



September 13, 2016

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Public Bike Share Stations in Parks

RECOMMENDATION

- A. THAT the Vancouver Park Board approve the proposed locations for Public Bike Share (Mobi) stations in parks, subject to site-specific conditions, generally as outlined in this report;
- B. THAT approval of locations in Stanley Park be conditional on support of the Musqueam, Squamish and Tsleil-Waututh First Nations;
- C. THAT approval of all Public Bike Share station locations be conditional on the operator removing them at no cost to the Park Board as required for operational or programming situations that may arise (such as special events or filming), in accordance with the same notification guidelines and terms of removal as agreed upon by the City of Vancouver and Vancouver Bike Share Inc.; and
- D. THAT the Park Board's Manager of Business Development be directed to review proposed sponsorship acknowledgment on Mobi stations outlined in this report.

BOARD AUTHORITY / PREVIOUS DECISIONS

The Park Board approves all use of lands under its jurisdiction.

October 15, 2012: The Park Board adopted the Stanley Park Cycling Plan.

November 26, 2012: The Park Board approved allowing a Public Bike Share station network to integrate with park destinations.

Park Board Strategic Framework goals of enhanced participation and active living, and improved inclusivity and accessibility, are supported by facilitating this new sustainable mode of access to parks, community centres, and other park facilities.

BACKGROUND

The implementation of a Public Bike Share (PBS) system in Vancouver is intended to provide people with a new easy, convenient, and sustainable transportation option in the city.

In 2012, City Council directed City of Vancouver staff to implement a PBS system. Council approved by-law amendments in October 2012 to facilitate a third-party operator to help implement and operate a viable PBS system in Vancouver. Alta Bicycle Share Inc. had been selected as the owner/operator at that time, but implementation did not proceed due to

Alta's own financial difficulties. The current operator is Vancouver Bike Share Inc., which is a subsidiary of CycleHop. Mobi (pronounced moe-bee) is the name of Vancouver's Public Bike Share system and the first round of implementation is well underway.

The City is taking a phased approach to ensure critical mass/density to support system use. The initial service area will cover the downtown peninsula and the Central Broadway area, generally extending from Arbutus Street on the west to Main Street on the east and 16th Avenue to the south, with most stations sited every 200 to 300 metres. Once fully implemented, 1,500 bicycles will be available at 150 stations throughout the initial service area. A map illustrating the area of the initial phase with existing and proposed station locations is included in Appendix A. The system is designed so that the number of docking points exceeds the number of bikes by 75% to ensure adequate docks to return a bike at the end of a ride.

Customer transactions are electronic and will be completed wirelessly. Mobi bikes are "smart bikes" and can be activated and unlocked from a docking station through a waterproof control box located on the handlebars, making them an easy and convenient option for short trips. Helmets are provided on bikes, in compliance with the mandatory cycling helmet law, at no additional cost. This photo shows a Mobi station near the Olympic Village Canada Line Station with helmets locked onto the bike by a retractable cable in the handlebar.



Station Details

Typical Mobi stations are flexible and modular, which allows for easy surface-mounted installation and relocation if required. Installation is usually by two bolts at each end of the station. A map and system information will be available on a small sign at each station and is secured to the ground with four bolts. Any location where there may be issues around membranes, such as the roof of the English Bay Bathhouse, installation will not involve any

penetration. The sizes of stations vary, but typically they are 1.6m to 1.8m wide (3.2m if double-sided layout) and the length of stations proposed in this report range from 9.8m (14 bikes) to 22.4m (32 bikes). Additional space is required to safely maneuver the bike in and out of docking stations.

Station Maintenance

The operator is required to keep areas around stations clean and tidy. The station cleaning area for off-street locations such as sidewalks, plazas and parks includes the full station area including the back-up zone (1.1m beyond the end of the bikes) and an additional 1.5m in each direction or until the edge of a street curb. For on-street locations, they are required to clean the area including the docks, bikes and back-up zone with an additional 5m on either end of the station, to the edge of the adjacent travel lane, and up to and over the sidewalk, utility strip or boulevard for 1.5m. If a station in a park parking lot normally cleaned by a street cleaner would obstruct regular access by the cleaner, the on-street provision would apply.

