



Enhanced Offering for BIXI Montreal

Montreal, October 19, 2016 – The City of Montreal's Executive Committee approved an optimization program this morning that would facilitate intermodality and access to BIXI Montreal, an alternative, active form of transport. With the aim of enhancing their service offering and helping the city adopt new technologies more quickly, BIXI Montreal presented four projects.

"BIXI Montreal is extremely successful. That is why we are announcing today that we will be providing a larger investment to enhance their service offering. We are going to optimize the network, buy parts and equipment and offer users a new experience with smart stations and payment methods, a first in North America!" stated Montreal's mayor, Mr. Denis Coderre.

Following the City of Montreal's request for ways to optimize the bike-sharing service, BIXI Montreal presented a plan to maximize BIXI usage and continue to offer exceptional customer service that meets the expectations of Montreal residents and tourists. The funds secured within the scope of the City of Montreal's 2017-2019 three-year plan are dedicated to four projects aiming to improve the service and technological initiatives:

- 1. NETWORK OPTIMIZATION:** Purchase 80 stations, 2,214 docking spots and 1,000 bikes (3.9 M\$ in 2017)
- 2. SMART STATIONS:** Update 540 BIXI stations with smart technology (\$869,000 in 2017)
- 3. SMART DOCKING STATIONS AND AN INCREASED RATIO:** Smart docking station pilot project, gradual increase in the ratio of docking spots, including 700 smart docking spots (1.662 M\$ between 2017 and 2019)
- 4. EQUIPMENT RENEWAL PROGRAM LAUNCH:** Funds reserved for updated technology and equipment (3 M\$ in 2019)

"Our Administration wants to make sustainable changes to city transit by adapting to new realities and paradigm shifts in the way people get around the city. BIXI's numbers have shown that people are passionate about active transport and prefer alternative modes of transport, whether they are residents, workers or tourists visiting Montreal. Let's use this period of transition to invest in sustainable transport initiatives," added Mr. Salem.

INVESTMENTS IN THE FUTURE OF ACTIVE TRANSPORT

These projects are part of BIXI Montreal's large strategic orientations aiming to maximize BIXI usage amongst target clientele and optimize management and

operational practices.

"BIXI Montreal and the City of Montreal would like to continue to invest in active transport in the coming years. Short term purchases are up 194% from 2014 and trips have gone up 28%*. These projects will facilitate and encourage different types of users to access the BIXI service, so we will be able to respond to the growing demand of residents and tourists, while also ensuring that we are continuing to offer a good quality service to customers," said Ms. Farley.

The smart docking spot and station projects currently being analyzed will allow for a more diverse occasional BIXI user clientele and will help reach a larger user base. The new touchless payment system will offer more possibilities not only for Montrealers, but also for tourists, businesses, conventioners, the hospitality industry, festivals and special events.

BIXI AND THE EVER-GROWING POPULARITY OF BIKES IN MONTREAL

BIXI proves to be more and more accessible. Several projects contribute to promoting the service and its accessibility. Among them, we would like to highlight Free BIXI Sundays offered by Manulife, the BIXI OPUS pilot project with a touchless payment system and the distributing of BIXI keys at STM service points. In addition to these innovative projects, we have corporative partnerships, the new and improved online membership registration system, bike rentals through the BIXI mobile app and the recent partnership with the Transit app.

Since the founding of BIXI Montreal, the number of different customers using the service has gone up 81%. More than 223,000 people have used BIXI since the beginning of the 2016 season and record numbers were hit, including 31,000 trips being taken in one day. An average of 21,000 trips were taken daily in 2016, compared to around 16,000 two years ago*. There is no shortage of BIXI users, especially since the new fee structure and products were introduced, including the one-way pass and half-season membership.

The growing popularity of bikes in Montreal

In Montreal, bikes are getting increasingly more popular. The results from the study *The State of Cycling in Montreal in 2015* have shown that: Montreal is one of the cities in North America where cycling represents the largest portion of modal transport with 116,000 trips per day, which shows why BIXI is becoming more and more popular. "Montreal has a million cyclists in the city, 80,000 more than in 2010. Over the last five years, bike-friendly settings have literally popped up all over the city. This passion for cycling as a mode of transport has to continue, and as the Administration, our role is to encourage cyclists by offering infrastructures that encourage people to bike," explains Marc-André Gadoury, head of the cycling dossier.

* Comparable data between September 30, 2014 and September 30, 2016

For more information

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