



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Corporate Assets and Strategic Planning Division**

<b>TO:</b>	Chair and Members Public Works Committee
<b>COMMITTEE DATE:</b>	October 3, 2016
<b>SUBJECT/REPORT NO:</b>	Everyone Rides Initiative Pilot Project (PW16086) - (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Peter Topalovic (905) 546-2424, Extension 5129  Al Kirkpatrick (905) 546-2424, Extension 4173
<b>SUBMITTED BY:</b>  <b>SIGNATURE:</b>	John Mater, C.E.T. Director of Corporate Assets & Strategic Planning Public Works Department

**RECOMMENDATIONS**

- (a) That the General Manager, Public Works, be authorized to:
- (i) Implement the City of Hamilton's Everyone Rides Initiative Pilot Project as outlined in Information Report No. PW13015c, dated December 7, 2015 and execute on behalf of the City any related agreements (in a form satisfactory to the City Solicitor) at an estimated cost of \$525,000;
  - (ii) Execute, on behalf of the City, any agreements (in a form satisfactory to the City Solicitor) with the Federation of Canadian Municipalities (FCM) related to the City's acceptance the Green Municipal Fund Grant;
  - (iii) Execute, on behalf of the City, any agreements (in a form satisfactory to the City Solicitor) with the Hamilton Community Foundation (HCF) related to the City's acceptance of the 2016 HCF Grant;
  - (iv) Allocate \$201,255 from the Transportation Demand Management and Smart Commute account (4031655820) to the Everyone Rides Initiative Pilot Project account, which includes \$126,255 from Sustainable Mobility and \$75,000 from Barton-Kenilworth Urban Renewal;

- (v) Negotiate a non-competitive single source purchase arrangement with Social Bicycles Inc. for the purchase of bikes, hubs and related infrastructure, to an upset limit of \$225,000, and execute on behalf of the City any related agreements (in a form satisfactory to the City Solicitor);
  - (vi) Negotiate a non-competitive single source purchase arrangement with Hamilton Bike Share Inc. (SoBi Hamilton) to implement the Everyone Rides Initiative Pilot Project to an upset limit of \$300,000 and execute on behalf of the City any related agreements (in a form satisfactory to the City Solicitor);
  - (vii) Implement, and sign any required documentation related to, the capital budget appropriations outlined in this report; and.
- (b) That the General Manager, Public Works report back to Council subsequent to the conclusion of the Everyone Rides Initiative Pilot Project.

## **EXECUTIVE SUMMARY**

Hamilton's bike share system was launched on March 20<sup>th</sup>, 2015. Since then, the system has been widely embraced as an integral and exciting part of Hamilton's transportation system and cultural landscape. Hamilton's bike share system spans across approximately forty (40) square kilometres with 750 bikes and 115 hubs. The system is largely used for commuting by Hamilton residents, and is an excellent solution for first/last mile connectivity to transit.

In report PW13015c, "Public Bike Share Transit System Implementation Plan", a grant application through the FCM Green Municipal Fund for the Everyone Rides Initiative Pilot Project (ERIPP) was described. The proposed three (3) year pilot, in partnership with SoBi Hamilton, includes the purchase of bikes and hubs to install stations in Hamilton's "Code Red" and "Neighbourhood Action Strategy" neighbourhoods, funding for subsidized bike share memberships, as well as financing to implement the support programs that will maximize use in these communities.

The City of Hamilton was successful in obtaining the Green Municipal Fund grant and the Hamilton Community Foundation grant, which will fund approximately sixty percent (60%) of the ERIPP.

The ERIPP responds to some of the current challenges faced by Hamilton's Bike Share system, as outlined below:

- Will assist in serving specific neighbourhoods currently underserved with bikes and hubs within the existing bike share system;
- Has various community benefits, including but not limited to, improving access to affordable and active transportation, helping to reduce poverty and contributing to positive public health outcomes; and
- Provides an opportunity to use project results as a catalyst for systems across Canada and the United States to adopt the Everyone Rides Initiative model and

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improve the equity of bike share systems, ensuring they serve a mix of communities and residents.

While this pilot project has numerous benefits, its intent is to provide a direct benefit to those who live and work near the newly installed pilot stations and to determine the effects of targeted promotions and training in encouraging low income individuals to use bike share as a key method of travel. It is not meant to address the issues that were brought to Council in report PW13015c, dated December 7, 2015, which described an issue with the size of the bike share service area being larger than originally planned. This larger than planned service area applies an operational burden that is above and beyond what was originally considered acceptable to operate the bike share in a revenue neutral manner. A report on this issue and the mountain bike share feasibility study will be presented to Council in a subsequent report.

***Alternatives for Consideration – See Page 6***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: The funding for the ERIPP is comprised of capital funds from Sustainable Mobility, Urban Renewal, along with grants received from FCM and HCF. The cost to run the ERIPP is \$525,000 for equipment and programming.

The City of Hamilton's contribution is approximately \$126,255 from the Sustainable Mobility account, over a three (3) year period, plus in-kind contributions, along with approximately \$75,000 from the Barton-Kenilworth Urban Renewal account in 2016.

A capital account will be created for Everyone Rides Initiative Pilot, with total funds of approximately \$525,000, as shown in the table below. In addition to the funds below, an in-kind contribution of approximately \$30,000 will also be contributed. A portion of the in-kind contribution will be matched by the FCM Grant.

