



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Town of Aurora
Committee of the Whole Report
No. PDS24-053

Subject: Bike Share Feasibility Study

Prepared by: Michael Bat, Traffic and Transportation Analyst

Department: Planning and Development Services

Date: July 2, 2024

Recommendation

1. That Report No. PDS24-053 be received; and
2. That staff be authorized to issue a Request for Information (RFI) for the Bike Share Program as detailed in this report and report back to Council with the results.

Executive Summary

This report presents to Council the results of the Bike Share Feasibility study (Study) undertaken by staff in response to the direction at the May 23, 2023, Council Meeting. The Study provides recommendations, a detailed implementation plan and potential funding strategies for consideration.

- The primary purpose of the Study was to determine the feasibility of implementing a bike share program within Town limits to provide residents and visitors with a feasible mode of active transportation that meets various travel demands while encouraging a healthy lifestyle
- York Region completed a bike share feasibility study in 2019 which recommended local municipalities take the lead in implementing bike share programs in their municipalities and York Region provide support where required
- Staff recommend as a next step; a Request for Information (RFI) be released for the implementation of a bike share program to gauge vendor interest and further investigate a sustainable model

The Bike Share Feasibility Study is provided in Attachment 1.

Background

On May 23, 2023, Council passed the resolution to undertake a Bike Share Feasibility Study (Study). Staff has retained an external consulting firm (WSP) to assist on completing the Study for the Town.

Shared micromobility devices encompass all shared-use fleets of small, fully, or partially human-powered vehicles that could be rented through a mobile app or kiosk by residents or visitors of a municipality. Some examples include manual bikes, e-bikes, and e-scooters. Municipalities across North America (including Toronto, Hamilton, and Montreal) have begun to implement shared micromobility programs to promote cycling as a viable travel option and contribute to broader climate, health, and economic goals. The Study details how a bike share program could operate within the Town limits.

Analysis

The primary purpose of the Study was to determine the feasibility of implementing a bike share program within Town limits to provide residents and visitors with a feasible mode of active transportation that meets various travel demands while encouraging a healthy lifestyle

The Study provides recommendations and a detailed implementation plan (Table 1) that outlines a business model, estimated costs, and potential funding strategies for consideration. This program would play key roles in:

- Improving accessibility to major destinations, employment, and community services in the Town for people who may not have access to or may prefer not to use an automobile
- Offering transit users with a solution to make the first and/or last mile of a transit trip
- Encouraging locals and visitors to explore the Town through recreational and tourist activities
- Supporting active transportation in the Town by making cycling more accessible

Table 1: Bike Share Program Implementation Plan Recommendations

Items	Recommendations
Business Model	To pursue a partnership with one or multiple private bike share providers to implement bike share services for the Town.
Financial Contribution	<p>The cost of provisioning the vehicle fleet, system operations, maintenance, and customer interface would be the responsibility of the private bike share provider(s) in exchange for the right to operate on Town property.</p> <p>Staff time will be required to work with and regulate the selected operator(s).</p>
Fleet Size	Number of bikes will be determined in collaboration with the selected operator.
Fleet Composition	Provide a combination of standard bikes and e-bikes.
Service Area	Please refer to location map provided in Appendix A of the Study.
Number of Stations	<p>To be implemented in 3 phases with a total of 31 stations:</p> <ul style="list-style-type: none"> • Phase 1: <ul style="list-style-type: none"> ○ 1-2 years with 9 stations. ○ Centralizing within the downtown, promenade, and GO Station area. • Phase 2: <ul style="list-style-type: none"> ○ 3-5 years with 9 stations. ○ Expand coverage to other major Town corridors, trail entrances, and Town Hall. • Phase 3: <ul style="list-style-type: none"> ○ 5+ years with 13 stations. ○ Further expand the program for Town-wide coverage.
Service Period	To maintain year-round operation.
Parking Management	Docking stations.

York Region completed a bike share feasibility study in 2019 which recommended local municipalities take the lead in implementing bike share programs in their municipalities and York Region provide support where required

The Region undertook a bike share feasibility study to assess bike share opportunities within the Region in 2019. This study recommended that the Region not undertake a bike share program themselves, rather its local municipalities should take the lead in further exploring options individually.

