

**FRITZ -- PROPOSED AMENDMENTS TO  
ALTA BICYCLE SHARE, INC. BIKESHARE SYSTEM CONTRACT**

(See: Strikethrough/ **Additions = bold underline**)

**Attachment A:**

**Scope of Work Summary**

**Goals**

12. Financial viability such that combined system revenues from memberships, user fees, and sponsorship in excess of CONTRACTOR costs for the Project. City will provide reimbursement to CONTRACTOR for up to \$1.8 million in federal funds for acquisition of sponsor(s), creation of a marketing plan, development of a station plan and service area (including participation at one large public meeting, **coordinated meetings with PBOT staff for all Neighborhood Coalitions and other meetings** up to ~~15~~ **16** public meetings), and purchase of System. Reimbursement will be contingent on meeting the conditions for approval of federal funds. In addition to the federal funds, the City is open to pursuing a number of funding opportunities including grants and public/private partnerships. **The City of Portland and Consultant will undertake research to determine the best approach to ensuring user safety, including helmet usage. This would include exploration of: a technological solution with helmets, bikes, or stations; a social campaign to encourage helmet availability and usage; or a combination of these.**

**Attachment A:**

**Section 1b**

**Definitions**

- ❖ **Station** - a designated area on publicly or privately owned real property, which area contains one or more of the following items made available by the CONTRACTOR to perform the Work: Bicycles, Docks, Terminal, Technical Platforms, **Helmet rental device** and Map Frame;
- ❖ **Terminal** - a kiosk which provides Bicycle rental instructions, contains payment equipment (i.e. credit card device), and includes all other means necessary for the rental of Bicycles **and helmets (if found to be in preferred plan)**

**Section 1c --Task Completion and Payment Schedule**

| <u>Task</u> | <u>Task Description</u>  |
|-------------|--|
| 3.          | Marketing Plan 6 months after contract signing   |
| 4.          | <b><u>City Council review and approval of Preferred or alternative plans including Branding concepts; helmet options, safety rul</u></b> |
| 4-5.        | Acquire and Launch System  |

## Section 1d – Task Details

### Station Plan and Site Details:

- ❖ **Task 2A:** Submit initial '150% System station map. Map should include station placement rationale and methodology, **alternative plans which include helmet rental at stations**, actual station physical location, owner of property, and parking impact. Recommended stations must comply with underlying zoning, the Americans with Disabilities Act and the City's Private Encroachments in the Public Right-of-Way and Portland Pedestrian Design Guide. Station locations must be in proposed service area and should emphasize maximizing ridership across all demographics while minimizing operating costs and the loss of on-street parking revenue. Any station location proposed for private property must receive initial oral or written expression of interest from property owner.
- ❖ **Task 2B:** Present initial '150% station map for public comment. Coordinate with City to present station map up to three public meetings, **coordinated meetings with PBOT staff at neighborhood coalition offices** and up to 16 community, neighborhood and business organizations **board meetings**.
- ❖ **Task 2D:** Incorporate final changes of City (Final station locations subject to approval by the City Traffic Engineer). **Other than code required changes**, City agrees to no more than two changes to site plans..

## Section 1e Task Schedule

| Task | Task Schedule  | Completion Date                                   |
|------|--|---|
| 2.   | Station Plan and Service Area  | 6 months after contract signing                   |
| 3.   | Marketing Plan 6 months after contract signing   | 6 months after contract signing                   |
| 4.   | <b><u>City Council review and approval of Preferred And alternative plans including Branding concepts helmet options, safety rules</u></b> | <b><u>6 - 9 months after contract signing</u></b> |
| 4-5. | Acquire and Launch System  |   |

## Section 7 -- Prices and Price Changes:

Initial Contract prices shall be as established herein Unit prices shall remain firm through the first year of the Contract, At the end of the one-year period following the date of acceptance, price changes may be allowed herein, CONTRACTOR agrees to provide pricing for all products for which CONTRACTOR is an authorized distributor for the duration of this Contract if and when requested by the City. Following the end of the one year period referenced above, City and CONTRACTOR acknowledge that prices for goods and services furnished by CONTRACTOR under this Contract may need to be adjusted during the term of the Contract due to changes in CONTRACTOR's **market** prices **for goods**, rate plans, or product offerings. Such price changes shall be documented in writing between CONTRACTOR and City's Chief Procurement Officer as amendments.



