



City of  
**Kelowna**

# Kelowna Bikeshare Systems

December 11th 2017



# 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



# Bikeshare Benefits

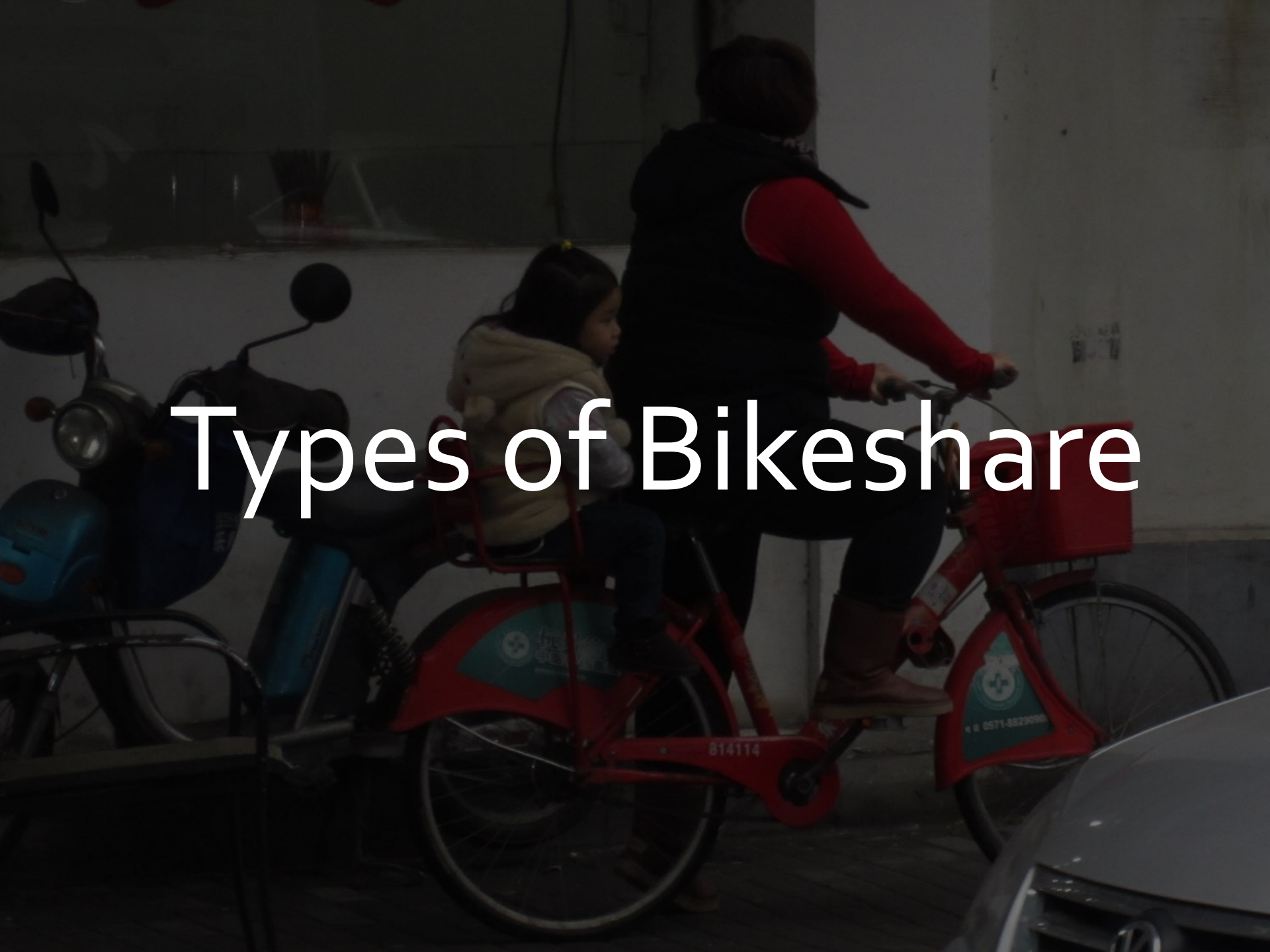


- ▶ Access to Transit
- ▶ Transportation & Land Use Planning
- ▶ Support Climate Change Goals
- ▶ Active Transportation
- ▶ Road Safety
- ▶ Transportation Choice
- ▶ Traffic Congestion
- ▶ Tourism





# Types of Bikeshare





# Ad-hoc





# Ad-hoc

- ▶ Inexpensive to ride
- ▶ Delivered by not-for-profits
- ▶ System not scalable without constant reinvestment

