



Preparation of a Business Case for a London Bike Share System
Guiding Principles
January 2019

Guiding Principles: The Business Case will be guided by four key principles: financial sustainability; mobility and access; environment and health; and community building.

Key Project Outcome: The Business Case will include Expected Case, Best Case and Worst Case scenarios to ensure that Municipal Council has a good understanding how a Bike Share system could roll out in London in the following areas:

1. Environmental Considerations
2. Social Considerations
3. Financial Considerations
4. Sensitivity Analysis
5. Risk Analysis and Mitigation

Guiding Principles	Focus
<p>1: Financial Sustainability</p> <p>Create a system that is financially sustainable, transparently operated, and accountable.</p>	<ul style="list-style-type: none"> • Ensure that public funds are utilized in an efficient and transparent manner that maximizes the return on investment
	<ul style="list-style-type: none"> • Ensure system is viable for the long term by planning for future maintenance and state-of-good-repair needs
	<ul style="list-style-type: none"> • Encourage private sector and/or social enterprise participation in service delivery in a manner that respects and supports all other Bike Share Goals
	<ul style="list-style-type: none"> • Share updates as the project develops to ensure transparency with decision-makers and the public
<p>2: Mobility and Access</p> <p>Increase the ability of Londoners to access their daily needs via the current and ever-growing cycling network.</p>	<ul style="list-style-type: none"> • Integrate with London Transit (including the BRT network)
	<ul style="list-style-type: none"> • Coordinate with large employee and student centres such as Western University, Fanshawe College, hospital campuses, business areas

Guiding Principles	Focus
	<ul style="list-style-type: none"> • Make all sustainable mobility options (walking, cycling, transit) more convenient and connected • Reduce pressure on parking resources by reducing driving within the city • Provide bicycles to households that wish to have access to commuter bicycles that do not have to be stored, locked up or subject to the threat of theft • Use the bike share system to improve and facilitate access to public facilities and services
<p>3: Environment and Health</p> <p>Address the effects of personal transportation on climate change by providing a new option for getting around London.</p>	<ul style="list-style-type: none"> • Reduce vehicle trips, resulting in less congestion and automobile-related air pollution and greenhouse gas (GHG) emissions reduction • Reduce vehicle kilometres travelled (vkt) • Improve public health by incorporating physical activity into increased mobility options
<p>4: Community Building</p> <p>Leverage the bike share system and accompanying cycling usage as a tool to promote livability, and attract or retain residents, businesses and visitors.</p>	<ul style="list-style-type: none"> • Facilitate biking as an appealing way for Londoners and visitors to get around London • Grow the local cycling culture • Attract and retain new businesses and residents looking for a city with robust walking and cycling options • Provide visitors in London’s core with a viable and comfortable option for getting around

Guiding Principles	Focus
	<ul style="list-style-type: none"> • Support existing and future cycling infrastructure and programs (as detailed in the 2016 Cycling Master Plan)
	<ul style="list-style-type: none"> • Support and strengthen the local economy by improving access to London’s central employment areas, major institutions, and “main street” commercial areas
	<ul style="list-style-type: none"> • Encourage the quality of life of London residents by supporting the bicycle as a fun and convenient transportation mode