Staff recommend as a next step; a Request for Information (RFI) be released for the implementation of a bike share program to gauge vendor interest and further investigate a sustainable model

The purpose of undertaking the RFI process is to gather further information including a more detailed implementation plan and associated funding scenarios from prospective private bike share providers to determine the feasibility of a bike share program for the Town. The results from the RFI will be summarized and presented to Council at a future Community of the Whole meeting.

Advisory Committee Review

A memorandum (Report No. PDS24-043) was presented at the Active Transportation and Traffic Safety Advisory Committee (ATTsAC) meeting on May 22, 2024. The committee provided the following recommendations (Table 2).

Table 2: ATTSAC Comment Summary

Comments	Responses
The implementation of a Bike Share Program for the Town of Aurora is premature with our current active transportation facilities. The program should be deferred until more active transportation infrastructures are built as outlined in the Active Transportation Master Plan.	The Bike Share Program will be implemented in 3 phases. Phase 1 will focus within the GO Station, Downtown and Promenade area. We will gather data and feedback from users, residents, visitors, and businesses, and adjust the program as needed for Phase 2 and Phase 3.
The program should also focus on providing bike share services adjacent to high schools to encourage students on active transportation.	The final locations of the bike docking stations will be determined in consultation with the selected private bike share operator.
Year-round operation may be impractical, suggest considering a 6-month (non winter) operation period.	The operation will be determined in consultation with the selected private bike share operator.

Legal Considerations

The RFI will be conducted in accordance with the Town's Procurement By-law and policies.

Financial Implications

The Study recommends the Town further explore a partnership model with one or multiple private bike share providers to provide bike share services for little to no cost to the Town. Under the model under exploration, the bike share program would be privately owned and operated with oversight from the Town which will minimize the Town's financial risk exposure. Under this program, all associated direct operating and capital costs would be borne by the 3rd party operator(s). Staff time will be required to provided oversight and regulation of operator(s), including its enforcement of any associated permits and other regulatory schemes.

Communications Considerations

This report will be posted to the Town's website. If, as a result of the RFI process, a Bike Share Program progress, Communications will develop a communications plan to inform the public via channels such as the Town website, e-newsletters, social media.

Climate Change Considerations

According to the 2020 Community Energy Plan (Plan), the transportation sector accounts for approximately 37 per cent of the total greenhouse gas emissions, and the major contributor (approximately 99 per cent) are from personal vehicles. The Plan estimates that the transportation sector will account for 31 per cent and 36 per cent of greenhouse gas emissions by year 2030 and 2050, respectively.

The objective of the bike share program is to provide a safe, convenient, well-connected, and accessible active transportation network to help reduce reliance on personal vehicles. The use of alternative modes of transportation can help reduce air and water pollutants, and green house gas emissions.

Link to Strategic Plan

This report supports the Strategic Plan goal of Support an Exceptional Quality of Life for All by examining traffic patterns and identify potential solutions to improve movement and safety at key intersections in the community.

Alternative(s) to the Recommendation

None.

Conclusions

WSP was retained to support the development of a Bike Share Feasibility study (Study). The primary purpose of the Study is to develop a bike share program to provide residents and visitors with a feasible mode of active transportation that meets various travel demands while encouraging a healthy lifestyle.

In addition, the Study also outlines an implementation plan (Table 1) with a preferred business model, estimated costs, and potential funding strategies to support the Town

in establishing a viable, sustainable bike share program to provide additional mobility choices to residents and visitors today and into the future.

It is recommended that staff be directed to coordinate with Procurement Services to initiate a Request for Information (RFI) to gather additional information and market research from prospective private bike share providers to determine the feasibility of a bike share program for the Town. The results from the RFI will be summarized and presented to Council at a future Community of the Whole meeting.

Attachments

Attachment 1: Bike Share Feasibility Study

Previous Reports

PDS24-043, Memorandum Bike Share Feasibility Study, May 22, 2024.

Pre-submission Review

Agenda Management Team review on June 12, 2024

Approvals

Approved by Marco Ramunno, Director, Planning and Development Services

Approved by Doug Nadorozny, Chief Administrative Officer