

Update on Vancouver Public Bike Share Program



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November 15, 2017

Public Bike Share - Timeline

2011 April

- Expressions of interest

2012 June

- Alta identified as preferred operator

2012 October

- Bylaws amended

- Building By-Law
- License By-Law
- City Land Regulation By-Law
- Street Vending By-Law
- Vehicle For Hire By-Law
- Sign By-Law
- Zoning and Development By-Law

2015 June

- City and Alta unable to reach agreement

2015 July

- New request for proposals

2016 February

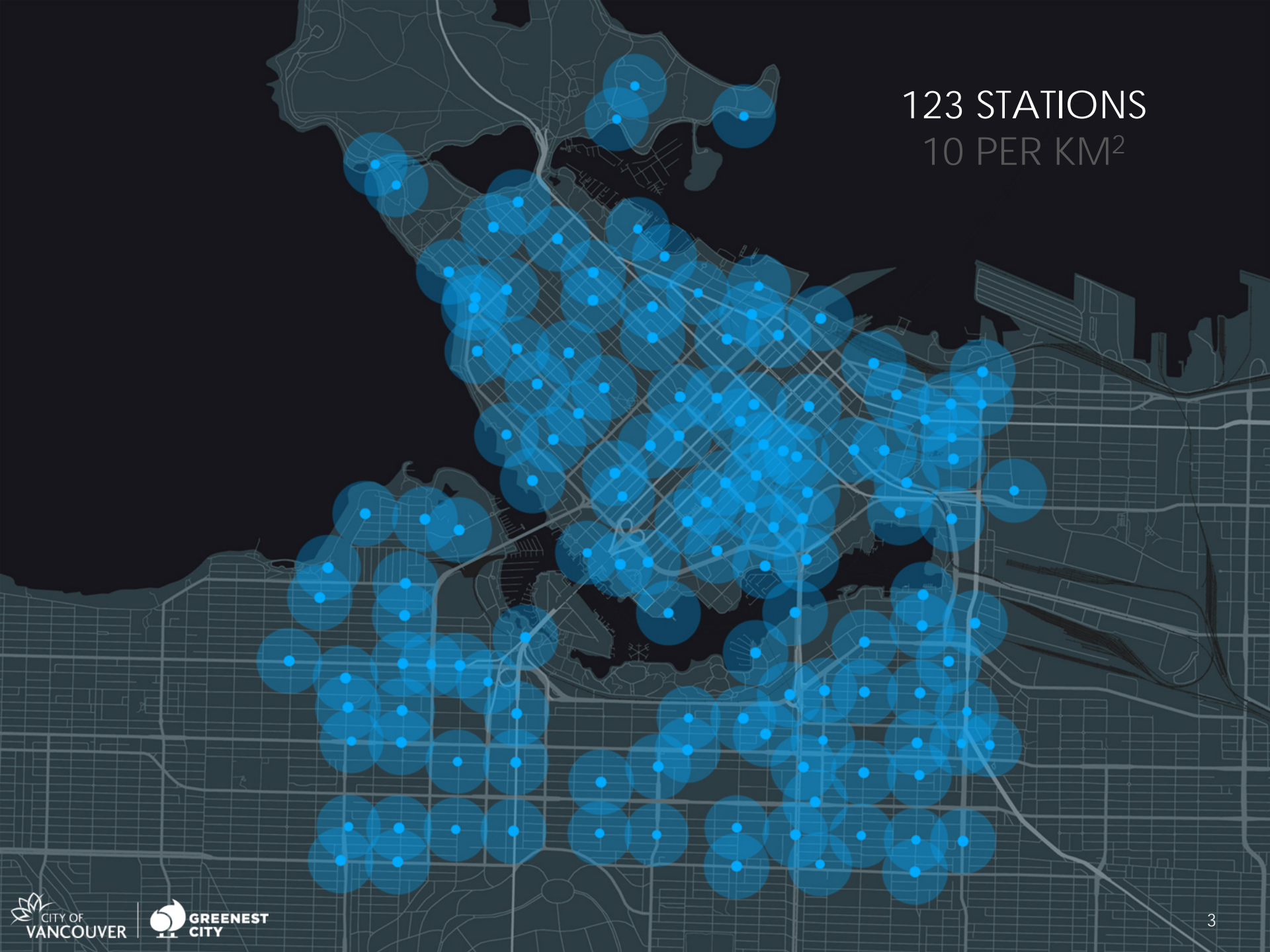
- Agreement with Vancouver Bike Share Inc.

