

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL"

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

"Dobrovolny, Jerry" <jerry.dobrovolny@vancouver.ca>

"Wittgens, Margaret" <Margaret.Wittgens@vancouver.ca>

Date: 2/13/2019 3:46:15 PM

Subject: Memo - New Public Bike Share Station Installations

Attachments: Memo - New Public Bike Share Station Installations.pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny to inform Mayor and Council of the upcoming planned installations of public bike share (PBS) stations. A short summary of the memo is as follows:

- ☐ Mobi has seen many successes in the last year. Mobi launched the Vancity Community Pass to increase accessibility of bike share and has seen over 1.4 million trips by over 100,000 users to date.
- ☐ Following a period with few installations in fall 2018, approximately 20 new PBS stations will be installed throughout the service area in early 2019 to complete the system of 200 stations.
- ☐ Staff will re-engage with stakeholders as a part of the outreach process before installation.
 - Staff previously heard concerns about the reallocation of street space from car parking to bike share. Based on the feedback, staff has explored and reviewed alternative locations and collaborated with relevant external and internal stakeholders to find the most suitable station locations.
- ☐ These stations will:
 - Improve accessibility for vulnerable residents
 - Fill in gaps in the network
 - Improve connections to bike infrastructure

If you have any questions, please feel free to contact Jerry Dobrovolny at 604-873-7331 or jerry.dobrovolny@vancouver.ca.

Best,
Sadhu

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

MEMORANDUM

February 13, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Civic Engagement and Communications Director
Katrina Leckovic, City Clerk
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Margaret Wittgens, Director, Public Space and Street Use

FROM: Jerry Dobrovolsky
General Manager, Engineering Services

SUBJECT: New Public Bike Share Station Installations

The purpose of this memo is to inform Mayor and Council of the upcoming planned installations of public bike share (PBS) stations. Following a period with few installations in fall 2018, approximately 20 new PBS stations will be installed throughout the service area in early 2019. Staff will re-engage with stakeholders as a part of the outreach process before installation.

At a number of the proposed locations staff have previously engaged with area residents and heard both support as well as concerns. The concerns expressed were most commonly about the reallocation of street space from car parking to bike share. Based on the feedback, staff has explored and reviewed alternative locations and collaborated with relevant external and internal stakeholders, including the Parking Management Branch, to find the most suitable station locations. Most of these stations reallocate the space of approximately two parked cars for up to 18 bikes. The space reallocated to PBS typically accounts for about 1-2% of the available on street parking space surrounding a typical block.

Background

PBS can help extend the reach of transit and walking trips, reduce the need for personal vehicle trips, and encourage greater interest in cycling, and increase cycling ridership. After an RFP process the City entered into an agreement with Vancouver Bike Share Inc. ("VBSI"), CycleHop Corp Canada, and Smoove as its partners for implementing a PBS system in February 2016. The City provided a \$5 million fee for the launch and operation of the PBS system for five years. The system – Mobi by Shaw Go – launched in July 2016 with a Phase I rollout of 150 stations and 1,500 bikes. In November 2017, the City announced a Phase II Expansion which extended

the service area eastward to Victoria Drive and brought the expected system size to approximately 200 stations and 2,000 bikes. The City chose a vendor that offers a station based system that allows the City to carefully control where riders can start or end their trips. This ensures that streets and sidewalks remain safe and accessible for all road users. To date, over 100,000 Mobi riders took over 1.4 million trips. Most of those trips are made by long-term local members. These riders own one or more bikes already but prefer to use Mobi by Shaw Go because it allows them to ride one-way or for just part of their trip, to get around more easily or faster than other types of transportation, and not have to worry about their bike being stolen.

Upcoming Installations

Further to a memo to Mayor and Council dated April 5, 2018, staff is working with VBSI to complete station deployment. The PBS system is deployed in stages to ensure the network is growing in a way that is effective and convenient for all Mobi users. The most recent stage of station installations started in April 2018 and wrapped up at the end of summer. There are currently over 180 stations in the PBS network. Approximately 20 stations are planned to be installed in winter 2019 to complete the system of 200 stations, improve network accessibility, address areas of demand, fill in gaps in the service area, and improve connections to cycling facilities.

