



Establishing Comprehensive Bicycle Plan and low-cost Bicycle Sharing Program

TUMI Challenge Vietnam
Hoi An People's Committee, through HealthBridge

- ✓ 2.5 km of improved bicycle infrastructure & improvement of five intersections
- ✓ Support in the development of the Bicycle Transportation Development Plan
- ✓ Introduction of the first Public Bike Sharing Scheme (PBS) in Hoi An
- ✓ COVID-19 response: shifted focus from tourists to residents, promoting cycling



Hoi An
Population:
152,000

Executive Summary

Mobility in Hoi An is mostly based on motorbikes and cars, as the trend of “shared mobility” has not caught on for the non-motorized transport (NMT) sector.

The project focused on piloting cycling infrastructure and establishing the Bike Sharing program to foster shared cycling mobility as a viable transport solution. This was done in collaboration with the municipality and a private company with expertise in setting up bike-sharing systems.

During the project, the “Hoi An Bicycle Plan” was created and approved by the Hoi An Peoples Committee, which is meant to act as a comprehensive, mid-term policy vision. The identified actions on bicycle development were taken into account during the project implementation by all parties involved (HealthBridge of Canada, WRI, GIZ, and TUMI).



NMT /
Shared Mobility



NOVEMBER 2018 -
AUGUST 2020



The Process

- ➔ Kick-off workshop with 60+ participants from Hoi An Authority, hotel owners, media and the public
- ➔ MoU between HealthBridge and Hoi An People's Committee (city government)
- ➔ Research (field survey, interviews with residents, tourists and hotel managers; road inspections)
- ➔ Support in developing the Hoi An comprehensive Bicycle Transportation Development Plan (approved May 31st, 2019)
- ➔ Development of a bicycle network with safe infrastructure, lanes, and intersections (for future expansion)
- ➔ Road improvements (segregated bicycle lanes, improvement at five intersections, planting of 20 trees to create shade)
- ➔ Development of a business model for the bicycle sharing program, PPP with QIQ company
- ➔ Development of a communication plan, together with Hoi An Department of Information and Culture, to promote residents' support for the Bicycle Development Plan

COVID-19 Response

- ➔ Shifted the focus from tourists to local residents as a way to respond to the difficult reality
- ➔ To ensure mobility of vulnerable groups and local dwellers, bike sharing stations will be shifted to residential areas
- ➔ Extension of free trial use of the PBS

Outcomes/Impacts

- ➔ Approval of Hoi An Public Bike Sharing Scheme (PBS) via the collaboration with GIZ Vietnam
- ➔ Improvement of the Hai Ba Trung – An Bang route (2.5 km each) with separate bicycle lanes on both sides of the route
- ➔ Improved junction construction, Road patching / upgrading, clearly marked bike lanes to increase the safety of the cyclists riding from the historic city center to the local beach cycling safety at five intersections
- ➔ Purchase of 225 mechanical bikes, as well as the introduction of reduced speed zones
- ➔ Improved awareness and support of local residents & Hoi An authority for the Bicycle Transportation Development Plan
- ➔ Cycling Events for World Bicycle Day and the EU Climate Diplomacy Week "Youth and Climate Change" with extensive media coverage and more than 400 participants
- ➔ Collaboration and support of Hoi An authority, hotel owners and tour operators on how to expand bike stations and increase NMT mode share
- ➔ Furthermore, the company operating the PBS (QIQ) also financed 100 e-bikes and is operating them within the system. Further QR locks have been obtained to integrate the hotel's bikes into the system.





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Major Challenges & Key Lessons Learned

Strong commitment from the local Government is very significant for the project's success. Hoi An Government's vision for Hoi An to become an eco-city to conserve the historical values of the city and improve the quality of life of residents was considered an advantage for the project implementation. In addition, the long-term partnership between Hoi An Government and HealthBridge was also supportive.

It is recommended to locally or regionally source products and operators to avoid difficulties in shipping and customs. Furthermore, local/regional purchases will also contribute to local value creation, and services can be easier to obtain.

As existing national road design and marking standards do not always correspond with the int. standard, several technical proposals/advice for the route improvement were not accepted by authorities and delayed the project. It would be wise to work with decision-makers at the province and/or national level to build awareness and acceptance of the process. This can be done by testing semi-permanent solutions and slowly adapt the standards as best practices.

Potential for Scaling & Replicability

In view of the successful implementation of the project in Hoi An, a Developpp.de program is now being implemented in the city of Hue, Vietnam, in cooperation with Vietsoftpro, Thua Thien Hue People's Committee, and the Department of Science and Technology (DST).

The project, built upon the ideas of the Hoi An success, aims to 'Promote and pilot a public bike-sharing scheme in Vietnam towards sustainable urban mobility and smart cities'. This successful replication demonstrates that further projects in other cities in Vietnam or neighboring countries, as well as partnerships with additional companies from the private sector, are possible and have noteworthy potential.

TUMI is the leading global implementation initiative on sustainable urban mobility formed through the union of 11 prestigious partners.

More here: transformative-mobility.org