

**RESORT MUNICIPALITY OF WHISTLER**

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STAFF REPORT TO COUNCIL

PRESENTED: April 29, 2025
FROM: Resort Operations
SUBJECT: ELECTRIC ASSIST PUBLIC E-BIKE SHARE PROGRAM CONTRACT RENEWAL

REPORT: 25-028
FILE: 6030-20

RECOMMENDATION FROM THE CHIEF ADMINISTRATIVE OFFICER

That the recommendation of the General Manager of Climate Action, Planning, and Development Services be endorsed.

RECOMMENDATION

That Council approve a two-year extension to the electric assist bike share program (E-Bike Share) agreement with B.C.A.A. Holdings Ltd., the successful proponent in the 2023 Whistler Public Electric Assist Bike Share Program Request for Proposal and as permitted under the current agreement.

PURPOSE OF REPORT

The purpose of this report is to request Council's approval to provide a two-year extension to the electric assist bike share program (E-Bike Share) agreement (Agreement), with B.C.A.A. Holdings Ltd (BCAA) as allowed under the Agreement. The 2023 Whistler Public Electric Assist Bike Share Program Request for Proposal (RFP) included the option to extend the length of the Agreement for a further two years, if the proponent favourably met the conditions of the Agreement.

☐ Information Report

☒ Administrative Report (Decision or Direction)

DISCUSSION

Background

In the summer of 2022, the RMOW allowed for a public e-bike share demonstration program for the purpose of procuring data to inform a future RFP and implementation of a community E-Bike Share program. The purpose of this program was to create greater opportunities for active transportation within Whistler. The objective was to maximise trips ranging from short local trips to purposeful destination trips and aid the Resort Municipality of Whistler (RMOW) in reaching our greenhouse gas (GHG) emissions reduction goals. There was no desire to create a new business model in competition with existing tourism-focused e-bike rental providers.

In the fall of 2022 results of the demonstration program were taken to Council, who approved the request to post an RFP for the implementation of the E-Bike Share Program.

In January 2023 the Whistler Public Electric Assist Bike Share Program RFP was posted with BCAA the successful proponent to provide the services in support of an E-Bike Share Program. The RMOW and BCAA entered into the E-Bike Share Agreement with a term of two years and the potential to renew for a further two years on May 25, 2023.

In May of 2023 BCAA began operations of the E-Bike Share Program with a fleet of 55 bikes stationed at nine locations around the RMOW. The Program operated late May through October 2023.

In 2024, the E-Bike Share Program parking zones expanded to several private property locations such as the Whistler Blackcomb Base Two staff housing, Brio staff housing, Nesters Market, and the Independent Grocery store in the Rainbow subdivision. Location choices such as these continue to further encourage short duration origin and destination commuter style trips. The fleet size was further expanded to 95 bikes to accommodate expanded parking zones and increased uptake in the E-Bike Share Program.

In addition to geo-fencing the Village Stroll and other high congestion areas, in 2024 BCAA added further geo-fencing, including all non-paved surfaces around, in and through Lost Lake Park. This allowed for trips to and from Lost Lake Park but not touring throughout Lost Lake itself. Geofencing is a process whereby the use of GPS or RFID technology creates a virtual geographic boundary, enabling software to disable the use of the e-bike by terminating the electric motor and increasing drag on the pedals when a bike enters or leaves a particular area.

Analysis

Data provided to the RMOW by BCAA showed strong ridership and growth of the E-Bike Share program over the initial two-years. Data further supports high resident use for commuter style one-way trips, as well as other general use of the e-bikes.

BCAA provided data of note:

- Trips originating and terminating at staff housing locations made up 10 per cent of all trips in 2024.
- Median trip durations of 23 minutes and median trip distance of 4.1km.
- 44 per cent of trip duration under 20 minutes and 35 per cent of trip duration 20-60 min, differentiating the product from existing commercial operations.
- 77 per cent of trips were one-way trips, distinct origin to separate destination with no return trip.
- Top reasons for use as per user survey: get to amenity, park or recreational destination and to get to Whistler Village.

Most notably 39 per cent of users indicated that they would have used a vehicle for their trip if the E-Bike Share Program was not available. This resulted in 73,518 km of travel by shared e-bike in 2024 alone. This is strong evidence of the E-Bike Share Program supporting Big Moves goal “moving beyond the car”.

