



Hello Evolve



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evolve™

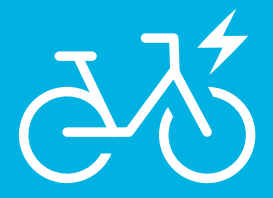
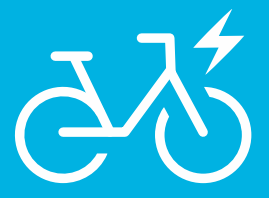


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Made in BC

Our purpose

Empowering British Columbians to move forward.

- ▶ Evolve is operated by the [British Columbian Automobile Association \(BCAA\)](#) with 117 years of transportation services supporting over 1 million Members in B.C.
- ▶ 9 years of experience in shared mobility in British Columbia with consistent and sustainable growth with [Evo Car Share](#)
- ▶ Long-term community integration mind-set; BCAA's [not-for-profit Membership](#) has always been the core of our business
- ▶ [2021 Most Trusted Brand](#) in Canada according to Gustavson School of Business, University of Victoria

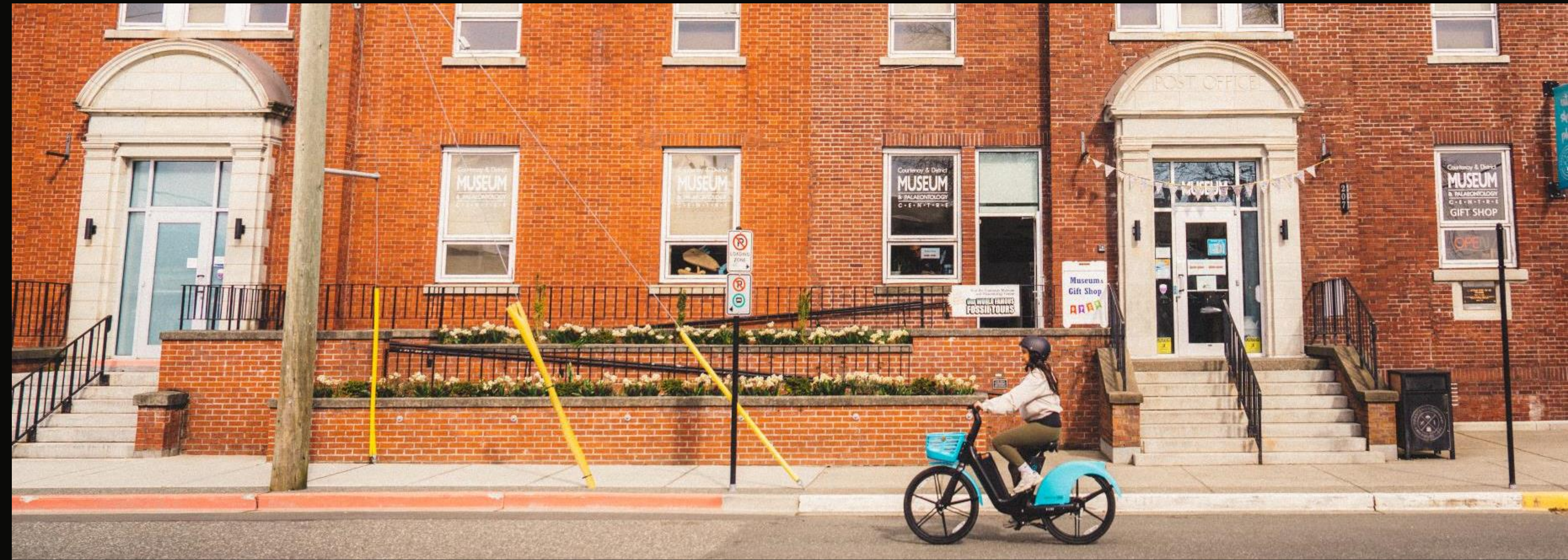
Evolve [E-Bike Share](#)

- ▶ Launched in 2021, initial piloting B2B bike share for employees with Deloitte and lululemon.
- ▶ Grown to offer public bike share in Whistler, SFU Burnaby, and Nanaimo





How does it work?



A fleet of E-bikes stationed throughout the city and made available to anyone over 18 years old



All rides can only begin and end within a defined area of the city and at parking zones to ensure safe use of public realm



Riders have 24/7 access to Evolve E-Bikes and our customer service team through our app.

