



Urban Governance Dilemma and Countermeasures of Shared Bikes

Xiaoyue Hu(✉)

School of Government, Inner Mongolia Normal University, Hohhot, China

18855911263@163.com

Abstract. With the increasing prominence of urban traffic problems and the deepening of the concept of “green travel” into people’s hearts, the bicycle sharing system came into being and developed rapidly, showing extraordinary charm. The emergence of bicycle sharing is changing people’s lives in an unprecedented way, changing the face of the city, changing the direction of Internet + enterprise development, and will also change the way the government responds to new things and integrates into new things. However, with it, there are also many complex problems such as parking location, car safety, traffic planning, market competition, etc., and how to integrate shared bicycles into the field of public transportation, so that it can achieve “seamless docking” with urban buses and subways, solve the problem of “last kilometer”, and alleviate the “difficult road and parking difficulties” in the city. The situation has become the new focus of the problem. Through the definition of the attributes of shared bicycles and quasi-public goods, this paper analyzes the problems it brings to urban governance in the development process, and puts forward feasible solutions to these problems.

Keywords: Bike-sharing · Urban transportation · Public governance

1 Introduction

Along with the rapid development of China’s social economy and the acceleration of urbanization process, the urban population surge, environmental pollution is increasingly serious, the continuous growth of air pollution pressure and energy supply tension, which makes the urban traffic and environmental protection come under more and more pressure. Bicycle is one of the important ways of green transportation and low-carbon travel. In recent years, it has been paid more attention to by the traditional bicycle country. In order to alleviate the urban traffic congestion and solve the “last kilometre” problem of public transportation, it has put forward an extremely beneficial solution and become an important part of the modern urban public transportation system. Shared with the bike in the rapid development of cities in our country, has been found in the operating process in complex social problems, including both malicious damages to discard Shared cycling, will share bicycle possess their own citizens such as quality problem, also includes depreciation bike bike takes up the lanes, damaged and stop cycling management problems, such as, And shared bikes deposit management risk and other business

problems. These problems stimulate the public to the government, the enterprise and the public to think in various ways. Countries actively encourage and advocate green travel, perfecting the urban chronic public transportation development, the more his own close related government policies to address Shared cycling this emerging industry development, how to correctly regulation “web celebrity” Shared cycling, reasonable to promote the healthy development of the “web celebrity” Shared cycling, multi-pronged solving “the last kilometre” problem of public transportation, The role of public governance is the key to this change.

2 The Definition of Quasi-public Goods Attribute of Gongxiang Bicycle

According to modern economic theory, goods or services can be divided into private goods, quasi-public goods and public goods. When classifying goods or services, whether they are exclusive and competitive are two important criteria. Goods or services that are completely exclusive and competitive at the same time are called private goods; At the same time, goods or services without exclusivity and competition are called public goods. Goods or services that are between purely private goods and public goods are called quasi-public goods [1].

In addition, external effects are also an important standard for distinguishing between items or labor categories. “Cities that develop public bicycle projects generally set their clients at the beginning of implementation, so public bicycle services are exclusive. Public bicycle outlets provide services as a whole, allowing multiple people to use it at the same time. When the scale of the public white driving project is very large or the number of users is small, the public bicycle system is not crowded. The use of public bicycles by any traveler will not affect the interests of other travelers, so the non-crowded public bicycle system is non-competitive for consumption. When the public bicycle project is small or has a large number of users, the public bicycle system is crowded. If you add one user, the cost of the service provider will not increase. However, the increase in users will have an impact on other users: the increase in the number of consumers makes all users wait longer when returning public bicycles, thus increasing the cost of all travelers using public bicycles, so the crowded public bicycle system is somewhat competitive.

From the perspective of externality, the public bicycle system has obvious positive externality. Compared with other modes of transportation, public bicycles have great economic and social benefits and do not contain atmospheric and noise pollution. They can be used to alleviate traffic congestion and provide convenient green travel for travelers. Therefore, the implementation of public bicycle projects has obvious positive external and external economic characteristics. The public bicycle system has both the attributes of both private goods and public goods, which is a typical quasi-public goods.

