

DLTA 2016 Scope of Services

Bike Share Phase II - Advanced Feasibility Analysis (Con't)

Holyoke, Amherst, Springfield, and Northampton



Catalyst for Regional Progress

PVPC

Timothy W. Brennan, Executive Director

DLTA Grant	\$19,020.00
PVPC Cash Match	\$951.00
In-kind Match Holyoke	\$237.00
In-kind Match Northampton	\$237.00
In-kind Match Springfield	\$237.00
In-kind Match Amherst	\$237.00

Holyoke, Springfield, Northampton, and Amherst requested DLTA to continue to work cooperatively, building upon the foundation completed to date, toward implementing a regional bike share system in the Pioneer Valley. The following tasks builds on previous efforts and will include:

Task #1: Coordination of Bike Share Advisory Committee Meetings

- Prepare agendas, meeting notices
- Coordinate regular meetings

Task #2: Identify and Pursue Funding Options

- Prepare information describing needs for capital equipment acquisition and costs
- Finalize and update regional request under CMAQ for bike share
- Seek assistance from People for Bikes and TD Bank Foundation to support this effort.

Task #3: Secure Sponsorship for Bike Share

- Coordinating a search for corporate, local and regional sponsorships of the program
- Executing sponsorship agreements/contracts.

Task #4: Organizational Structure

- Develop an organizational structure for bike share management.

Task #5: Station Locations

- Finalize bike share station locations in Northampton, Springfield, Amherst and Northampton
- Work with communities to secure needed permits and approvals for station locations

Task #5: Vendor Selection Process

- Developing an RFP for selection of a vendor to operate the program based upon preferred bike share system agreed upon in the first year /phase I of this regional work.
- Overseeing Vendor selection.

Task #6: Developing pre-launch outreach strategy and finalization of station locations for launch sites.

- Working with community officials to coordinate public meetings and events in advance of a bike share launch.
- Promotion and public outreach activities for bike share, including website, flyers, media releases, social media linkages

The project will commence upon contract execution and be completed on or before December 2016.