



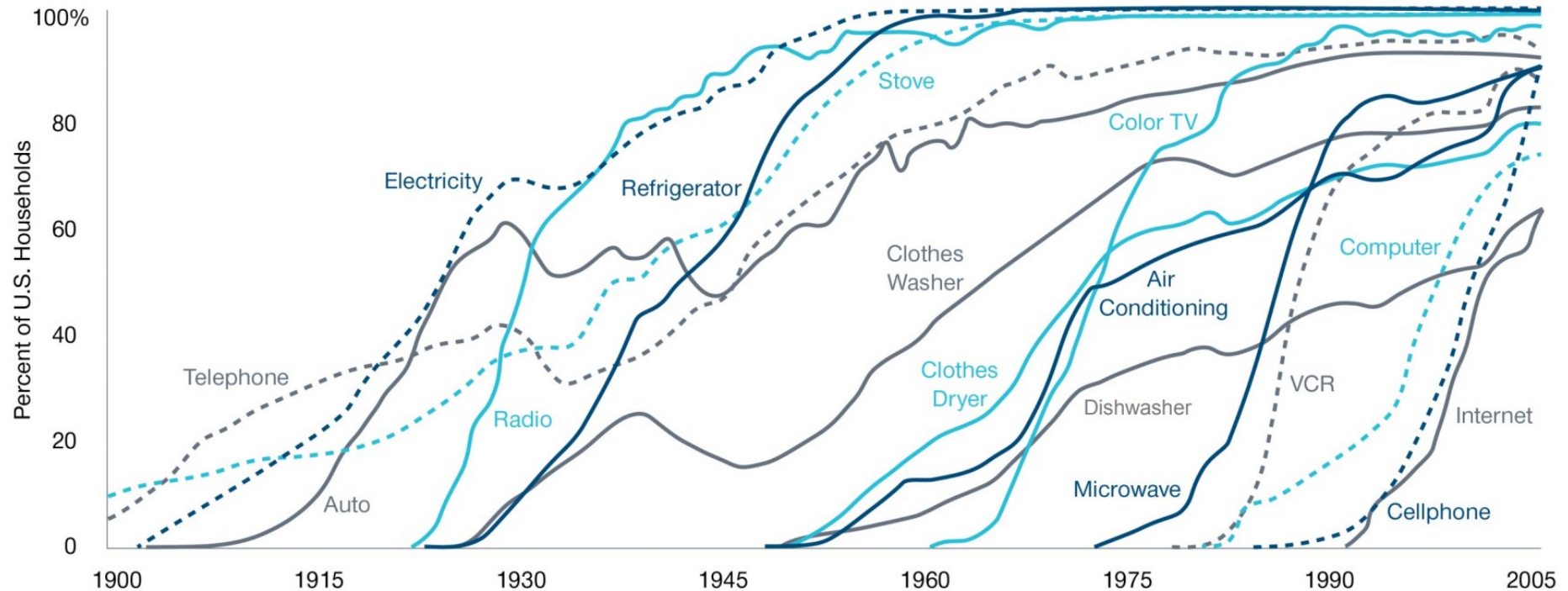
Bikeshare Pilot

Update and Next Steps