2016 July

- Mobi Launched

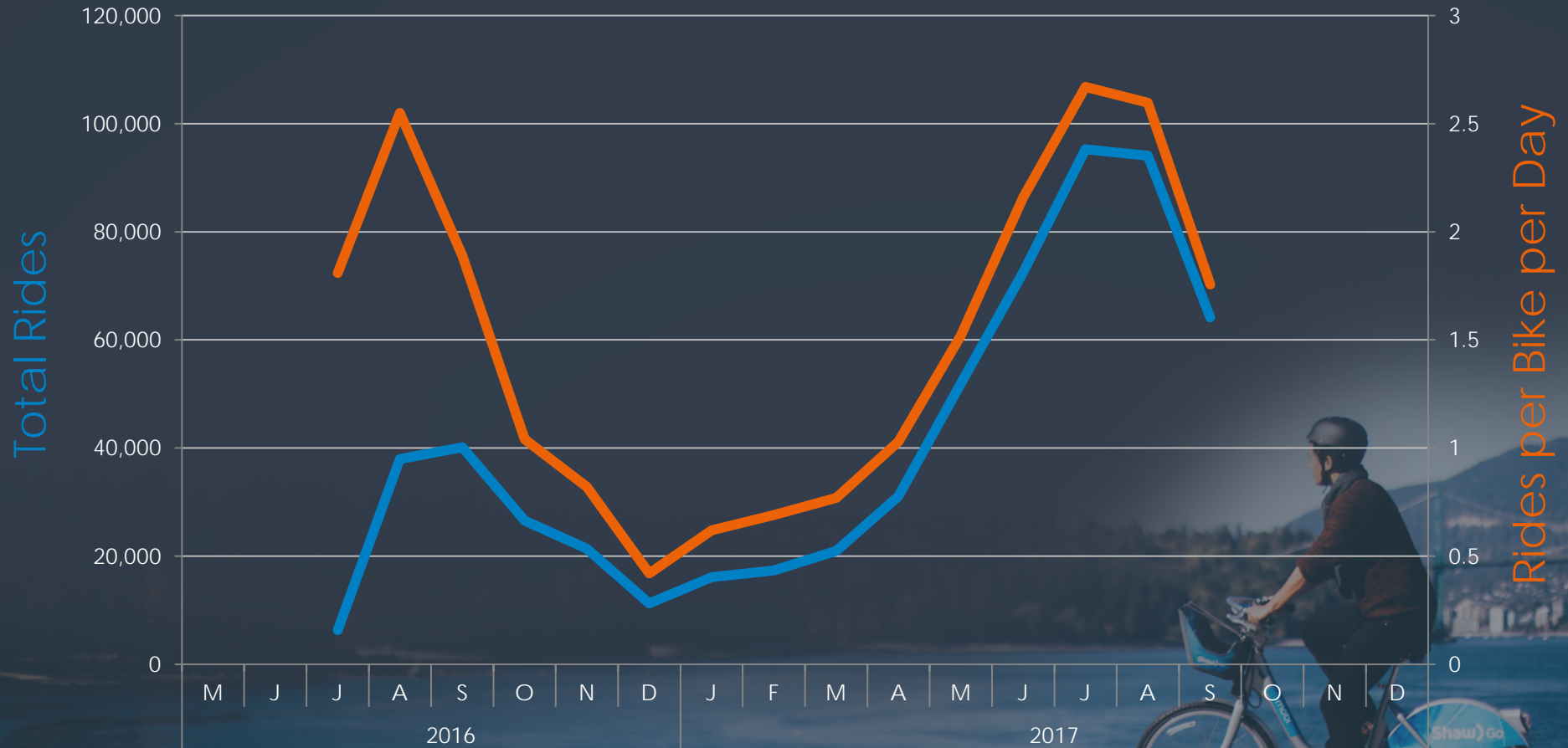


123 STATIONS
10 PER KM²



MONTHLY RIDERSHIP

— Total Rides — Rides per Bike per Day



35,000+

Mobi users to date

That's around

18

Cruise ships
worth of passengers



650,000+

Trips to date covering over 2 million KM



Combined distance of

50 trips

around the world

Average trip length is 19 minutes



123

stations



1214

bikes

3,916

Rides on busiest day



" I can see parents who live nearby walking their children to school, then grabbing a Mobi to work or for running errands."



" In short, creating a Mobi station here is a natural fit for the local residents, the school community, and Vancouver at large."



"I don't drive so having more docking stations and more bikes available makes Vancouver more accessible to me."



"A Mobi station would greatly enhance my day-to-day active lifestyle and help me get out and explore the city more."

