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Town of Aurora

## Notice of Motion

Mayor's Office

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**Re:** Bike Share Program Feasibility Study

**To:** Members of Council

**From:** Mayor Tom Mrakas

**Date:** May 2, 2023

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Whereas rapid advancements in transportation models have the potential to transform Aurora's transportation network; and

Whereas societal and generational trends are significantly evolving, and people are using diverse approaches toward getting around; and

Whereas the Town of Aurora is committed to promoting sustainable transportation and reducing carbon emissions, and recognizes the importance of active transportation as a means of promoting healthy lifestyles and reducing traffic congestion; and

Whereas the Town should be proactive, rather than reactive, in responding to new opportunities for transportation and economic development; and

Whereas bike share programs have been successfully implemented in numerous cities and towns across North America, including Toronto, Ottawa, and Montreal, and have been shown to increase cycling rates and reduce car usage; and

Whereas there is a need to provide clarity and regulations around private operations of new shared mobility technologies such as bicycles and scooters operating on public right of way to ensure the safety of the public within the Town limits;

1. Now Therefore Be It Hereby Resolved That Town staff be directed to conduct a feasibility study to implement a bike share program in the Town of Aurora that will provide residents and visitors with access to a fleet of bicycles at strategically located docking stations; and
2. Be It Further Resolved That Town staff be directed to explore the options for funding and operationalizing the program, including potential partnerships with local businesses and community organizations; and

3. Be It Further Resolved That Town staff be directed to consult with the Active Transportation and Traffic Safety Advisory Committee and the community, including residents and business owners, to ensure that the program meets the needs and interests of all stakeholders; and
4. Be It Further Resolved That Town staff be directed to report back to Town Council within six months with a detailed implementation plan, including timelines, costs, and performance metrics.