



Update on Bike Share Activities and Development of a Business Case



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What is Bike Share?

- A transportation service where shared bicycles are available at a cost for short trips.
- Allows people to borrow a bike from one location and return it to another location.
- System is meant for one-way trips.
- Can be “pay-as-you-go” one-time users or regular users with discounted membership fees.
- Targets residents, students and visitors.



Past Interest in Bike Share in London

- At least 3 different concepts have been discussed in London in the last 7 years
- Minimal research undertaken to support concepts
- More discussion occurred with growth in systems across North America
- In summary . . . growing interest in London



Why is City Undertaking Study?

Answers are needed to develop a Business Case . . . completed projects with community engagement have listed the potential for bike share:

- 2013 Smart Moves Transportation Master Plan
- 2015 Our Move Forward: London's Downtown Plan
- 2016 Cycling Master Plan
- The London Plan
- 2017 Downtown Parking Strategy



What is Bike Share?

Used for trips:

- to/from work
- work-related
- to/from school
- errands
- recreation



System Types

Docked

- use of “docks”: special bike racks for holding the bike
- release bike by payment through a payment kiosk or smartphone app
- user must return bike to a dock, locking it in place

Dockless

- bikes are locked anywhere (no designated docks)
- bikes are located and unlocked using a smartphone app

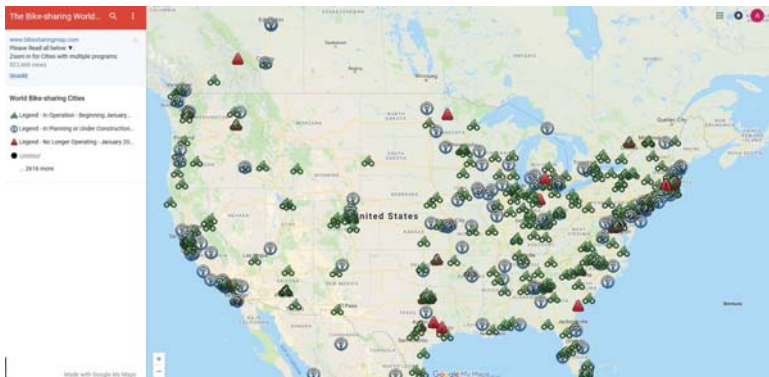
Hybrid (havens)

- use a combination of docks and designated areas for bike parking
- bikes have built-in locks



Bike Share Systems

As of January 2019: 18 in Canada, over 80 in the US and over 2,000 around the world



Business Case: Scope

- Completing a business case to help decision-makers determine if bike share makes sense for London.
- Project scope includes four main areas:
 - Review existing bike share systems in operation in North America
 - Conduct a market analysis of existing cycling use and potential uptake in London
 - Seek input from the public
 - Provide a high level summary implementation plan
- Depending on decision, develop an RFP
- Scope does not include electric kick scooters



Business Case: Process

Working with Consultant Team

City staff + IBI Group + FourSquare ITP

- Active Transportation planning expertise
- Bike share planning expertise
- Bike share user experience



Business Case: Understanding Systems

- Visits to systems throughout North America
- Project site visits with Toronto Bikeshare Service and SoBi in Hamilton
- Informal meetings and research with suppliers



motivate



drOpbike

Zagster



Business Case: Peer Review Examples



Business Case: Draft Guiding Principles

1: Financial Sustainability	Create a system that is financially sustainable, transparently operated, and accountable.
2: Mobility and Access	Increase the ability of Londoners to access their daily needs via the current and ever-growing cycling network.
3: Environment and Health	Address the effects of personal transportation on climate change by providing a new option for getting around London.
4: Community Building	Leverage the bike share system and accompanying cycling usage as a tool to promote livability, and attract or retain residents, businesses and visitors.



Business Case: Understanding London

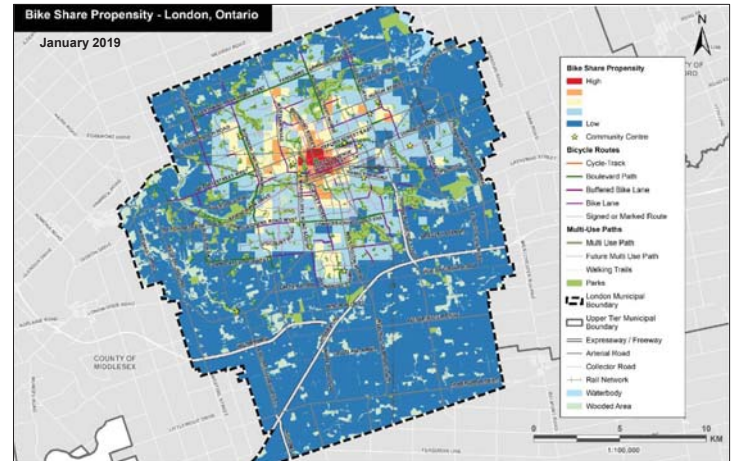
Existing Conditions Mapping:

- Population age
- Population density
- Existing cycling infrastructure
- Existing and future transit routes and stops
- Car share locations
- Key destinations
- Main streets

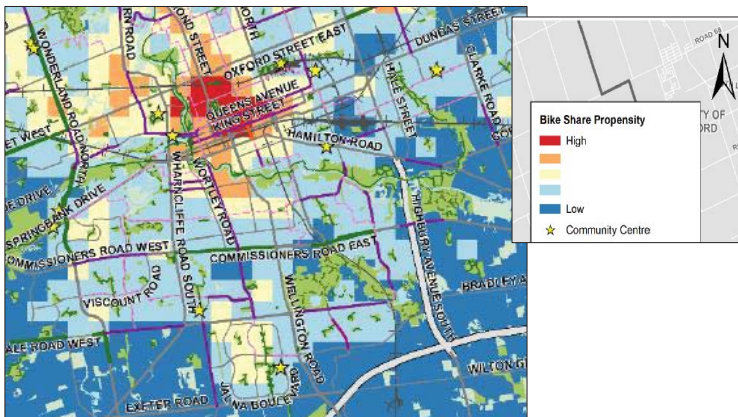
Propensity Analysis: areas most likely to use bike share



What We've Learned (so far)



What We've Learned (so far)



Community Engagement



Community Engagement

Requesting Preliminary Feedback

- **General** - Have you used a bike share before? Where? Your experience?
- **London** - How often would you use it? When would you use it? Where would you use it?
- **Thoughts** - on Guiding Principles



Next Steps

- Complete background and market research
- Prepare Business Case
- Further engagement
- Present Business Case to Committee/ Council - Spring 2019