



December 8, 2010

Metro Boston Bike Share Program

Information for Communities to Participate

OVERVIEW

The Metro Boston Bike Share Program (Bike Share) is part of a greater policy effort to expand efficient transportation choices, promote active transportation, and link to public transit.

Bike Share brings cycling into the mainstream by making bike use highly visible in the urban core, affordable, and conveniently accessible to public transit. Residents, workers, tourists and students will be easily accommodated as will a much greater population than those who consider themselves regular cyclists. The design of the bikes favors every day trips in any clothing including suits and skirts.

MAPC along with the City of Boston, the MBTA, and MassDOT is working to bring this program in fruition. Per the RFP, all communities within the MAPC region are eligible to participate in the bike share program subject to system continuity and a signing a contract with the vendor. This packet provides the most current information to assist the municipalities within the MAPC region to participate in the bike share program.

SCHEDULE FOR SPRING 2011 LAUNCH

The following schedule outlines the City of Boston's target dates for key milestones with an eye towards a system launch in the spring of 2011. Some elements, including turnaround time of the FTA grant, NEPA application and vendor selection (TBD) schedule will impact dates.

- | | |
|---|-------------------|
| 1. RFP Award notice | December |
| 2. Sign vendor contract | early- January |
| 3. Order equipment (18 weeks to launch) | late-January |
| 4. Launch | after May 1, 2011 |

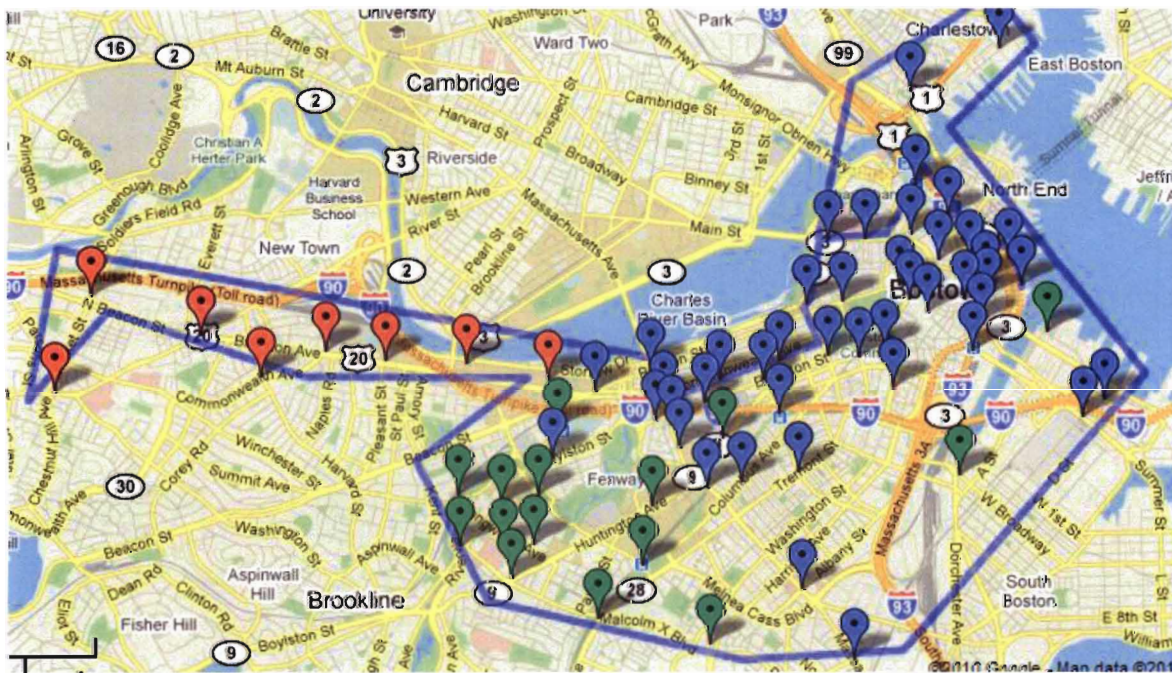
Municipalities wishing to have stations will need to undertake the following tasks. The schedule below applies to pilot stations open at **launch**.

