



PED20109(g)

Public Bike Share Program Phased Procurement Process

Sustainable Operations Model & Funding Update

April 9, 2025

Direction to Staff



This presentation **PED20109(g)** is a follow-up to the deferred report **PED20109(f)** presented to General Issues Committee on December 4, 2024.

That Report PED20109(f), respecting Public Bike Share Program Phased Procurement Process – Sustainable Operations Model and Funding be DEFERRED to a Q1 2025 General Issues Committee meeting when staff can provide an information report with additional information on:

- a) The current and future operation of Hamilton Bikeshare Program including ridership trends
- b) Costs associated with current and future growth plans including detailed financial statements of Hamilton Bikeshare (including a confidential financial appendix)



Current Situation



On March 30, 2022, Council approved a partnership agreement with Hamilton Bike Share Inc. to operate the City-owned bike share assets, where the City provides contributions for the bike share operations.

- Report **PED20109(f)** recommends a two-year contract extension with Hamilton Bike Share Inc. to operate the public bike share transit program for 2026-27
- The original agreement supports and operates 900 bikes, which is proposed to increase to 1,000 bikes to meet growing demand for bike share and provide the required maintenance for the aging assets.

Bikeshare Asset Ownership

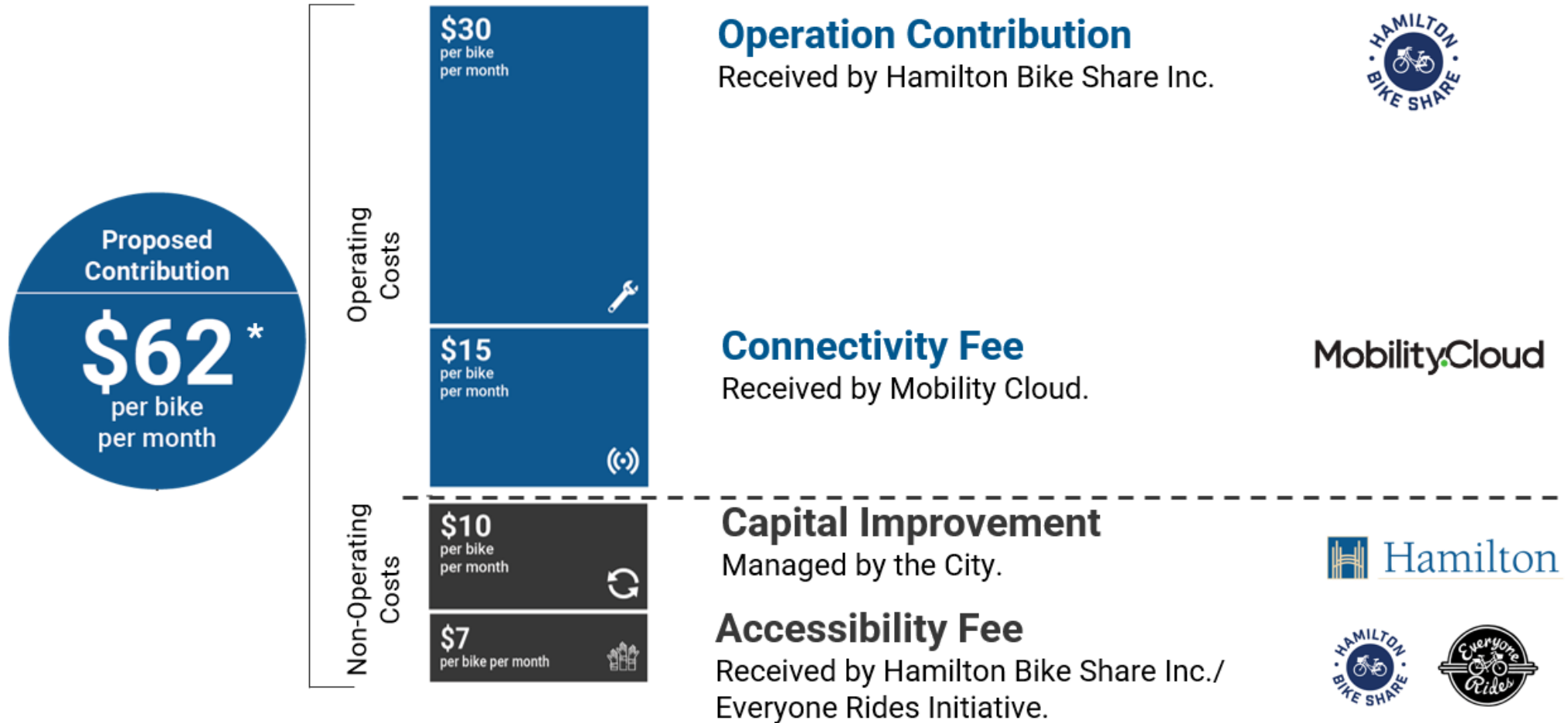


The City of Hamilton owns all bike share assets related to the public bike share system, including:

- Bikes
- Controllers
- Signage
- Hub racks, and
- Balancing equipment and vehicles, which HBSI operates on behalf of the City.