March 4th, 2019

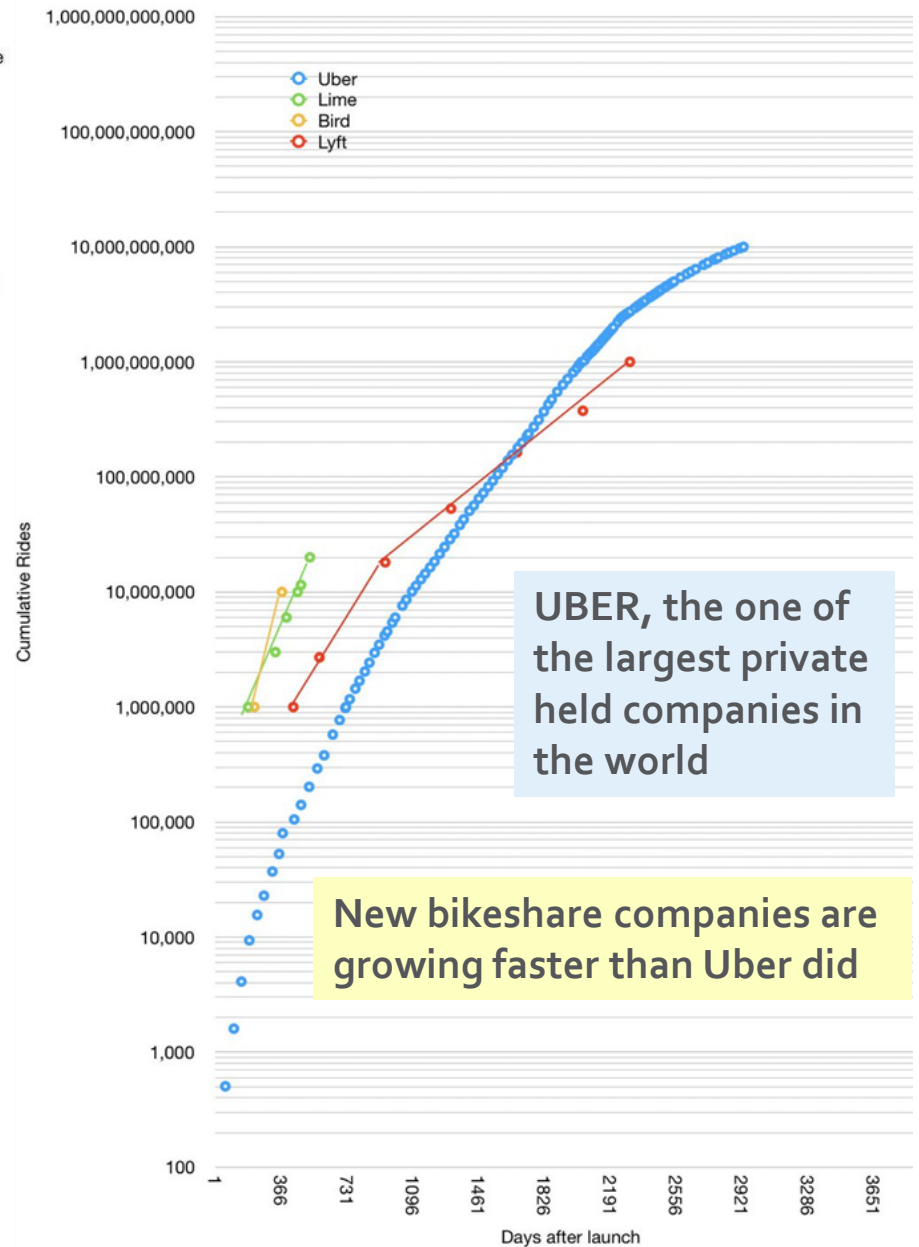
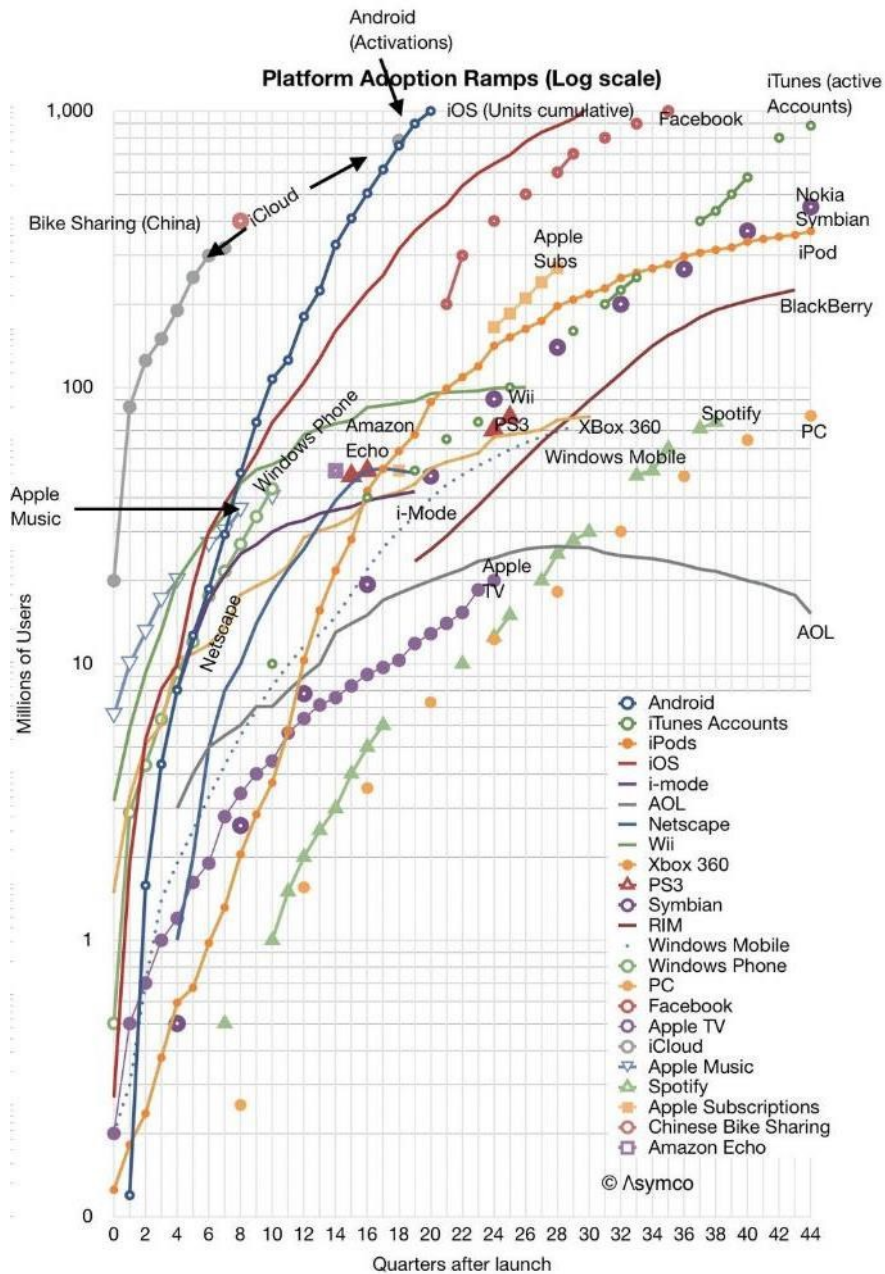


