



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 5.a

Title:	Presentation of Kane County Bike Share System
Presenter:	Chris Adesso

Meeting: Government Services Committee Date: November 25, 2019

Proposed Cost: N/A	Budgeted Amount: N/A	Not Budgeted: <input type="checkbox"/>
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Executive Summary *(if not budgeted please explain):*

Informational presentation of the Kane County Bike Share System, an initiative of Kane Kendall Council of Mayors and Kane County Department of Transportation. Presentation will include an overview of the program, anticipated financial commitments for member communities, an explanation of the concept behind the program, anticipated implementation timeline and other details.

Attachments *(please list):*

- * COSC Current MOU with Kane County
- * Informational webinar presentation on the program from KDOT

Recommendation/Suggested Action *(briefly explain):*

It is recommended that the Committee provide feedback on the overall program and consider the City's interest in participating in the system in the future.

Memorandum of Understanding Regarding Bike Sharing Services

This Memorandum of Understanding (“MOU”) is made by and between the Kane County Division of Transportation (the “County”) and the City of St. Charles, Illinois (the “Local Public Agency”).

TERMS OF UNDERSTANDING

1. Definitions.
 - a. “Bicycles” means all standard pedal bicycles and/or other mobility vehicles that might be included within the program.
 - b. “Kane County Bike Share Program” means the future bike share program being organized by the Kane County Division of Transportation.

PROGRAM OUTLINE

The Local Public Agency has expressed interest in participating in the Kane County Bike Share Program. This memorandum of understanding is meant to serve as an outline of key elements and dates of the Kane County Bike Share Program as it would relate to the Local Public Agency’s participation therein.

1. *Purpose of the Program.* Bike sharing will be an affordable, healthy, safe, environmentally sustainable, and popular addition to Kane County’s transportation options. Implementing a top-quality system will boost the County’s transportation network and further advance Kane County’s position as a high quality destination and place to live. Bike share will help connect residents, commuters and visitors to more of Kane County’s businesses, institutions and attractions. Requests from neighboring counties and municipalities therein for participation in the Kane County System offer the possibility for expansion beyond the initial service area.
2. *Goals and Objectives.* The following goals and objectives have been identified for the initial launch of the system:
 - Create a quality user experience with a convenient and easy-to-use system,
 - Enhance connections to the public transit network and park-and-ride lots,
 - Increase physical activity to benefit public health,
 - Promote travel to landmarks, parks, trails and shopping districts (among residents and visitors),
 - Increase access to job opportunities and education,
 - Expand mobility options for low-income residents,
 - Improve connectivity between existing hubs of activity, and
 - Leverage bike share to help shift local culture towards multi-modal transportation
3. *The Local Public Agency’s Responsibilities.* Following the Request for Proposal process, the Local Public Agency will be responsible for all financial obligations for the stations that they purchase from the chosen contractor. The County will not own or operate any

stations. The Local Public Agency will be responsible for negotiating the revenue sharing breakdown, station location placement, and other financial matters with the chosen contractor.

OBLIGATIONS

This MOU does not create any financial or legal obligations, nor does it signal any commitment of funds from either Party.

In order to move forward, The Parties will sign this Memorandum of Understanding that will be executed no later than Friday, August 23, 2019.

This MOU shall automatically terminate if the Memorandum of Understanding is not entered into, for any reason, on or before August 23, 2019.

In order to be eligible to offer comments on the forthcoming Request for Proposals that will be used to procure a bike sharing contractor, this MOU must be signed before August 23, 2019. Those who do not wish to sign the MOU before the aforementioned deadline will not be eligible to offer comments to the RFP.

We look forward to working with the municipalities, agencies, and organizations of Kane County to improve mobility for its residents and visitors. It is the hope of Kane County Division of Transportation that this program will help create more liveable cities, enhanced recreational offerings, additional transportation options and a reduced carbon footprint.

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The Local Public Agency

Kane County

By: 
Name: Peter Suhr
Title: Director of Public Works
Date: July 22, 2019

By: 
Name: Thomas B. Rickert
Title: Deputy Director of Transportation
Date: 8/8/2019
Attest: N/A
Clerk of the Board

Approved as to form
and legal sufficiency

N/A
Assistant County Attorney

Kane County Bike Share Webinar #1

Overview

- Introduction to Bike Share
- Benefits of Bike Share
- Creating a Bike Sharing System
- Bike Share Myths & Facts
- Creating a Kane County Bike Share System

Introduction to Bike Sharing

What is Bike Sharing?