3 Shared Bikes from the Governance Dilemma

3.1 New Enterprises - Behind the Flowers of the Group Without a Head

With the help of capital, more and more enterprises have joined the “Baihua Competition” competition for bicycle sharing, hoping to share a share of the emerging market and show the prosperity of hundreds of flowers for beauty for a while. In addition, the number of

shared bicycles is also increasing. However, under this prospect of prosperity, if the group is headless and without the intervention of the government, it will be difficult to reasonably regulate the increasing number of bicycles. In the process of using site facilities, enterprises may have a contradiction between the expansion of private interests and the scarcity of public resources, and may even cause a surplus of bicycles in the market. Chaotic management of car parking sites, waste of urban resources and other problems have caused a “tragedy in the commons” [2].

3.2 Illegal Parking and Intentional Damage - Lack of Effective Supervision Mechanism

The convenience of shared bikes is that it has no fixed location and can be picked up and dropped off at any time, making it convenient for citizens to travel. However, these advantages have encouraged some citizens to park illegally and intentionally damage the phenomenon, bring inconvenience to the government management, but also cause losses to the enterprise. For example, parked shared bikes can be seen everywhere in front of shopping malls, traffic lanes, residential communities, campuses and even in remote corners. Some of these bikes occupy the road, hinder travel, and have a bad impact on municipal appearance and urban traffic. Some license plate damage, mechanical lock unloading, coupled with private lock, tire damage, missing parts, the right of others to use the car and so on.

3.3 The Division of Labor in the Public Sector is Unclear and the Management System of Co-governance is Lacking

On the surface, the number of shared bicycles only involves bicycle-sharing suppliers and bicycle-sharing consumers, but in fact it also involves the dimension of government order. Because it involves bicycle road resources, especially bicycle parking resources. The government is willing to allocate bicycle road resources, because it itself is consistent with the concept of environmentally friendly travel, low-carbon travel and green travel advocated by the government. Yet, the parking resources of bicycles involve many departments of the government. On this issue, bicycle sharing has encountered an order conflict between the expanded market order and the expanded government order, especially the urban governance committee, the management committee, the Ministry of Road Traffic and other government departments involved, which requires the coordinated participation and joint participation of multiple departments. Governance. At present, the regulation of the order of the bicycle-sharing market only stays within the department. Urban Governance Committee mainly coordinates the relationship between the relevant departments of urban management and other government departments; the Management Committee is a loose organization and has jurisdiction over everything in society; road traffic department is responsible for road and traffic safety. All. The questions of various departments have not yet formed a coordinated and co-governance management system, and the specific division of labor is unclear.

3.4 Risks in the Information Platform Operated by Bicycle Enterprises

Promoting the informatization and networking of bike-sharing platforms is the requirement of the era of “big data”, and also the trend of the development of sharing economy. There are three problems in the construction of bike-sharing information platform: A. The two-dimensional code attached to shared bikes is divided into “authenticity”, that is, criminals spray fake two-dimensional code on bicycles to steal personal information and money. B. Wechat service number, small program, payment binding and other micro platforms, in the actual operation of fraud, leakage of personal information and other risks. C. There are risks in the deposit management of shared bikes. Mobike users recently reported problems such as unrefundable deposits in their accounts, difficulty in recharging, inability to contact customer service, and inexplicably disappearing deposits from their accounts. Many bicycle enterprises set a time limit for the deposit return to the account, and even deliberately impound the user’s deposit, and use the time difference to obtain the derivative interest income of the deposit reasonably. The construction of these information platforms brings difficult problems to citizens and government management. Personal information security is the challenge of “big data” era, how to make supervisory management of personal information in front of challenge, and prevent information leakage and ensure user information security, need government and enterprises, jointly governance.

4 How to Break the Game of Urban Governance

4.1 Establish and Improve the Structural Framework of Cooperative and Co-governance.

Multi-party participation, collaborative governance is to better protect the public’s interests, and do the government’s decision-making science and a fair people. To achieve collaborative treatment, the first is the diversification of the main body of the governance, and the establishment of a government-oriented, enterprise, expert scholars, public organizations and citizens participating in collaborative regulations. [3] Secondly, a mechanism of “sharing benefits and responsibilities” is established in this system, because a co-governance system can only be formed if we do a good job in the division of responsibilities and powers and division of labor in a community of interests. Relevant government departments should do a good job in the division of functions and powers. The municipal transportation administrative department is responsible for the supervision and management of the bicycle-sharing industry; the municipal planning department is responsible for improving the planning of slow-moving transportation systems; the Municipal Bureau of Industry and Commerce, the Cyberspace Administration, the Financial Office and other relevant departments shall carry out relevant supervision and management of bicycle sharing in accordance with their responsibilities.