Sam  
Adams  
Mayor

Tom  
Miller  
Director

**December 11, 2012**  
**FOR IMMEDIATE RELEASE**

**Contact:**

Dan Anderson  
Portland Bureau of Transportation  
503-823-3723  
dan.anderson@portlandoregon.gov

## **Transportation Bureau releases contractor's cost estimates for Portland Bike Share**

PORTLAND, Ore. -- The Portland Bureau of Transportation announced today that to launch Portland Bike Share, Alta Bicycle Share estimates it will cost \$4,599,823. Costs include \$2,589,323 for 75 stations, \$827,250 for 750 bicycles and \$1,183,250 to manage the launch. Alta projects that \$1,800,000 of federal funds and \$2,799,823 in sponsorships will pay for launch costs.

To operate the bike share system in the first year, Alta estimates it will cost \$1,856,550. Alta projects that \$986,000 in user fees and \$870,550 in sponsorships will pay for operations. Operations costs are expected to rise each subsequent year due to inflation, totaling \$10,055,673 over five years.

In summary, Portland Bike Share will cost approximately \$4.6 million to launch. It will then cost \$1.9 million to operate the first year. Launch costs are covered by a federal transportation grant and sponsorships. Operations costs are covered by user fees and sponsorships. PBOT will not pay to launch or operate the system.

###

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CITY OF  
**PORTLAND**  
BUREAU OF  
**TRANSPORTATION**



Sam  
Adams  
Mayor

Tom  
Miller  
Director

Date: December 7, 2012  
To: Commissioner's Staff  
From: Dan Bower, Active Transportation Division Manager  
RE: Status of Sullivan's Gulch and Barbur Demonstration Projects

185800

Thank you for taking the time to meet with us on Friday to discuss the upcoming Council agenda item to approve a contract with Alta Bikeshare. As we discussed, two important projects: Sullivan's Gulch and the Barbur Demonstration Project, are linked with bike share through the council resolution that directed PBOT to apply for the \$2 million grant we are using to launch bike share today. The purpose of this memo is to provide an update on the status of both projects.

**Barbur Blvd Demonstration Project Applications, Status**

**Grant Source:** ODOT Flex Funds Competitive Grants, Fall 2011

**Request:** \$1,249,000

**Status:** Grant not awarded

**Grant Source:** ODOT Transportation Enhancements/Oregon Bicycle and Pedestrian Advisory Committee (TE/OBPAC), Summer 2012

**Request:** \$2,000,000 (increased scope from previous application at ODOT's request)

**Status:** Submitted a Notice of Intent to Apply to Summer 2012, ODOT invited the project to apply in full and asked for a larger scope. ODOT is a partner on the grant and is very supportive. Full grant is due December 13, 2012 and awards are expected in early 2013. Funds would be available Fall 2013

**Grant Source:** ODOT "Enhance" Grants, November 2012

**Request:** \$2,000,000

**Status:** Not knowing the status of the above application, we also submitted a grant to ODOT's new Enhance grants for the same project. If awarded these funds would be available Fall 2015. If the project is awarded through the above grant we will pull this application out.

**Grant Source:** ODOT "Enhance" Grants, November 2012

**Request:** ~\$4,000,000, TriMet application

**Status:** TriMet submitted an application submitted in November 2012 for the entire Barbur Corridor from Portland to Sherwood. If awarded, portions of this grant could fund improvements on Barbur beginning Fall 2015.

**Sullivan's Gulch Applications, Status**

**Grant Source:** ODOT Flex Funds Competitive Grants, Fall 2011

**Request:** \$700,000

**Status:** Application was for improvements to City-owned ROW on NE Jonesmore St associated with the Sullivan's Gulch Trail, the grant not awarded.

Since Council action in 2011 but after the above application, staff worked with Commissioner Fish to shift the focus of the project to funding a trail segment that connects Gateway and East Portland with proposed Gateway Green project through a bike/ped connection under I-205. Those two grant

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applications are listed below

**Grant Source:** ODOT Transportation Enhancements/Oregon Bicycle and Pedestrian Advisory Committee (TE/OBPAC), Summer 2012

**Request:** \$1,700,000

**Status:** Submitted a Notice of Intent to Apply in Summer 2012, the project was not asked to submit a full application.