MEMBERS

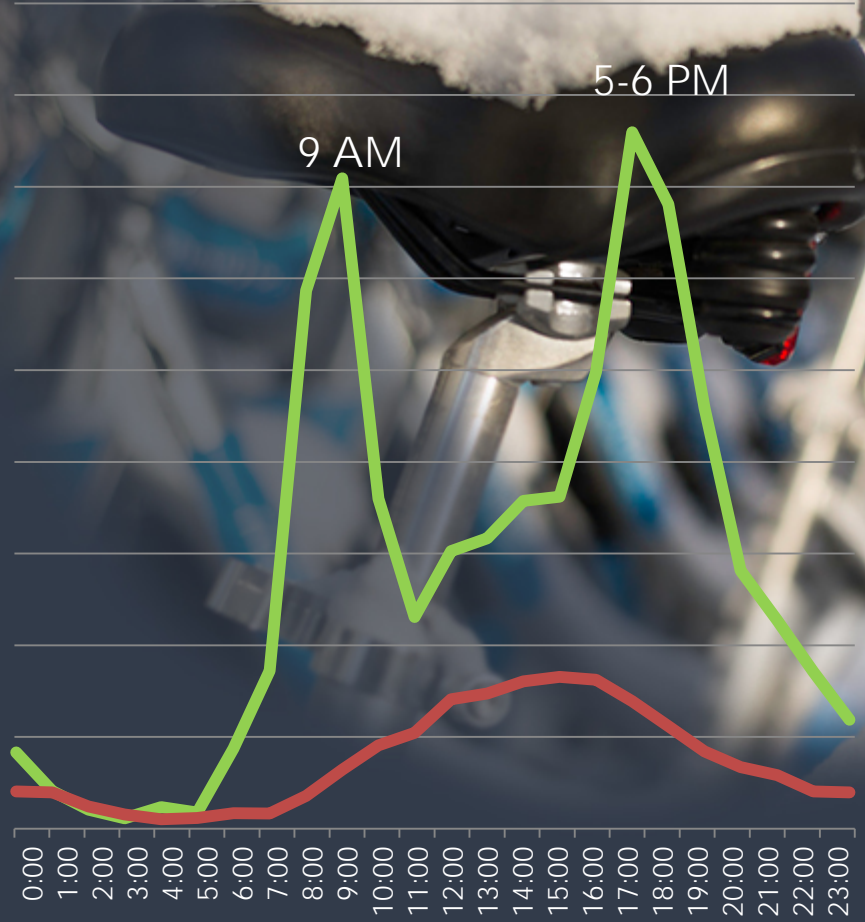
DAY PASS



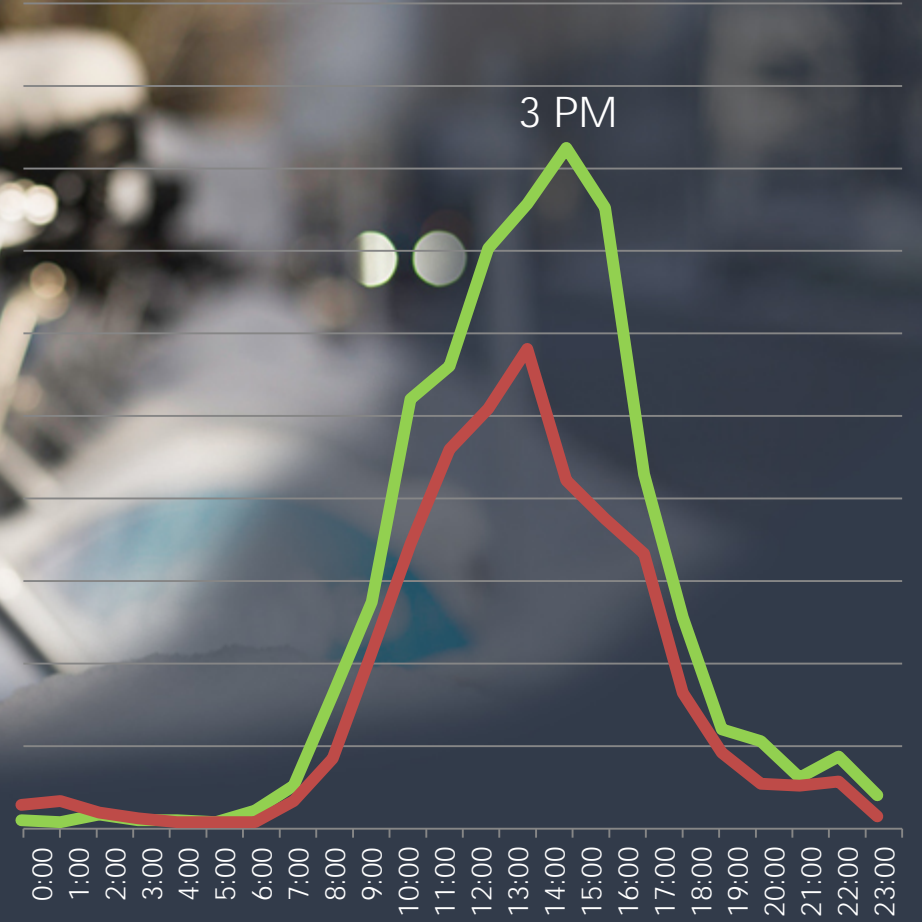
— WEEK DAYS — WEEKENDS

WINTER RIDERSHIP DATA

MEMBERS



DAY PASS

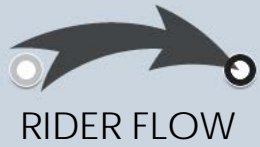


— WEEK DAYS — WEEKENDS

MORNING COMMUTER FLOW



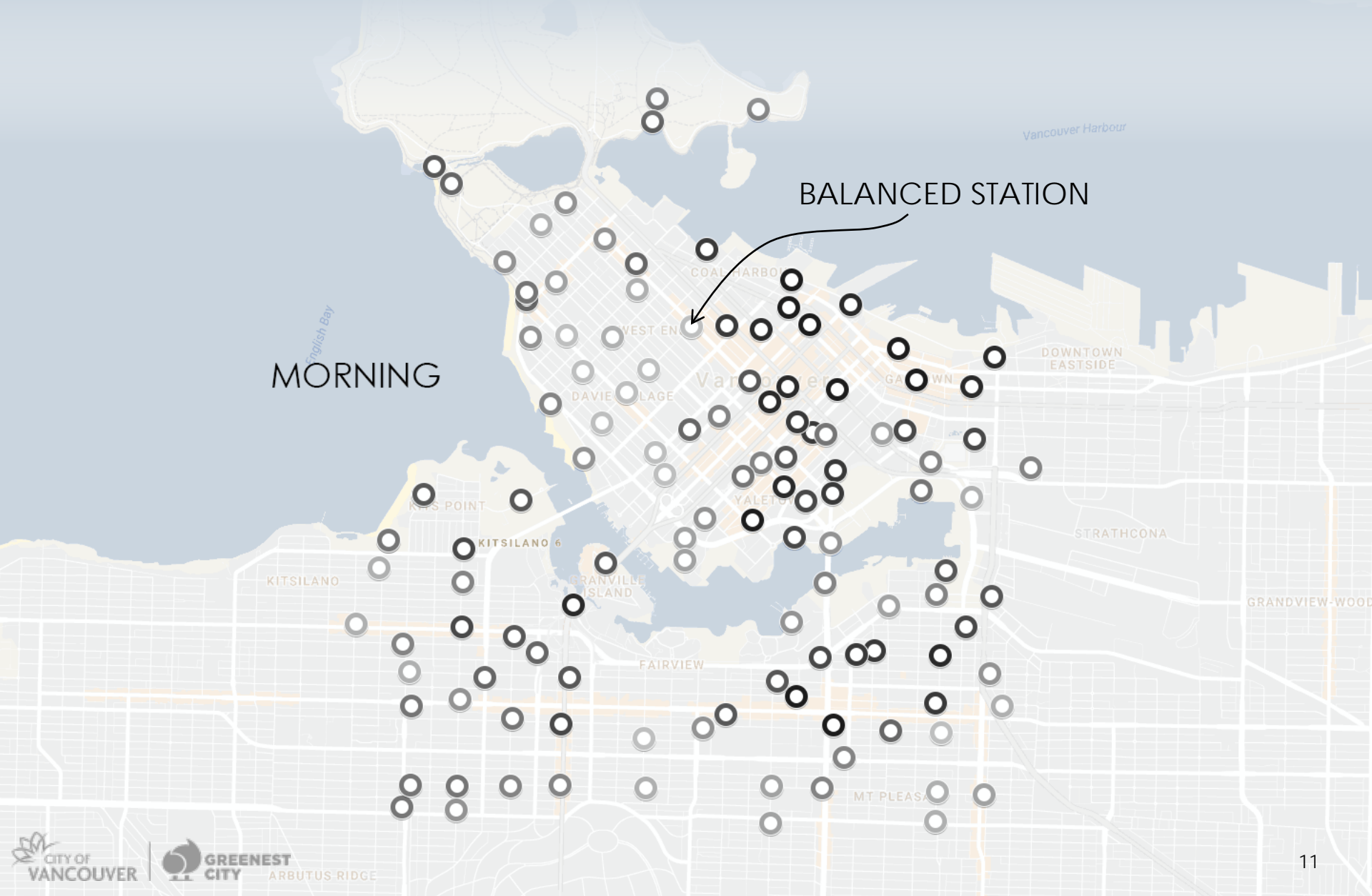
AFTERNOON COMMUTER FLOW



COMMUTER FLOW

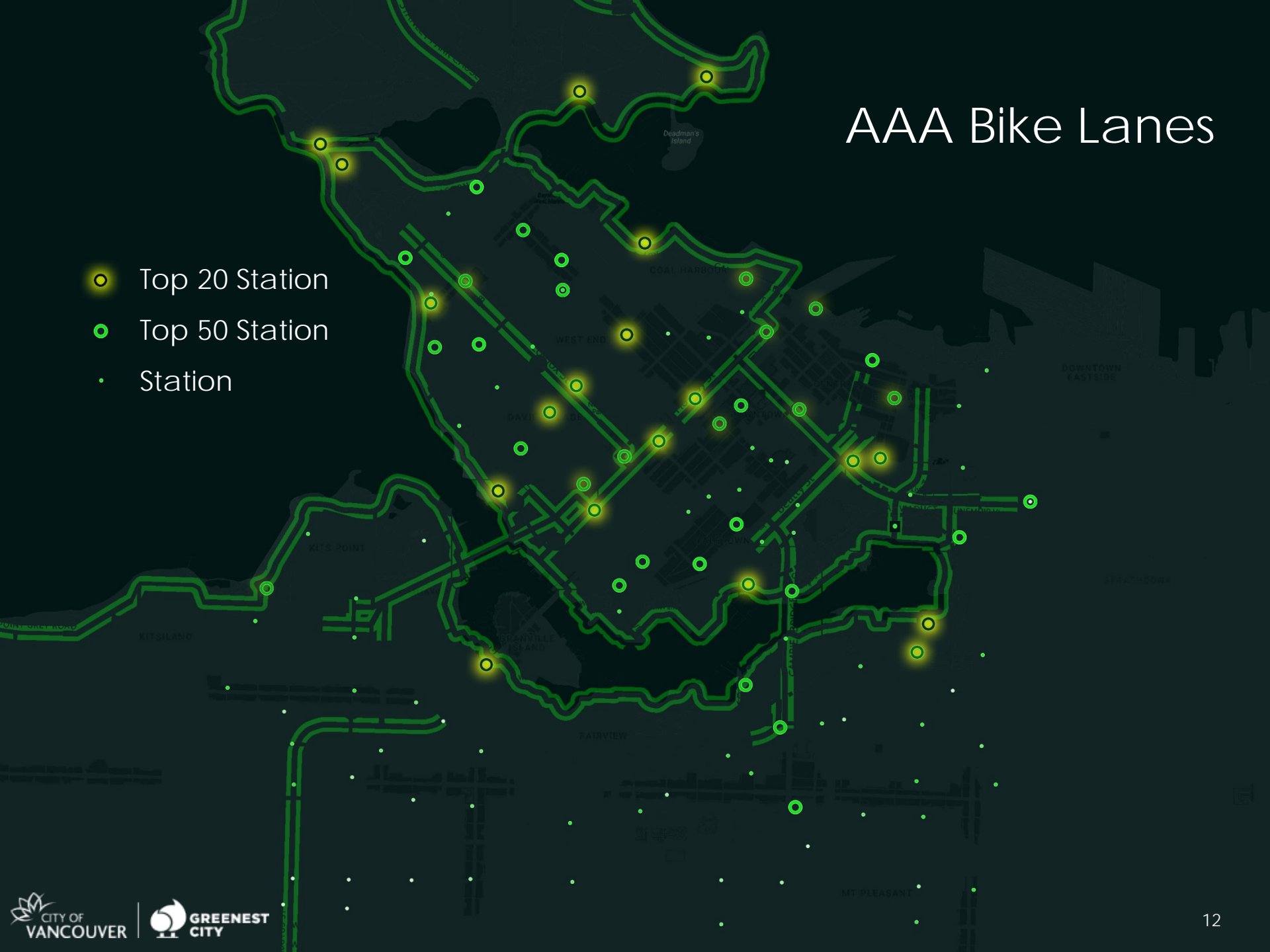
MORNING

BALANCED STATION