- Public or private bike rental service
- Users rent bicycles for designated periods of time
- Various membership options (daily, yearly, etc.)
- Operates as on-demand public transportation
- Ideal for....
 - Tourism
 - Predictable, consistent commuting trips
 - Recreational riding
 - To/from transit stations

What is Bike Sharing?



Zagster bike sharing

 **BIKEShare**
By RIDE Solutions

LEARN MORE AT:
ZAGSTER.COM/RIDESOLUTIONS

The advertisement features a central photograph of a woman and a man riding bicycles on a paved path. The woman is on the left, wearing a green jacket and a white scarf, and the man is on the right, wearing a blue t-shirt and blue pants. Both bicycles have baskets on the front. The background shows trees with autumn foliage. The text is overlaid on a blue and orange background.

System Planning



Docked Bike Share



Hybrid Bike Share



Dockless Bike Share

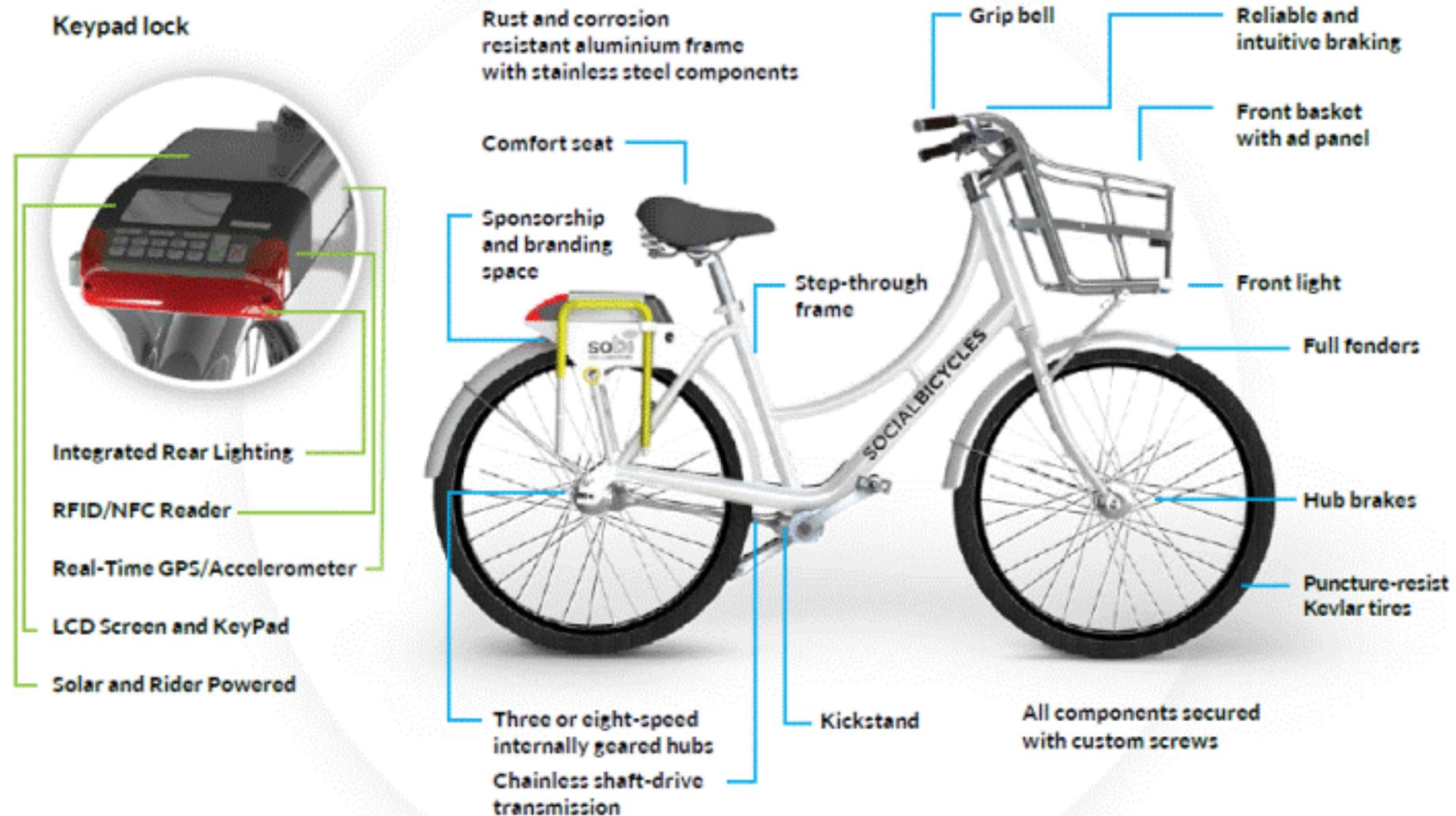
Docked Bike Share

- Users check out bikes from automated station
- Must return bikes to another fixed station.
- Ideal for economic development



Metro BikeShare (Los Angeles, California)

Docked Bike Share Equipment



Benefits of Bike Sharing

- Economic
 - High farebox return rates.
 - Helps to generate more revenue in downtown districts.
- Transportation
 - Bicyclists put far less strain on roads.
 - Can help to greatly decrease congestion.
 - Helps to create a safer, more inviting biking experience.