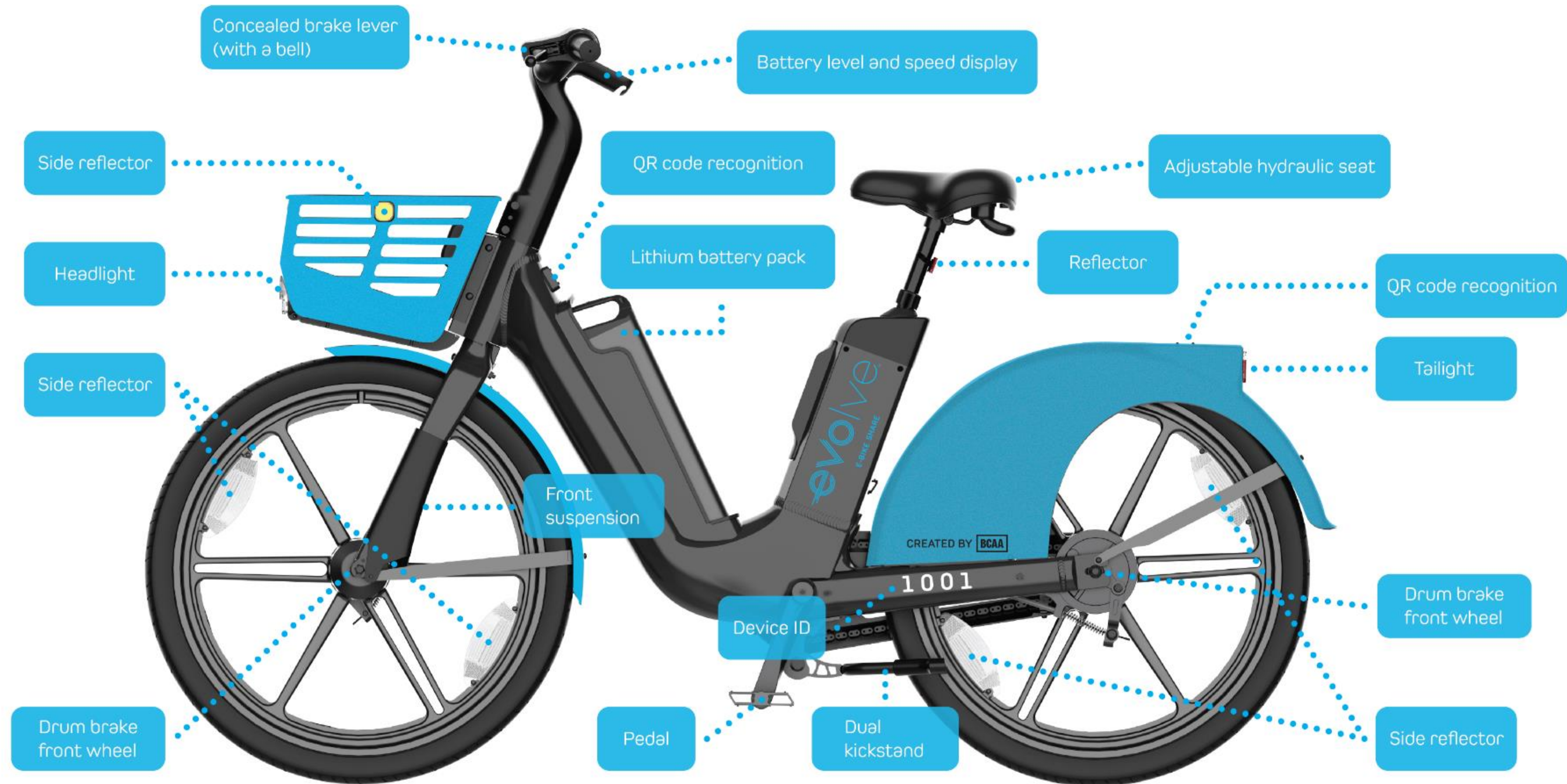


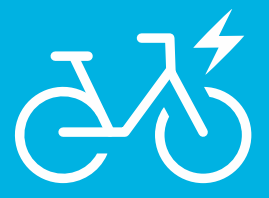
The app can lock the bike during a rental stopover anytime, anywhere – no need for a separate bike lock when stopping to grab a coffee.





