Climate Emergency Response Fund.

| | |
|----------------------------|--|
| Time and date | 9:30am-10:00am, 3 August 2022 |
| Venue | 5.1 EW R |
| Attendees | Cleve Cameron, co-founder of Big Street Bikers |
| Officials attending | Ewan Delany, Manager, Environment Emissions and Adaptation Daisy Cadigan, Adviser, Environment Emissions and Adaptation |

Contacts

| Name | Telephone | First contact |
|--|-----------|---------------|
| Daisy Cadigan, Policy Adviser, Environment, Emissions and Adaptation | s 9(2)(a) | ✓ |
| Ewan Delany, Manager, Environment, Emissions and Adaptation | | |

MEETING WITH CLEVE CAMERON, BIG STREET BIKERS

You have met with Big Street Bikers before

- 1 You have spoken at two Big Street Bikers Locky Dock events; in December 2020 and in September 2021 for the launch of the first Locky Dock in Wellington on Willis Street.
- 2 You met with Big Street Bikers on 13 April 2022 and discussed how Big Street Bikers can support transport in the upcoming Emissions Reduction Plan (ERP). Cleve updated you on the progress of the Locky Dock Network, including their partnership with Waka Kotahi New Zealand Transport Agency (Waka Kotahi).
- 3 You may be aware of some of the information below from our previous briefing [OC220227 refers] provided to you for the April 2022 meeting. The information is under the heading *"The Big Street Bikers proposal seeks to leverage the Climate Emergency Response Fund (CERF) to rapidly deploy a nationwide network of Locky Docks"* is new information.

Big Street Bikers seeks to increase the uptake and visibility of electric bikes (e-bikes)

- 4 Cleve Cameron, Andrew Charlesworth and Matt Weavers founded Big Street Bikers in 2017, with a goal to make environmentally beneficial mode shift accessible and desirable to everyone.
- 5 Big Street Bikers have partnered with Auckland Transport to offer free guides to help companies teach their staff to navigate Auckland's Cycle Paths. It offers e-bike fleet leasing packages to businesses, and guidance about the Waka Kotahi public sector e-bike scheme.
- 6 Big Street Bikers have previously offered an e-bike rent-to-own scheme at a cost from \$30 a week, but we are not aware of the outcome of this scheme or whether it is still being offered.
- 7 Big Street Bikers have developed a trial of a subsidised e-bike subscription scheme called 'Two-wheeled Public Transport'. They have partnered with Kōkiri Marae and Healthy Families Hutt Valley, and are using this as a proof of concept for a longer-term initiative.
- 8 In the six-month pilot, Kōkiri Marae will match 50 participants with suitable e-bikes along with helmets and locks. Whānau will be supported with free bike riding skills training, assistance with funding for a bike, and other tailored support needed to help participants mode shift to cycling.
- 9 Big Street Bikers wish to inform you of their proposal to access the CERF Budget 2022 funding for Vehicle Kilometres Travelled Reduction Programmes and Transport Choices, to allow councils and other organisations to establish more Locky Docks in urban areas. (More on this is explained in paragraphs 14 – 22).

Big Street Bikers have launched secure e-bike parking and charging facilities in Wellington, Auckland and Christchurch

- 10 Big Street Bikers launched “Locky Docks” five years ago in Christchurch. These are e-bike docking stations, complete with secure locking devices and solar-powered charging. Big Street Bikers have expanded stations to Auckland and Wellington with plans to establish 150 Locky Docks across the country.
- 11 Big Street Biker’s media partnership agreement with Waka Kotahi has been renewed as of May this year. Waka Kotahi has signed on as a Locky Dock Network partner, which gives it a dedicated advertising slot for Waka Kotahi messaging across the current Locky Dock sites.
- 12 Big Street Bikers are working with the Waka Kotahi advertising team to develop messages or concepts, using the dynamic nature of the screens on the Locky Docks to update messages as required. For example, ads have highlighted the half price public transport fares this year. Waka Kotahi has provided access to some sites for placement of docking stations and is providing some strategic support to their network development.
- 13 Big Street Bikers and Waka Kotahi are also working together to determine the best locations for the expansion of Locky Docks in key public destinations in main cities and regional centres across Aotearoa.