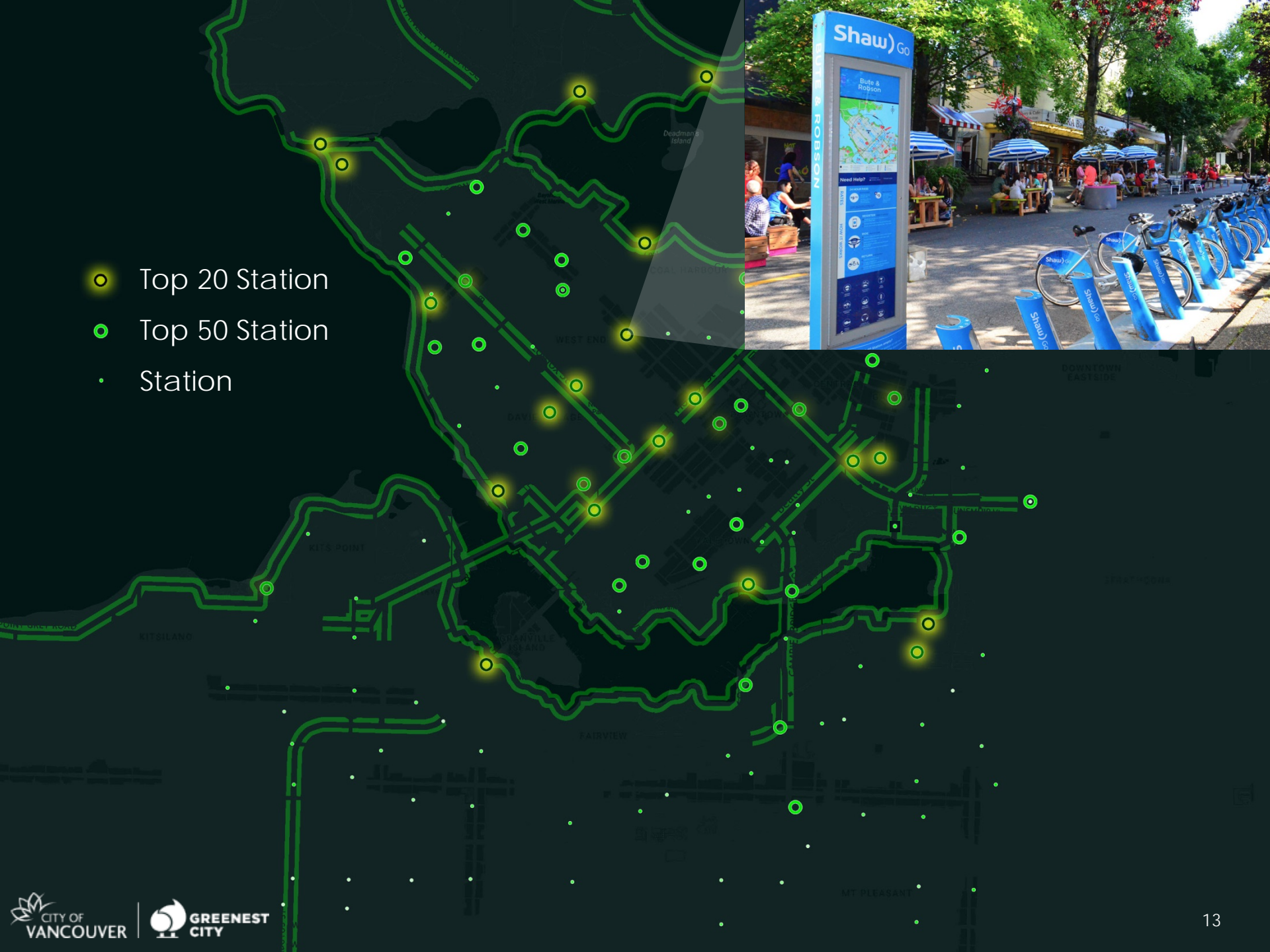


AAA Bike Lanes

- Top 20 Station
- Top 50 Station
- Station



- Top 20 Station
- Top 50 Station
- Station



PARKING SPACES

Bike Turnover

Car Turnover

A 4 hour snap shot shows:

>5 interactions

<1 interactions

COMMON MISCONCEPTIONS



1. "I HAVE MY OWN BIKE"



2. "VANCOUVER IS TOO HILLY"



3. "IT RAINS TOO MUCH"



COMMON MISCONCEPTIONS



1. "I HAVE MY OWN BIKE"