Clarity on the Proposed Funding in PED20109(f)



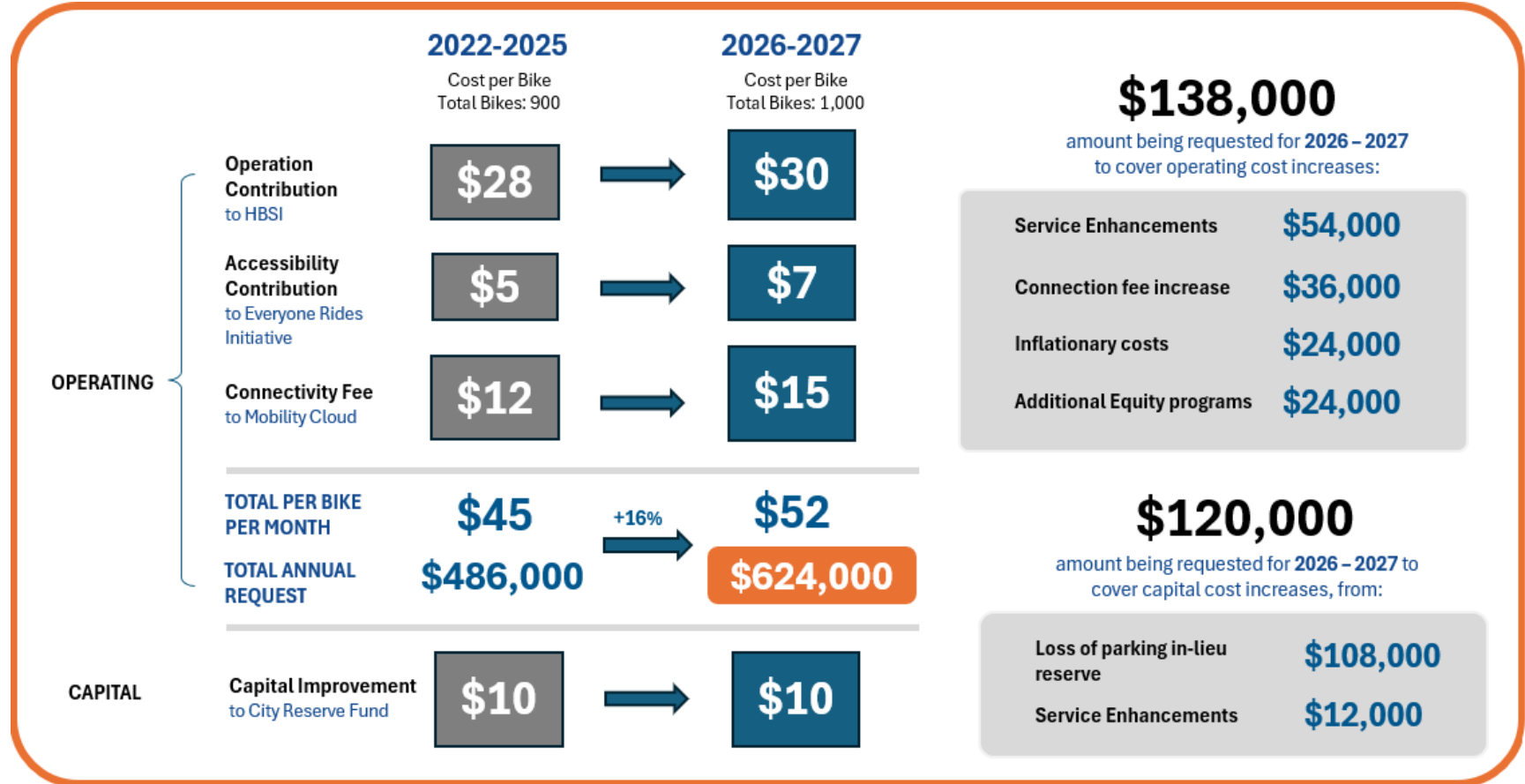
* Maximum contribution

Proposed Funding Breakdown and Fee Increase



A 25% increase to the City's contribution is recommended

- Supports an increase up to 1,000 operational bikes.
- Total fee increase represents an increase of \$7 per bike, per month.



3. Additional Supporting Information (Appendix B)

Bike share operating costs projected to 2027 demonstrates a continued sustainable trajectory for the program with the recommended funding in PED20109(f).