Benefits of Bike Sharing

- Health/Environmental
 - Decreases the amount of emissions produced by automobile travel
 - Healthy, inexpensive form of recreation.
- Social
 - Helps create equity within communities.
 - Strengthens sense of community.

Creating a Bike Sharing System

Building Political Will

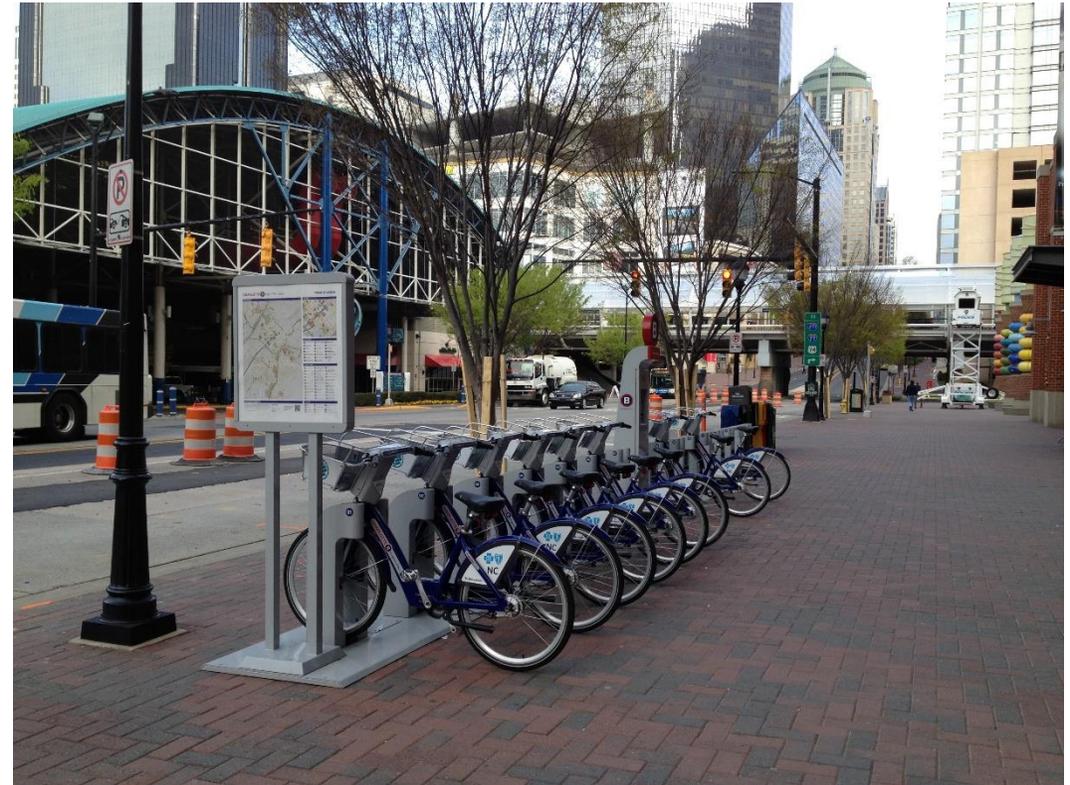
- Educating political officials/organizational administration
 - Linking goals for bike share to city's transportation/sustainability efforts
 - Case studies of similar systems (Bike Chattanooga; St. Lucie County (FL); Arlington, VA)
- Conduct research on the social costs and benefits of bike share
 - Improvements in physical activity
 - Reductions in greenhouse gas emissions
 - Increased access to public transportation
- Find and use community advocates to help create support
 - Elected officials
 - Health organizations
 - Cycling organizations

Ideal Locations

- Bike sharing stations should....
 1. Connect to transit.
 2. Connect to regional trails.
 3. Avoid physical barriers or unsafe riding areas.
 4. Be located between uses that generate activity at different times of the day.
 5. Be within riding distance of another station in the network.

