

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
Date: 6/24/2016 5:20:58 PM
Subject: RE: Memo - Public Bike Share Implementation Update
Attachments: ENG - PBS - MEMO - Memo to Council - Public Bike Share - Implementationpdf

Apologies – I neglected to attach the memo to my preceding message.

Paul

From: Mochrie, Paul
Sent: Friday, June 24, 2016 5:17 PM
To: Direct to Mayor and Council - DL
Cc: City Manager's Correspondence Group - DL; Zaharia, Sarah; Dobrovolny, Jerry
Subject: Memo - Public Bike Share Implementation Update

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny - General Manager of Engineering, providing an update on the implementation of public bike share.

A short summary of the memo is as follows:

- Since entering into the PBS agreement in February, Vancouver Bike Share Inc and City staff have been working hard to launch Mobi bike share this summer.
- Beginning in May, the public was invited to purchase discounted founding memberships.
- Vancouver Bike Share's online station suggestion web page received an overwhelming 7,000 responses for more than 1,300 station locations within the initial service area.
- A summary of upcoming key dates is provided, including demonstration stations, a founding member preview period, and the major launch event.

If you have any further questions, please reach out to Jerry Dobrovolny directly.

Best,

Paul

Paul Mochrie
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ENGINEERING SERVICES
Jerry Dobrovolny, P.Eng.
City Engineer / General Manager

VanRIMS No.: 01-9000-20

MEMORANDUM

June 22, 2016

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Emma Lee, Director, Community Relations, Mayor's Office
Sarah Zaharia, Communications Strategist, Mayor's Office

FROM: Jerry Dobrovolny, General Manager of Engineering Services

SUBJECT: Vancouver Bike Share - Implementation Update

Dear Mayor and Council,

This memo provides an update on the implementation of Vancouver's public bike share (PBS) system. There are a number of important milestones planned as part of the roll-out of PBS in Vancouver.

Since entering into the PBS agreement in February 2016, staff have been regularly engaging Vancouver Bike Share Inc. (VBS) to support a successful implementation of public bike share in Vancouver this summer.

The public was first engaged by VBS in early April 2016 when VBS launched their vancouverbikeshare.ca web page, which provided information on the PBS and solicited suggestions for bike share station locations. Over the course of two months more than 7,000 responses for more than 1,300 locations within the initial service area were received. VBS is continuing to consult with residents and businesses adjacent to proposed station locations.

The system name/brand Mobi (pronounced moe-bee), which stands for 'more bikes', was announced in May in conjunction with discounted founding membership sales. A separate web page was also launched to allow for online membership sales. Founding members have first

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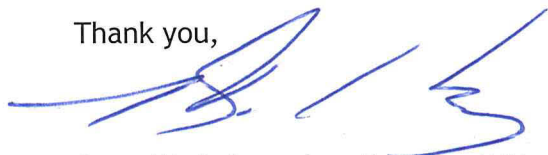
access to the bikes, and the annual membership rate is significantly reduced for the first year of service. Additional founding member perks include a key fob to access the bikes, a coupon towards the purchase of a helmet from local bike shops, and an invitation to a founding member celebration event.

Bicycles and station equipment have arrived in Vancouver and are continuing to be assembled and decal'd with the Mobi brand at VBS's staging yard. Residents and visitors continue to have opportunities to view the bikes, ask questions, and sign up as founding members at local events including the HUB Bike to Work Week wrap-up celebration, and Car Free Days.

In the coming weeks you will begin to see Mobi equipment rolled out in the City. Several key dates are noted below:

- **Week of June 20**
Demonstration stations will be installed in Southeast False Creek. These stations will heighten awareness of the system, provide an opportunity for the public to learn about Mobi, and encourage residents and visitors to sign up as founding members.
- **Week of June 27**
The new Mobi-branded website will launch, to include a map identifying bike share station locations. A founding member preview period beginning with roughly 200 bikes at 20 stations will commence, connecting major cycling and transit routes in a portion of Downtown and around False Creek. A coordinated media announcement will update the public on the launch plans.
- **Week of July 4**
Additional bikes will be added and new stations will be installed to increase the density and geographical area of the system. These additional bikes and stations will be available exclusively to founding members.
- **Week of July 11**
A major media announcement and event will be planned for this week. Following this announcement, the system will be available to all members of the public through regular and founding memberships, and casual day passes. Additional bikes will be added and new stations will continue to be installed to increase the density and geographical area of the system.
- **Week of July 18 and continuing through to the end of Summer**
The system will continue to be expanded throughout the summer, resulting in a total of 1,500 bikes at 150 stations.

Thank you,



Jerry W. Dobrovolny, P. Eng., MBA
General Manager of Engineering Services

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