The Big Street Bikers proposal seeks to leverage the CERF to rapidly deploy a nationwide network of Locky Docks

- 14 Their model would establish permanent, free to use Locky Docks that are financially self-sustaining.
- 15 The proposed model is based on a working assumption of government funding 90 percent of the capital expenditure (capex), with councils providing 10 percent (similar to Innovating Streets for People). Big Street Bikers would manage the operating expenses (opex).
- 16 Deliverables include:
 - 16.1 Free public e-bike and scooter parking and charging across tier one and two cities¹
 - 16.2 Digital wayfinding screens promoting key cycleways nationwide
 - 16.3 200 new stations could be installed by July 2023
 - 16.4 Data nodes for reporting mode-shift, pedestrian and traffic data, and air quality
 - 16.5 Integration with public transport cards and apps to incentivise more multi-modal trips

¹ Tier one cities include: Auckland, Tauranga, Hamilton, Wellington and Christchurch. Tier two cities include: Whangārei, Rotorua, New Plymouth, Napier, Hastings, Palmerston North, Nelson Tasman, Queenstown and Dunedin.

- 16.6 Street media channel for mode-shift communications — especially for underserved communities.
- 17 Big Street Bikers are proposing that Waka Kotahi pre-orders batches of 100 Locky Dock Stations in a national procurement for councils and public institutions.
- 18 Capex for 100 Locky Docks, including digital wayfinding and data capture hardware, would total \$9m. Sense Partners (an economic consultancy) conducted a cost benefit analysis for Big Street Bikers on Locky Docks. They estimate that 100 docks would result in 110,000 litres of reduced fuel consumption and 2.5 million in vehicle kilometres travelled (VKT) saved, each year. These, among other benefits, are estimated at a monetary net social benefit of \$320m.
- 19 Te Manatū Waka Ministry of Transport has not seen the assumptions behind this modelling, so cannot comment on its accuracy. However, research consistently shows that security and range-anxiety are notable barriers to e-bike uptake.
- 20 The below (taken from the proposal) illustrates Big Street Bikers' envisaged funding framework:

| 1. Locky Docks | 2. Wayfinding | 3. Data |
|--|--|---|
| Includes asset, consent, power & installation costs | Includes design, consultation and digital wayfinding map network | Includes utilisation rates, pedestrian and cycle counts, air quality |
| Capex. split of 90:10 by CERF & council | Delivered as nationwide contract funded by CERF | Data capture hardware costs included in Locky Dock capex. |
| Opex. Covered by BSB media & partners | \$10k design per village network | Costs for data management and analytics to be developed with Waka Kotahi. |
| \$57k per Locky Dock | \$5k digital media p.a per site (5 year contract) | |
| *Option for asset ownership: BSB, Council, or Waka Kotahi. | | |

- 21 Big Street Bikers could access Budget 2022 CERF funding indirectly for this proposal. They will have to put forward their submission via their local council and outline its relationship with the broad investment packages (e.g., cycling, walkable neighbourhoods, school travel and public transport). It would then sit with the discretion of the local council as to whether it chooses to pitch it to Waka Kotahi.
- 22 You may wish to ask Big Street Bikers of any risks with delivery of their proposal, and within what timeframes their scaled options could be implemented. It would also be interesting to know what work they have done to test public support for Locky Docks; or whether they may need other support to ensure public acceptance.
- 23 Their full CERF bid proposal is attached to this briefing for your interest.

Biography: Cleve Cameron



Cleve Cameron has a background in advertising for a variety of big-name companies. He founded Big Street Bikers with Andrew Charlesworth and Matt Weavers in 2017. Their goal is to increase accessibility to active transport and mode shift.

Big Street Bikers received the prize of first-runner up for the Waka Kotahi NZ Transport Agency "Shifting the Dial Award" for 2021 (April 2021) and the 'Innovative Thinker' award from Auckland Transport.