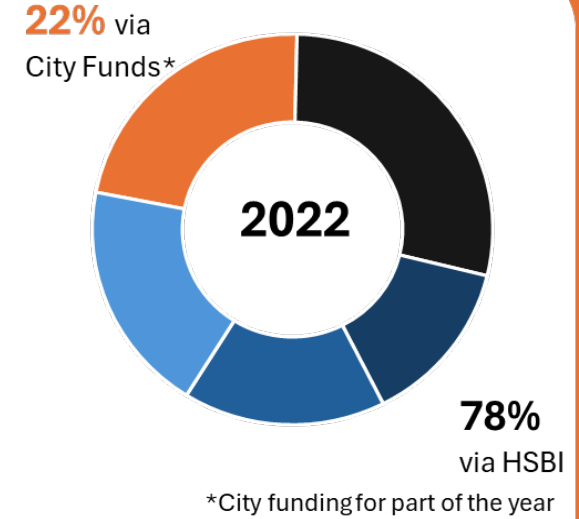
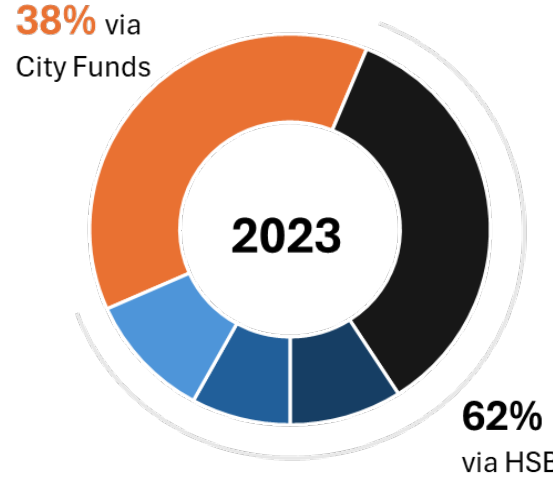
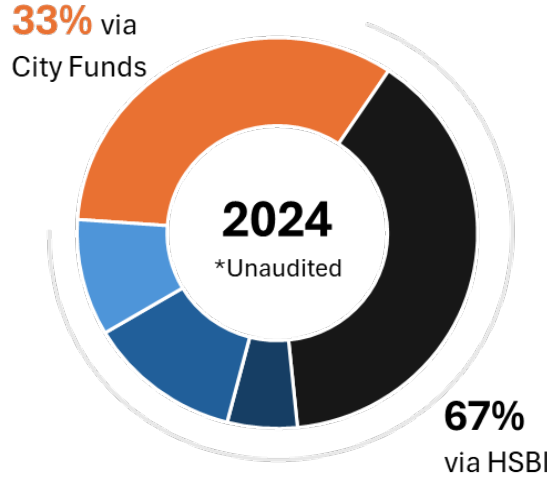
	2023 - Audited	2024 - Unaudited	2025 - Projected	2026 - Projected	2027 - Projected
Estimated Revenue	\$ 978,000	\$ 1,070,000	\$1,600,000	\$1,740,000	\$1,780,000
Estimated Expenses	982,000	1,115,000	1,550,000	1,730,000	1,830,000
Operating Surplus (Deficit)	(\$4,000)	(\$84,000)	\$50,000	\$11,000	(\$53,000)

Adapted from Confidential Appendix B.

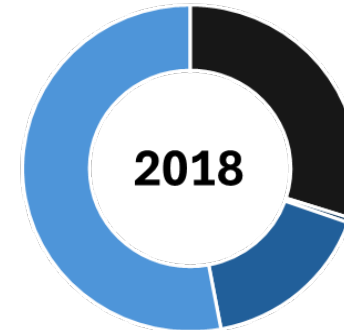
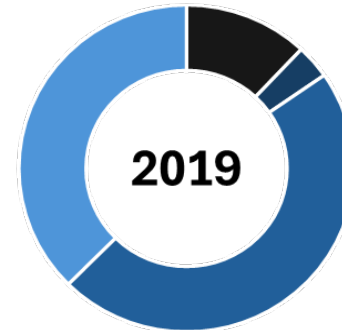
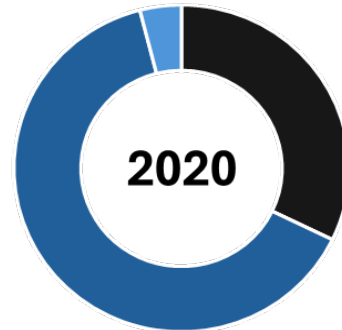
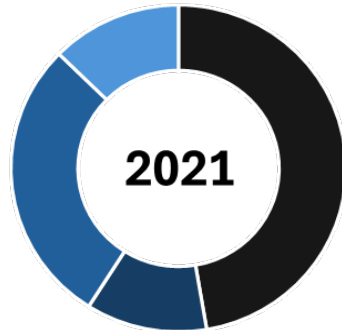
Bikeshare Funding Sources by Year



- **City funding** including Software Connectivity and Accessibility contribution.
- **User Fees**
- **Sponsorship, Advertising and Partnerships**
- **Grants and Donations** including ERI & non-ERI Grants, and Uber/Jump Donation in 2019
- **Other** including ERI income and Uber/Jump operating funds contribution.



