

# BRRRRING BRRRRING BIKE SHARE

## Edmonton Permit Regulated Bike Share Study Summary

### INTRODUCTION

Dockless bike share is a new form of mobility that will soon be available for Edmontonians, contingent on the City of Edmonton developing a permit, as directed by Council in January 2019. This system will provide residents and tourists the opportunity to access bikes through an app (similar to Pogo car share). Bike share and other shared mobility services present another option for Edmontonians to get around: they fill the gap between journeys that are too short to drive, too far to walk, and not serviced effectively by transit.



*Dockless bikes and e-scooters<sup>1</sup>*

Undertaken as an undergraduate directed study project at the University of Alberta in collaboration with the Downtown and Old Strathcona Business Associations (BIAs), this report provides research on existing literature, case studies, and interviews. These sources provide the foundation for many considerations that should be accounted for within the development and facilitation of a bike share system. As a final outcome, 25 recommendations provide a consolidated resource to influence the creation of a permit for bike share and outline the potential for BIAs to be involved in the system.

### BACKGROUND

Several sources of information were explored to provide a basis of understanding and background on dockless bike share. Documents from the Institute for Transportation & Development Policy, the North American Bike Share Association, and the City of Edmonton were reviewed to inform best practices for a permit regulated system. To complement this, eight case studies from around the world were selected to highlight different operation approaches which provided lessons learned applicable to Edmonton. These cities were Zurich, Tianjin, Helsinki, Ottawa, Minneapolis, Denver, Calgary, and Seattle. Finally, 14 interviews were completed with a diverse set of participants, including transportation planning and policy experts, bike share operators, active transportation advocates, and community organizers.

### CONSIDERATIONS

The considerations section makes up the bulk of the analysis of the report and thoroughly covers more than twenty key topics regarding dockless bike share. These topics are broken into the following categories: overarching bike share program, regulation of manager and operator, relation to infrastructure, and relation to the community.

### CONTACT INFORMATION

If you would like further information, including access to the full report, please contact the authors.

#### Authors

Kaelin Koufogiannakis - [koufogiannakis@gmail.com](mailto:koufogiannakis@gmail.com)  
Stephen Raitz - [stephen.e.raitz@gmail.com](mailto:stephen.e.raitz@gmail.com)

#### Supervisor

Dr. Robert Summers - [robert.summers@ualberta.ca](mailto:robert.summers@ualberta.ca)

<sup>1</sup> *Inkwell* (September 28, 2018). Photo retrieved March 26, 2019 from <https://anniewrightinkwell.org/2654/news/lime-bikes-scooters-roll-into-tacoma/>

## RECOMMENDATIONS TO THE CITY

### Overarching Bike Share Program

- 1 SELECT** specific goals that bike share will achieve.
- 2 REEVALUATE** the permit on a scheduled and ongoing basis.

### Regulation of Operator(s)

- 3 DEFINE** acceptable bikes and scooters and **PROMOTE** opportunities for innovation and adaptive cycles.
- 4 RECOVER** system costs, and provide for annual changes to permit fees.
- 5 OUTLINE** a basic service area while allowing for expansion of service, and **SET** a minimum and maximum fleet size. **INFORM** both of these values using data over time.
- 6 INCENTIVIZE** operators to provide service in equity areas and to provide adaptive cycles which increase accessibility.
- 7 ENSURE** that parking policies are put in place to regulate the orderly parking of bikes.
- 8 REGULATE** parking and rebalancing distinctly for the river valley system.
- 9 OBTAIN** direct contact information and the ability to take action in the case of an emergency.
- 10 REQUIRE** accessible payment options and **EXPLORE** the possibility of a shared payment system with other forms of transportation.
- 11 CONSIDER** opportunities to provide helmets for bike share users, particularly those under the age of 18.
- 12 COLLECT** data in a usable format which can help to inform future changes.
- 13 ENCOURAGE** operation through the winter, and **SUPPORT** winter bike share use by ensuring that bike lanes and shared use paths are cleared.

### Relation to Infrastructure

- 14 CONNECT** bike share with supporting bike infrastructure in future decision making.
- 15 SHAPE** the permit to foster greater multi-modality within the transportation system.

### Community Related

- 16 MANDATE** that bike share companies engage with BIAs and community organizations in an ongoing and consistent manner.
- 17 UTILIZE** permitting fees to cover outreach efforts and support the existing educational bike team.

### General

- 18 BE VIGILANT** of the fast-paced evolution of the shared mobility industry.

## RECOMMENDATIONS TO BIAs

- 19 ASSIST** in the development of bike share parking policies and infrastructure placement\*.
- 20 INTEGRATE** active transportation into community programming.
- 21 PARTNER** with community organizations to create and support opportunities for social enterprise related to bike share.
- 22 LEVERAGE** connections with local businesses to gather business perspectives to share with the City and bike share operators.
- 23 TRACK** economic impacts of bike share where feasible.
- 24 ORGANIZE** campaigns to ensure that business owners and customers understand the bike share system.
- 25 CONDUCT** outreach with community members about using bike share during events with large crowds, such as markets and festivals.

\*Engagement tool provided in the report appendices