Technology Adoption



Source: Felton, Nicholas. "Consumption Spreads Faster Today." The New York Times, 10 Feb. 2008, <https://nyti.ms/2TeMvjT>

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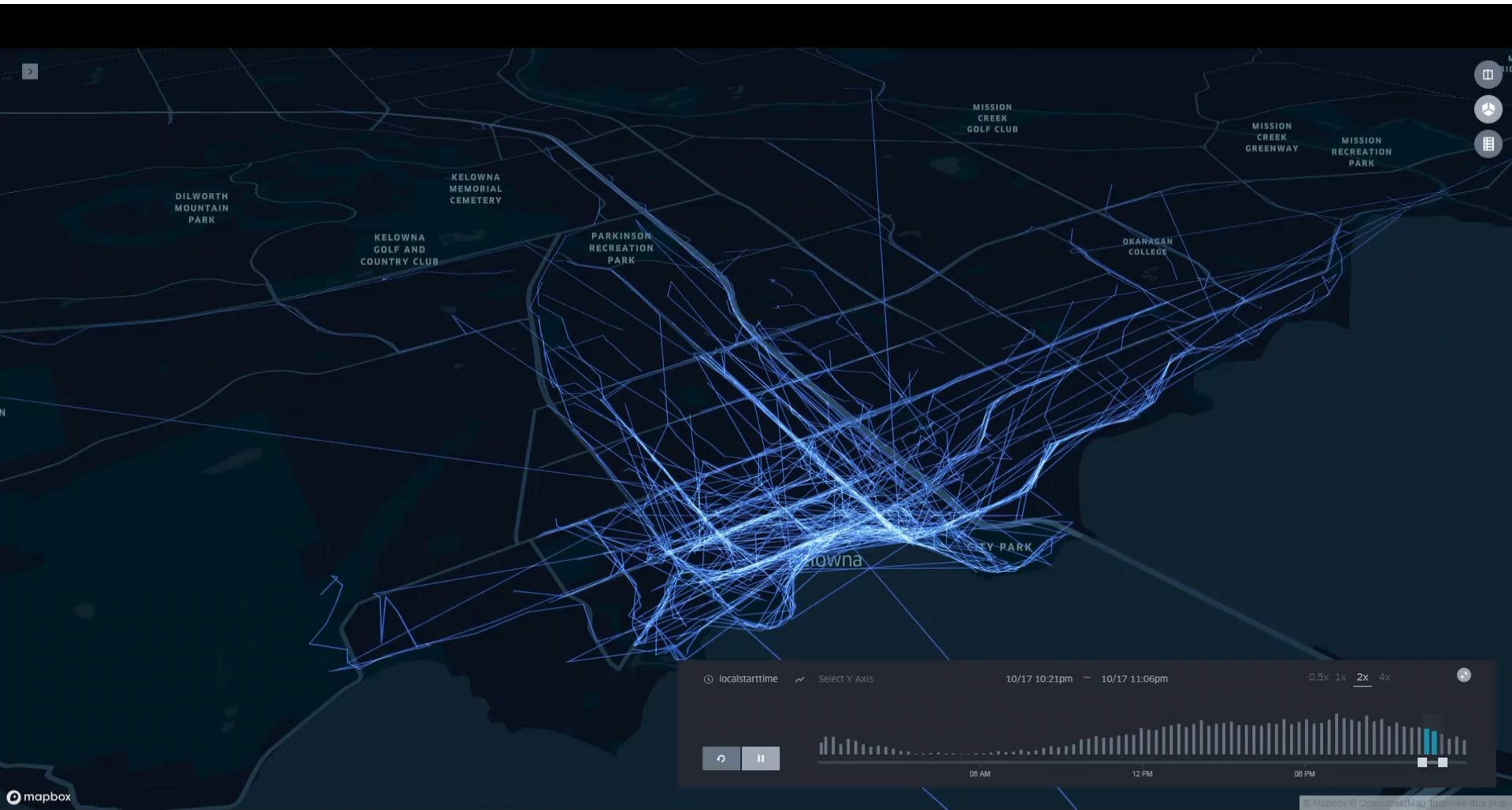