0% City Funding

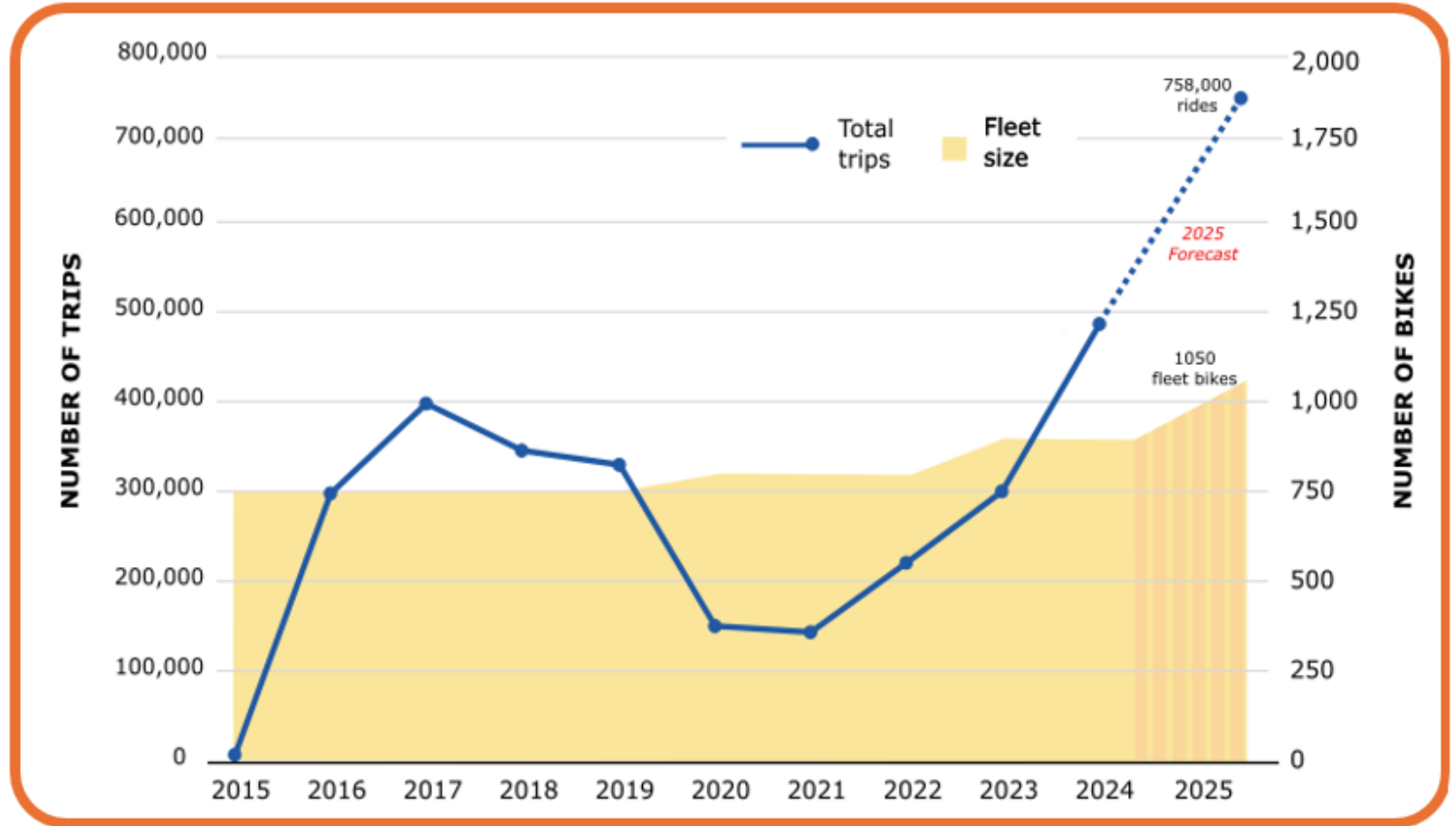


Growth in Bikeshare Fleet and Trips



Hamilton Bike Share has over 32,000 active members, with over 900 bicycles in operation.

- Bikeshare surpassed the 300,000 ride threshold in 2023 and logged nearly 500,000 rides in 2024.
- Rides are projected to increase significantly in 2025



Everyone Rides Initiative Ridership Growth



The Everyone Rides Initiative is one of the most successful bike share equity programs in North America.

- The program has seen year-on-year growth, with 2024 being its most successful year.
- The program provides cycle training, newcomer programs, affordable access, alternative payment options, group rides and other resources.