Ideal Locations

- Sunny, minimal tree cover
- At least five feet of clear walking space
- Close to intersections
- High-visibility area and street lighting
- Easy access for users
- Close to bicycle infrastructure
- Can also be placed on street



Charlotte B-Cycle (Charlotte, North Carolina)

Startup Costs

1. Stations
2. Bicycles
3. Software development and maintenance
4. Control center, depot, and bike maintenance
5. Staffing
6. Insurance



BayArea BikeShare (San Francisco, California)

Bike Sharing Finances

- Revenue Streams
 - Local/governmental funding
 - Sponsorship
 - Private investment
 - User fees
 - Advertising revenue



Citi Bike (New York City, New York)

Sponsorship Opportunities

- **Title Sponsor**
 - System naming rights
 - Brand inclusion on bikes/stations
 - Brand inclusion on system website, social media, and location-based promotions
 - In-app advertising
- **Presenting Sponsor**
 - If no title sponsor is found, 3-4 presenting sponsors will take place
 - Many of the same advertising components but without system naming rights
- **Station Sponsor**
 - Brand inclusion on station kiosk
- **Station Host**
 - Donate property to host station at residential, recreational or commercial location
- **Digital Advertising**
 - In-app advertising
 - Social media

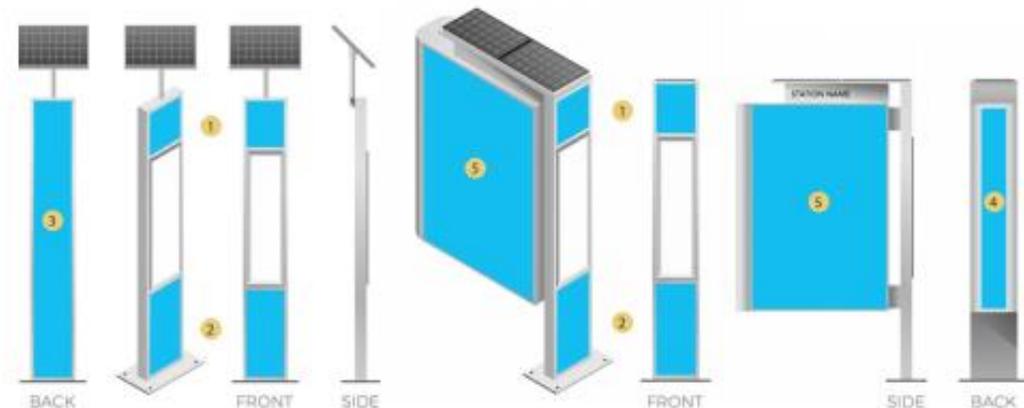
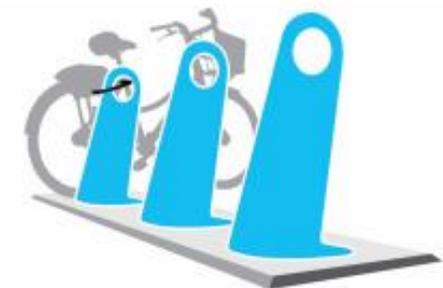
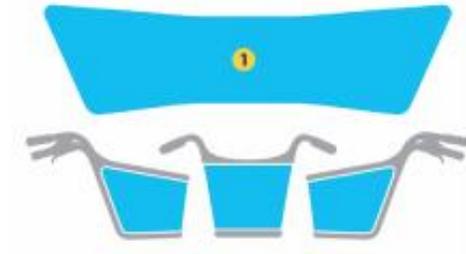
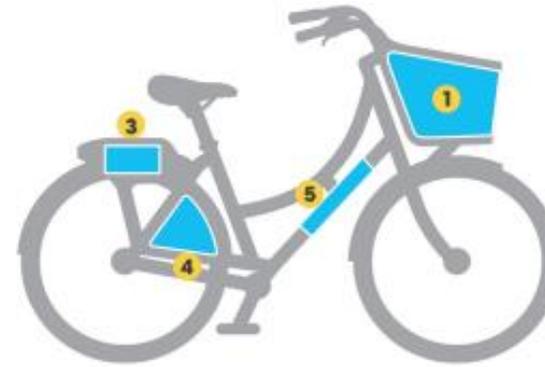
Sponsorship Opportunities

System Assets

1. Outer basket
2. Inner basket
3. Lockplate
4. Splashguard
5. Downtube
6. Dock

Signage Assets

1. Front top
2. Front bottom
3. Back ad frame
4. Backlist ad panels
5. Dock



Policy Creation

- Helmet requirements
- Rental curfews
- Equity initiatives
 - Provide residents with free rides
 - Partner with non-profits, housing authorities, or community centers
- Implementing bicycle infrastructure
 - Bicycle parking
 - Bicycle lanes
 - Wayfinding
- Enforcement strategies
- Accessibility