Temporary Removals

Furnishings and other elements in parks often need to be temporarily removed to accommodate special events, filming and other operational and programming situations that may arise from time to time. Similarly, Mobi stations will be removed temporarily by the operator as required, at no cost to the Park Board, in accordance with the same notification guidelines and terms of removal as agreed upon by the City of Vancouver and Vancouver Bike Share Inc. Some special events, and filming in particular, often require shorter notice for the removal of furnishings and other elements, often less than two days. The Park Board's supervisor of Special Events and Filming monitor any revenue impacts that may result from the notification guidelines.

Locational Criteria

The following criteria were developed and used by Park Board and City staff to guide the siting of Mobi stations:

- Ability to encourage or support sustainable transportation
- Ability to provide access to high demand destinations
- Optimize system utilization and maximize ridership
- Proximity to locations of interest
- Not to be located within 50m of a bike rental shop
- Locate on existing hardscape e.g. on-street, parking lots, underused plaza space
- Minimize impact to trees and habitat
- Ensure circulation is unimpeded
- Maintain access for emergency vehicles and Parks operations vehicles
- Minimize impacts by Mobi re-distribution and maintenance vehicles

DISCUSSION

Mobi stations are being located on city streets, near civic facilities, schools and libraries, and on private property. This report is asking the Park Board to approve locations for Mobi stations in parks, generally as listed in Appendix A. All details in regard to station locations, their installation and operation are to be to the satisfaction of the General Manager.

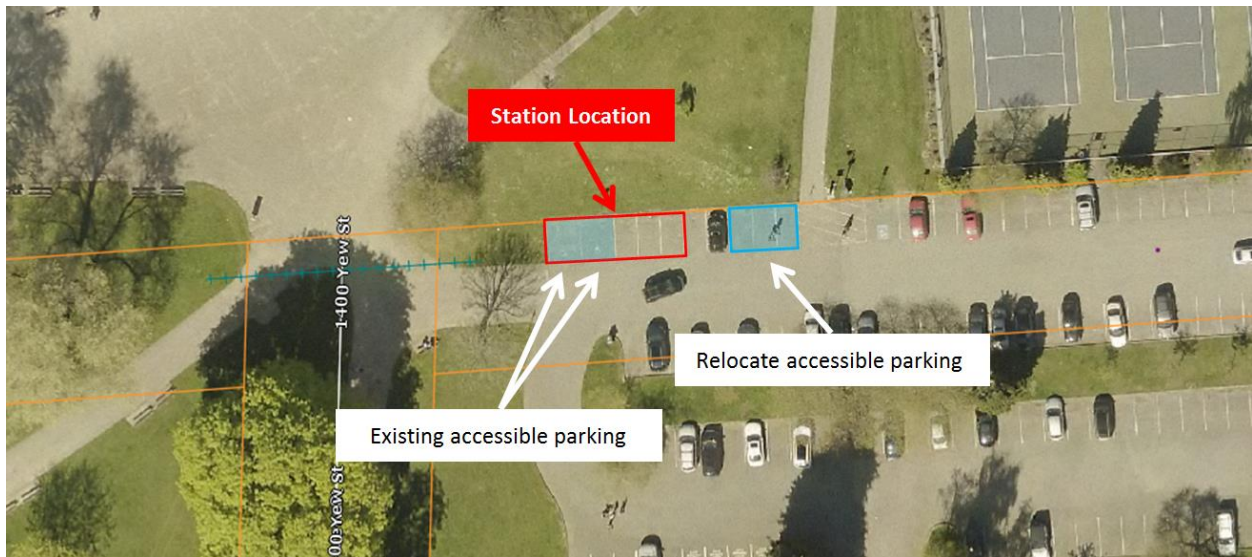
Proposed Sites

The initial service area for Mobi includes a number of parks, including Stanley Park, and several recreation facilities that are popular destinations for residents and visitors. Proposed sites for Mobi stations in parks are listed and shown on the map in Appendix A. Mobi stations are also proposed at the Coal Harbour and West End Community Centres and adjacent to others. Park Board staff worked with staff at the community centres to ensure the locations and any associated conditions are appropriate but approval of these locations will be by Real Estate and Facilities Management.