EVERYONE RIDES
INITIATIVE

426

Subsidized Hamilton
Bike Share passes
distributed this year

42%

Increase in ERI
riders since 2023

103,883

Kilometres travelled
by ERI riders in 2024

43,571

Total annual trips
made by ERI riders

87%

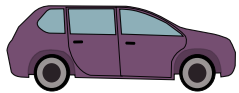
Increase in adaptive
bike trips since 2023

VKT and GHG Reduction by Bikeshare



Bike Share produces the least carbon emissions per passenger kilometre compared to other modes.

In 2024, Bike Share trips reduced VKT by over 230,000 kilometres, and GHG emissions by nearly 40,000 kilograms.



170g
PER KILOMETRE



101g
PER KILOMETRE



70g
PER KILOMETRE



21g
PER KILOMETRE

23%

of car (personal, ride & taxi / rideshare) trips are replaced by Bikeshare in Hamilton.

This is equal to eliminating up to

114,314 car trips
in 2024

reducing
vehicle
kilometres
travelled by

234,343 km

Meaning Bikeshare
helps to **reduce**
GHG emissions by
over

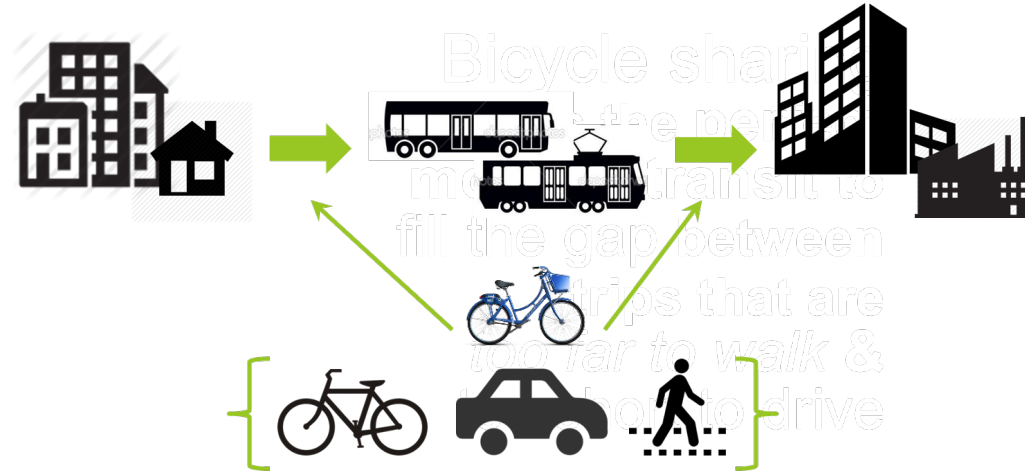
39,838 kg

Bikeshare is a complement to transit



Bike Share hubs were designed to feed transit stops

Trips that are too far to walk but too close to drive can deter people from getting to bus stops and GO stations. Bike share fills this gap.