Objectives

- ▶ Bikeshare pilot update
- ▶ The path ahead: Future of bikeshare in Kelowna
- ▶ To build on the momentum and learnings
 - ▶ A city with the agility to respond to change
 - ▶ Market Kelowna's brand: Investors, entrepreneurs, partnerships and innovation
 - ▶ Add mobility options to our residents and visitors

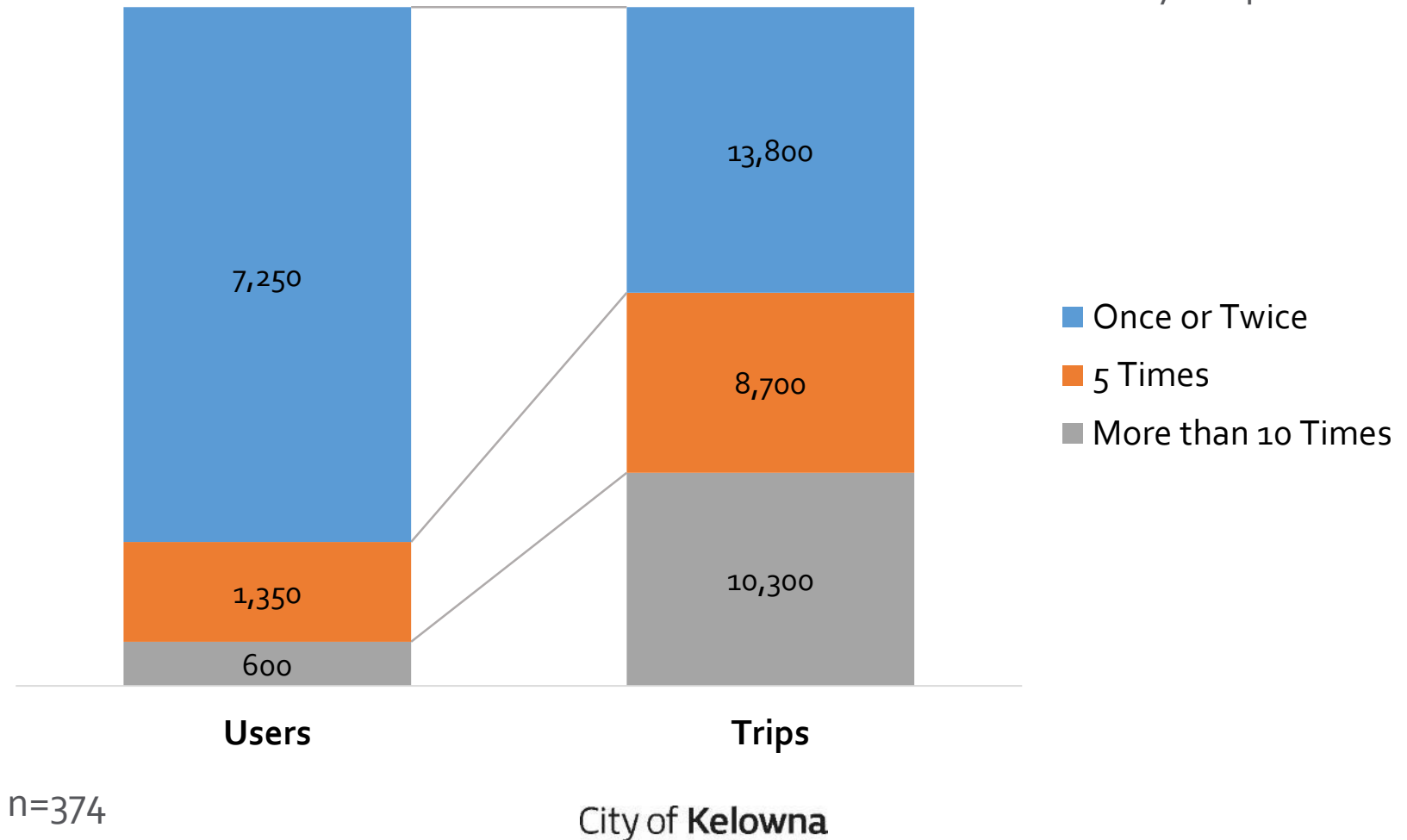
Where is Kelowna at

Bikeshare in Review

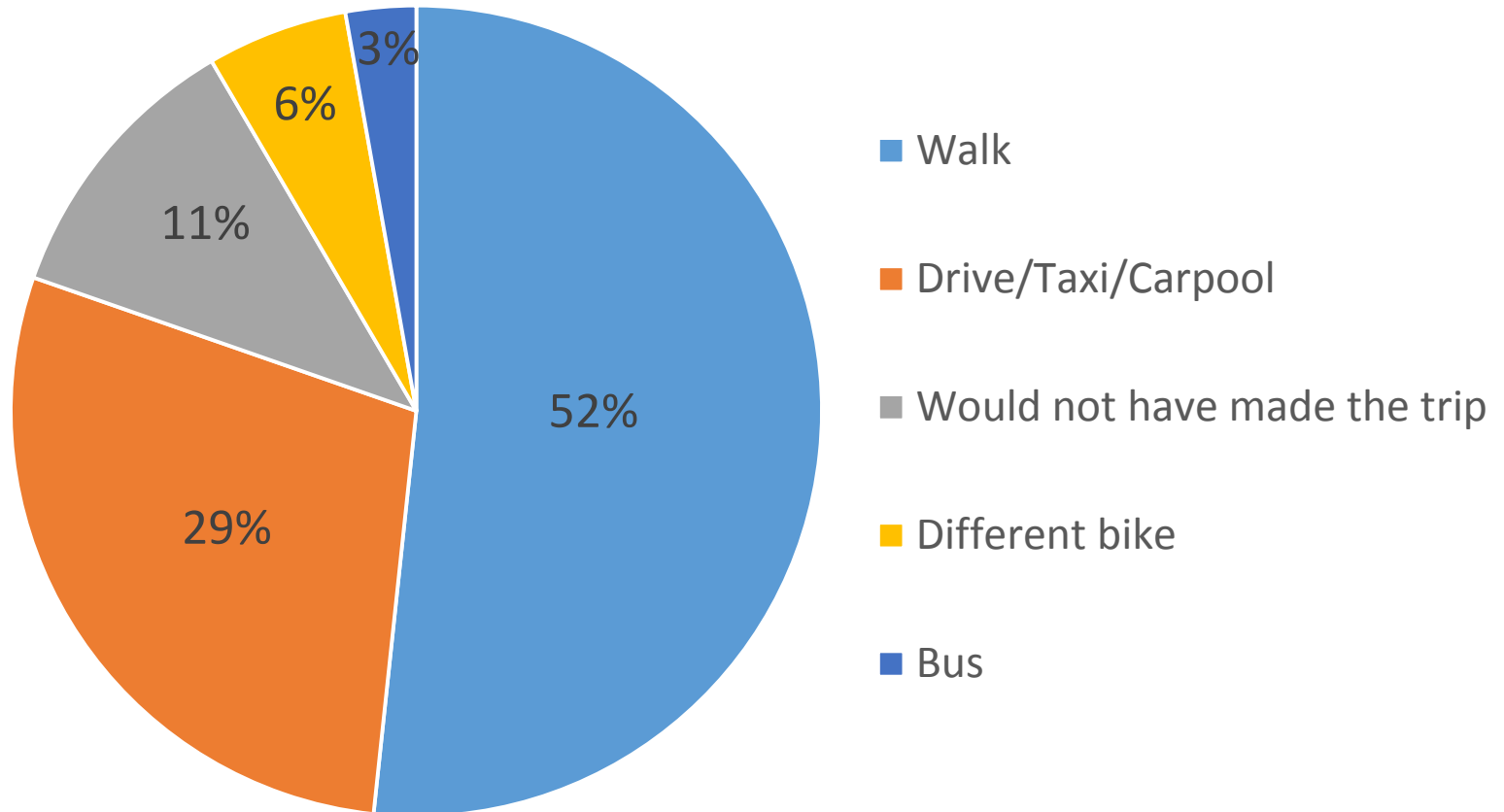


Frequency of Use

33% of the trips were made by frequent users



How would trips have been made without bikeshare?

