

MEMORANDUM

October 15, 2012

TO: Mayor and Council

COPY TO: P. Ballem, City Manager
S.A. Johnston, Deputy City Manager
D. McLellan, Deputy City Manager
J. MacKenzie, City Clerk
M. Welman, Director of Communications
W. Stewart, Assistant Director, Corporate Communications
B. Jackson, General Manager of Planning and Development Services
B. Proskan, General Manager of Community Services
F. Connell, Director of Legal Services

FROM: Peter Judd, General Manager of Engineering Services

SUBJECT: **By-law Amendments to Support a Public Bike Share Program**

This memorandum informs Council of differences between the draft by-laws posted for this item and the by-law provisions indicated in the appendices of the Policy Report dated September 11, 2012, entitled "Implementation of a Public Bike Share Program - By-law amendments". The memorandum also provides responses to questions posed by Council members on September 18, 2012, when this item was referred to public hearing.

Part A - Posted By-laws

The following changes were made to the draft by-laws, before posting, to correct minor errors and oversights.

1. After referral, it was determined that the definitions for "Public Bike Share" and "Public Bike Share Station", which were proposed in Appendix A for addition to the Zoning and Development By-law, should also be added to the Sign By-law. These definitions now appear as section 2 of the posted Sign By-law amendment.
2. The proposed amendments to the Zoning and Development By-law add a new sub-section called "Public Bike Share" to Section 10 - General Regulations. Appendix A had shown this sub-section added to Section 11 - Additional Regulations, however it was subsequently determined that Section 10 was the appropriate section to which to add it. Numbering in the sub-section has been adjusted accordingly.
3. "Figure 1", a map showing locations where public bike share use is permitted, is referred to in Appendix A, however the map was not included in the appendix. This

figure has now been attached to the posted by-law which amends the Zoning and Development By-law.

4. Amendments to various district schedules of the Zoning and Development By-law, to include provisions for public bike share, appear in the posted by-law as per Appendix A except that section numbering inconsistencies have been fixed.
5. The by-law number for CD-1 (243) – 757 West Hastings Street (Sinclair Centre) – was incorrect in Appendix B and has been corrected in the posted by-law which amends this CD-1 By-law.

As all of the above changes have been made to the posted by-laws, no action by Council is required.

Part B - Questions at Referral

A number of questions were raised by Mayor and Council at the September 18, 2012 meeting. The following summarizes questions and provides information in response.

1. Sign By-law exemptions
 - Exemptions currently in place for the Sign By-law include public amenities such as bus shelters and benches which are specific items contained within the City's suite of street furniture. Other examples of exemptions within the Sign By-law allow signage for the control of traffic and parking, for street names, or for directions; and for decorations such as street banners.
2. Business model and costs of the Public Bike Share system
 - Through the ongoing procurement process financial details of the system are being clarified including any direct or indirect financial support to be provided by the City. Details of the City's participation in the program and any support will be reported back to Council prior to entering into a contract.
 - Creating exemptions within the Sign By-law specifically for a Public Bike Share system will allow for sponsorship (thereby reducing any potential direct financial support from the City), and sponsorship acknowledgment, to be an element of the business model to be explored during the ongoing procurement discussions.
3. Stakeholder outreach meetings
 - Key stakeholders included were bicycle rental shops, BIA's and industry related organizations. The three key themes from the feedback we heard are as follows:
 - o *Impacts to Public Realm* - physical dimensions and interface with the public realm.
 - o *Impacts to Bike Rental Businesses* - location of stations, system coverage area, fare structure and opportunities for partnerships.
 - o *Education* - support for marketing of safety related information for Public Bike Share users.



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