81%

of users use bikeshare as a **form of transportation.**

&

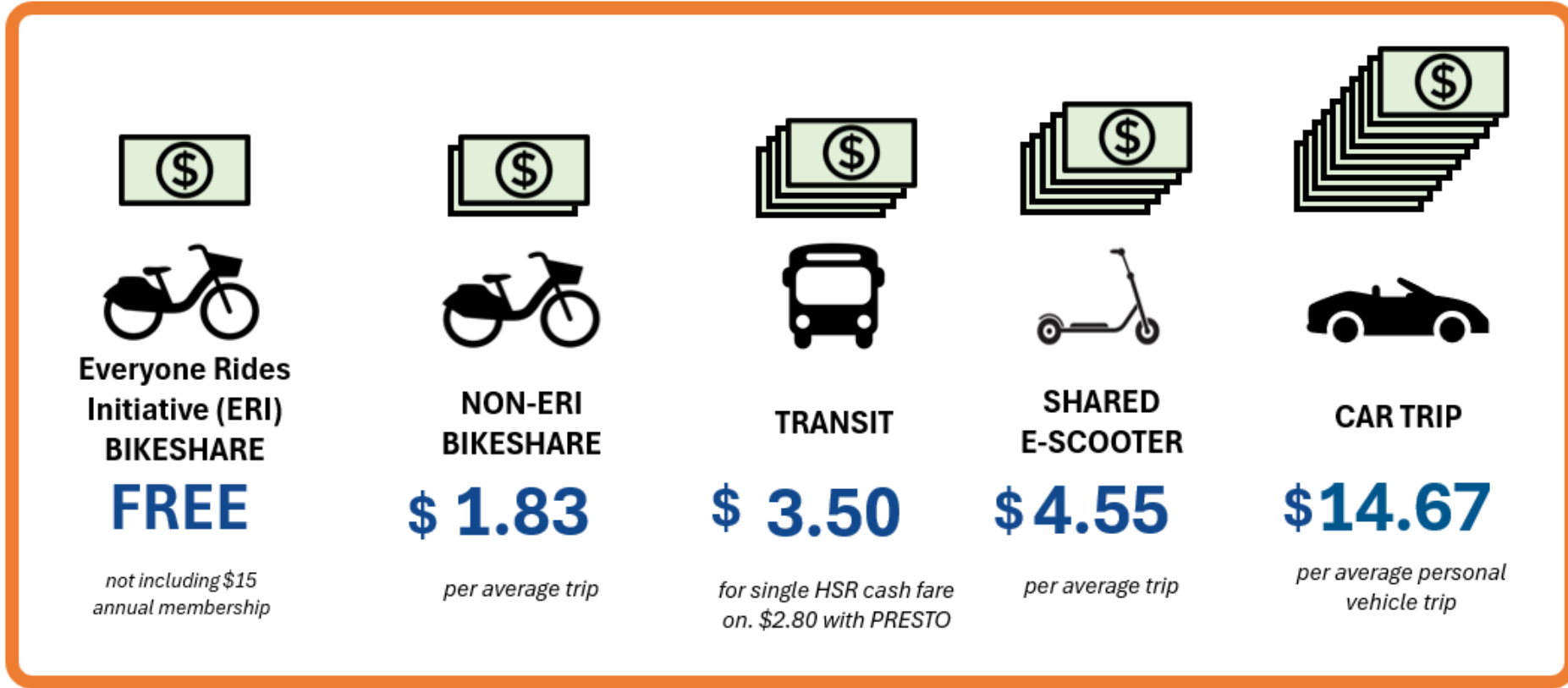
41%

of users use bikeshare to connect to **HSR and GO Transit** services.

Mode Cost Comparison



Bike Share is the least expensive mode per average trip in Hamilton.