Evolve E-Bike features

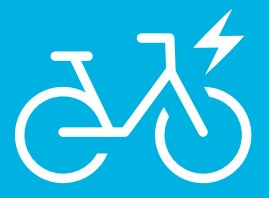




Pricing

<i>Fee Type</i>	Evolve Rates (e-bikes and e-scooters)
<i>Regular rate</i> <i>Flexible per-minute or hourly rate. Our hourly rate discounts take effect automatically in the system when the trip reaches 38 minutes to ensure they always receive the best rate for their trip.</i>	
Unlock fee	\$1.25 + gst
Per-minute rate	\$0.35 + gst
Hourly rate	\$12.99 + gst
Monthly Subscription <i>Pay a monthly fee to reduce the per-minute rate. Cancel anytime.</i>	
Monthly fee	\$9.99 + gst
Per-minute rate	\$0.10 + gst (+unlock fee)
Inclusive Mobility Program	
Per-minute rate	\$0.10 + gst (+unlock fee)





Overview of Courtenay/Comox Operations

Dockless Fleet

A fleet of 75 new e-bikes equipped with helmets will be deployed, accessible 24/7.

Station Based Parking Zones

Evolve has work with staff to create a network of parking zones throughout the community. Trips can only start and in the defined parking zones.

Stations connect major transit routes, commercial centres, parks, recreation centers, and existing bike lanes

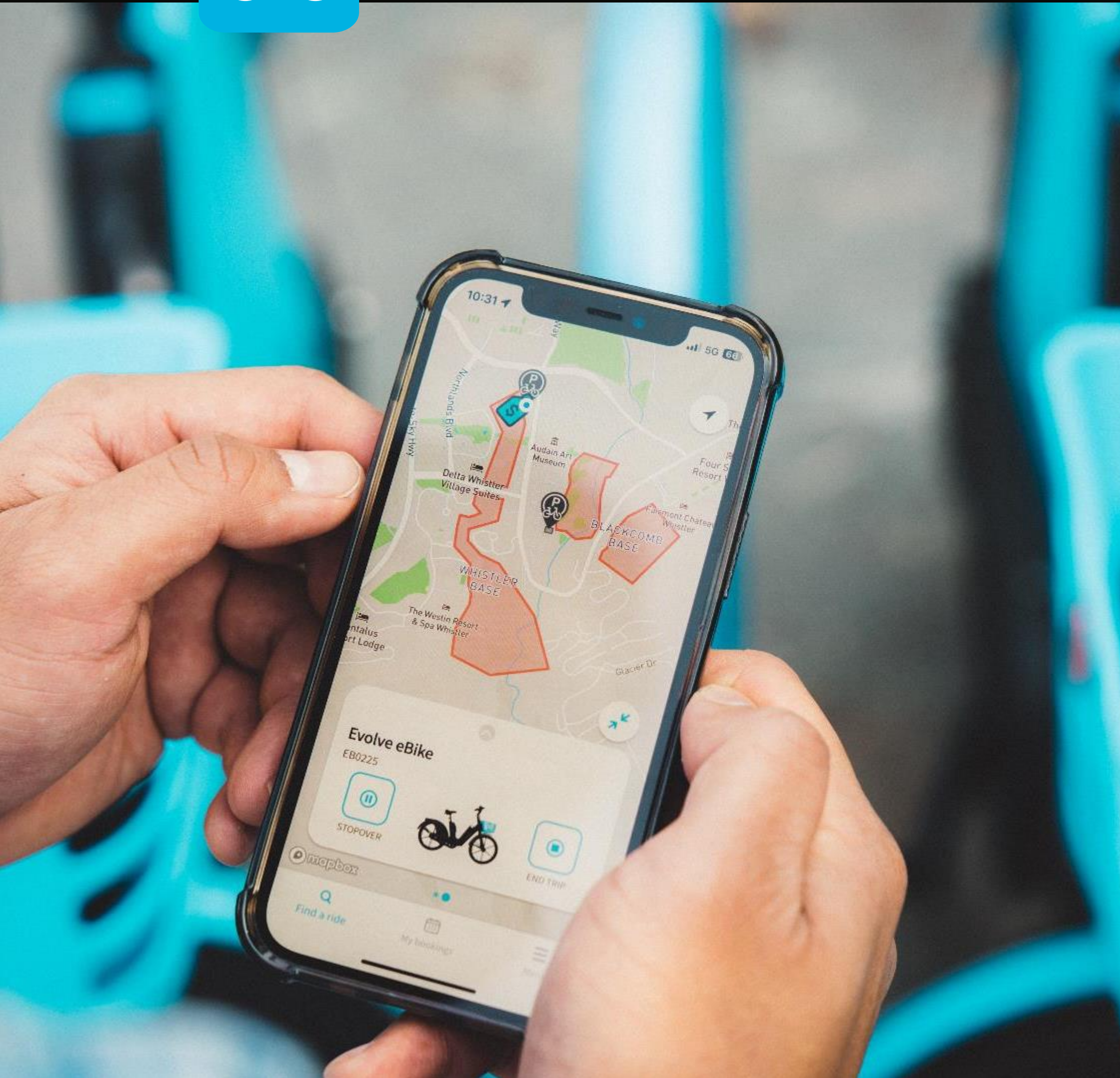
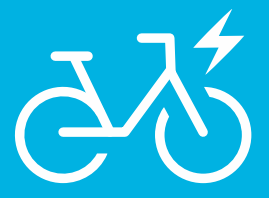
Launch Date

If approved, Evolve plans to launch the 3rd week of May.