# Docked





# Docked Bikeshare

- ▶ Most visually recognizable bikeshare model
- ▶ Digitized access control
- ▶ Often funded through large subsidies from government
- ▶ Inflexible due to heavy siting requirements

# Dockless





# Dockless Bikeshare

- ▶ Newest and fastest growing bikeshare model
- ▶ Inexpensive to use
- ▶ Digital access control through smartphone
- ▶ Funded by private operators at no cost to municipalities
- ▶ Low siting requirement for increased flexibility

A scenic view of a lake at sunset. In the foreground, a wooden walkway with a railing leads down a grassy slope towards the water. The lake is calm, reflecting the warm colors of the sky. In the distance, there are forested hills and mountains under a soft, orange-hued sky. A small boat is visible on the water.

# Opportunity for Bikeshare in Kelowna



- ▶ Partnerships
- ▶ Density of Destinations
- ▶ Cycling Infrastructure
- ▶ Tourism



# Dropbike Example





## 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.



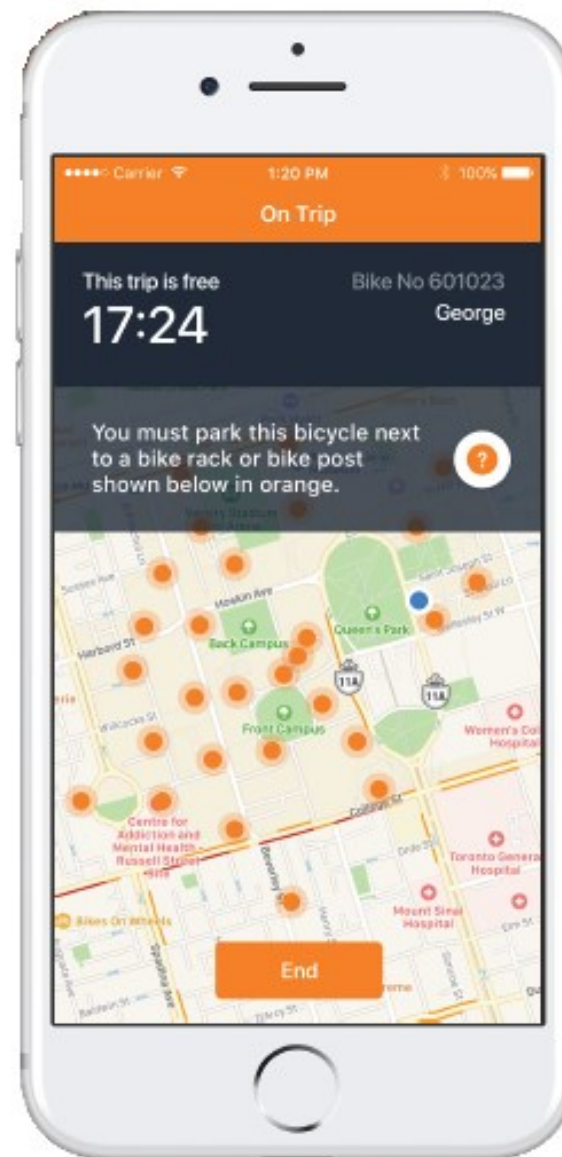
# The Business Model

- ▶ Docks are the most expensive part of traditional docked bikeshare going dockless sheds costs
  - ▶ By eliminating docks bikeshare can be a profitable business
- ▶ Unit price for bicycles is 250\$
  - ▶ With some basic assumptions around ridership a provider could reach 100\$ of profit per bicycle per year without any government funding