How these stations will improve the system

1. Improve accessibility for vulnerable residents

In the summer of 2018, Mobi launched the Vancity Community Pass. This pass offers discounted memberships for \$20 per year (regular \$159) to eligible residents. Eligibility is based on either proof of enrollment in the Leisure Access Pass Program, proof of Red Compass Card ownership, or referral from an official community partner. Since the pass was launched, there has been excellent uptake and ridership from members in this program, especially east of Main Street.

Figures 1 and 2 show usage at each station in August and September 2018. The taller bars indicate more rides at that station. Figure 2 shows that stations in the Downtown Eastside and Strathcona neighborhoods are well used by Vancity Community Pass members.

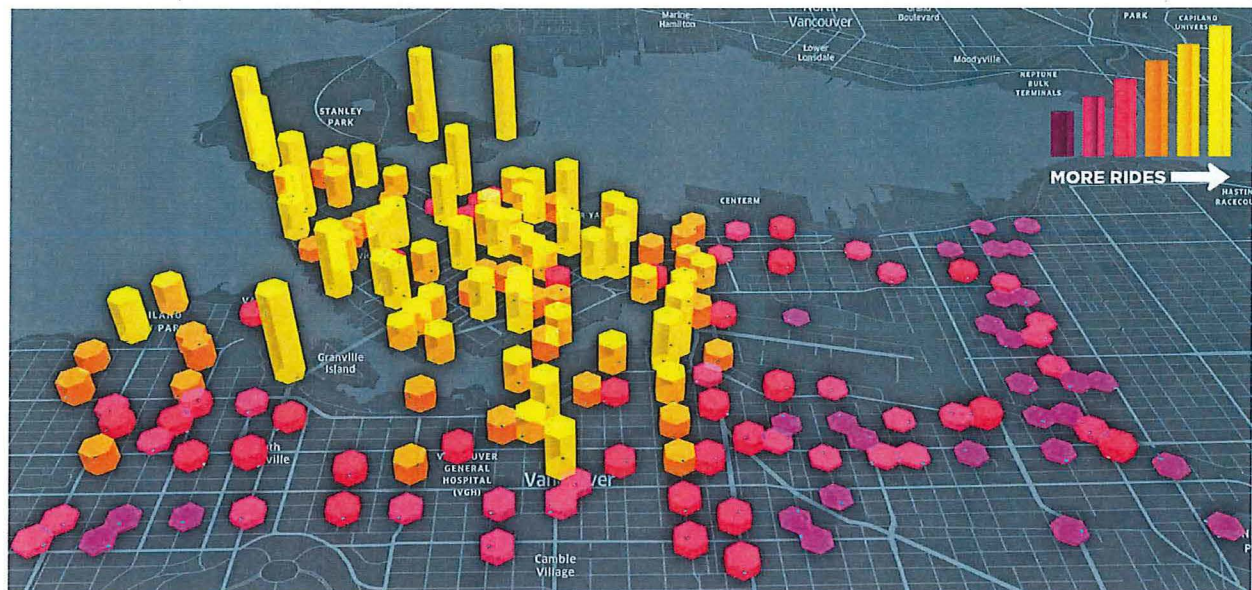


Figure 1: Ridership per station, all memberships (typical \$159 per year)