Operational Excellence

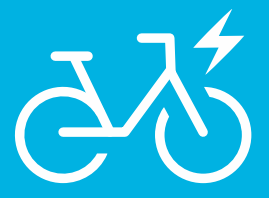
Contracted a local businesses to support daily fleet management , maintenance and repair





Operations Management

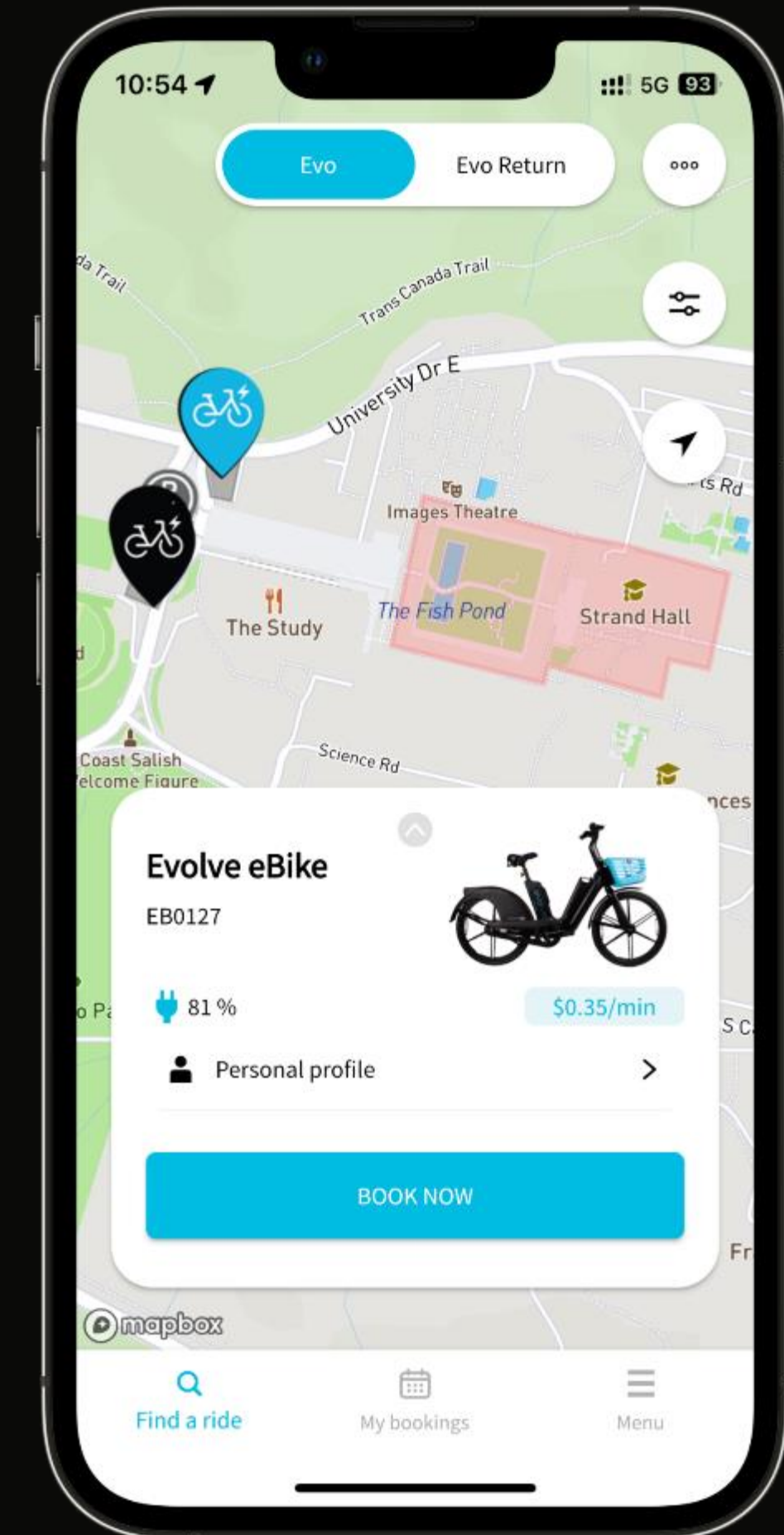
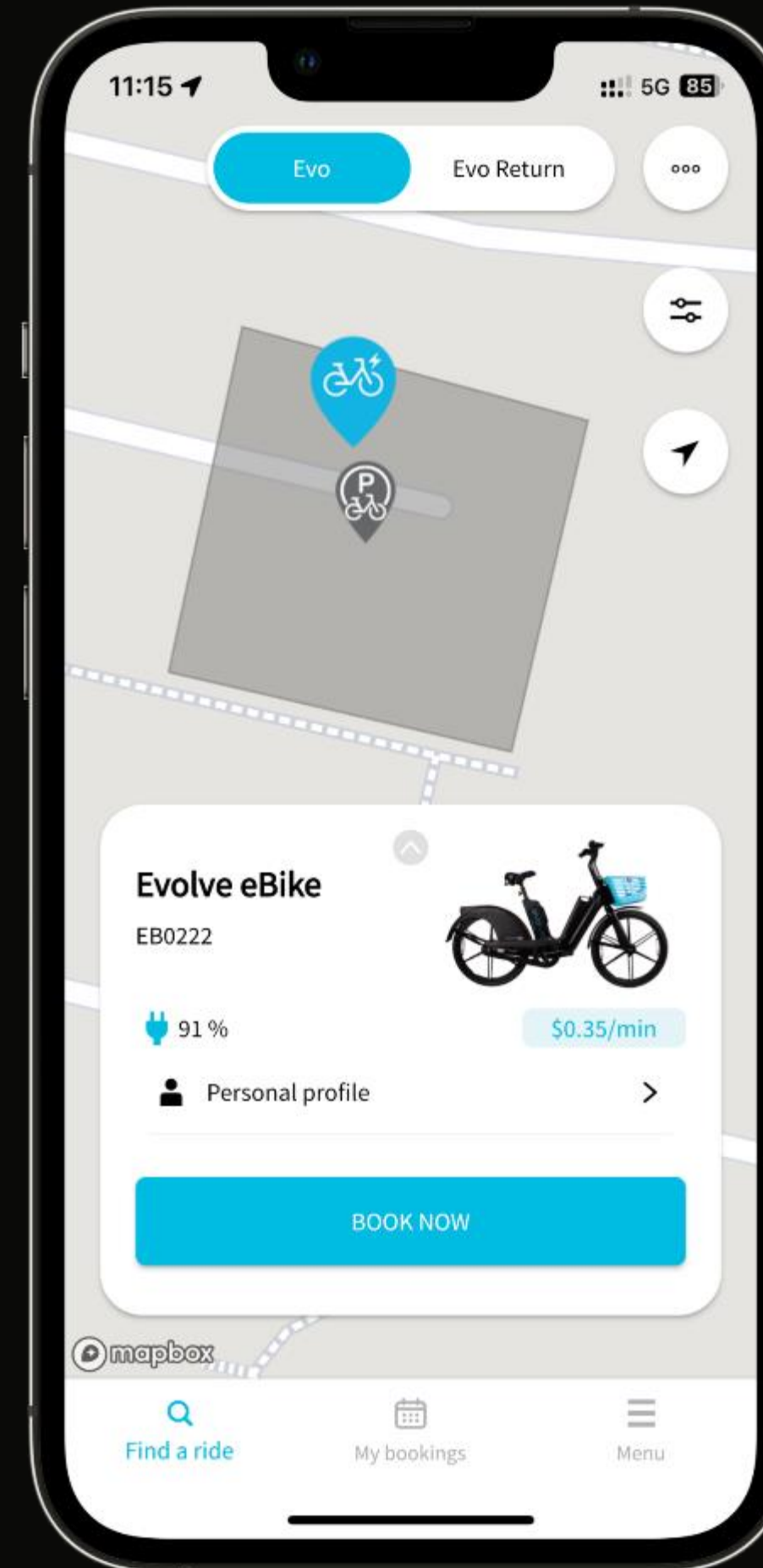
- Local Operations Coordinator will manage day-to-day operations.
- Contracted with local company to support day-to-day fleet management, maintenance and repair.
- Operations will be HQ at 3843 Livingston Rd.
- Sophisticated software system monitors all devices in real-time, tracking location and device health:
 - helmet present
 - battery health
 - electric motor health etc...
- Evolve Fleet team will be dispatched as needed to service the fleet Daily Routine consists of:
 - Battery swaps
 - Visual helmet and damage checks
 - Cleaning and sanitation
 - Organize bike parking
 - Retrieval of mis-parked or abandoned bikes
- Evolve will respond to issues within 24 hours.