All Mobi station locations proposed for parks have been reviewed by Park Board Operations staff. All are to be located on existing hard surfaces except one on compacted gravel and there will be no reduction in or impacts on green space.

The Musqueam, Squamish and Tsleil-Waututh First Nations have requested that proposed locations in Stanley Park be referred to them for their review so, if approved by the Board, staff will forward on a project referral sheet on Mobi stations in Stanley Park to the First Nations for their consideration.

Some Mobi stations are recommended for approval subject to specific conditions. For example, the proposed site at Kitsilano Beach Park would require the relocation of two accessible parking stalls (to be closer to the pay station; refer to photo below), which would be done at no cost to the Park Board. Similarly, where existing bike racks need to be moved to accommodate Mobi stations, they will be moved and/or replaced at no cost to the Park Board.



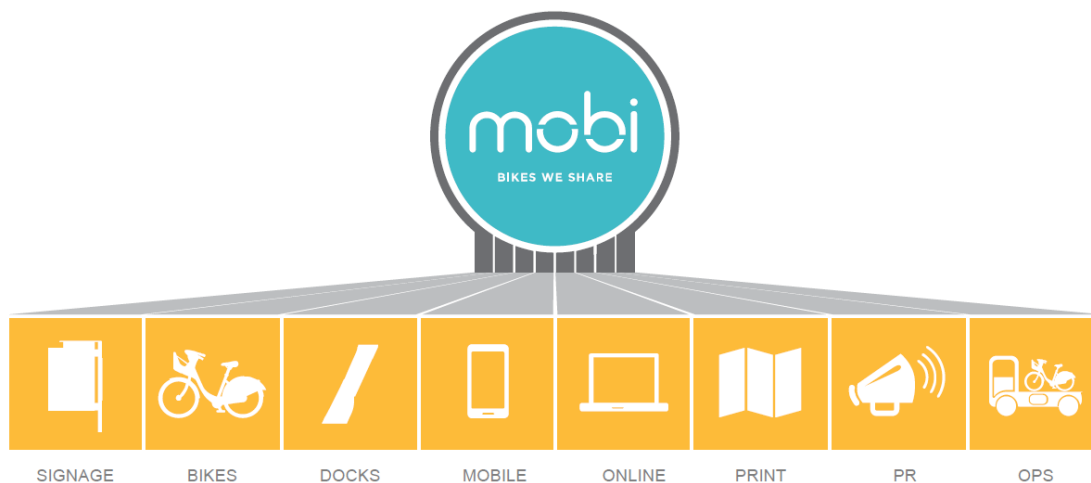
Revenue Impacts, Sponsorships and Advertising

Eleven Mobi stations are proposed to be located in four parks in this initial phase. Four will be located in parking lots in parks:

- Kitsilano Beach Park - South Parking Lot
- Sunset Beach - East Parking Lot
- Sunset Beach - West Parking Lot
- Stanley Park - Third Beach Parking Lot

Five parking stalls are affected in three cases and three in the fourth for a total of eighteen stalls. The eighteen parking stalls will accommodate a total of 128 bike docks. The Park Board's Manager of Commercial Operations has reviewed proposed impacts on revenues from lost parking as a factor in approval to accommodate these Mobi stations within parking lots. The potential annual revenue loss is estimated at up to \$32,000. This is approximately 0.5% of annual revenues currently generated from Park Board parking lots. Refer to Appendix B for more information.

