

**District Local Technical Assistance  
FY15  
Regional Bike Share Phase II  
Advance Feasibility Analysis**

The following tasks are included in the second phase of work on advanced feasibility analysis for a pilot phase bike share system for Springfield, Northampton, Holyoke and Amherst:

***Task One: Agreement to Move Forward with Bike Share Program***

- **Commitment from Stakeholder Municipalities/Colleges/PVTA:** Involve city government, PVTA and colleges in the process early on, including goals setting – as they will be likely owners.
- **Intergovernmental Compact:** Develop a regional Memorandum of Agreement (MOA) to establish the commitment of all engage parties and the roles they will play in implementation.
- **Determine Lead Agency/Agencies:** Which entity will oversee the overall system including vendor procurement and oversight.
- **Establish Core Team:** Develop a core implementation team including chief elected officials, DPW, Parks, Engineering, Permitting staff. They will oversee system implementation, including managing the detailed system design, procurement and contracting, and the launch of the system.

***Task Two: Consultant Selection (Mass CEC grant)***

- **Develop RFP:** Assemble a Request for Proposals for consultant assistance, funded through a Mass CEC grant.
- **Consultant Selection Process :** Select a consultant, develop a contract, scope of work and budget, and initiate work.

***Task Three: Public Outreach***

- **Develop Outreach Strategy:** Craft a detailed strategy for reaching out to, and engaging, the public and key community organizations in Bike Share, including list of targeted stakeholder groups.
- **Bike Share Core Team Meetings:** (12 meetings) Coordinate regular monthly meetings of the regional Bike Share Core Team. Participation in these meetings will build upon the existing group of colleges and municipalities, and expand to include the "core team" of other important stakeholders, including the PVTA, DPWs, Parks, Engineering, and Permitting staffs. Monthly meetings will take place and topics to be discussed will include the intergovernmental compact, determination of a lead agency, selecting the business and governance model, equipment model, etc.
- **General Public Outreach Meetings:** (1-2 per community). Strengthen public involvement in the process; build up interest toward a Bike Share program launch. The City of New York did

extensive outreach workshops which can be used as a model. Assistance from municipalities will be very important in organizing and running these meetings.

- **Community Connections Meetings:** Reach out to neighborhood groups, youth groups, church leaders, to enlist their engagement in, and promotion of, bike share. Set up meetings with targeted stakeholder groups.

#### *Task Four: Advanced Feasibility Analysis*

- **Engage Large Employers and Potential Sponsors:** Seek a major corporate sponsor for the program, and considering sale of naming rights. Seek connections with corporations via Mayors, and their personal contacts.
- **Select Business and Governance Model:** The business model defines the asset ownership and revenue flow between the government and the operator. It will include the organizational structure: who will be the implementing agency; the operator; who will own the assets; contracting for hardware, software, operations, advertising and marketing. There are three basic business models: publicly owned and operated; publicly owned and private operated; privately owned and operated.
- **Select Model for Equipment:** A key decision on equipment options will be choosing a station-based (smart dock) system or smart bike system. Smart docks have the payment kiosks and tracking systems located at station. Smart bikes have these items mounted on the bikes themselves.
- **Identify Necessary Agreements and Permits:** Permits will be needed for station locations and kiosks, where they are located on public property (i.e. roads and sidewalks). Agreements with private property owners will be needed for stations on private land.
- **Strategies for Phasing Implementation:** Note that the first phase must be large enough to connect meaningful origins and destinations and dense enough to ensure convenience and reliability. Small-scale pilot projects have not worked well.

#### *Task Five: Secure Funding*

- **Grant Applications and /or Programming of Local Funds:** Develop information needed for future grant applications for capital funding. Initial focus on preparing CMAQ application and submittal materials.
- **Sponsorship Presentation Materials:** Prepare a brief PowerPoint presentation and fact sheet explaining our bike share program and the benefits of corporate sponsorship.
- **Sponsorship and Advertising Meetings:** Set meetings with management at targeted potential corporate sponsors. Secure agreements for advertising and sponsorship. Advertising can be placed on bikes, stations and kiosks. Stations should be strategically located to help promote private sponsorship. As user revenues will not be sufficient to operate most programs, sponsorships or advertising of at least \$1,000 per bike per year will be needed to sustain most programs.

## **Proposed Monthly Timeline**

### **January**

- Bike Share Advisory Committee discussion
  - Discuss Phase I feasibility analysis
  - Discuss proposed scope, meetings, and timeline
  - Identify who should be included on the core team - PVTA, DPWs, Parks, Engineering, etc.
- Municipalities meet with their CEOs to overview Phase II scope, particularly potential sponsor meetings and public outreach meetings
- Municipalities invite core team members identified to February meeting
- PVPC to develop draft MOA language for Bike Share Committee, to be distributed in February

### **February**

- Bike Share Advisory Committee discussion
  - Provide new core team members (those responsible for permitting, maintenance, etc.) about implementation needs and their role
  - Discuss draft MOA language
  - Discussion of lead agency
  - Scheduling of potential sponsorship meetings
- Municipalities send out invitation from CEOs inviting potential sponsors to meeting in March
- Municipalities get input from CEOs about draft MOUs and potential for being lead agency

### **March**

- Bike Share Advisory Committee discussion
  - Prep for sponsor meetings
  - Revised MOA language based on input from Bike Share Advisory Committee
  - Follow up discussion about implementation efforts from core team (permitting, maintenance, etc.)
- Municipalities and PVPC hold first potential sponsor meetings