69% OF MOBI MEMBERS OWN ONE OR MULTIPLE BIKES



2. "VANCOUVER IS TOO HILLY"



62% OF MOBI MEMBERS TRIPS ARE ONE WAY OR MULTI MODAL



3. "IT RAINS TOO MUCH"

COMMON MISCONCEPTIONS



1. "I HAVE MY OWN BIKE"



Cyclocross



2. "VANCOUVER IS TOO HILLY"



3. "IT RAINS TOO MUCH"



43% OF ALL TRIPS
GAIN ELEVATION

COMMON MISCONCEPTIONS



1. "I HAVE MY OWN BIKE"



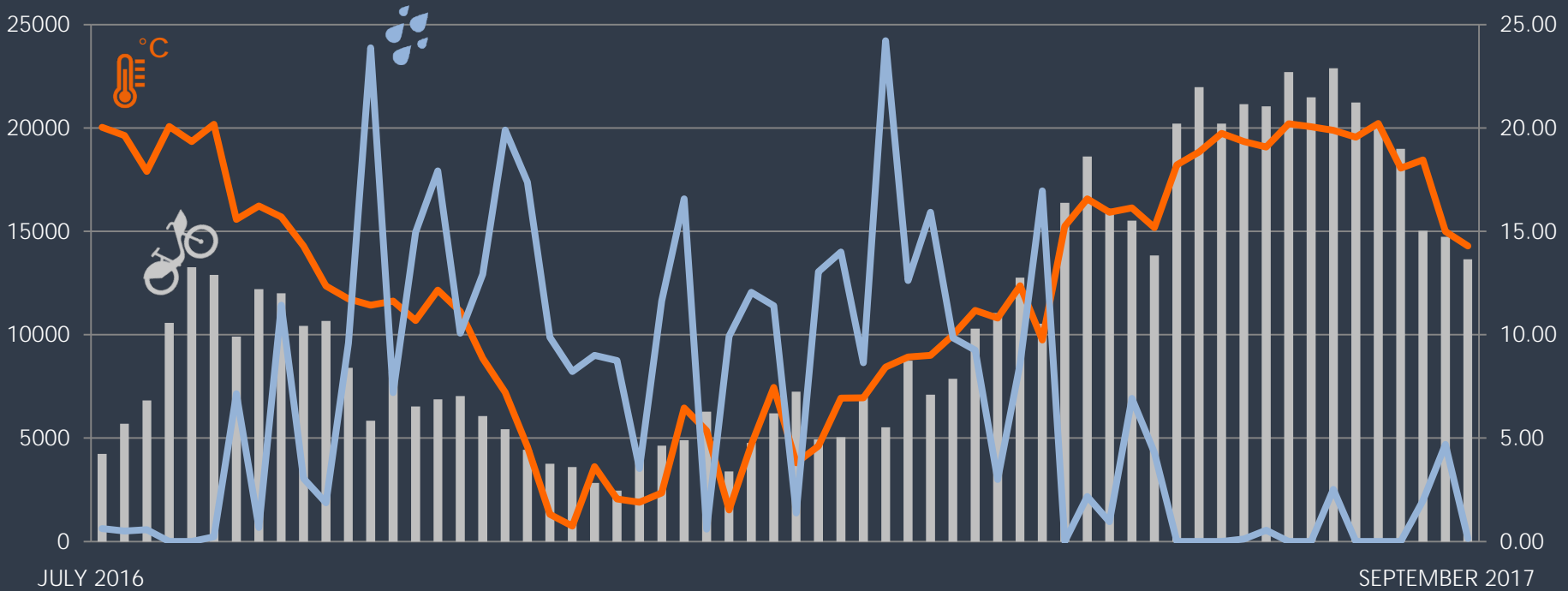
2. "VANCOUVER IS TOO HILLY"