<b>Source of Funding</b>	<b>Amount</b>
Sustainable Mobility	\$126, 255
Barton-Kenilworth Urban Renewal	\$ 75, 000
Hamilton Community Foundation	\$ 49, 245
FCM Green Municipal Fund	\$274,500
<b>Total</b>	<b>\$525, 000</b>

Staffing: N/A

Legal: All proposed agreements with Social Bicycles Inc., Hamilton Bike Share Inc., FCM and HCF will be reviewed by the City Solicitor.

**HISTORICAL BACKGROUND**

The City of Hamilton, in partnership with Social Bicycles Inc., launched Hamilton's bike share system on March 20<sup>th</sup>, 2015. Since then, the system has been widely embraced

as an integral and exciting part of Hamilton's transportation system and cultural landscape. Hamilton's bike share system spans across approximately 35 square kilometres with 750 bikes and 115 hubs. The system is largely used for commuting by Hamilton residents, and is a convenient solution for first/last mile connectivity to transit. There are currently over 11,000 active users and over 12,000 people have used the bike share system at least once.

Through SoBi Hamilton, the non-profit bike share system operator, the City plans to be one of the first bike share systems in North America to place stations and bikes in low-income and underserved areas of the City with support programs to ensure residents in those neighbourhoods can successfully access and make good use of the bike share system. In order to do this, additional funding is required.

In report PW13015c, "Public Bike Share Transit System Implementation Plan", a grant application through the FCM Green Municipal Fund for the Everyone Rides Initiative Pilot project was described. The proposed three year pilot, in partnership with SoBi Hamilton, includes the purchase of bikes and hubs to install stations in Hamilton's "Code Red" and "Neighbourhood Action Strategy" neighbourhoods, funding for subsidized bike share memberships, as well as financing to implement the support programs that will maximize use in these communities. The three (3) year pilot includes five (5) phase:

- Phase 1 – Develop pilot plan (Fall 2016 - Winter 2016)
- Phase 2 – Prepare and set up pilot (Fall 2016 - Spring 2017)
- Phase 3 – Conduct pilot (Spring 2017 - Winter 2018)
- Phase 4 – Analyse and make recommendations (Winter 2019 - Spring 2019)
- Phase 5 - Reporting (Spring 2019)

The pilot area was chosen because it is within the current bike share service area and the Neighbourhood Action Strategy neighbourhoods that are represented are highly active and in need of more affordable transportation options.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

N/A

## **RELEVANT CONSULTATION**

- HCF regarding the successful grant application by the City of Hamilton and steps to receive their grant
- FCM regarding the successful grant application and steps to receive their grant
- Urban Renewal section regarding the Barton-Kenilworth Urban Renewal funding
- Legal staff were consulted regarding contracts and agreements with Social Bicycles Inc., SoBi Hamilton, HCF and FCM
- Finance staff were consulted regarding use of capital funding and receipt of grant funding

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- SoBi Hamilton regarding the City of Hamilton's successful grant application

### **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The ERIPP responds to some of the current challenges faced by Hamilton's Bike Share system, as outlined below:

- Will assist in serving specific neighbourhoods currently underserved with bikes and hubs within the existing bike share system;
- Has various community benefits, including but not limited to, improving access to affordable and active transportation, helping to reduce poverty and contributing to positive public health outcomes; and
- Provides an opportunity to use project results as a catalyst for systems across Canada and the United States to adopt the Everyone Rides Initiative model and improve the equity of bike share systems, ensuring they serve a mix of communities and residents.

The proposed three year pilot includes the purchase of bikes and hubs to install stations in Hamilton's "Code Red" and "Neighbourhood Action Strategy" neighbourhoods, funding for subsidised bike share memberships, as well as financing to implement the support programs.

While this pilot project has numerous benefits, its intent is to provide a direct benefit to those who live and work near the newly installed pilot stations and to determine the effects of targeted promotions and training in encouraging low income individuals to use bike share as a key method of travel. It is not meant to address the issues that were brought to Council in report PW13015c, dated December 7, 2015, which described an issue with the size of the bike share service area being larger than originally planned. This larger than planned service area applies an operational burden that is above and beyond what was originally considered acceptable to operate the bike share in a revenue neutral manner. A report on this issue and the mountain bike share feasibility study will be presented to Council in a subsequent report.

In order to run the Everyone Rides Initiative Pilot Project (ERIPP), the City must enter into agreements with the FCM and HCF to obtain the Green Municipal Fund grant and the HCF grant, which covers approximately sixty percent of the total pilot project costs. If we do not accept the grant funds from FCM and HCF, the City of Hamilton will be unable to conduct the three (3) year pilot.

In order to maintain continuity with the current bike share system, Social Bicycles Inc. would be the sole source provider for the additional infrastructure needs.

Hamilton Bike Share Inc. (also known as SoBi Hamilton) is the local non-profit operator of Hamilton's bike share system and will conduct the bulk of the pilot project for the City. They have established relationships with the community and local service agencies, which will assist in the success of the ERIPP.

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At the conclusion of the ERIPP the City is required to report to the FCM on the pilot project results. This report will also be forwarded to the Public Works Committee.

### **ALTERNATIVES FOR CONSIDERATION**

Do not approve the ERIPP – City staff does not support this alternative as this project is aligned with the City's Strategic Plan and provides a great benefit to the community.

### **ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

#### **Community Engagement & Participation**

*Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.*

#### **Economic Prosperity and Growth**

*Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.*

#### **Healthy and Safe Communities**

*Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.*

#### **Built Environment and Infrastructure**

*Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.*

### **APPENDICES AND SCHEDULES ATTACHED**

N/A