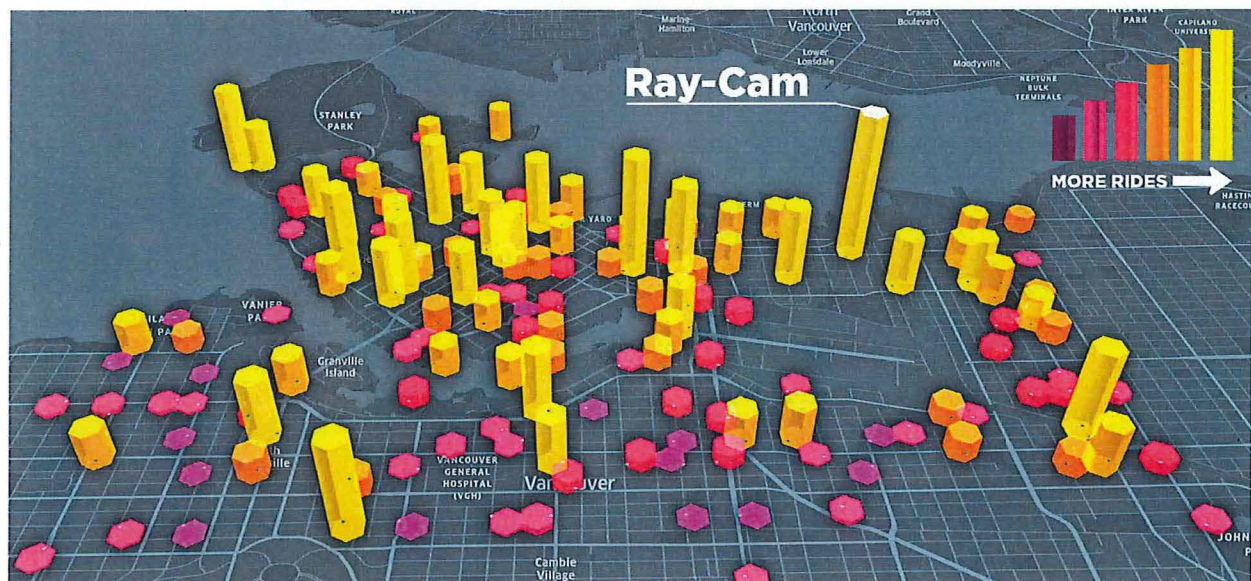


Figure 2: Ridership per station, Vancity Community Pass members (\$20 per year)

This has highlighted the local demand for access to affordable bike share. The addition of new stations in these neighborhoods will provide higher quality service to all riders in these areas.

2. Fill in gaps in the network

To ensure equitable access and increase ridership of the system, there should be consistent coverage across the service area. The station siting principles used in Vancouver align with guidelines published by the National Association of City Transportation Officials (NACTO), the Institute for Transportation and Development Policy (ITDP), and the North American Bikeshare Association (NABSA). Stations will be located every 200 to 300 metres, or less than a 5 minute walk apart throughout the service area. In areas of high demand, station density and station size will be increased to support increased ridership. Figure 3 shows a 200 metre radius around each existing station in blue, which illustrates gaps in the network where coverage is insufficient. Some gaps are intentional and represent areas with very low demand, for example, the railway areas in False Creek Flats. However, some gaps are detrimental to the network by making bike share inconvenient for trips to or from that area. For example, staff has had stations requested along the bikeways in the Fairview and Mount Pleasant neighbourhoods.

The planned stations (white dots) will neatly fill in remaining gaps in the service area to improve access to bike share which is critical to the usability and convenience of the system and responds to feedback from the community.