3. "IT RAINS TOO MUCH"



COMMON MISCONCEPTIONS



3. "IT RAINS TOO MUCH"

█ Rides █ Temperature (°C) █ Precipitation (mm)

TEMPERATURE INFLUENCES RIDERSHIP MORE THAN PRECIPITATION

A HELMET ON EVERY BIKE



RIDES PER BIKE PER DAY

City	Country	Stations	Launched	Rides/Bike/Day
Barcelona	Spain	420	2007	8.4
Paris	France	1228	2007	5.2
New York City	US	357	2013	4.7
Montreal*	Canada	421	2009	3.6
Vancouver (summer)	Canada	123	2016	2.4
Toronto	Canada	80	2011	2.0
London	UK	748	2010	2.0
Vancouver (annual)	Canada	123	2016	1.4
Ottawa*	Canada	25	2009	0.89
Melbourne	Australia	51	2010	0.71

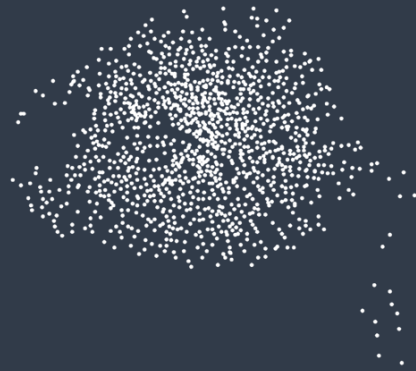
* Systems shut down in winter

Systems with a helmet law

PUBLIC BIKE SHARE SYSTEM SIZES



Vancouver



Paris



London



Montreal



Barcelona



Brussels



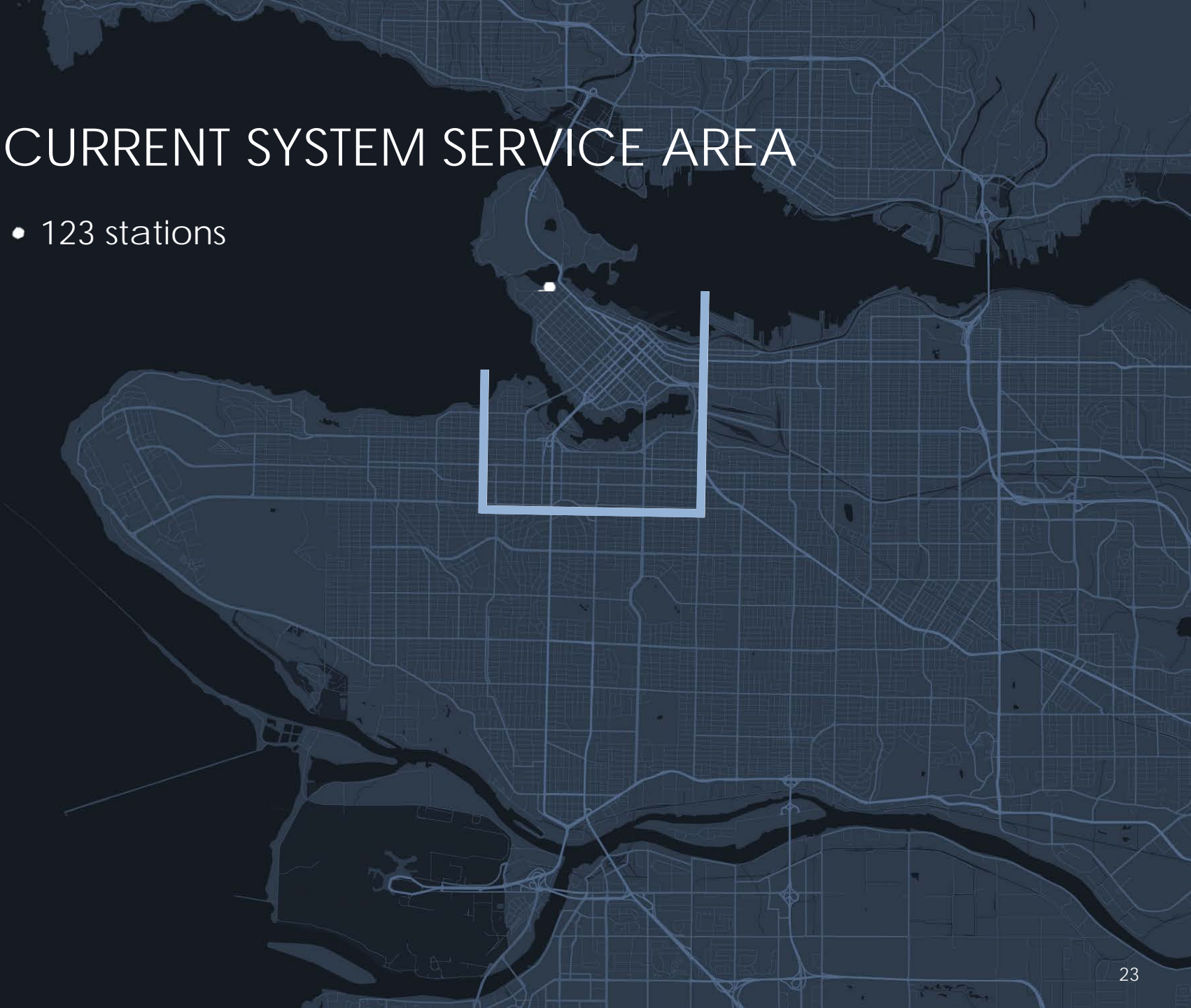
New York



