



Bike Valet

Better Service for Active Bomber Fans in 2014

2013 Strengths and Weaknesses

- Parked 3,000 bikes; up from 700 in 2012
 - 500+ at two games
- Service Times averaged 3 minutes for drop off/pick up of bikes
- Lots of Bomber fans enthusiastically embraced bike valet and cycling to the games
- Family Friendly - adds to perceived value of game
- Excellent Publicity/ Neighbourhood/ Community/ Fan Goodwill
- Too small: turned hundreds of cyclist fans away in the warmest weather
- Limited capacity likely deterred many from cycling to the later games
- Fans who locked up somewhere else experienced theft
- Bike Valet had a substantial net loss serving the Bomber games in 2013.

2014 Proposal

- More people will arrive by bicycle:
 - Pembina bike lanes operational
 - Growing familiarity with options for getting to the stadium and avoiding congestion
 - Assuming there is sufficient valet parking for all fans who choose to cycle.
- More racks for more bikes
- Improved efficiency
 - On-site rack storage
 - Dedicated space
 - Seasonal fencing
- Better locations;
 - Get out of smoking area on upper deck
 - Additional location by Gate 1, near the supervised AT crossing.

Bike Valet Proposed Locations for 2014



2014 Costing

500 bike option

\$1,150/game

\$2.30/patron

1100 bike option

- \$1,900/game

- \$1.75/patron

Assumptions:

10 games, fenced site, 8 hours operational per game, on-site rack storage,

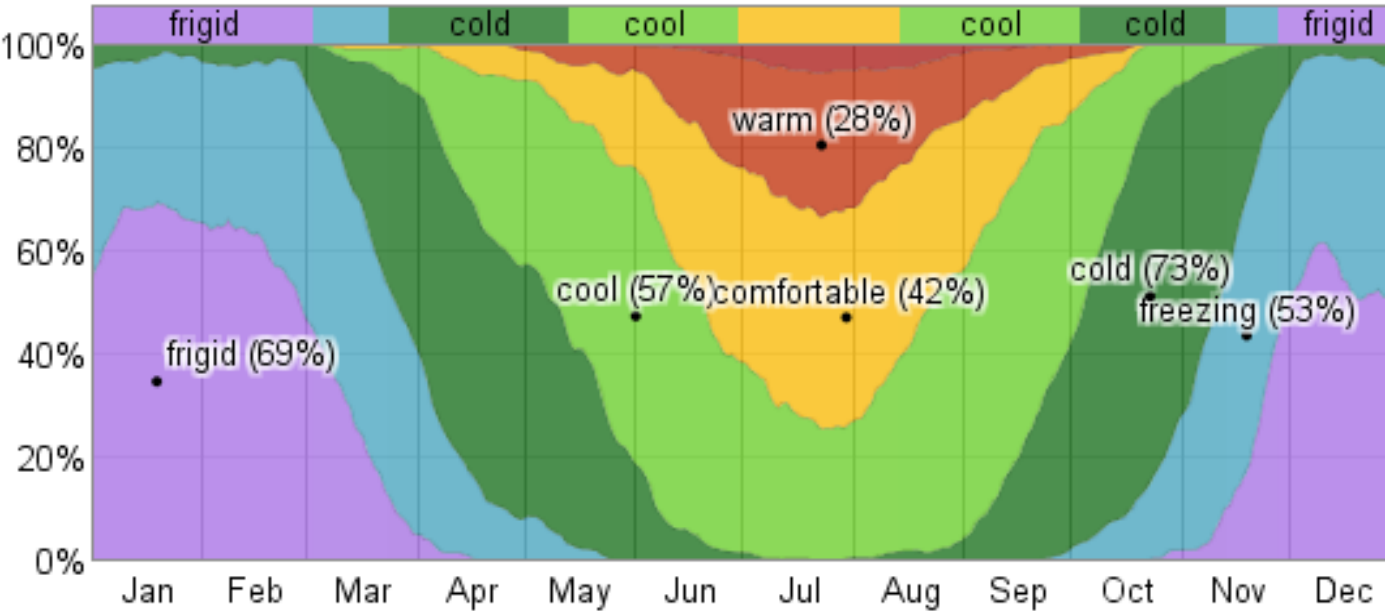
Our costs:

