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To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"

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Date: 6/13/2018 4:06:54 PM

Subject: Memo - Public Bike Share - Improved Accessibility and Phase II Expansion Update

Attachments: Memo - Public Bike Share - Improved Accessibility and Phase II Expansion....pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny. A short summary of the memo is as follows:

- On Thursday June 14, 2018 Mobi by Shaw Go, in partnership with the City of Vancouver, TransLink, Shaw, and Vancity, will be announcing the following:
 - The Vancity Community Pass is a one year pilot which will lower barriers to using public bike share through offering a discounted annual membership to eligible users. Passes will be offered at \$20/year (regular price is \$159).
 - The minimum age to ride Mobi by Shaw Go has been reduced from 16 years old to 12 years old to further support access to public bike share for families and people of all ages.
 - Phase II Expansion is approximately halfway complete with over 25 stations between Main Street and Victoria Drive. Additional stations are expected in summer 2018 to complete the Phase II Expansion of 50 stations and 500 bikes.
- Ridership has shown year over year growth. In May 2018 there were over 85,000 rides, a 64% increase from May 2017.

If you have any questions, please feel free to contact Margaret Wittgens, Director of Public Space & Street Use, at 604-673-8227 or margaret.wittgens@vancouver.ca.

Best,
Sadhu

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MEMORANDUM

June 13, 2018

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Communications Director
Kevin Quinlan, Chief of Staff, Mayor's Office
Naveen Girn, Community Relations Director, Mayor's Office
Margaret Wittgens, Director, Public Space and Street Use, Engineering Services
Scott Edwards, Manager, Public Bike Share, Engineering Services

FROM: Jerry Dobrovolny
General Manager, Engineering Services

SUBJECT: Public Bike Share – Improved Accessibility and Phase II Expansion Update

The purpose of this memo is to inform Mayor and Council of an upcoming media event planned for June 14, 2018. Mobi by Shaw Go, in partnership with the City of Vancouver, TransLink, Shaw, and Vancity, will be announcing system updates that will improve access to public bike share, and provide an update on the status of the Phase II Expansion:

Improving Access to Public Bike Share

Vancity Community Pass

The Vancity Community Pass is a one year pilot which will lower barriers to using public bike share through a discounted pass program, increasing the accessibility and affordability of bike share. Supporting the Healthy City Strategy, the new Vancity Community Pass aims to include more people into an active outdoor lifestyle by providing an additional healthy and affordable way to get around.

During the pilot, up to 300 "365 Day Plus" Passes will be offered at \$20 for the year (regular price is \$159). Lessons learned during the pilot will be applied to the development of a long term program. Eligibility for participation in the pilot will be based on the Leisure Access Program and working with community partners to facilitate program referrals based on set criteria.

Changes to Minimum Age Requirements

Additionally, to further support access to public bike share for families and people of all ages, Mobi by Shaw Go has reduced the minimum age to ride a Mobi bike from 16 years old to 12 years old. A parent or legal guardian is required to purchase the pass, and confirm that the rider aged 12 thru 18 meets the minimum height requirement and is capable of safely riding an adult-sized bike.

Phase II Expansion to Victoria Drive

Further to a memo to Mayor and Council dated April 5, 2018, the deployment of bikes and stations into the Phase II Area is well underway. In April 2018, Mobi by Shaw Go added over 25 stations between Main Street and Victoria Drive, including stations providing service near the Commercial-Broadway SkyTrain station. Additional stations are expected in summer 2018, to complete the Phase II Expansion of 50 stations and 500 bikes.

There have been over 900,000 rides to date. Ridership has shown year over year growth. In May 2018 there were over 85,000 rides, a 64% increase from May 2017. At stations east of Main Street, 94% of rides were taken by long term members (i.e. locals). For example, stations in the Railtown area are used almost exclusively by commuters.

If you have any questions, please feel free to contact Margaret Wittgens, Director of Public Space and Street Use, at 604-673-8227 or margaret.wittgens@vancouver.ca.



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