Washington DC

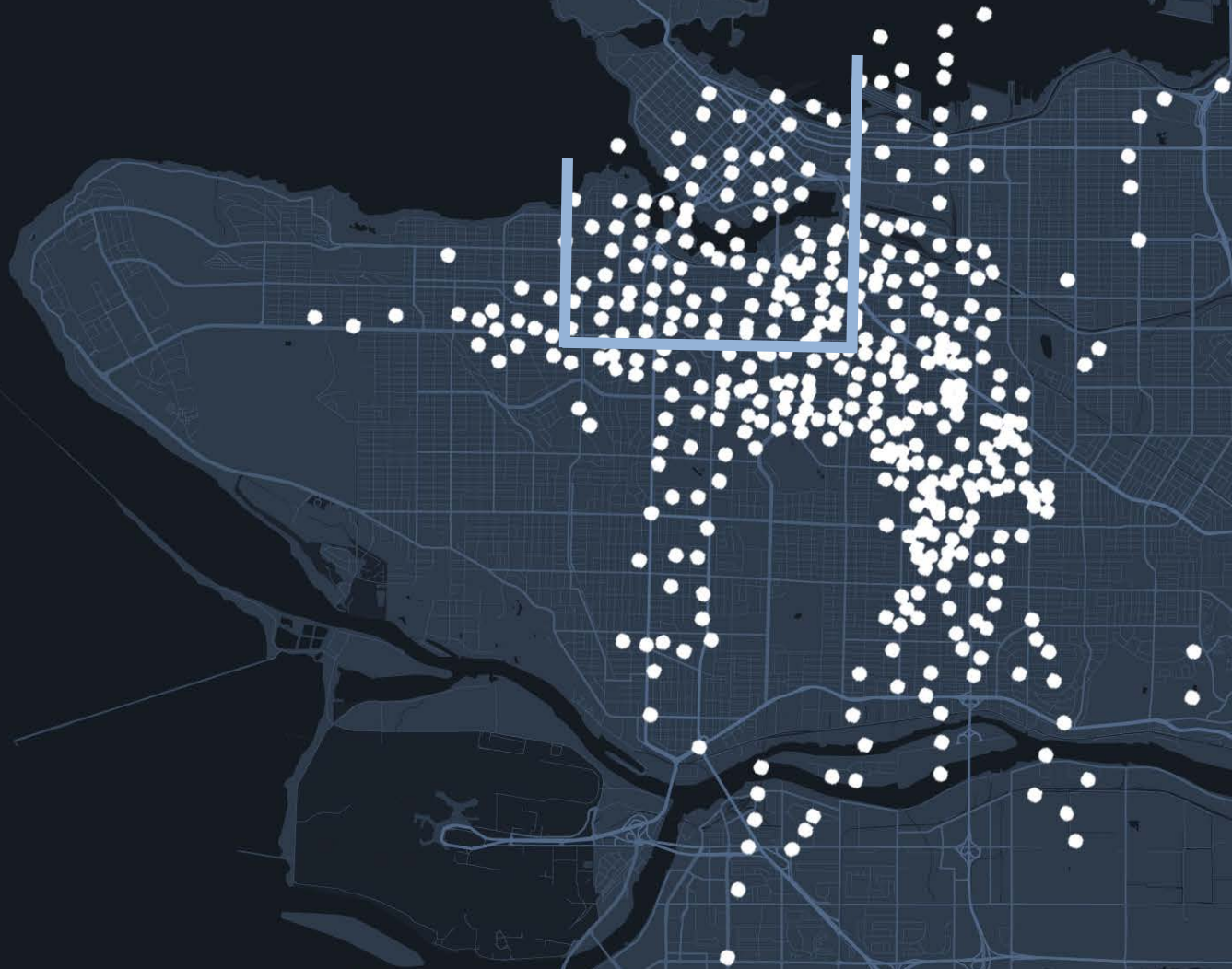
CURRENT SYSTEM SERVICE AREA

- 123 stations

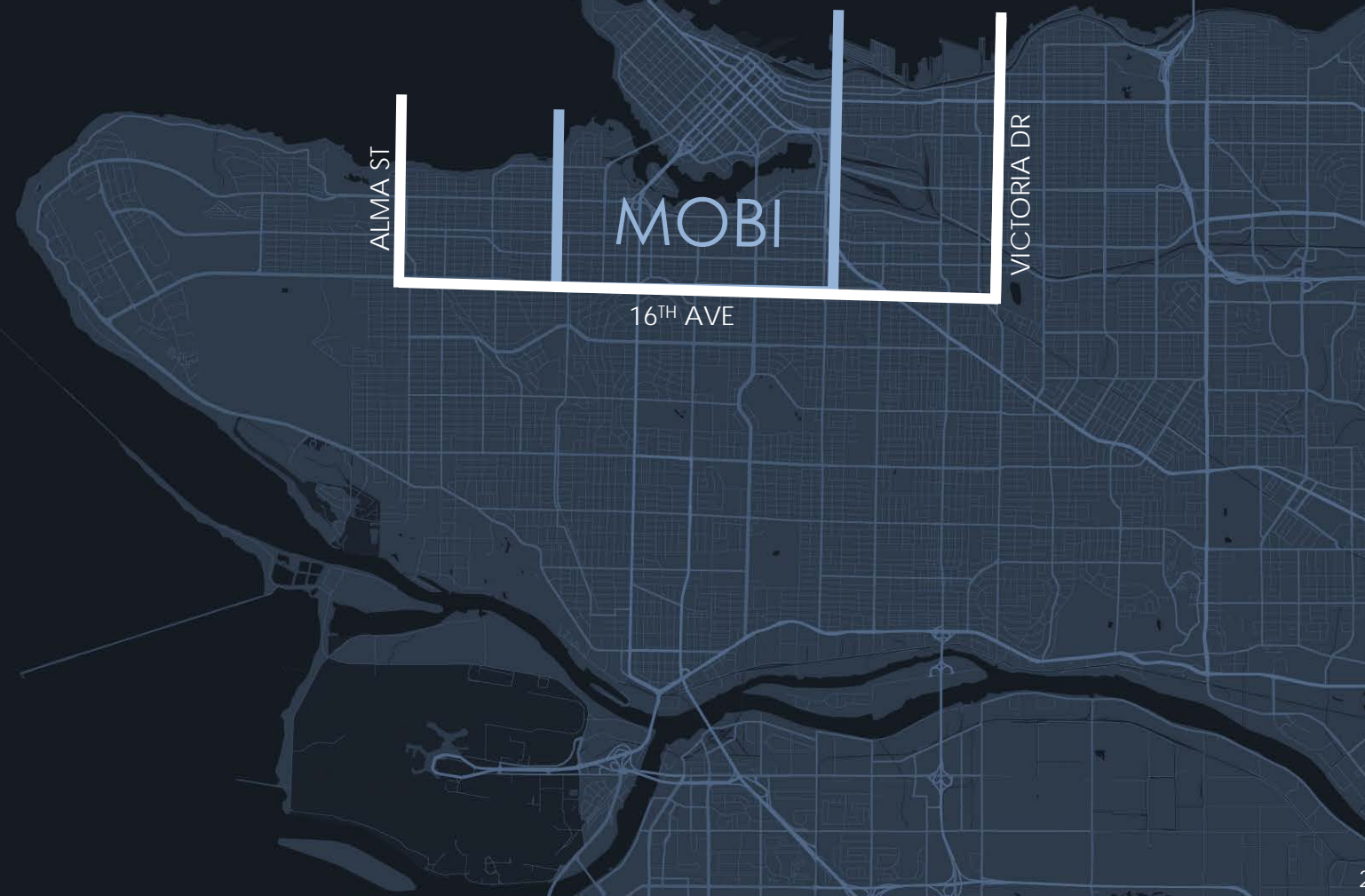


MONTREAL SYSTEM IN VANCOUVER

- 400+ stations



CURRENT LIMITATIONS ON ZONED LANDS



PHASE II EXPANSION



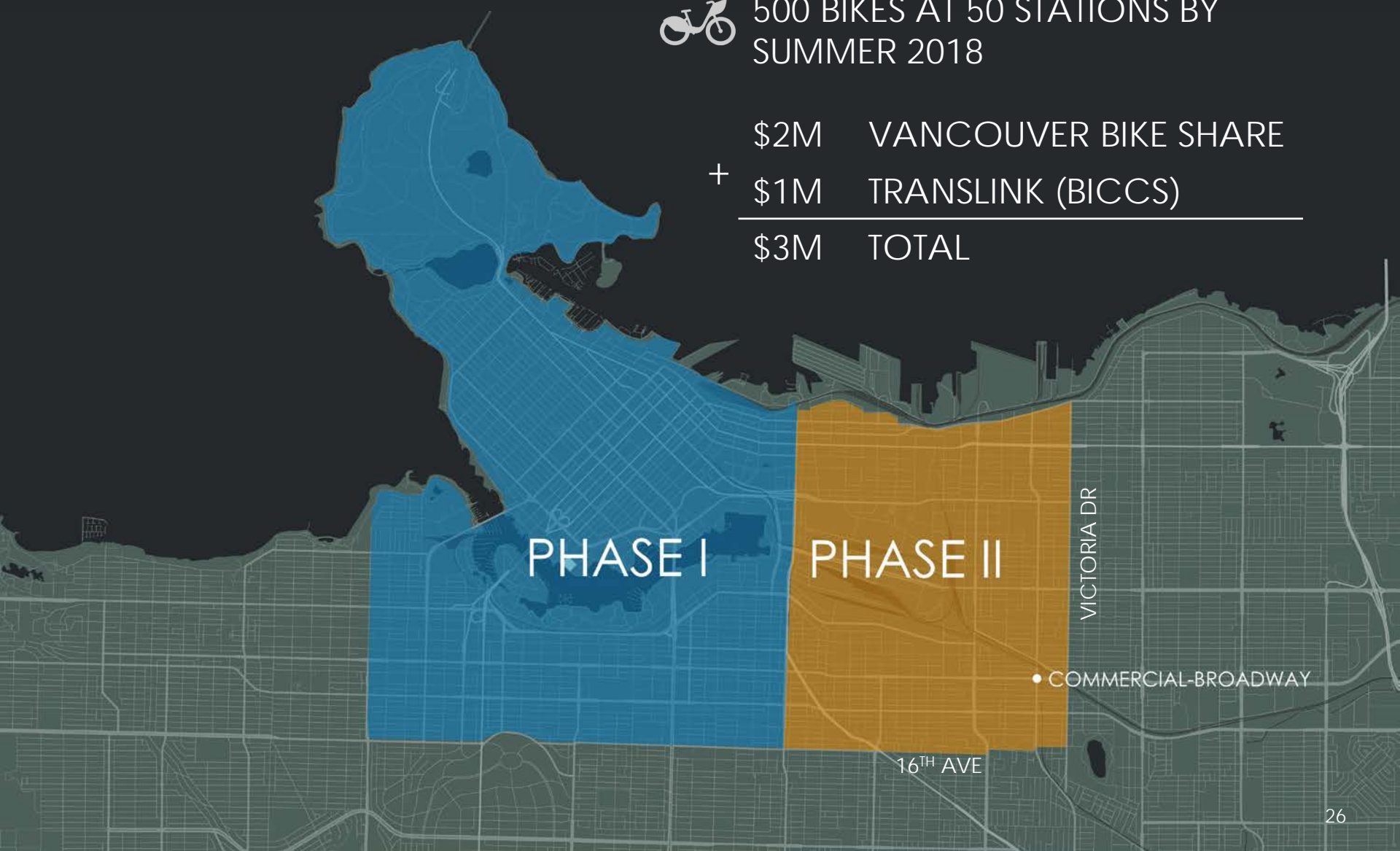
500 BIKES AT 50 STATIONS BY
SUMMER 2018

\$2M VANCOUVER BIKE SHARE

+

\$1M TRANSLINK (BICCS)

\$3M TOTAL





THANK YOU