4.2 Build the “BIG DATA” Platform of Gongxiang Bicycle on the Basis of Reasonable Market Release

The healthy development of the sharing economy cannot be separated from the support of the “big data” platform, and the realization of the “Internet+” operation mode of the

bicycle sharing industry is also the general trend of the times. In order to achieve a relative balance between supply and demand in the market, the government should cooperate with enterprises to establish a “big data” platform for bicycle sharing, exchange information with each other, and jointly build and share it. On the one hand, guide bicycle sharing enterprises, reasonably segment the market, do a good job in industrial layout, provide differentiated services, and avoid blind competition and vicious competition. On the other hand, with the help of the “big data” platform, we can grasp real-time information, carry out accurate supervision, and improve the government’s fine management ability. Bicycle sharing enterprises should do a good job in market research before putting it on the market, rationally analyze the potential of the market, and avoid over-investment. The government should use its own advantages to establish a sound infrastructure for bicycle sharing enterprises and provide supporting software and hardware services. The two sides work together to achieve a balance between supply and demand for shared bicycles in the market.

4.3 Strengthen the Construction of Facilities and System - Improve the Conditions of Bicycle Travel

At present, the traffic planning of first-tier cities in China, such as Guangzhou and Shanghai, is dominated by motor vehicles. The space for bicycles is very limited, and the road network is often not well connected. The new public transport travel mode represented by Gongxiang bicycle has put forward the practical demand for the government to transform the existing road network planning.

This transformation can be divided into hardware and software. In terms of hardware, it mainly includes infrastructure construction such as road network transformation, including the transformation of the existing road network, new bicycle lanes, convenient crossing facilities, and the promotion of urban greenway construction. On the software side, it mainly includes issuing relevant policies or regulations, clarifying bicycle right of way, formulating bicycle driving norms and punishment regulations for bicycle traffic violations. On the one hand, it provides guarantee for bicycle travel, and on the other hand, it normalizes white car travel, so as to formally incorporate it into the public transportation system [4].

4.4 Strengthen Public Opinion Propaganda - Improve the Quality of Citizens

The government should pay attention to the guidance and publicity of public opinion, strengthen the publicity of citizens’ legal awareness, moral awareness and sharing awareness, and achieve the purpose of improving the quality of citizens and reduce the occurrence of uncivilization through close cooperation with the media. At the same time, we will strengthen the construction of bicycle sharing volunteer teams, pay attention to giving full play to the role of bicycle sharing enterprises, and actively encourage car love volunteer organizations of car lovers to train a group of social volunteers and volunteers through the joint guidance of the government, enterprises and the media to reduce social management costs. By strengthening the management of members of voluntary organizations, standardizing the composition of members in the form of registered membership,

and designing corresponding systems and credit evaluation systems to avoid speculation in voluntary management behavior [5].

5 Conclusion

As a kind of convenient public service, the realization of bike-sharing value requires the joint participation and efforts of the government, enterprises, the public and public organizations. While making overall plans, the government should adhere to the concept of putting people first and serving the people, urge enterprises to abide by industry norms, provide market analysis and data guidance, establish a platform for co-governance, and promote active public participation. Bicycle enterprises should adhere to the industry ethics, to provide safe and comfortable bicycle services for the public; The public should abide by the norms of civilized car use and standardized driving, supervise each other, actively participate in exchange forums and put forward reasonable suggestions. Public organizations should provide consulting services to governments and enterprises, and actively promote shared bikes. Facing changes in public governance and new things like bike-sharing, the government faces challenges, but also opportunities. Through innovation in public governance, rational regulation of shared bikes, and the cultivation of innovative models to solve the “last mile” problem, China’s “influencer bikes” will provide a blueprint sample of modern transportation for global cities [6].

References

1. Xiaocong Guo. Government Economics. Beijing: China Renmin University Press, 2008.
2. Fu Junyao. Urban governance dilemma and countermeasures of bike-sharing.
3. Guo Peng, Lin Xiangzhi, Huang Yi, et al. Confronting Change: Reflections on Public Governance after the Explosion of “Shared Bikes”
4. Chen Zhi, Zhang Zhong, Shi Dandan, et al. The “Charm” and “Confusion” of Nanjing Bike-Sharing.
5. Liu Yongxian, Niu Zhanwen, Research on urban governance problems caused by bike-sharing, Urban Development Research, 2021–05–26
6. Zhu Dajian: Shared bikes, can touch a governance change. 2017–02–27.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter’s Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter’s Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