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17 October 2022

OC220809

Hon Michael Wood

Action required by:

Minister of Transport

At your earliest convenience

s 9(2)(f)(iv)

Purpose

Provide you with options to “support initiatives to increase the uptake of electric bikes (e-bikes)” as included in the Government’s Emissions Reduction Plan (ERP). s 9(2)(f)(iv)

Key points

- The Government’s ERP includes an action to “support initiatives to increase the uptake of e-bikes.” s 9(2)(f)(iv)
- E-bikes support emissions reductions by enabling a broad range of people to cycle further, faster, and longer with less effort compared to conventional bikes. E-bikes can replace many car trips and make active transport more appealing.
- Many e-bike incentive schemes have been launched around the world over the past year, which will provide opportunities to learn from best practice.
- The high up-front cost of e-bikes is a barrier to uptake. An entry level e-bike in Aotearoa starts at approximately \$2000 and higher-end models can reach upwards of \$6000. Current e-bike riders tend to be higher income earners. For lower income people in Aotearoa, the cost of an e-bike is likely to be a barrier.
- Addressing the upfront cost barrier to e-bikes could increase access to active, low-emission transport modes, and complement investment in safe and connected cycleways.
- Although there are some smaller scale programmes underway, there are no comprehensive schemes in progress to increase access to e-bikes. Given the Government has been funding the use of electric vehicles through the Clean Vehicle Discount scheme, having a programme in place to increase e-bike uptake is a logical next step and will increase access to active transport.

s 9(2)(f)(iv)

- Further resource will be needed for Te Manatū Waka Ministry of Transport (the Ministry) and other agencies to undertake the policy work needed to implement an e-bike scheme. s 9(2)(f)(iv)

Recommendations

We recommend you:

s 9(2)(f)(iv)

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Ewan Delany
**Manager, Environment, Emissions and
 Adaptation**

20 / 10 / 22

Hon Michael Wood
Minister of Transport

..... / /

Minister's office to complete:

☐ Approved

☐ Declined

☐ Seen by Minister

☐ Not seen by Minister

☐ Overtaken by events

Comments

Contacts

| Name | Telephone | First contact |
|---|-----------|---------------|
| Daisy Cadigan, Adviser, Environment, Emissions and Adaptation | s 9(2)(a) | ✓ |
| Ewan Delany, Manager, Environment, Emissions and Adaptation | | |

s 9(2)(f)(iv)

There is strong evidence that electric bikes (e-bikes) reduce VKT, support emissions reductions and improve health

- 1 Electric bikes (e-bikes) make cycling accessible for more people (e.g. including women, the elderly, and the less physically fit), which encourages mode-shift and reduces emissions. E-bikes allow users to cycle further, for longer periods, and with less effort. This can enable journeys that would normally be completed by other modes to be achieved more comfortably and often faster using e-bikes.
- 2 Cargo e-bikes have made cycling more suitable for moving goods as well as passengers. They can be suitable for families and for some types of urban freight – such as parcel and food delivery. Cargo e-bikes in particular have the potential to increase cycling among women, who tend to have more complex patterns of mobility characterised by trip chaining, work travel, care-giving duties, running errands, buying groceries and other movement.

- 3 Aotearoa research has found that e-bikes can triple the distance people are willing to travel by bike, from 5 kilometres to 15 kilometres.¹ More than half of car trips taken by New Zealanders are less than 5km, while 12 percent are under 1km. These short trips also generate more carbon dioxide per kilometre than longer trips, as cold engines tend to burn more fuel. There is a significant opportunity for e-bikes to replace many of these short trips and make active transport more accessible for a wider group of people.
- 4 A review of international research on the impact of e-cycling on travel behaviour found that the personal use of e-bikes is associated with a reduction in car travel. Across 42 studies, the proportion of car journeys substituted following acquisition of an e-bike ranged from 20 percent to 86 percent.²
- 5 The Transport Choices package will deliver approximately 150 kilometres of protected cycle way network. Increasing access to e-bikes will complement this investment and have a positive impact in reducing transport emissions, supporting achievement of the 2035 target to reduce vehicle kilometres travelled from light vehicles by 20 percent.

The upfront cost of e-bikes is a significant barrier to their uptake³

- 6 An entry level e-bike in Aotearoa starts at approximately \$2000 and higher-end models can reach upwards of \$6000. Current e-bike riders in Aotearoa tend to be higher income earners. For lower income people, the cost of an e-bike is likely to be a barrier.
- 7 Low-income households spend a larger share of their budget on transport compared to higher income households. In 2019, households in the lowest quartile spent nearly 30 percent of household income on transport, compared to 8 percent for households in the highest quartile. They also tend to live in areas with poorer transport choices.
- 8 Addressing the upfront cost barrier to e-bikes could increase equitable access to active, low-emission transport modes, deliver on the Government's commitment to a Just Transition, and complement investment in safe and connected cycleways. Despite their high upfront cost, e-bike ownership is significantly more affordable than private car ownership. Aotearoa-based research has recommended that the Government consider e-bike subsidies to address their upfront cost.⁴
- 9 A significant number of e-bike incentive schemes have been launched around the world in the last year, which will provide opportunities to learn from best practice. There are now close to 300 e-bike purchase subsidy schemes in Europe and almost 100 in Canada and the United States. These include rebate schemes, targeted subsidies, scrappage schemes, lending libraries, rent-to-own, and others. There is evidence that such schemes support mode-shift and emissions reductions.
- 10 Beyond cost, other evidence-based barriers to e-bike uptake include lack of secure parking and concerns with e-bike theft, bicycle weight, battery life, social stigma, safety concerns and maintenance, and limitations of cycling infrastructure.