BCAA has met and exceeded all the terms and conditions of the Agreement and has adequately supported the community and its Big Moves goals of moving beyond the car and expanding opportunities for active transportation.

POLICY CONSIDERATIONS

Relevant Council Authority/Previous Decisions

Whistler Climate Action Implementation Plan; Big Moves #1 – “Move Beyond the Car”: “By 2030, 50% of all trips in Whistler are by transit and active transportation” https://www.whistler.ca/wp-content/uploads/2022/12/2022_big_moves_caip.pdf

[RMOW Report to Council](#) : Administrative Report No. 22-098; July 5, 2022 – E-BIKE SHARE DEMONSTRATION PROGRAM

[RMOW Report to Council](#) : Administrative Report No. 23-002; January 10, 2023 - E-BIKE SHARE DEMONSTRATION SUMMARY AND REQUEST FOR PROPOSALS

2023-2026 Strategic Plan

The 2023-2026 Strategic Plan outlines the high-level direction of the RMOW to help shape community progress during this term of Council. The Strategic Plan contains four priority areas with various associated initiatives that support them. This section identifies how this report links to the Strategic Plan.

Strategic Priorities

☐ Housing

Expedite the delivery of and longer-term planning for employee housing

☒ Climate Action

Mobilize municipal resources toward the implementation of the Big Moves Climate Action Plan

☐ Community Engagement

Strive to connect locals to each other and to the RMOW

☐ Smart Tourism

Preserve and protect Whistler’s unique culture, natural assets and infrastructure

☐ Not Applicable

Aligns with core municipal work that falls outside the strategic priorities but improves, maintains, updates and/or protects existing and essential community infrastructure or programs

This program helped to foster active transportation and move residents and visitors beyond automobile transportation within the Whistler Valley.

Community Vision and Official Community Plan

The Official Community Plan (OCP) is the RMOW's most important guiding document that sets the community vision and long-term community direction.

This initiative supports the following objectives of the OCP:

- 10.2. Goal Substantially reduce GHG emissions from vehicles and transportation.
- 11.1. Goal Provide a quality travel experience for all visitors, *employees* and residents, and promote a culture of safety and accessibility for pedestrians, cyclists and motorists.
- 11.4. Goal Support the increased use of preferred modes of transportation for all travel purposes to reduce dependence on private motor vehicles.

- 11.7. Goal Ensure the transportation system respects Whistler's natural environment, minimizes climate impacts and improves the *livability* of the resort community.

BUDGET CONSIDERATIONS

All program costs are borne by BCAA. The RMOW further received \$6,600 in revenue from BCAA for leasing spaces at the following municipal locations for the E-Bike Share Program:

- Alpha Lake
- Bayly Park
- Fitz Connector
- Function Junction
- Lakeside Park
- Lost Lake
- Meadow Park Sports Centre
- Nesters Market
- Niklaus North
- Rainbow Estates
- Spruce Grove Park
- Whistler Community Services Society
- Whistler Convention Centre
- Whistler Howe Sound Women's Centre
- Whistler Museum
- Whistler Olympic Plaza

LÍL'WAT NATION & SQUAMISH NATION CONSIDERATIONS

The RMOW is committed to working with the Líl'wat People, known in their language as *L'il'wat7úl* and the Squamish People, known in their language as the *Skwxwú7mesh Úxwumixw* to: create an enduring relationship; establish collaborative processes for planning on unceded territories, as currently managed by the provincial government; achieve mutual objectives and enable participation in Whistler's resort economy.

The E-Bike Share Program, through BCAA, have worked closely with the Squamish Líl'wat Cultural Centre (SLCC) by engaging two Indigenous artists in designing e-bike artwork. This process resulted in 139,000 impressions through artist-boosted posts on social media. If the Agreement is extended, BCAA will continue to work with the SLCC to further share the culture and history of the Líl'wat Nation and Squamish Nation in Whistler with the public and program users.

COMMUNITY ENGAGEMENT

Level of community engagement commitment for this project:

- ☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

SUMMARY

The E-Bike Share Program is proving to be a successful tool to further the RMOW's goals of moving people out of fossil fueled vehicles and increasing use and availability of active transportation options within Whistler. With over 73,000 km's of travel, 39 per cent of trips identified as directly replacing vehicle travel, and year over year increase in ridership, the E-Bike Share Program is clearly moving the Whistler community closer to its climate action goals.

SIGN-OFFS

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