10x increase of bicycle trip in the main road (Sudirman - Thamrin st, 2020) Compared before pandemic

Governor Decree: 51/2020: Transition Phase of Lockdown

Roads are prioritized for pedestrians and bicycles for short distance activities

Increase used of protected bicycle lane

Provide bicycle parking, needs for bicycle parking spaces as much as 10% of the parking capacity.

Pop Up Bike Lane

Initiate pop up bicycle lane in the prominent road of Jakarta (Sudirman-Thamrin street: 9.7 km)

Bike share initiatives

Initiate bike sharing system with parking located in the public space (67 parking locations)
Volunteers navigate to the next destination using map from bike share totem

Volunteer finds their way from BRT station gates to bike share station

Volunteer gets a first-hand experience of using bike share within the pilot area
<table>
<thead>
<tr>
<th>Persona &amp; characteristics</th>
<th>Navigating from PT to Bike Share</th>
<th>Cycling experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woman with her younger sister, 19, college student, Tj user, never use bikeshare</td>
<td>Transjakarta user, knows the area well</td>
<td>Beginner cyclist, never cycle on the main road</td>
</tr>
<tr>
<td>Woman, 26, contract worker, Tj and Commuter Line user, never use bike share</td>
<td>Relies on bike share station visibility.</td>
<td>- Follows bike lane corridor</td>
</tr>
<tr>
<td>Man, 40, Freelancer, Cyclist and public transport user, have used bike share services</td>
<td>Public transport user but not very familiar with the area</td>
<td>- Got confused when the bike lane discontinued</td>
</tr>
<tr>
<td>Man, 47, worker, use Tj, online taxi, and own motorcycle, never use bike share</td>
<td>Relies on directional sign on the platform/concourse, confused by the lack of directional exit sign. Having difficulties seeing signs from afar.</td>
<td>- Not confident facing intersection/roundabout</td>
</tr>
<tr>
<td>Man. 24, college student, MRT and Tj user, use own car, have once used bike share services</td>
<td>Public transport user, knows the area well</td>
<td>Beginner cyclist, only for recreational purposes</td>
</tr>
<tr>
<td>Woman with her daughter, 45, housewives, cyclist and private car user, never use bikeshare</td>
<td>Tj user and motorcyclist, not very familiar with the area</td>
<td>- Dependent on bicycle lane</td>
</tr>
<tr>
<td></td>
<td>Relies on directional sign on the platform/concourse, confused by the lack of directional exit sign.</td>
<td>- Got anxious when facing with vehicles</td>
</tr>
<tr>
<td></td>
<td>Looks for signages but got confused within platform and concourse. Recognise bicycle first instead of bike share icon.</td>
<td>Short-distance commuter cyclist (high speed)</td>
</tr>
<tr>
<td></td>
<td>Relies on apps to look for bike share station. Does not look for physical signage, but will follow if there is any.</td>
<td>Occasional cyclist</td>
</tr>
<tr>
<td></td>
<td>Relies on apps to look for bike share station.</td>
<td>Regular cyclist</td>
</tr>
<tr>
<td></td>
<td>Relies on asking ground staffs or other people. Relies on both apps and visibility of the bike share station, will follow if there are physical signages.</td>
<td>Recreational (slow speed) cyclist</td>
</tr>
</tbody>
</table>
What works well

- Bike share station position towards public transport exit/entrance gate are effective on all pilot areas
- Additional directional signs are effective to find bike share stations that are not directly visible from the gate
- The use of ‘Sepeda Sewa’ term perceived well
- Current colour of bike share services (red) is distinct and recognisable

What needs to be improved

- Legibility of the map (orientation, legend, icon colours)
- Continuous information/banner about bike share services inside and surrounding public transport
- Repetition of bike share icon usage will help to familiarise users
- Mobile app needs to be improved, even better if can be integrated with other public transport apps
Transport for Jakarta (FDTJ) and ITDP collaborated to create a wayfinding guideline which has been officiated as a Governor's Decree in 2022.
Bikeshare totem for **secondary location** with more narrow dimension and primarily focus on the name of the location and the QR code.

Bikeshare totem for the **primary location** with 4 sides of QR code, orientation map, name of the location and how to use the bikeshare.
Bike-share is still perceived as a mode for occasional activity. But, there is potential for more development to cater to the need for work, school, and public transportation.

Bikeshare was also seen as a mode that can give the advantage to save time and money. The perceived value for environmental and health causes can also be explored further.

The use of the regular bike is still prominent, but there is potential to use the e-bike. People that want to use regular bikes want to be benefited from the exercise activity. Meanwhile, an e-bike can give more advantages in conserving energy and take people faster to their destination.

Issues of operational use of bike-share ranging from the ability to lock and dock bicycle, bike's quality, payment system, and the app's performance. All of these issues should be addressed accordingly to make sure users want to use them.

Expanding bike-share areas, providing cycling infrastructure, and maintaining operational condition of bike-share is important for future development.

More diverse choice of payment system should be included: electronic card and cash.
More bicycle lane

More parking location for the first and last mile connectivity

Integrated payment system

96 parking potential locations are identified

More informational integration in public transportation

Potential locations

- 8 MRT stations
- 11 Commuter rail stations
- 45 BRT stations

11 km protected bike-lane

195.6 km bike-lane in 2022

Establishment of Jaklingko

Payment integration between public transport in 2022