



Hamilton Bike Share Inc
126 Catharine Street North, Garden Level
Hamilton, Ontario L8R 1J4
289-768-2453 | info@sobihamilton.ca

City of Hamilton - Mayor and Council
71 Main Street West
Hamilton, Ontario L8P 4Y5

May 31, 2020

Dear Mayor and Councillors,

We are writing to you today as our organization, Hamilton Bike Share Inc. (HBSI), is in a position, both financially and operationally, to assume bike share operations in Hamilton for the next nine months. We are requesting that the City of Hamilton grants us permission to operate the system, starting as soon as possible after June 1, 2020.

Our desire on this front is motivated by two simple things:

- We wish to see continuity of bike share operations in Hamilton past June 1, 2020, so that Hamiltonians can continue to have access to a safe, reliable mode of transportation that allows for physical distance during the COVID-19 global pandemic.
- We wish to continue our Everyone Rides Initiative programming, which to date has helped 500+ Hamiltonians access the bike share, who otherwise would have been unable to do so. Without bike share operations in place in the short term, our 2019-2022 Ontario Trillium Foundation funding of \$706,700 is at risk.

Our qualifications to run this system are a matter of public record. By design, HBSI was the sub-contracted nonprofit operator to Social Bicycles (later JUMP) for Hamilton's system. From 2014 to 2019, our team established and ran bike share operations, and was responsible for maintaining Service Level Agreement standards of service. Granted the opportunity to operate again, we would continue to maintain the current Service Level Agreement standards as outlined in the original contract, which include ongoing system maintenance, and installation of any controllers that would be acquired with OMCC funding.

The only reason why we are no longer the operator is that JUMP (at this point owned by Uber), chose to directly operate the system as of May 21, 2019. It was within their purview to take over operations as the direct contract-holder with the City of Hamilton. Over several months in early 2019, we negotiated an Asset Purchase Agreement with JUMP for the transfer of operations, and we retained and continue to deliver our Everyone Rides Initiative programming.

Now that Uber has declared their intent to cease operations before the end of their contract period, HBSI is in a unique position to re-assume operations, just a year after we had to give



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them up:

- We retain our Executive Director who managed the system from 2014-2019.
- HBSI will have the necessary staff with direct experience ready to maintain operations.
- We have funding available to operate the system at this point for up to nine months.

Our funding enables us to operate the system at a rate of \$44,500 per month, from a blend of fundraising, sponsorship, estimated user revenue, and our own contribution. We have also confirmed a \$100,000 donation to the City of Hamilton toward interim operations that was facilitated by the office of Councillor Farr and with the support of the Mayor's office (see additional funding details in the Appendix). Collectively these funds will go towards operations, as will ongoing contributions that continue to flow in to support bike share.

We also want to be clear - our desire to operate the system in the short term is not intended to infringe on any future actions the City of Hamilton may take to secure a new operator. When such opportunities are available for review, we will make the appropriate submissions at that time, if we feel we are in a position to do so. Right now, we just want to ensure the system continues to operate for the people of Hamilton who rely on the system as an essential mode of transportation, including our Everyone Rides Initiative members, and ensure that our Ontario Trillium Foundation grant is not lost.

Hamilton Bike Share's mission is to "to enhance the quality of urban life by improving equitable access to bicycles in Hamilton." Our desire to assume operations is in fulfillment of that mission, and in fulfillment of our duty as a nonprofit organization to create public value in our community.

Please give HBSI the opportunity to provide continuity of operations for Hamilton's bike share system. We aren't asking the City of Hamilton for anything except permission.

Sincerely,

Janet MacLeod

Chair, Board of Directors

Chelsea Cox

Executive Director



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Appendix

Funding

HBSI will utilize the following funding sources with an operations budget of \$44,500 per month, from June 2020 - February 2021. Ongoing contributions that may be secured in the future would also be invested in bike share operations.

Amount	Source
\$100,000	Patrick J McNally Charitable Foundation, facilitated by Councillor Farr
\$60,000	HBSI Fundraiser Campaign
\$100,000	Confirmed Funders/Sponsors - partnering businesses
\$140,000	User Fee Revenue, including October 2020 payment for Everyone Rides Initiative equity passes funded by HBSI's Ontario Trillium Foundation GROW grant

Total: \$400,000