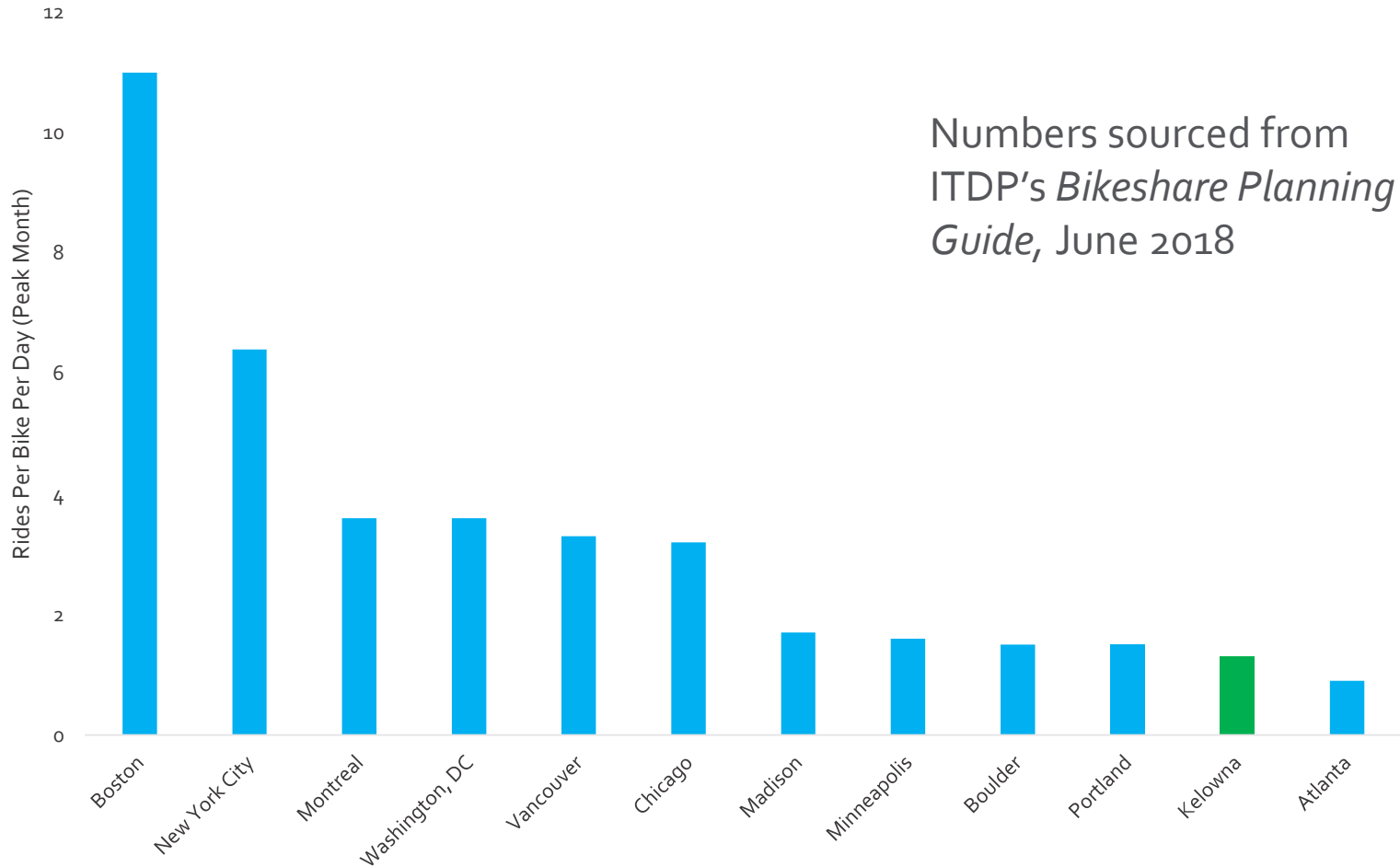


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Rides per Bike per Day

Rides per Bike per Day (Peak Month)