Potential Issues

- Durability during winter months
- Equity
- Theft, vandalism, and abandoned bikes
- Low ridership numbers



Bike Share Toronto (Toronto, Canada)

Goal Setting

- **Performance Metrics**
 - Mode share
 - Average daily trips per bike
 - Trips by customer type
 - Trips by user type
- **Equity**
 - Demographics of bicycle users
- **Revenue**
 - Farebox return rates
 - Sponsorship revenue
 - Memberships

Bike Sharing Myths

Bike Share Myths

1. *Bike share is just for tourists.*
2. *Bike sharing hurts businesses because it will decrease automobile traffic.*
3. *“My city is too small for bikeshare.”*
4. *“No one rides their bike in my community anyways.”*

Creating a Kane County Bike Share System

Existing Infrastructure

- 410 miles of bike trails and lanes in Kane County
 - Approx. 30% of the total number of trails/lanes in Chicagoland region
- Several local biking advocacy and riding clubs
- Three bicycle/pedestrian committees
 - Elgin Active Transportation Working Group
 - Aurora Bicycle, Pedestrian, Transit Advisory Board
 - Batavia Bicycle Commission
- Aurora invested in bike sharing in 2016
 - Three stations throughout municipality
 - Approximately 450 rides per year

Proposed System Objectives

- Launch 12+ new stations by August 2020
- Safety initiatives
 - Helmet renting
 - Bicycle safety classes
 - Bicycle safety curriculum (driver's ed. classes, physical education classes)
- Create low-income membership options
 - Cash options
 - Low-cost memberships
 - Offline renting options
- Creating at least one adaptive station

Bike Share Committee

- Committee to plan and coordinate bike share system
- Each station owner will be asked to join committee
- Help to organize initial launch and operations
- Bi-annual meetings after launch to coordinate events, expand the network, share best practices, etc.

Proposed Timeline

2019

- May 31 & June 6: Conference call(s) involving interested stakeholders (municipalities, forest preserves, park districts, etc.)
- August 23: Deadline to sign non-binding MOU to participate in opening round of funding
- September: Release RFP to select bike share provider
- October: Select preferred provider; start drafting network design
- December: Start holding public input meetings to educate public on bike sharing and determine ideal station locations

Proposed Timeline

2020

- January: Finalize financial obligations for participants; contracts are signed by communities/organizations
- February: Finalize network locations
- March: Secure advertising, sponsors for system
- June: Start marketing and outreach efforts
- August: Construction and implementation of stations

Request for Proposal Process

- August 23: Non-binding MOU's Due
- August 30: Comments on Draft RFP Due to KDOT
- September 9: Release RFP
- September 23: Deadline for Written Questions
- September 30: KDOT to Post Responses to Written Questions
- October 7: Proposals Due
- October 14: Announcement of Top Three Firms
- October 21-25: Interviews/Testing with Top Three Firms
- October 29: Announcement of Selected Firm

Request for Proposal Process

Category	Explanation	Percentage
Vendor Experience	Vendors must display that they are experienced in all phases of developing and operating similar bike share systems, including launch, marketing, and public outreach.	20%
Operations	Vendors must provide ground operations to ensure the safety, accessibility and responsible placement of bicycles	10%
Equity and Accessibility	Vendors must ensure that their system equitably services all residents, which may include ensuring accessibility of bicycles in low-income neighborhoods and by riders of all ability levels.	15%
Connectivity	Vendors must ensure that the bike share system allows for connectivity between existing and emerging multi-modal transportation systems.	30%
Multi-Modal Interoperability	KDOT prefers a bike share system that increases the accessibility of other modes of transportation and builds upon a cohesive regional transportation network.	5%
Data Access & Reporting	The vendor must provide detailed bike location data; system reports; and maintenance and customer service reports in a timely and accurate manner.	10%
Customer Service, Marketing, and Contingency	Vendors must be able to provide customer service via multiple mechanisms (e.g.: mobile applications, website, phone number), enabling members of the public to ask questions, report bikes that are damaged or improperly parked, request refunds, or otherwise receive support.	10%

Resources

- [The Bike Share Planning Guide](#)
- [ITDP Bike Share Planning Guide](#)
- [Micromobility Policy Survey](#)
- [Economic Benefits of Bike Sharing](#)
- [Bike Share Station Siting Guide](#)
- [Better Bike Share Partnership](#)
- [How to Build a Thriving, Equitable Bike Share System - Video](#)
- [Bike Share Webinars and Resources](#)

Questions?