**Grant Source:** ODOT "Enhance" Grants

**Request:** \$1,700,000

**Status:** Application Submitted in November 2012.

Portland, Oregon

## FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

|   |  |   |   |
|---|--|---|---|
| 1. Name of Initiator<br>Dan Layden  |  | 2. Telephone No.<br>823-2804  | 3. Bureau/Office/Dept.<br>PBOT/PMD  |
| 4a. To be filed (date):<br>December 12, 2012<br>10:00 AM  | 4b. Calendar (Check One)<br><br><div style="display: flex; justify-content: space-around;"> <span>Regular <input checked="" type="checkbox"/></span> <span>Consent <input type="checkbox"/></span> <span>4/5ths <input type="checkbox"/></span> </div> |   | 5. Date Submitted to<br>Commissioner's office<br>and FPD Budget Analyst:<br>November 30, 2012 |
| 6a. Financial Impact Section:<br><input checked="" type="checkbox"/> Financial impact section completed |  | 6b. Public Involvement Section:<br><input checked="" type="checkbox"/> Public involvement section completed |   |

**1) Legislation Title:**

\*Authorize a contract with Alta Bicycle Share Inc. for a bikeshare system in the City of Portland (Ordinance)

**2) Purpose of the Proposed Legislation:** Authorize entering into a contract with Alta Bicycle Share to develop a bicycle share system for the City of Portland. And, ff the contractor is successful raising the additional funds necessary to implement and operate the system for a period of five years.

**3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?**

- |  |                                    |                                    |                                |
|--|------------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> City-wide/Regional                | <input type="checkbox"/> Northeast | <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast                 | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input type="checkbox"/> East  |
| <input checked="" type="checkbox"/> Central City           |                                    |                                    |                                |
| <input type="checkbox"/> Internal City Government Services |                                    |                                    |                                |

### FINANCIAL IMPACT

**Revenue and/or Expense:**

Is ALL the Revenue and/or Expense a part of the current year's budget? or 5-yr CIP? yes

SAP COST OBJECT No(s).: \_\_\_\_\_

All Revenue and Expense financial questions must be completed regardless of the current year's budget. Documents may be returned where the FIPIS portion has not been sufficiently completed.

**4) Revenue:** Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source. This legalization will not change the revenue coming to the city. It is possible that, if the bicycle share system is implemented the city will derive future revenue from the system. However, that revenue is not currently estimated. The contract provides for payment of up to 1.8 million in federal funds to the contractor, the match for the federal funds will come from fundraising done by the contractor.

**5) Expense:** What are the costs to the City related to this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years. If the action is related to a grant or contract please include the local contribution or match required. If there is a project estimate, please identify the **level of confidence**.) The costs of this contract are covered by a federal grant, the match for the federal grant will be provided by funds raised by the contractor. Up to 10,000 may be necessary for operational improvements once the system is in operation.

**6) Staffing Requirements:**

- Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? (If new positions are created please include whether they will be part-time, full-time, limited term, or permanent positions. If the position is limited term please indicate the end of the term.) This contract will not create or eliminate any positions.
- Will positions be created or eliminated in future years as a result of this legislation?  
No.

*(Complete the following section only if an amendment to the budget is proposed.)*

**7) Change in Appropriations** (If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)

| Fund | Fund Center | Commitment Item | Functional Area | Funded Program | Grant | Sponsored Program | Amount |
|------|-------------|-----------------|-----------------|----------------|-------|-------------------|--------|
|      |             |                 |                 |                |       |                   |        |
|      |             |                 |                 |                |       |                   |        |
|      |             |                 |                 |                |       |                   |        |
|      |             |                 |                 |                |       |                   |        |

[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]

**PUBLIC INVOLVEMENT**

**8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:**

☐ **YES:** Please proceed to Question #9.

☒ **NO:** Please, explain why below; and proceed to Question #10. This ordinance involves the negotiation of a contract. The contract includes provisions for public involvement in the implementation of the bike share system.

**9) If "YES," please answer the following questions:**

**a) What impacts are anticipated in the community from this proposed Council item?**

**b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?**

**c) How did public involvement shape the outcome of this Council item?**

**d) Who designed and implemented the public involvement related to this Council item?**

**e) Primary contact for more information on this public involvement process (name, title, phone, email):**

**10) Is any future public involvement anticipated or necessary for this Council item?** Please describe why or why not. The contract specifies a public involvement process for siting of the bicycle share stations to assure that the stations meet the needs of the community.

KK 12-05-12



BUREAU DIRECTOR

TOM MILLER, Bureau of Transportation