



MEMO / NOTE DE SERVICE

TO	Mayor and Members of Council	
FROM	Court Curry, Manager, Right of Way, Heritage and Urban Design Services Planning, Infrastructure and Economic Development Department	Contact : Linda Carkner Program Manager, Right of Way Branch, Planning, Infrastructure and Economic Development Department
DATE	May 1, 2018	
SUBJECT	Motion – Bike-sharing agreements - Transportation Committee meeting of May 2, 2018	

The purpose of this memorandum is to provide background for a motion, and its requested waiver of the rules of procedure, that will be before Transportation Committee on May 2, 2018. Staff will be requesting the delegated authority for the Manager of Right of Way, Heritage and Urban Design to be permitted to enter into agreements for the provision of bike sharing services on City lands in 2018.

Bike sharing services, where a cyclist pays for the rental of a bike from a station often located in the right of way, has been previously regulated through the Encroachment By-law as a temporary surface encroachment.

In March, the bike sharing company CycleHop approached City staff with an interest in using City lands – primarily the ROW - to pilot a dockless form of a bike sharing system. Since 2015, CycleHop, operating under the name VeloGO in Ottawa, has had bikes operating on National Capital Commission (NCC) land and City of Gatineau lands and previously had used City of Ottawa ROW lands.

CycleHop is proposing the roll-out of approximately 20 stations in the inner urban area that will be dockless in nature, delineated by either a physical structure or paint. Cyclists would use their smart phones to rent and unlock the bikes from the stations and would

have a financial incentive to return the bike to the station from which it was rented. For discarded bikes, CycleHop would have operational staff retrieve bikes left elsewhere and return them to their original stations.

CycleHop has proposed a launch date of May 2018 with approximately 300 to 500 bikes on City lands, with additional bikes on federal and Gatineau lands, and the ability to grow the system this year should demand merit.

City staff have been monitoring the regulation of bike sharing internationally to gain a better understanding of both the business model and how other cities are adapting to an evolving industry. Staff's preliminary conclusion is that the fee associated with the regulation of bike sharing docks through a temporary surface encroachment is financially prohibitive to the business model. A holistic review of bike parking and bike sharing, and new regulatory tools, will be proposed in 2019 as part of the review of the Municipal Parking Management Strategy and Encroachment By-law.

In the interim it is staff's recommendation that for 2018 the City regulate bike-sharing companies who wish to use City lands and the ROW through an agreement that would have the following components:

- Applicable only for 2018
- Approval of all locations in consultation with City staff and the Ward Councillor
- A fee of \$250 per station for 2018 (modelled on the City's agreement with Velocity for the provision of bike racks on the ROW)
- An additional fee of \$1 a bike/per month
- Advertising only permitted on the bicycles, not on the stations in compliance with the City's Signs on City Roads By-law (By-law No. 2003-520)
- Provisions regarding maintenance, liability, and removal of infrastructure
- Requirement to share data on cycling trips on a confidential basis with the City to provide insight on travel desire lines

The matter has been brought before Committee on a time sensitive basis it is CycleHop's goal to roll-out their system expansion on City lands, following the conclusion of an agreement, in May 2018.

It should be noted that the City will communicate this agreement opportunity with any other bike sharing company that approaches the City in 2018 and will offer the same components for an agreement as outlined above.

A report on the success of the pilot project(s) will be incorporated into the Municipal Parking Management Strategy review and Encroachment By-law review and will form the basis of guidelines going forward for bike-sharing companies.

Should you have any questions on this matter please let me know,

Original Signed By

Court Curry

Manager, Right of Way, Heritage and Urban Design Services
Planning, Infrastructure and Economic Development

cc: Senior Leadership Team
PIED Departmental Leadership Team