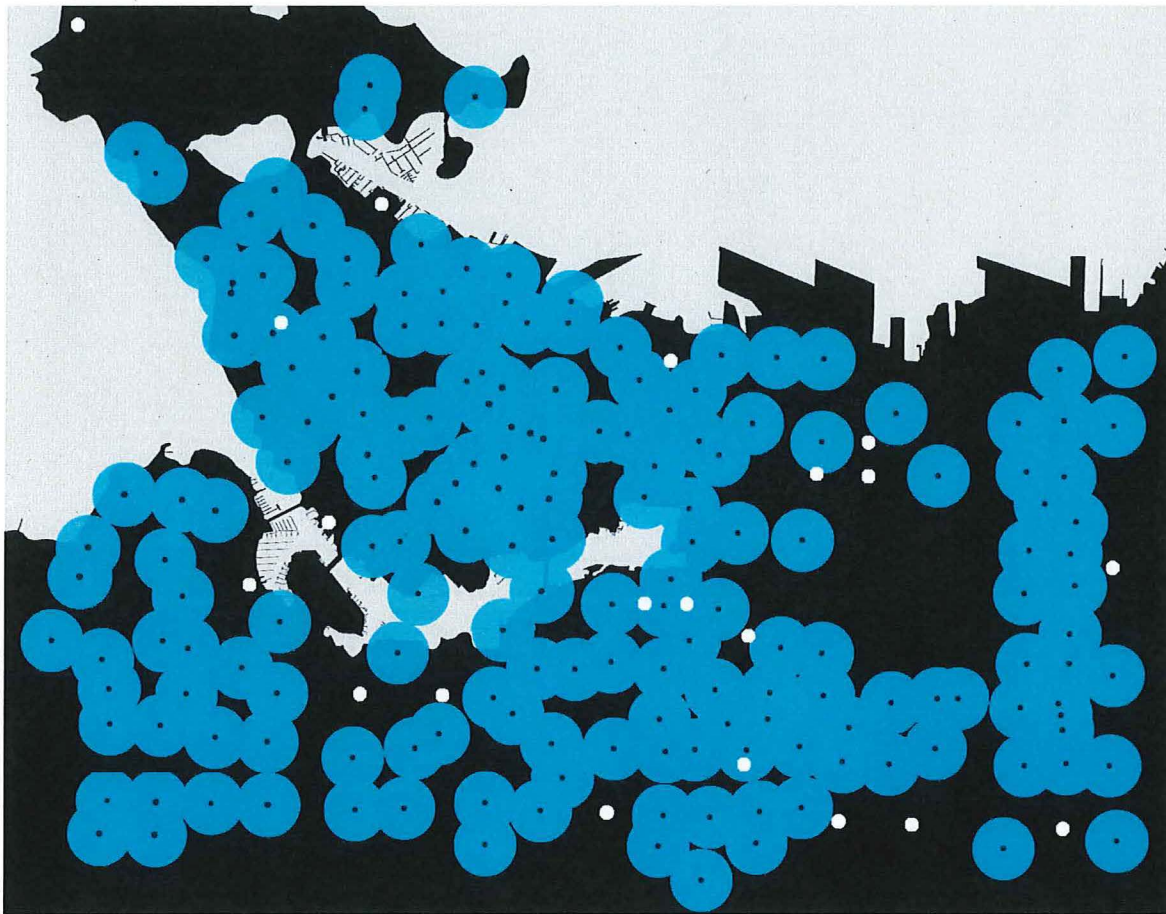


Figure 3: Stations, existing (blue circles) and planned (white dots)

3. Improve connections to bike infrastructure

Industry guidelines and our own data have shown that proximity to comfortable cycling facilities increases ridership. Our ridership data shows that 19 of our top 20 busiest stations are located on or near the City's All Ages and Abilities (AAA) cycling facilities. Most of the planned stations are located directly on our cycling facilities.