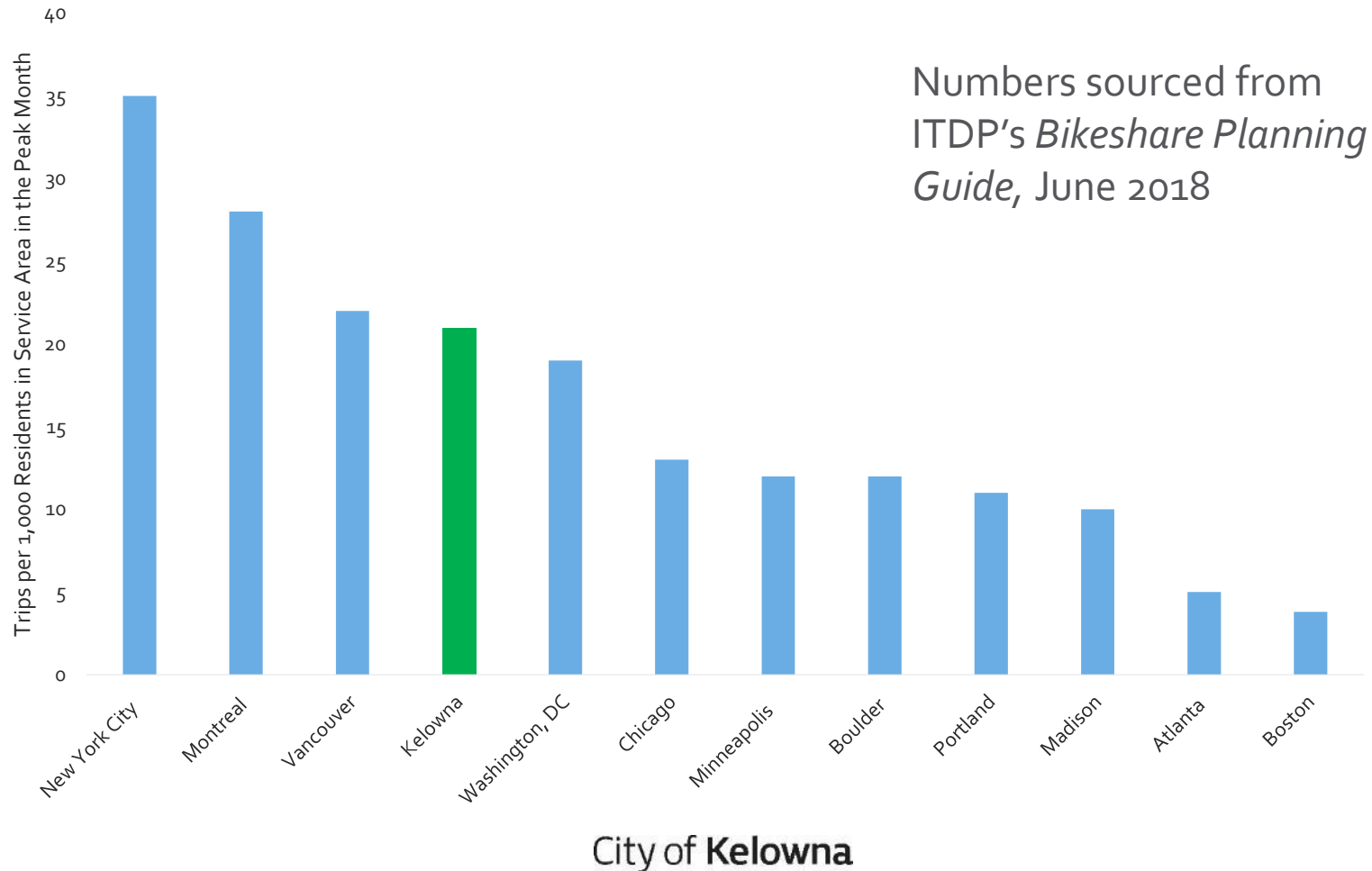


Numbers sourced from
ITDP's *Bikeshare Planning
Guide*, June 2018

City of Kelowna

Bikeshare Market Penetration

Trips per 1,000 Residents in Service Area (Peak Month)