- | | |
|--|--------------|
| 1. Secure matching funds to access FTA grant | |
| 2. Identify station locations | |
| 3. Submit application to FTA to access grant funds | end-December |
| 4. Sign contract with vendor | mid-January |
| 5. Purchase stations (with money to pay) | mid-January |

PROGRAM LAUNCH

Bike Share is eyeing a launch in the spring of 2011 with approximately 61 stations and 610 bikes in Boston. We hope to have a few pilot stations in each of Cambridge, Somerville, and Brookline at launch (pending fundraising by the respective communities to support the pilot stations). Long-term the system is envisioned to grow to 400 stations and 5000 bicycles in Boston and neighboring municipalities. The second phase of system expansion will occur throughout 2011 and spring 2012 when Cambridge, Somerville, and Brookline expand their bike share network. Additional communities including Winthrop, Newton, and Arlington to date, have shown serious interest in participating in the program.

Bike Share will place bike stations at or near transit stations and bus routes and on or near universities, hospitals, commercial districts, municipal buildings, residential neighborhoods, and tourist attractions. Phase One stations will be in the following sections of Boston: downtown, the South End, Roxbury, Fenway/ Kenmore, Longwood Medical Area, Allston, Brighton and along Massachusetts Ave and Boylston Street, Ruggles Station, Dudley Square, Upham's Corner, and Roxbury Crossing.



Proposed Boston Phase One locations

Phase One pilot stations in the other municipalities will be located per mutual agreement between the municipalities and the vendor based on system contiguity and expected financial viability.

SYSTEM DESIGN

Users swipe a card to unlock a bike, which can be returned to any station. Daily, monthly, and full-year passes are available. The pricing structure as proposed is as follows:

<u>Membership</u>	<u>Usage Fees</u>	
\$50 Annual membership	0-30 min	Free
\$10 Weekly membership	31-60 min	\$1.50
\$5 One day (24 hour) membership	61-90 min	\$3.00
	Additional 30 min	\$6.00

Bike Share will be operated throughout 9 months of the year with station equipment and bikes installed beginning in late March and removed each November/December for winter storage.

Bike Share stations will be located roughly every 2-4 Blocks apart forming a dense network.

Bikes and stations are designed specifically for use as shared bikes. The stations are fully mobile, modular and solar powered. This allows for easy installation and removal in less than one hour; station sizes can be increased or decreased simply based on demand; stations do not need to hook into the municipality's electrical grid but instead use solar power.

Bicycles have reinforced frames to hold up to vandals; use non-standard parts and require nonstandard tools to deter theft; are fully rust-resistant for outdoor use; are specially designed for use by inexperienced and casual users with a step through design and simple shifting and braking system; function in a lock-and-key system with the hubs for secure renting and returning; include puncture resistant tires; incorporate pedal powered lighting systems for safety.



SYSTEM IMPLEMENTATION

MAPC, as the regional planning agency and, on behalf of the City of Boston and other municipalities that elect to participate in Bike Share, will conduct the vendor procurement process in compliance with federal and state requirements. The selected vendor/contractor will sign a contract with the municipality to ensure operations for three to five years.

As mentioned above, Bike Share Stations will be fully solar, mobile, and modular with no trenching or electrical hookup required. This flexibility allows for easy removal of stations in the winter and allows the operator to optimize station locations. by expanding or contract the size of the station (i.e., the number of bikes that can be held by the station), and/or adding, removing or relocating stations. Stations will be placed on public and/or private property with appropriate license or easements. The selected operator will assist the City in site planning and will be responsible for the permitting process to determine the preferred station configuration at each site. Additionally, once launched the operator will analyze usage patterns and, as necessary with prior approval of the City, make adjustments to station locations to maximize Program goals include promoting urban livability, cycling usage, and improved transit connections.



COSTS

To participate in the bike share program, each municipality must provide funds to both purchase the system as well as provide funds for operations. A successful system may provide user and advertising revenue to eventually cover the cost of operations. However, the municipality must be able to financially guarantee the operations through the third year from the system launch.

The equipment will be owned (per FTA requirements) by the City of Boston and the other respective municipalities that participate. A contract may be set up with the vendor such that the system may be owned by the municipality up front or at the conclusion of the contract.

