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Date: 11/14/2017 8:52:04 PM
Subject: Memo - Public Bike Share Phase II Expansion
Attachments: Memo to Mayor Council - Public Bike Share Phase II Expansion.pdf

Good Evening Mayor and Council,

Please see the attached memo from Jerry Dobrovlny, General Manager of Engineering, regarding expansion of the Mobi by Shaw Go system. A short summary as follows:

- Vancouver Bike Share Inc. (VBSI) launched in July 2016 and has seen a successful first year of operations. The Mobi service area currently includes the Downtown Peninsula, roughly bounded by Main Street, Arbutus Street, 16th Avenue, and into Stanley Park.
- Through a research partnership with Simon Fraser University, station location and access were identified as key factors to supporting ridership and removing barriers to using Mobi. VBSI is supporting a service area expansion to the Commercial Drive area including the Commercial-Broadway SkyTrain station. The expansion area east of Main Street is generally bounded by Victoria Drive to the east, East 16th Avenue to the south, and the waterfront to the north.
- The PBS Expansion will be completed by VBSI with oversight by the City of Vancouver. Ongoing ownership and operations will be by VBSI as part of the existing contract with the City of Vancouver. The expansion has an estimated cost of \$3M and will be funded by VBSI and TransLink (BICCS) and will be operational by summer 2018. The City of Vancouver will continue to provide contractual oversight including the review and approval of station installations in the public realm.

If you require further information please contact Scott Edwards at 604.873.7320 or scott.edwards@vancouver.ca.

Best,
Sadhu

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MEMORANDUM

November 14, 2017

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
Naveen Girn, Director of Community Relations, Mayor's Office
Margaret Wittgens, Director of Public Space and Street Use

FROM: Jerry Dobrovolny, General Manager of Engineering Services

SUBJECT: Public Bike Share Phase II Expansion

The purpose of this memo is to inform Mayor and Council of upcoming expansion of the Mobi by Shaw Go service area to Commercial Drive.

In February 2016, the City entered into an agreement with Vancouver Bike Share Inc. (VBSI), CycleHop, and Smoove as its partners for implementing a public bike share system. The system – Mobi by Shaw Go – launched in July 2016 and has seen enthusiastic engagement and ridership in the first year of operations.

The Mobi by Shaw Go service area currently includes the Downtown Peninsula, roughly bounded by Main Street, Arbutus Street, 16th Avenue, and into Stanley Park. Through a research partnership with Simon Fraser University, it was identified that the primary keys to unlocking ridership and removing barriers to using Mobi are station location and access. The Commercial Drive and East Broadway area was the number one recommendation for expansion of the public bike share service area that has not yet been achieved.

The expansion area east of Main Street is generally bounded by Victoria Drive to the east, East 16th Avenue to the south, and the waterfront to the north. The expansion will build on the current network with stations every 2 to 3 blocks, which will require approximately 50 additional stations and 500 bicycles. This density aligns with guidelines published by the National Association of City Transportation Officials (NACTO) and the North American Bike Share Association (NABSA). The expansion will provide connectivity and service to the Commercial-Broadway SkyTrain station.

The Phase II Expansion will be completed by VBSI with oversight by the City of Vancouver. Ongoing ownership and operations will be by VBSI as part of an existing contract with the City of Vancouver. The estimated project completion date is Q2 2018 and the estimated project value is \$3M. Project costs of \$2M will be borne by VBSI and \$1M of funding will be provided by TransLink through the Bicycle Infrastructure Capital Cost Sharing (BICCS) program. This funding availability is due to an increase in BICCS funding allocated to City of Vancouver projects in 2018.

In addition the previous financial support provided to VBSI, staff have authorized deferral of approximately \$1M for revenue and city services payments from 2017 to 2018, in order to assist with cash flow through the period of this expansion phase. The City of Vancouver will continue to provide contractual oversight including the review and approval of station installations in the public realm.

In the Metro Core, Mobi by Shaw Go has extended the reach of walking and transit trips, reduced the need for vehicle trips, and enhanced the convenience of cycling. The Phase II Expansion will bring those benefits eastward to include, Strathcona, Grandview-Woodland, more of the Downtown Eastside and Mount Pleasant, and into Kensington-Cedar Cottage.

Thank you for your continued support with this project. We are pleased with the enthusiastic response in the first year and are anticipating continued growth in the Phase I and Phase II areas. We are excited to realize the benefits that the Phase II Expansion will bring to the City and to the region by enhancing the connectivity and convenience of the cycling network.



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