The Future of Bikeshare in Kelowna

Initial Bikeshare Timeline

Bikeshare Systems Options Report

• Dec 11 2017

Dropbike Bikeshare Pilot Launch

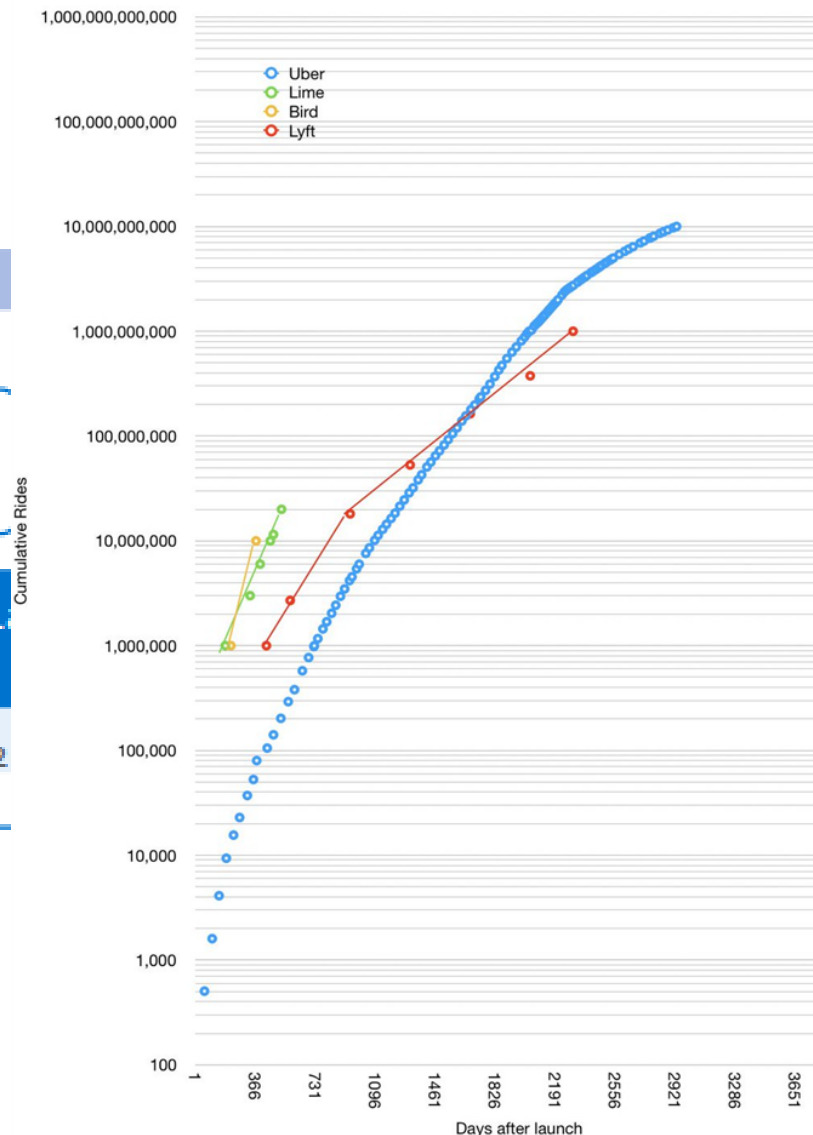
• Expected Spring 2018

Bikeshare License Agreement to Council

• January 29 2018

Proposal to Council

• Expected Fall 2019



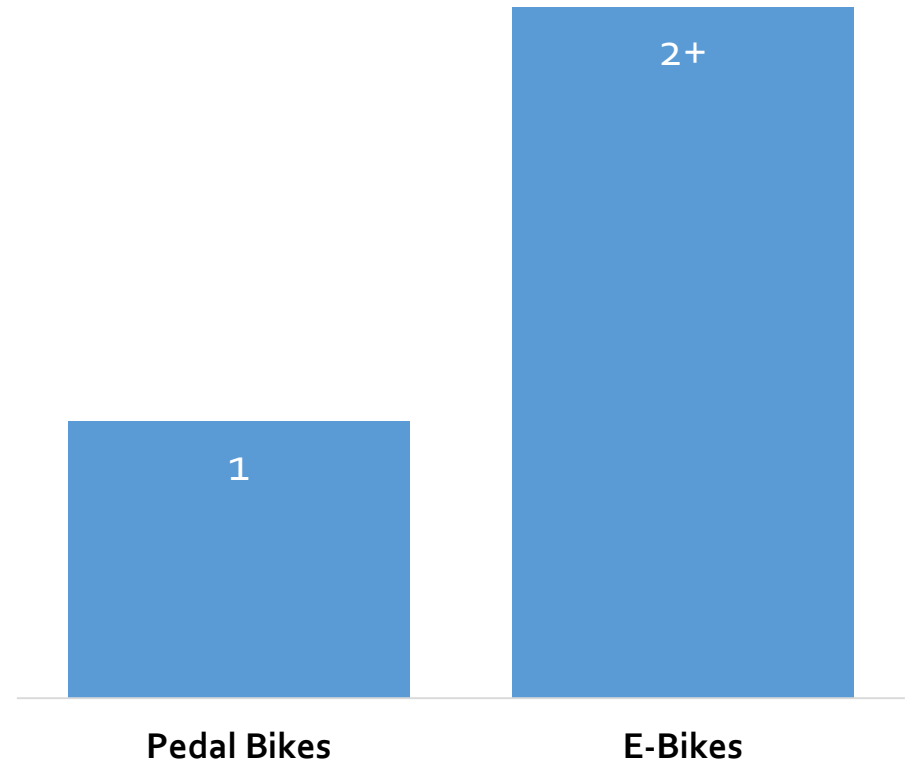
Initial Pilot

- ▶ One operator
 - ▶ Multi-year feasibility study vs. pilot
 - ▶ Ability to learn
 - ▶ City of Kelowna is one of the Canadian experts in dockless bikeshare
- ▶ Opportunity: Leverage expertise in shifting bikeshare landscape



Future of Bikeshare

- ▶ Bringing bikeshare to a wider audience
- ▶ Serving more areas of the city
- ▶ Serving a larger portion of daily travel



Source: "Lime One Year Report." *Lime Blog*, Lime, Dec. 2017, www.li.me/hubfs/Lime_Official_One_Year_Report.pdf.

Future of Bikeshare is Electric

► E-Bikes



► Small Electric Vehicles



Source: JUMP/ UBER, Veemo, Carvelo2Go,
Lime and Scoot Networks

City of Kelowna

Future Regulation

- ▶ Multiple companies to invest in Kelowna
- ▶ Better manage risks and compliance (through fees)
- ▶ Scale up catchment areas and the amount of travel served by bikeshare



Recommendation

- ▶ Explore and bring back a program to regulate bikeshare that allows:
 - ▶ Multiple operators
 - ▶ Multiple vehicle types
 - ▶ Regulatory certainty for investors



Questions?



Photo credit: Instagram @jverdes

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References

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