



City of
Kelowna

Kelowna Bikeshare Proposal

January 22nd 2018

What is Bikeshare?

- ▶ Bikes available at locations throughout the city for short term rental
 - ▶ Accessed through digital technology
 - ▶ Grab a bike from one location and drop it off in another
- ▶ Significant bikeshare systems exist in Canadian cities including:
 - ▶ Vancouver, Montreal, Toronto, Hamilton, and Ottawa

A man wearing glasses and an orange safety vest is seated on a blue motorized bicycle carrier. The carrier is loaded with several orange bicycles, each with a matching orange basket. The scene is outdoors, with a building and other people visible in the background. The text "Pilot Requirements and Proponent Selection" is overlaid in white on the image.

Pilot Requirements and Proponent Selection

Requirements for Consideration

- ▶ Requirements for a pilot were delivered in the Kelowna Bikeshare System Options Report on Dec 11th 2017
- ▶ It includes specifications regarding:
 - ▶ minimum fleet size
 - ▶ launch date
 - ▶ deployment
 - ▶ rebalancing
 - ▶ repairs
 - ▶ theft
 - ▶ liability
 - ▶ insurance
 - ▶ data collection



The Basics

- ▶ Single operator, exclusive agreement
- ▶ No cost to the municipality
- ▶ Launch in Spring 2018
- ▶ 18 month pilot
- ▶ 500-1500 bikes





1. Scan.

Find a dropbike through your Dropbike smartphone application. Scan the QR code, the bike will unlock automatically, and you're free to go!



2. Ride.

It's all yours! You're encouraged to wear a helmet, and you must follow all local laws while riding a bicycle. Dropbike provides instructions both on our bikes and in-app.





3. Park.

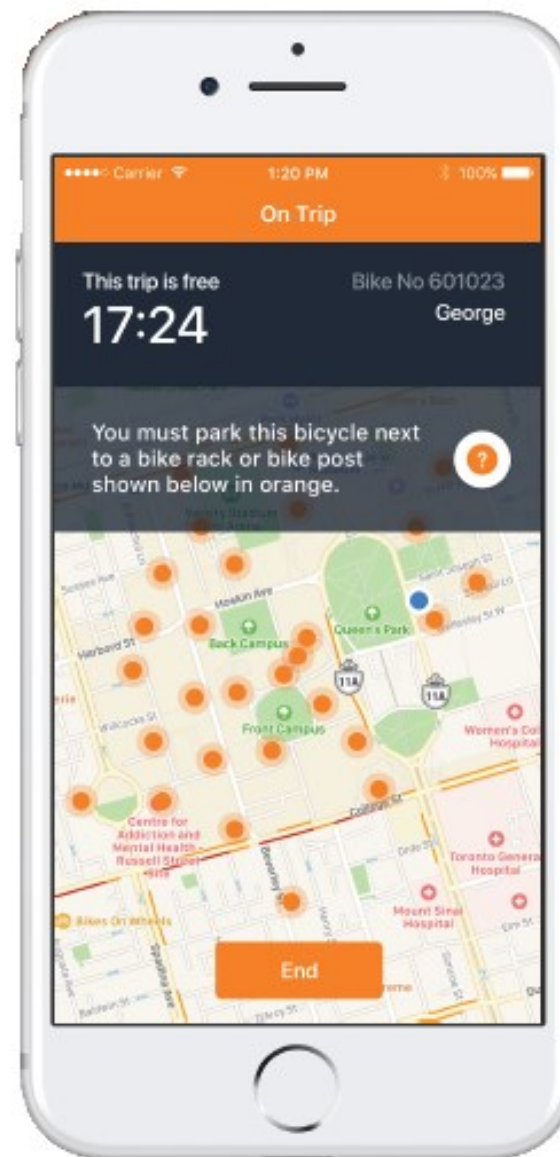
the bike.

Third-generation bikes with LTE and GPS.



Havens

- ▶ Havens are virtual spaces where users can start or end their trip
 - ▶ Havens can be moved easily and created at the drop of a hat for special events
 - ▶ Haven costs are negligible



A row of orange dropbike bicycles is parked on a paved sidewalk. The bicycles are arranged in a line, receding into the distance. They have black frames with orange accents, black seats, and black handlebars. The word "dropbike" is visible on the frame of the first bicycle. The background features lush green trees and a modern building with large windows. The scene is brightly lit, suggesting a sunny day.

Implementation Plan

Staff finalizes haven siting criteria

- ▶ Havens are locations where Dropbike users can drop-off bikes at a discount.
- ▶ Staff are developing criteria for locating havens.
- ▶ Criteria have been created to ensure bikeshare doesn't affect circulation or accessibility within the public right-of-way.
- ▶ Dropbike will use the City's siting criteria
- ▶ The City will review haven locations submitted

Dropbike installs haven and hires staff

- ▶ Dropbike uses city-approved materials and installs havens at approved locations
- ▶ This work will be approved by Traffic Operations and Integrated Transportation staff
- ▶ Approved materials will be temporary and facilitate easy removal at the end of
- ▶ Dropbike will procure a local repair partner and hire staff including a general manager and field staff

Dropbike Launch, Spring 2018

- ▶ With a pilot launch in Spring 2018 the 18-month pilot will end in Fall 2019.
- ▶ System expansion will happen over first few months of pilot.
- ▶ Staff will manage feedback from the public, oversee the operation and collect data about trips.

Engagement of Residents and Bikeshare users

- ▶ Haven Siting Engagement
- ▶ Staff will deliver surveys to close out the pilot.
 - ▶ One for bikeshare users
 - ▶ One for Kelowna residents
- ▶ Surveys will help better define both benefits and challenges the service experienced.



Measuring Success

Determining Success

- ▶ Typical bikeshare metrics define value for money
 - ▶ Therefore, not applicable
- ▶ Do we see benefits?
- ▶ What are the detriments?
- ▶ Main inputs
 - ▶ Bikeshare data
 - ▶ Bikeshare user survey
 - ▶ Public survey to residents
 - ▶ Feedback received



Bikeshare Benefits

- ▶ Access to Transit
- ▶ Transportation & Land Use Planning
- ▶ Support Climate Change Goals
- ▶ Active Transportation
- ▶ Road Safety
- ▶ Transportation Choice
- ▶ Traffic Congestion
- ▶ Tourism





Stakeholder Comments

Internal

- ▶ Consulted with multiple city departments including:
 - ▶ *Policy and Planning, Traffic Operations, City Clerks, By-Law Enforcement, Parks Planning, Economic Development, and Communications*

External

- ▶ Consulted with multiple external partners including:
 - ▶ *Downtown Kelowna, Braintrust Canada, Tourism Kelowna, Pandosy Village Business Association*

Next Steps

- ▶ 1. Staff will bring forward a bikeshare license agreement to Council for consideration.
- ▶ 2. Proceed with implementation plan outlined in the Background Report.
- ▶ 3. Launch in Spring 2018.
- ▶ 4. Staff report back to Council at the end of the pilot in Fall 2019.

Questions?

For more information, visit kelowna.ca.

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