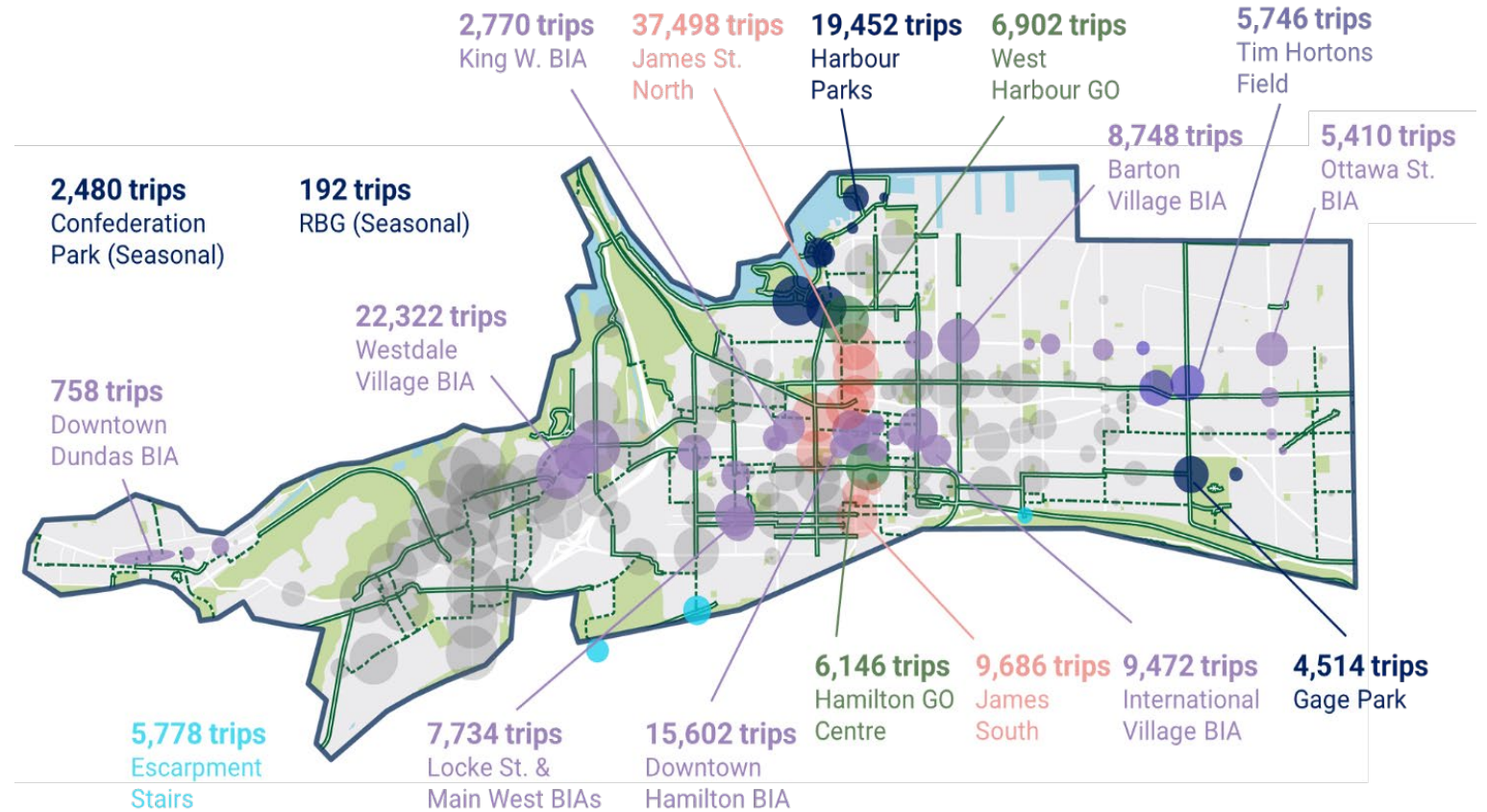


Attraction to Local Business



Bikeshare was designed to serve local businesses, transit, event spaces and other tourist destinations.

Trips starting and ending in major business areas and destinations suggest that Bikeshare encourages patronage at local businesses.