Fixed: Equipment, Volunteer recruitment & management, insurance

Variable: Set up & supplies / # bikes, # volunteers, volunteer engagement / hour

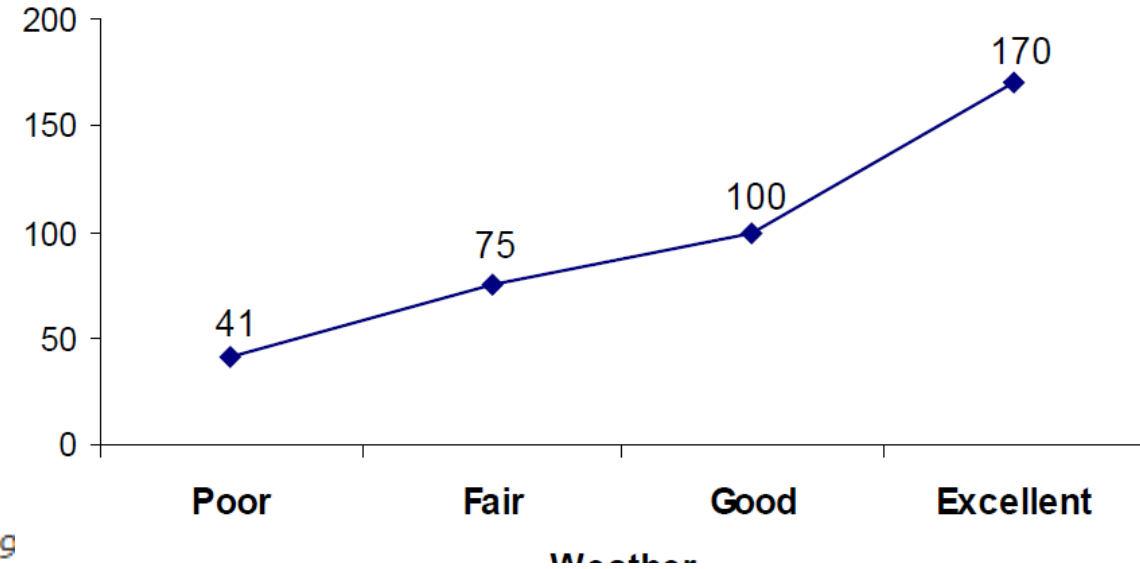
Cyclist Traffic Varies with Weather

Fraction of Time Spent in Various Temperature Bands



The average fraction of time spent in various temperature bands: frigid (below -9°C), freezing (-9°C to 0°C), cold (0°C to 10°C), cool (10°C to 18°C), comfortable (18°C to 24°C), warm (24°C to 29°C), hot (29°C to 38°C) and sweltering (above 38°C).

Index of Bicycle Counts by Weather Conditions
Controlling for Location and Time of Day
Winnipeg 2007-2013



Weather Conditions – Definition of Categories

- Poor:** Rain or Snow, or Temperature less than 0° Celsius
- Fair:** Temperature = 0° to 8° Celsius, or wind of 40 km/hr or more
- Good:** Temperature = 9° to 17° Celsius with wind less than 40 km/hr
- Excellent:** Temperature ≥ 18° Celsius with wind less than 40 km/hr

Matching Capacity to Demand

	Date	Opponent	Start Time	Average High Temperature	Capacity	Base Cost
Preseason	June 9, 2014	Toronto	7:30:00 PM	22	1000	\$1,850
Game 1	June 26, 2014	Toronto	7:30:00 PM	24	1250	\$2,150
Game 2	July 3, 2014	Ottawa	7:30:00 PM	25	1250	\$2,150
Game 3	July 17, 2014	Edmonton	7:30:00 PM	26	1250	\$2,150
Game 4	August 7, 2014	Saskatchewan	7:30:00 PM	26	1250	\$2,150
Game 5	August 22, 2014	Montreal	7:30:00 PM	24	1250	\$2,150
Game 6	September 7, 2014	Saskatchewan	3:00:00 PM	20	1250	\$2,150
Game 7	September 27, 2014	Hamilton	5:30:00 PM	15	1000	\$1,850
Game 8	October 18, 2014	Calgary	6:00:00 PM	10	750	\$1,275
Game 9	October 25, 2014	BC	6:00:00 PM	6	750	\$1,275
					11000	\$19,150

A contract based on this estimate could allow the Bombers to adjust volume up or down 25% up to 96 hours in advance based on weather forecasts