To augment revenues from user fees, passes, and the City's \$5 million contribution for five years of service, Vancouver Bike Share Inc. is actively soliciting corporate sponsors for additional funds to support operation of the system. Sponsorship opportunities include both mobile and stationary media assets (refer to the image below for a detailed list of assets). Commercial advertising (promotion of products or services) will not be permitted. Park Board staff were consulted and reviewed the parameters for sponsorship and advertising. The Park Board's Manager of Business Development will review proposed sponsorship acknowledgment at the stations proposed in this report, noting that sponsorship branding on the bikes themselves which will move throughout the entire system, will be lesser influenced by Park Board oversight.



Mobi Stations and Bike Rental Shops

Mobi bikes are primarily intended for short trips, most of which would be less than thirty minutes in duration; this is supported both by the Mobi bicycle design (a durable street bike

heavier than average bikes) and by the pricing structure. Rides for longer durations would be better conducted on a rented bike. Consequently, the Mobi website includes the contact information and addresses for bike rental shops located within the initial service area, as well as a link to a search engine to find bike rentals throughout Vancouver. Locational criteria include not allowing Mobi stations within 50m of a Bike Rental Shop unless the business owner has formally indicated support for the station.

SUMMARY

This report recommends that the Park Board approve proposed locations for Mobi stations in parks. This supports Park Board Strategic Framework goals of enhanced participation and active living, and, improved inclusivity and accessibility by facilitating a new sustainable mode of access to parks, community centres and other park facilities.

General Manager's Office
Vancouver Board of Parks and Recreation
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Proposed Mobi Stations in Parks



Proposed Mobi Stations in Parks

Park	Location	Parking Stalls Req'd	Number of Bike Docks	Notes
1. Kitsilano Beach Park	South parking lot - EasyPark Lot 66, northwest corner	5	32	Re-locate accessible parking
2. Sunset Beach	East parking lot - EasyPark Lot 63	3	32	Easily removed for special events
3. Sunset Beach	West parking lot - EasyPark Lot 63	5	32	Near entry from Jervis St
4. English Bay Beach Park	Bathhouse Roof Plaza	N/A	30	Will not penetrate membrane
5. Stanley Park	Second Beach, north	N/A	14 to 18	Near concession stand
6. Stanley Park	Second Beach, south	N/A	16 to 20	Near exercise equipment
7. Stanley Park	Third Beach - EasyPark Lot 62	5	32	Near entry to parking lot
8. Stanley Park	Stanley Park Pavilion	N/A	TBD	
9. Stanley Park	Vancouver Aquarium, east	N/A	18	On large sidewalk near loading zone
10. Stanley Park	Information Booth	N/A	18 to 20	In vacated horse-drawn carriage area
11. Stanley Park	Totem Poles	N/A	24 to 28	Located in no-parking zone

Revenue Loss Due to Mobi Stations in Park Parking Lots

The following is a summary of anticipated revenue impacts of installing Mobi stations in four Park Board parking lots, affecting a total of 18 parking stalls and totalling up to \$32,000. Annual Park Board parking lot revenues for 2015 parking were \$6,257,000, net of tax and expenditures. Therefore the annual potential revenue reduction to accommodate the proposed Mobi stations is approximately 0.5% of total revenue.

The 18 parking stalls will accommodate a total of 128 bike docks.

Kitsilano Beach Park - South Parking Lot 66

- Average of \$200/stall/month. Based on 5 stalls that is \$12,000/year
- Average stall revenue in summer months is approximately \$450/stall.
- Revenue June - September \$9,000

Sunset Beach - East Parking Lot 63

- Average of \$120/stall/month. Based on 3 stalls that is \$4,320/year.
- Average stall revenue in summer months is approximately \$185/stall.
- Revenue June - September \$2,220

Sunset Beach - West Parking Lot 63

- Average of \$120/stall/month. Based on 5 stalls that is \$7,200/year.
- Average stall revenue in summer months is approximately \$185/stall.
- Revenue June - September \$3,700

Stanley Park - Third Beach Lot 62

- Average of \$135/stall/month. Based on 5 stalls that is \$8,100/year.
- Average stall revenue in summer months is approximately \$317/stall.
- Revenue June - September \$6,340