

BIXI Toronto Public Bicycle Program



Presentation to City Council May 11, 2010

TRANSPORTATION SERVICES



BIXI Toronto Program

- BIXI system: operated by Public Bicycle System Company
- 1,000 bicycles and 80 bicycle stations in central area
- Bicycle docking stations approx. 300 metres apart



The Bicycle



- Aluminum frame – light, strong, durable
- Active lighting – front and back, always on
- Adjustable seat positioning - suitable for wide range of riders
- Front rack for cargo
- Designed and built in Canada

Bicycle docking stations

- portable – no excavation
- plug'n play
- solar & wireless



System Access & Payment



- payment options
- call centre
- real-time monitoring

Two Kinds of BIXI Users

- Subscribers purchase a membership for one month to one year
- Day users purchase 24 hour pass (credit card) from any bicycle station



Convenient Access

- Like an extension of the public transit
- No additional fee for trips of 30 minutes or less
- Pick-up and drop-off at any station
- 24-7 access for 365 days/year



Montreal's Success - 2009

- 1.14 million BIXI trips
- 10,775 annual subscribers
- 113,582 day users

- 70% of trips by subscribers / 30% by day users
- 86% of subscribers intend to renew for 2010
- 91% of Montrealers are aware of BIXI

Montreal's Growth 2009-10

- May 2009 – 3,000 bicycles + 300 stations
- Nov. 2009 – 5,000 bicycles + 400 stations
- 20,000 subscribers May 2010



BIXI Toronto - 2011 Launch

5 Project Milestones to Launch the Program:

- \$600,000/year sponsorship funding (first 3 years)
- 1,000 subscriptions
- 80 approved station locations
- Marketing/communications plan
- PBSC loan commitment satisfactory to the City

Achieve milestones by Nov. 30 - Launch May 2011