University of Nairobi: Bike Share Programme

Coordinator: Anne Atambo
aatambo@c4dlab.ac.ke

C4DLab, University of Nairobi
Overview

1. C4DLab
2. #UoNBikeshare Journey
   - Bike Share Interest
   - Feasibility Study
   - Stakeholders
   - Design
   - Funding
   - Pilot
3. Phases
4. Implementation Considerations
What C4DLab

1. Emerged from School of Computing and Informatics – 2012
2. One of University of Nairobi’s Innovation hubs
3. Focus on Software (startups and public good products)

Main Pillars

1. Startup Incubation
2. Innovation Ecosystem Development
3. Research & Product Development
C4DLab startup (SifaSafi) develops interest (2014)

SifaSafi crowd sources 3 bikes to pilot

Interesting outcome. UN-Habitat expresses interest to support

SifaSafi asks C4DLab to help implement (2015)
Feasibility Study

- Bike Share Feasibility Study Summary
  - Public Survey
  - Lessons from Other Bike Shares
  - Stakeholders
Public & Stakeholder Engagement
Design: How might a Bikeshare program work?
Funding

- UN-Habitat
- UoN – C4DLab
- J.S. Research
Phases (minimum viable product):

- Phase 1
  - Delivery and safe + strategic location of bikes
  - One site
  - Bike Lending
  - Awareness
  - Operational model testing (start simple)
  - Small administrative team
  - 4-6 months??
  - Manual lending system
Phases

(minimum viable product):

- **Phase 2**
  - Second site
  - Wider but constraint in geographical reach
  - Bike sharing – depositing in second location
  - Operational model testing – slightly complex
  - Bigger administrative team
  - Automation
  - 4-6 months
Phases

(Gain Traction)

- Phase 3:
  - Outside University
Implementation Considerations

- Procurement
- Funding
- Branding and Marketing
- Safety Concerns
- Security Concerns
- Maintenance
- Cycling infrastructure
- User Experiences
- Ownership
Thank You!

#UoNBikeShare
@c4dlab
Coordinator, C4DLab
Anne Atambo
aatambo@c4dlab.ac.ke

Director C4DLab
Dr Tonny Omwansa
Tomwansa@c4dlab.ac.ke