Parking Management

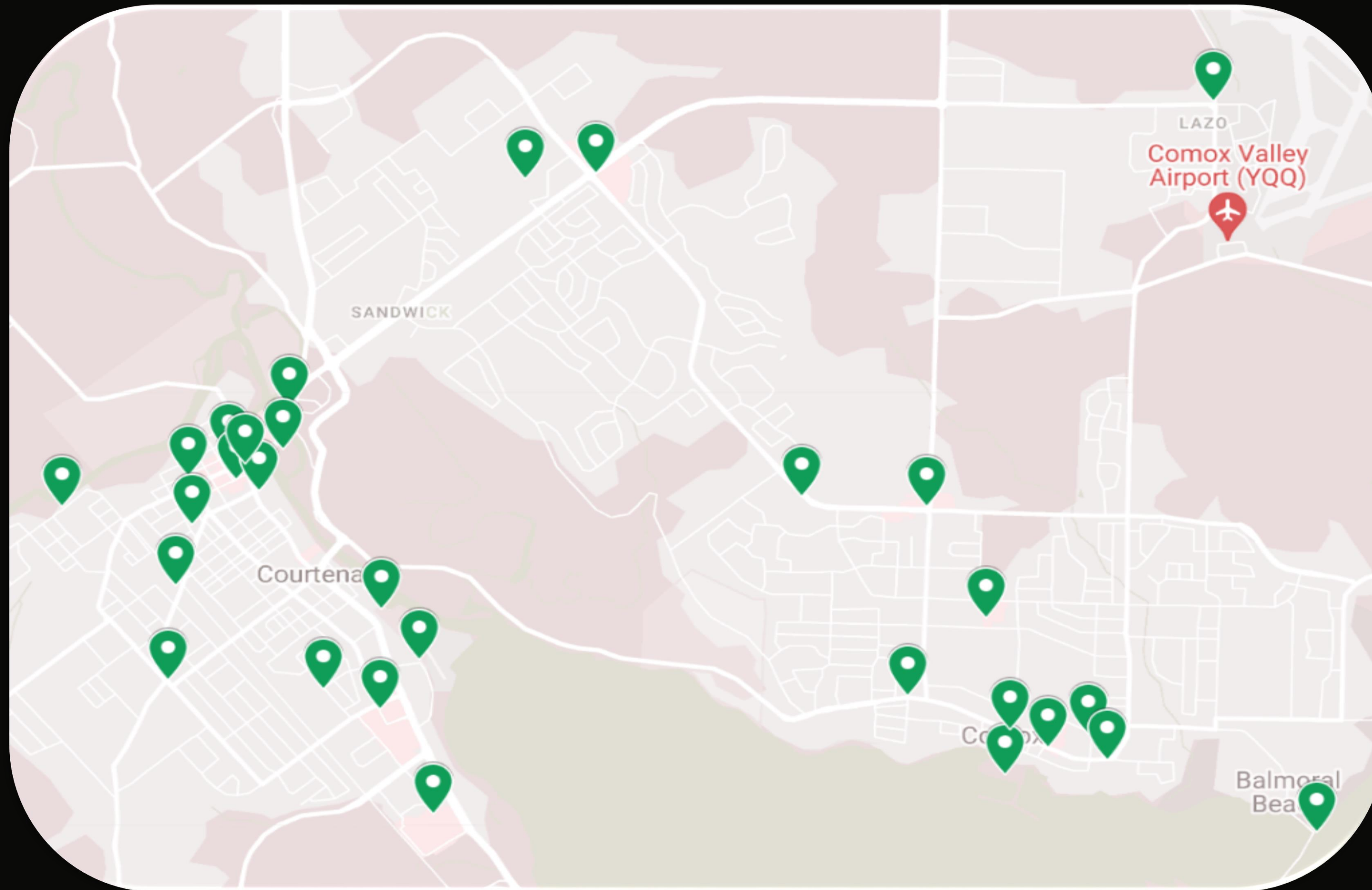
To prevent issues and ensure safe use of the Evolve E-Bike Share service. We will institute the following procedures;

- Trips will only begin and end in geofenced area.
- All parking zones will have Evolve signage indicating where to park and how to use the service.
- Some parking zones will have evolve-supplied bike racks that give a visual encouragement for riders to park properly.
- Commercial areas can be designated **no ride zones** if issues arise.
- **Slow ride zones** can be created in areas of high pedestrian traffic if needed.



