

# ‘Mobi’ means more bikes for Vancouver

## Bicycle-sharing program launching this summer has a snazzy new name

The City of Vancouver’s new bikeshare program, set to launch this summer, now has a name: Mobi (pronounced moe-bee).



Vancouver’s new bike-sharing program will be called Mobi to reflect “mobility, motion and momentum.”

“At its most literal, Mobi stands for ‘More Bikes,’” Jerry Dobrovolny, Vancouver’s general manager for engineering services, said in a statement Friday. “But the spirit of Mobi reflects mobility, motion and momentum — everything that makes cycling in Vancouver an exhilarating experience.”

Mayor Gregor Robertson said Vancouver already leads North America in what he called active transportation.

“Adding Mobi bike share to the mix will help further extend the reach of walking and transit trips, and change the way people get around Vancouver. Mobi will be a great addition to our active transportation network, giving Vancouverites and visitors safe, convenient, and fun mobility to get around the city.”

Mia Kohout, general manager at Vancouver Bike Share Inc. (a subsidiary of CycleHop), the firm contracted by the city to operate the program, said the name reflects the community-based nature of the program.

“It’s about sharing bikes, sharing the space, and sharing our city.”

Both the city and Vancouver Bike Share are finalizing preparations for this summer’s launch, including identifying the best locations for public bike-share stations.

A total of 1,500 bikes at 150 stations will be available by the end of summer, the city said, with the initial service area including the downtown peninsula, bounded by Arbutus Street, 16th Avenue and Main Street.

Memberships are on sale until June 30 for \$99 or \$129 for one year, depending on the plan.

Helmets will be available at no additional cost.

Earlier this year, Dobrovolny said the bike-share system will cost the city \$6 million in one-time vendor fees and startup expenses, and at least another \$2 million in costs during its first five years.

In return for that \$8 million, CycleHop will pay the city an undisclosed share of per-bike revenue.