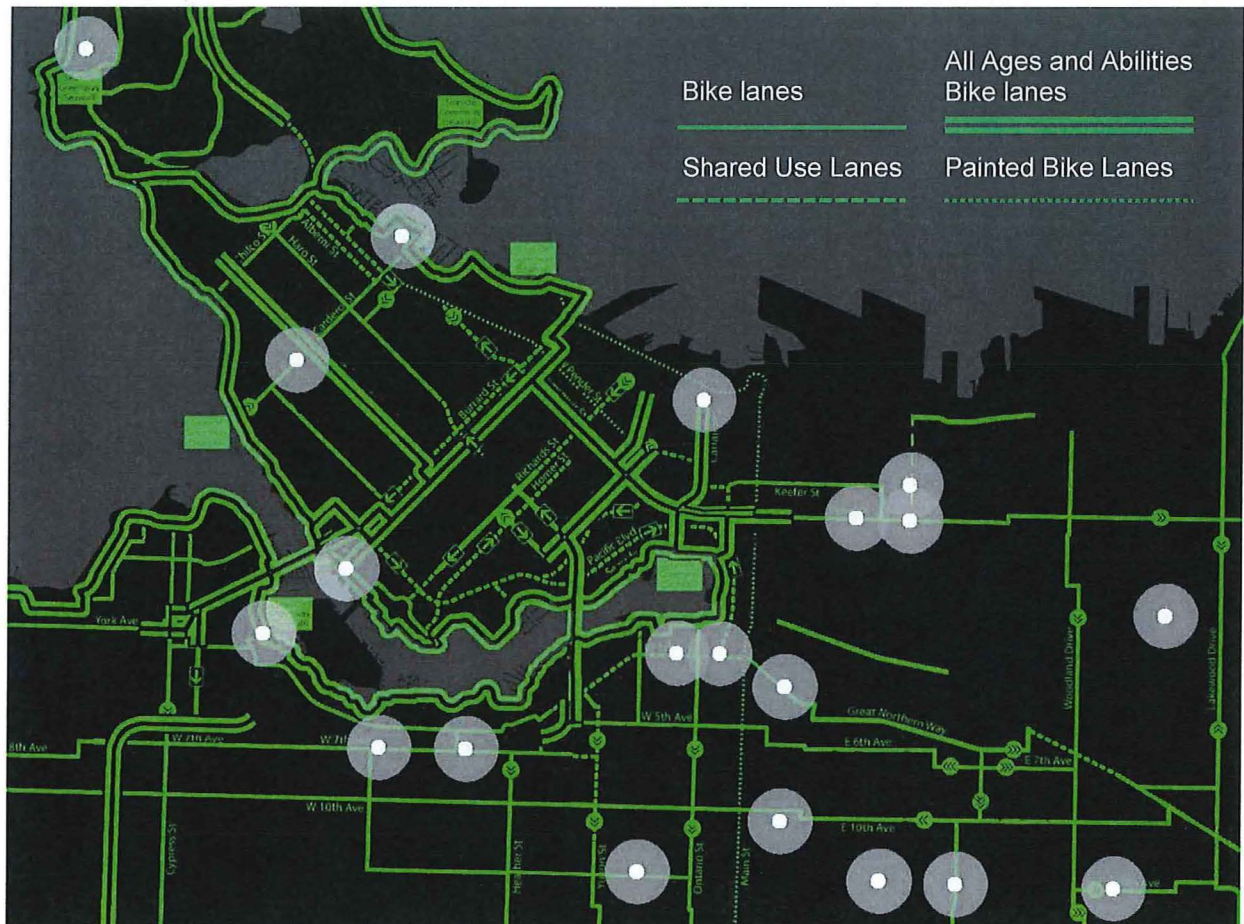


Figure 4: Cycling facilities (green lines) and planned stations (white circles)

Community Outreach

There were some key lessons learned from outreach completed earlier in the project that staff is applying as the system grows and stations are deployed. Residents often indicate strong support for the system and cycling in general before they share specific local concerns, often focused on changes to on-street parking, visual aesthetics, and the potential for changing activity in the area. Staff is working with residents and businesses to share knowledge of the system, understand local considerations, and where possible offer mitigation strategies to alleviate concerns.

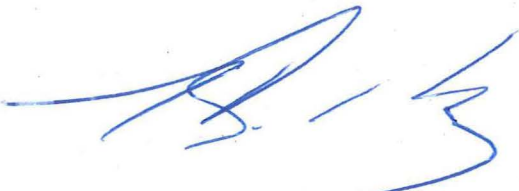
Station Siting

Opportunities for station siting prioritize safety, transit connections, and proximity to comfortable cycling facilities. Stations will be conveniently located in residential neighbourhoods and at popular destinations such as commercial/shopping districts, parks, educational institutions, community facilities and amenities, and large sporting, performance, and event venues. One of the strategies used to mitigate concerns related to parking and competing uses of the street right-of-way is to seek space on zoned lands including civic property (e.g. City Hall, parks, community centres, etc.) and private property through the development permit and rezoning application processes. This also allows PBS to service areas where stations within the street right-of-way are not possible due to spatial considerations such as steep or changing grades, curved streets, pedestrian clearance requirements, landscaping, parking demands, motor vehicle loading, public art, street vending, utility connections and accesses, etc.

The success of the program is expected to grow as the system matures and it provides people with convenient access to mobility options and enhances the connectivity of the cycling network.

Should Councillors wish to experience the public bike share system and how it fits into the overall transportation system, Mobi by Shaw Go is pleased to offer a free 90 day pass to Mayor and Council (\$75 value). The City Clerk's office has been provided with a promotional code to redeem this offer.

If you have any questions, please do not hesitate to contact me directly.



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