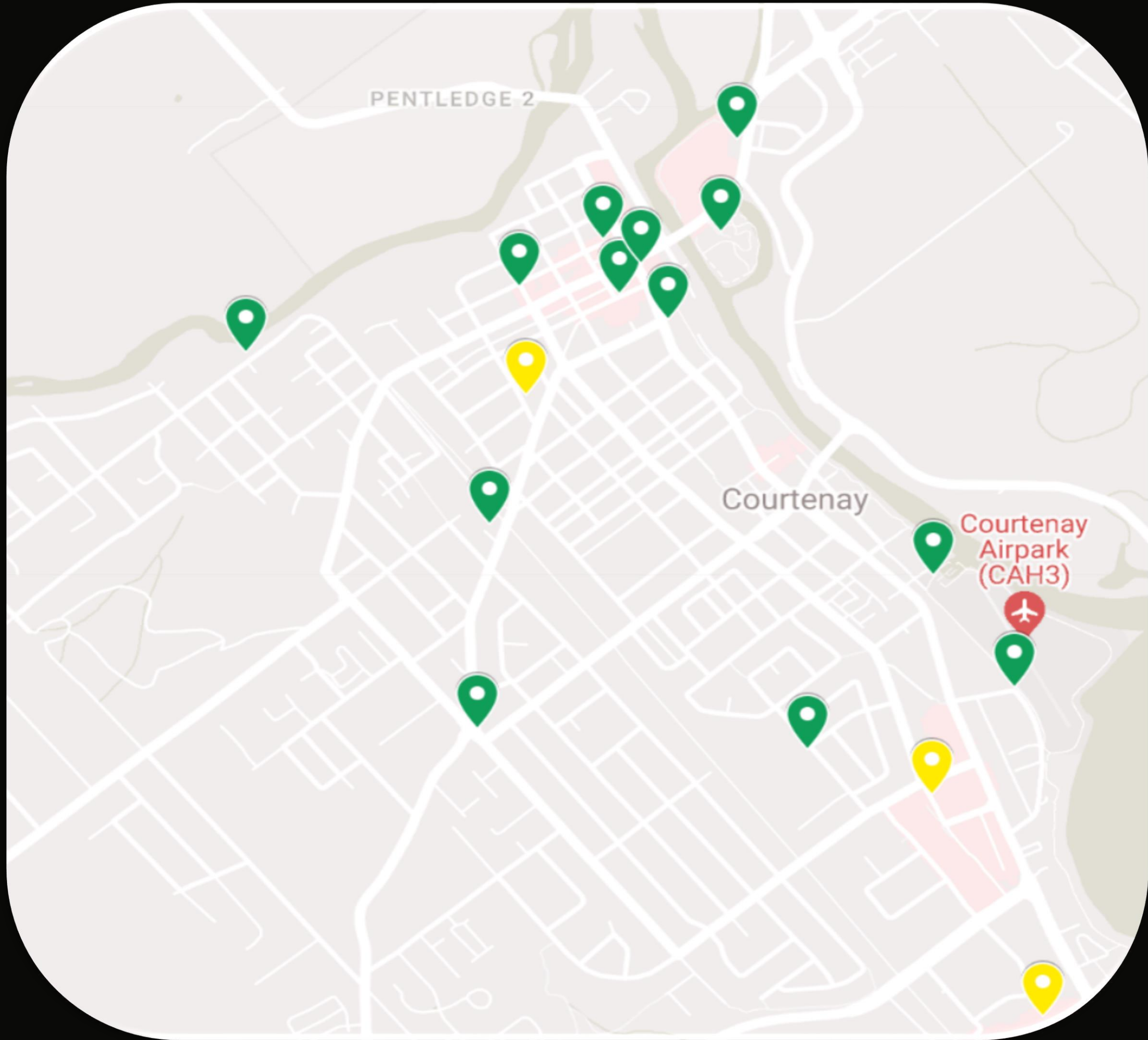


Proposed Parking Zones – Courtenay and Comox



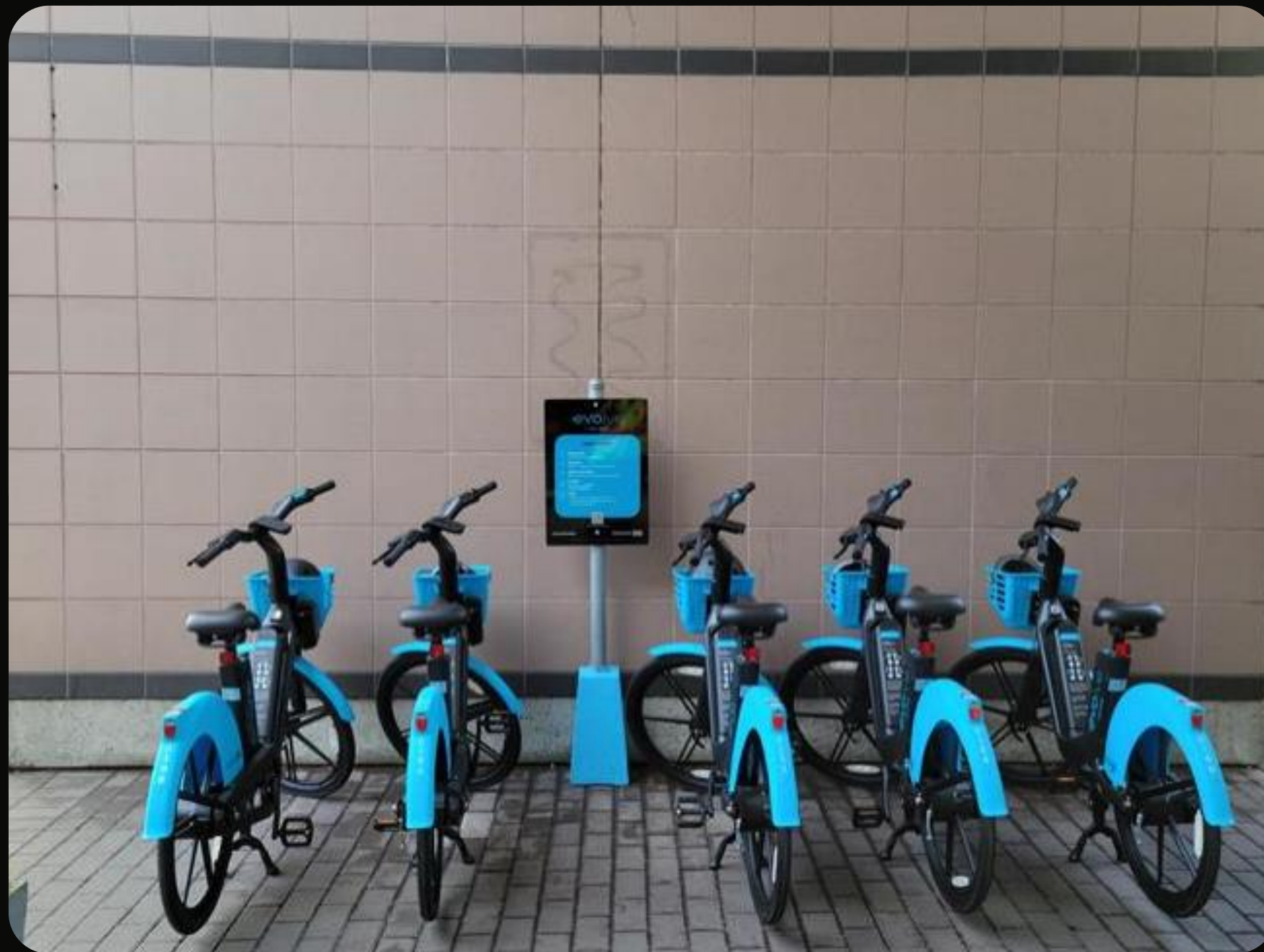


Proposed Parking Zones – Courtenay



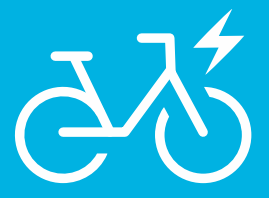


Examples of Parking Stations



Evolve parking zone with signage. We use geofenced technology to ensure parking compliance.





Marketing & Communications

AWARENESS

Collaborate with CVRD, Courtenay and Comox to introduce the program to residents and tourists

- Launch PR comms
- Paid digital, radio and out-of-home media placement
- Owned media channels including website, app, social media

ENGAGEMENT

Encourage adoption of sustainable transportation through community engagement

- Active participation in community events including Summer Street Markets, Annual Market Day, Island Music Festival and Air Show
- Promo code distribution to encourage usage

EDUCATION

Program and safety education to ensure safety of all road users, and smooth program rollout

- Safety education courses with CVCC, distributing safety booklets and cycling maps
- In-app and on-bike safety and parking reminders
- In-person events for program demonstration



THANK YOU

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