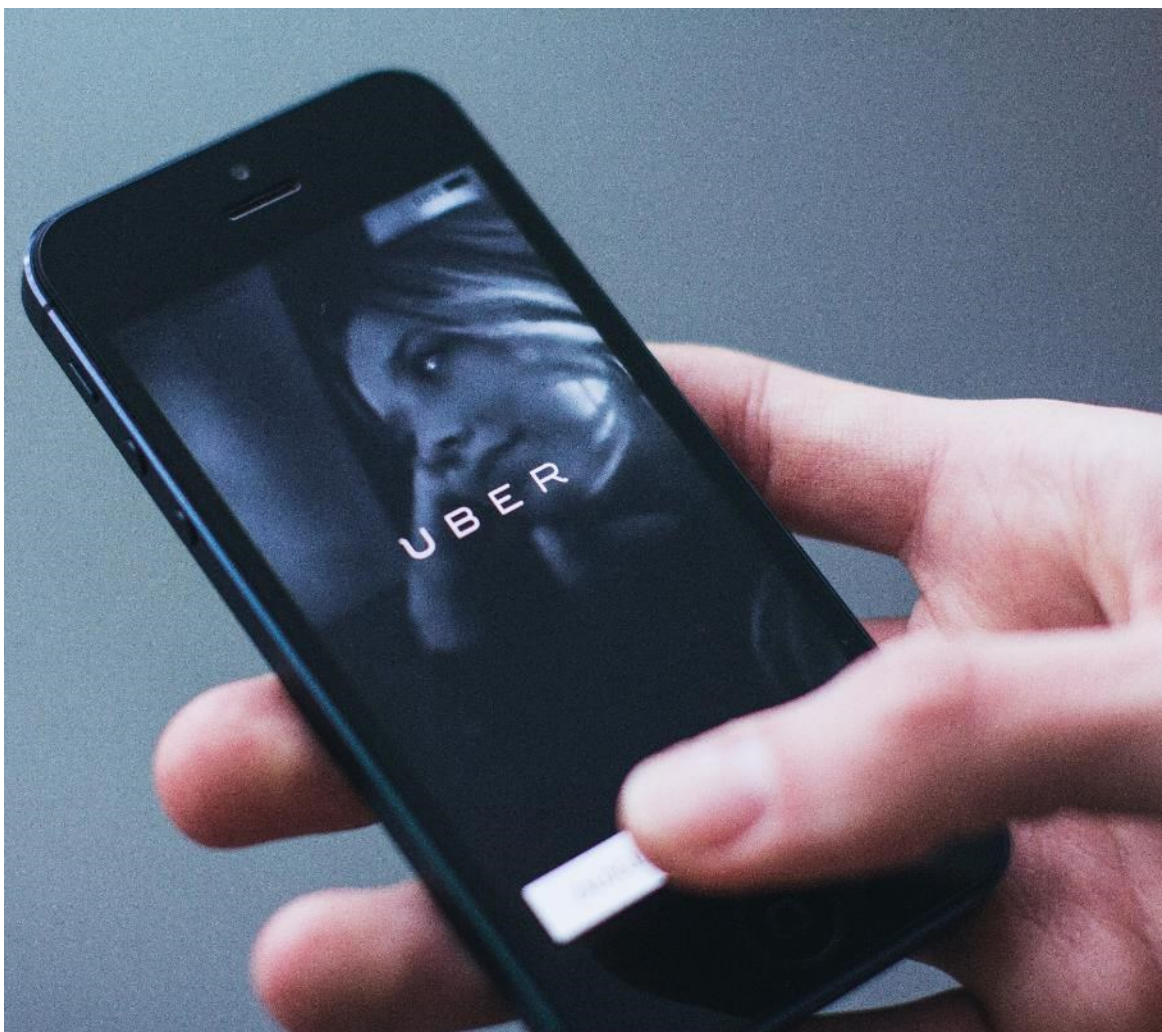
# Havens

- ▶ 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



# Costs and Customer Roles

- ▶ 1\$/hour
  - ▶ 50\$ deposit taken upon signup
  
- ▶ To unlock a bike you need:
  - ▶ Credit card
  - ▶ Smartphone
  - ▶ Internet access





# Key Operations Issues

- ▶ Deployment
- ▶ Rebalancing Bikes
- ▶ Repairs
- ▶ Theft
- ▶ Liability
- ▶ Marketing and Communications



# Opportunity for Pilot Testing



# Key Issue Areas for a Pilot





# Helmet Law

- ▶ Safety
- ▶ Hygiene
- ▶ Stickers & phone prompts
- ▶ Business Program





# Orderly & Attractive System

- ▶ Bikeshare havens
  - ▶ Preserves flexibility
  - ▶ Incentivize an orderly system.





# Coverage Areas

- ▶ Solid Line =  
Primary Service  
Area
- ▶ Dashed  
=Potential  
Expansion  
Areas



# Next Steps

- ▶ Continue Internal Discussions
  - ▶ Finalize Key External Stakeholder Consultation
  - ▶ Pilot Proposal back to Council
- 
- ▶ Council can expect an update in early January
- 
- ▶ Potential to commence pilot for March/April

## *Questions?*

For more information, visit [kelowna.ca](http://kelowna.ca).

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