¹ Wild and Woodward. 2018. Electric City: E-bikes and the future of cycling in New Zealand.

² Bourne et al. 2020. The impact of e-cycling on travel behaviour: a scoping review.

³ Jones et al. 2016. Motives, perceptions and experiences of electric bicycle owners and implications for health, wellbeing and mobility; Ibid.

⁴ Wild and Woodward. 2018. Electric City: E-bikes and the future of cycling in New Zealand.

There is some work underway to increase access to e-bikes

11 Current initiatives include:

- The Two-Wheeled Public Transport pilot, which provides e-bikes for whānau in a free or low-cost subscription
- The option of a voucher to purchase an e-bike through the Clean Car Upgrade trial

12 The Two-Wheeled Public Transport project partners with Big Street Bikers, Kōkiri Marae and Healthy Families Hutt Valley. It aims to address transport inequity by providing e-bikes and bikes for whānau through a free or low-cost subscription scheme. The project includes provision of free access to e-bikes for adults and regular bikes for their whānau, secure parking and charging facilities, safety equipment including helmets and lights, training, education, and insurance.

13 The Two-Wheeled Public Transport pilot scheme is supported by Waka Kotahi New Zealand Transport Agency (Waka Kotahi) and is expected to begin with a six month pilot in October. s 9(2)(f)(iv)

14 As part of the Clean Car Upgrade trial, participants will be able to scrap their old, high emitting vehicle for a voucher to purchase an e-bike, low-emissions vehicle, or public transport vouchers. France has also recently launched a scheme focussed solely on e-bikes, which offers a €4,000 e-bike subsidy for those trading-in/scraping a car.⁵

s 9(2)(f)(iv)

15 s 9(2)(f)(iv) Te Manatū Waka Ministry of Transport (the Ministry) commissioned Mott MacDonald to produce a high-level implementation plan for a scheme to increase e-bike uptake. The below options are based off this implementation plan and all meet three out of four criteria:

15.1 Reduce evidence-based barriers to e-bike uptake

15.2 Reduce inequity and lead to healthy and safe outcomes

15.3 Achieve travel behaviour change

15.4 Are readily deliverable

s 9(2)(f)(iv)

⁵ <https://www.theverge.com/2022/8/22/23316962/france-ebike-car-trade-subsidy-climate-change>

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You could implement several of the above schemes, for maximum impact

- 38 If used in conjunction, all the above concepts can target many of the evidence-based barriers to e-bike uptake and complement each other. The supply chain issues experienced during the COVID-19 pandemic appear to have resolved, and we have confidence that there is now sufficient supply of e-bikes to be able to deliver on multiple schemes.

s 9(2)(f)(iv)

Hoe ki angitū – Waka Kotahi Innovation Fund (Innovation Fund) has received several proposals relating to e-bike uptake

- 42 The Innovation Fund has been established to support the private sector to accelerate innovative solutions to solve some of our biggest transport challenges, including decarbonisation.
- 43 A number of proposals have been put forward to increase access to e-bikes among targeted groups, which are being considered for funding. s 9(2)(f)(iv)

s 9(2)(f)(iv)

Next steps

s 9(2)(f)(iv)

- 45 The Ministry and likely delivery agencies do not currently have capacity to undertake further policy and implementation work on these options until funding is secured.

s 9(2)(f)(iv)

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s 9(2)(f)(iv)

Budget

Ministers will determine new spending priorities and will inform Ministers which initiatives have been invited to progress in the Budget process in late October.

48

s 9(2)(f)(iv)

The Ministry

will work to develop the initiative in line with your response to this briefing and provide you with final advice before it is submitted.