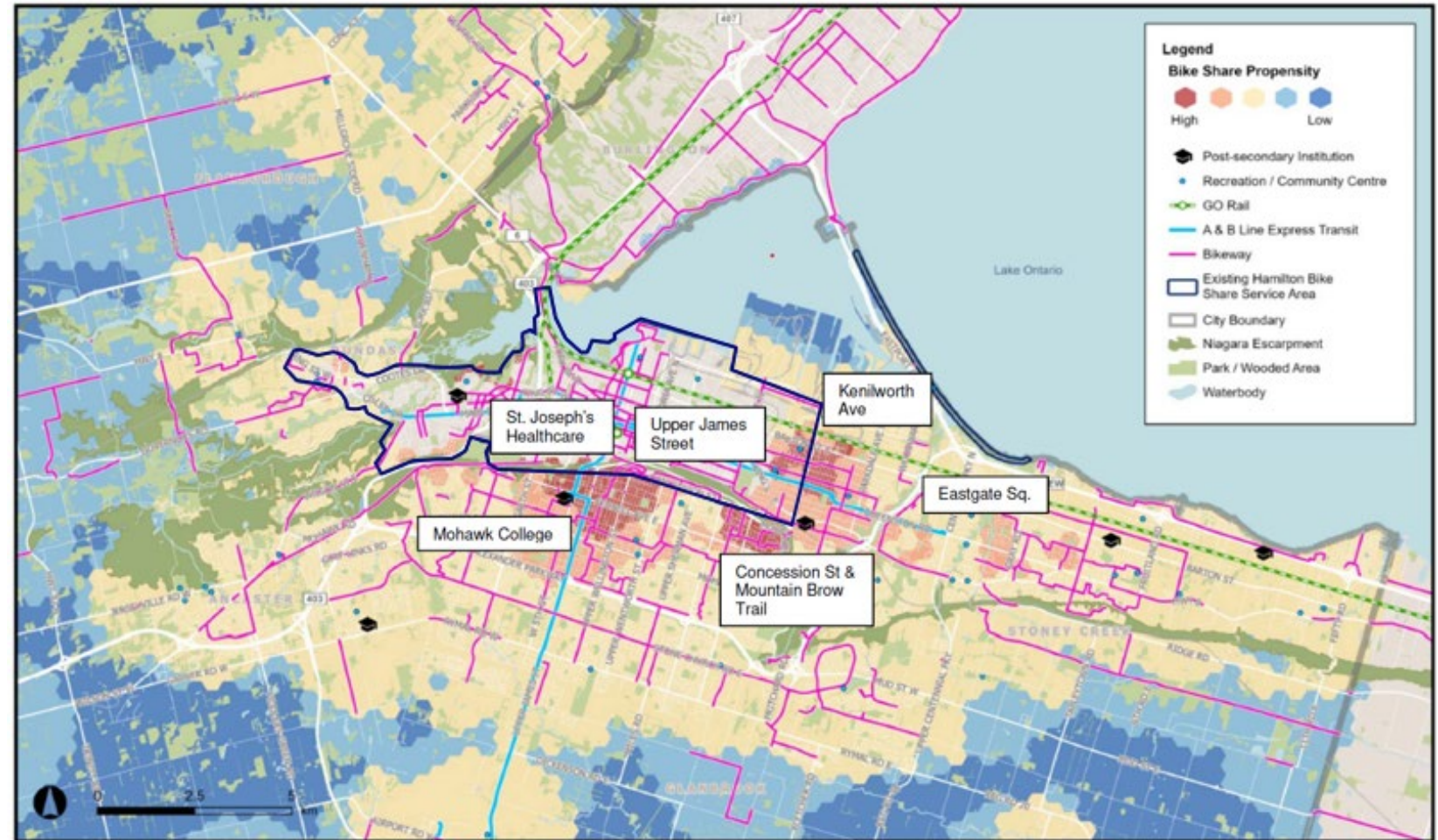


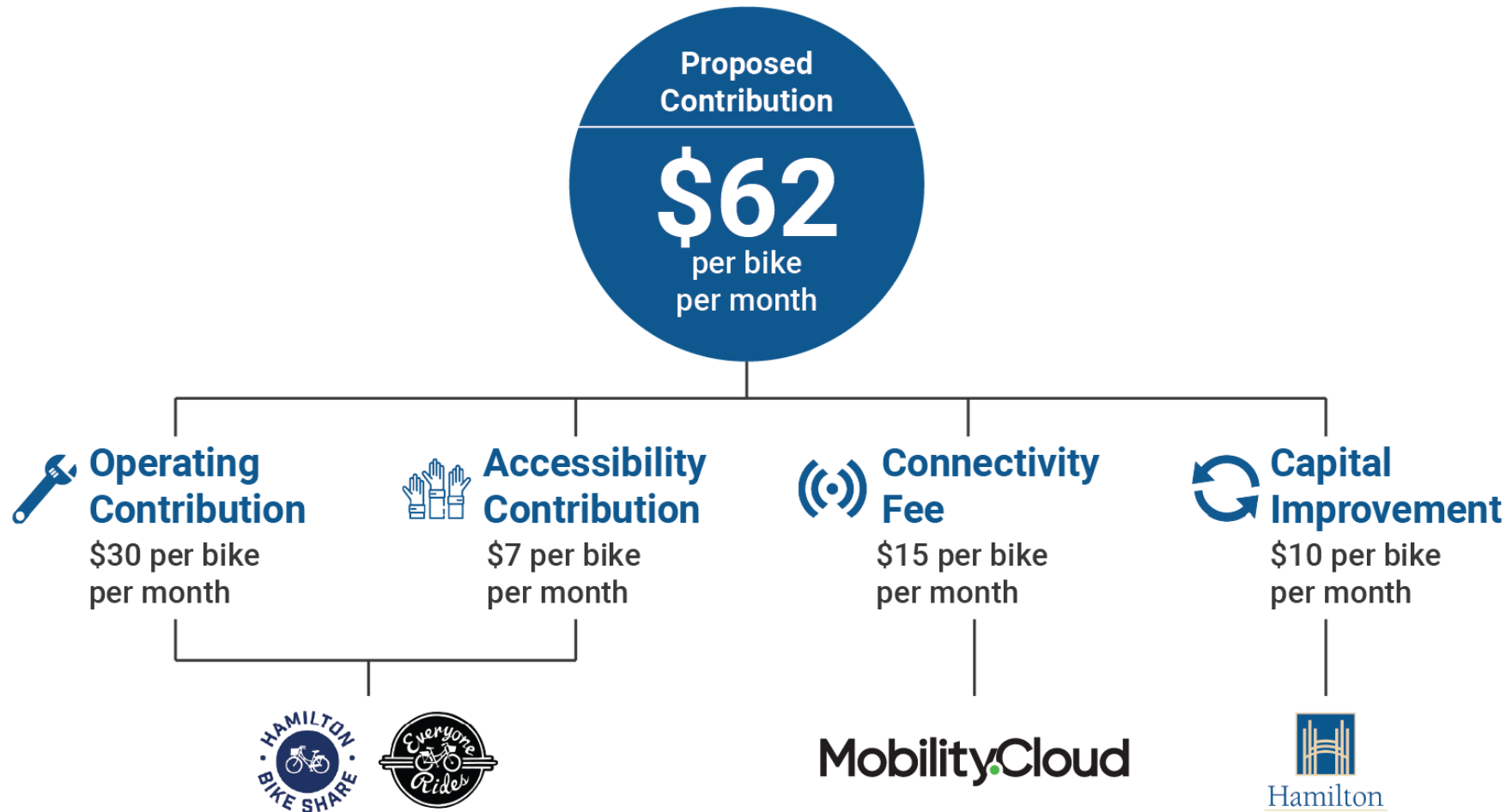
Bike Share and Micromobility Program Expansion



The Bike Share system spans parts of Ward 13, Wards 1, 2, 3 and 4 (to Kenilworth) and Ward 5 (Confederation Park)

- Future growth plans (5 to 10 years) will be guided by the Future Micromobility Study, 2025-2026.
- Key areas of growth are in Ward 6, 7, 8 and parts of 9 as well as the urban centres of the former municipalities





* Maximum contribution

Thank-you and Questions





Hamilton

THANK YOU