Cycling Strategy and Bike Share
2012 Update
Today’s Presentation

- Background
- Previous Council Direction
- 2012 Update on Cycling Strategy
  - 50 Actions
  - Centre City Cycle Tracks
  - Bike Share Business/Financial Model
- Recommendations
Direction from Council

- July 4, 2011
  - Adopted the Cycling Strategy and its actions in principle
  - Action C11 calls for implementing a public bike share system in the Centre City
  - Directed Administration “to determine, through engagement with the Cycle Community, an updated East-West and North-South separated Cycle Route Network through the Centre City”
Direction from Council

- **February 2012**
  - Directed Administration to return to SPC on Transportation & Transit with an update on the implementation of the Cycling Strategy, in conjunction with a business model and funding strategy for bike share
  - “That City resources only be used for the promotion of the Program and facilitating of infrastructure only”
  - “That no City funds be used for any start-up capital, long-term capital or operational expenses”
2012

CYCLING STRATEGY UPDATE
Cycling Strategy 2012 Update

- Cycling Strategy aims to make Calgary into a bicycle-friendly community
  - Plan, design, build bikeways
  - More maintenance
  - More education

- 26 of 50 actions items underway
  (see attachment 1)
  - 15 km of new bikeways
  - Hired first Bicycle Coordinator
  - Centre City cycle track network planning progressing
Cycle Track Network

- Network planning progressing
- Advisory Committee with cycling, community and business stakeholders meeting with Staff quarterly
- Plan to bring cycle track network map to Council at end of 2013
- Construct first cycle tracks spring 2013, on 6 and 7 Street S.W.
Proposed Centre City Cycle Track Network – Phase 1 (2013)

6 & 7 St SW or two-way on just 7 St SW
6 & 7 Street – Design Options

Two-way Cycle Track just on 7 St

One-way Cycle Track on both 6 and 7 St
Bike Share

BUSINESS/FINANCIAL MODEL
What is Bike Share?

- Network of closely spaced stations where anyone with a credit card can check out a bicycle, use it, then return it at any other station
  - Annual membership or day passes available
- Extension of the transit system
  - Great for trips too long to walk, too short to drive
- Provides an affordable means for transportation while promoting the use of bikes in Centre City
Bike Share Logistics

- 40 Stations holding 10 bikes each
- Placed every 3 blocks
- Placed on public streets, sidewalks, in public spaces or on private property
- Can be removed during winter months
Bike Share Business Model

- In 2012, consultants analyzed several different business models for bike share. Their findings:
  - Financial forecasts in the Feasibility Study seem reasonable
  - Bike share systems that are owned and operated by a private enterprise or by a non-profit provide the lowest financial risk to The City
  - Most bike share systems have some level of City involvement / support
  - The City will make a stronger case to potential owners / operators once more bikeway infrastructure is in place in the Centre City.
# Business Model Options

<table>
<thead>
<tr>
<th>More City Cost/Risk</th>
<th>Less City Cost/Risk</th>
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<tbody>
<tr>
<td><strong>City Owns &amp; Operates</strong></td>
<td><strong>Third Party Owner-Operator</strong></td>
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<tr>
<td>- The City owns, funds and operates the PBS system</td>
<td>- An independent business/non-profit is selected to develop, fund, own and operate the PBS system</td>
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<td>- The City handles all planning, marketing, operation, and maintenance costs</td>
<td>- The City provides in-kind support, policy support, help locating stations and potentially guarantees loans or provides some start up capital</td>
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<td>- Barcelona is following this model</td>
<td>- Vancouver, New York, Montreal, Toronto, Minneapolis, Denver are following this model</td>
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<tr>
<td><strong>City Owns &amp; Third Party Operates</strong></td>
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<tr>
<td>- An independent business/non-profit is selected to operate and maintain a PBS system that is owned by the City</td>
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<tr>
<td>- The City provides cash, in-kind support, policy support and other assistance</td>
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<td>- Washington DC, Boston, San Antonio are following this model</td>
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Centre City Bicycle Projects Timeline

1. Council approves Cycling Strategy & directs identification of a Cycle Track Network
2. Identify City Centre Cycle Track Network with stakeholders
3. Design & install Phase 1
4. Design & install Phase 2
5. Design & install Phase 3
6. Council directs staff to return with a business/funding strategy
7. Analyze and select business model
8. Prepare terms of reference for RFP
9. Issue RFP, select vendor, mobilize and launch
Cycling Strategy 2012 Update

RECOMMENDATIONS
Recommendations

The Standing Policy Committee on Transportation and Transit recommend that Council:

- Receive this update on the Cycling Strategy.
- Direct Administration to return to the Standing Policy Committee on Transportation and Transit no later than 2013 December with a Centre City Cycle Track Network.
- Direct Administration to pursue a bike share business model that is owned and operated by a third party.
- Direct Administration to prepare a terms of reference for a bike share system and report back through the Standing Policy Committee on Transportation and Transit no later than 2014 March.
Thanks