Each municipality is highly encouraged to seek corporate, institutional, grant, or other private or public funding sources to sponsor stations and grow the system. For example, the City of Boston has fundraised to date \$1.2 million in corporate sponsorships, plus almost \$1 million in federal and state funds. The bike share program has secured an additional \$3 million grant from the Federal Transit Administration that is available to the municipalities to access.

Price of Admission

The total costs per station cost to a municipality, including equipment, launch and three years operations, after applying FTA funding is \$67,498. FTA money can be applied to most equipment and launch costs. When FTA rules are followed, FTA will fund 50% of the Launch Costs (Equipment plus Launch Fee). FTA rules stipulate that funding can not be used on the operations or anything related to the bicycles. Estimated costs to the municipality, per the proposal by Alta Bike Share are shown below.

Alta Bike Share proposes a revenue-sharing model. The proposal reduces upfront risk but requires a 50% revenue share after operations costs are paid, i.e. 50% share of net revenue. Projected revenue per station is included below.

Per Station Expenses and Revenue (10 bikes, 15-19 docks)

Expenses

Equipment Costs (Stations & Bikes)	\$43,650
Launch fee	\$14,869
SubTotal Launch Cost (Equipment plus Launch fee)	\$58,519
3 year Operations costs to municipality	\$38,517
Per year Operations costs to municipality	\$12,839
SubTotal 3 Year Cost (Equipment, Launch & 3 yrs ops)	\$97,036
FTA funding available - applies to launch & equip only	\$29,538
TOTAL Cost to City (3 years, non-federal source)	\$67,498

Revenue

3 Year Revenue from Ridership	\$41,885
Per Year Revenue from Ridership	\$13,962
Per Year Revenue to City (50% of net revenue)	\$1,527
3 Year Revenue to City (50% of net revenue)	\$4,582

NOTE – Above costs are based on the proposal provided by Alta Bicycle Share, and are subject to change as contracting moves forward.

FTA GRANT

Bike Share, sponsored by the MBTA, has received a \$3,003,051 Bus and Bus Livability Grant award from the Federal Transit Administration to implement a Metro Boston Bike Share program. It is estimated that the FTA grant will be able to fund approximately 100 stations.

The City of Boston will access 60% (\$1.8 million) of the FTA funds to launch the system in the spring of 2011. The remaining 40% (\$1.2 million) will be reserved for the core municipalities (Cambridge, Somerville, and Brookline) to **access by the end of 2011**. To access the funds, the required match must be in place. *Beginning in 2012, any remaining FTA funds will be opened up to all municipalities with the required match in hand.*

MAPC will act as a sub-grantee of the FTA award, receiving funds from the MBTA and passing them through to municipalities that qualify to receive it. MAPC will execute individual MOUs with communities that elect to participate in the program, consistent with the FTA grant award and the tri-party MOU among the MBTA, MAPC and the City of Boston.

The FTA grant will be used to cover all of the above equipment items except the bicycle and bicycle related items. The purchase of the bicycles and bicycle related items by the municipality, which accounts for about 25% of the total equipment cost cannot be used as the local match for the FTA grant. The 20% FTA match must be on a line-item basis.

FTA grant funds may be used for the following:

- Construction and installation of stations
- System development including information/communication
- Amenities to ensure the system functions for users
- Design and Permitting to determine station locations
- Administrative support systems necessary for implementation of the program

	BOI	Per station
Equipment	\$2.7 M	\$47K
Launch	\$907K	\$14869
	\$3.6 M	\$58519
FTA	\$1.8 M	\$29037

In order to access this funding, there must be a 20% local match that will be provided by each of the municipalities along with the purchase cost of the bicycles, and funds for operations through the third full season from the initial launch.

CONTACT

For further information and assistance on participating in the bike share program, please contact the MAPC.

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MA 20R
 Assoc \$250k
 STATION \$50k

\$500k
 50% match
 9 months

	BOI	PER
3 yr	\$450k	\$76K
CITY	\$2.2	\$38K
VCARR	\$2.2	38K
		\$1.010
3 yr revenue		
\$5.5M Δ		\$300k
\$3.5M 20%		150k



