Eugene Bike Share

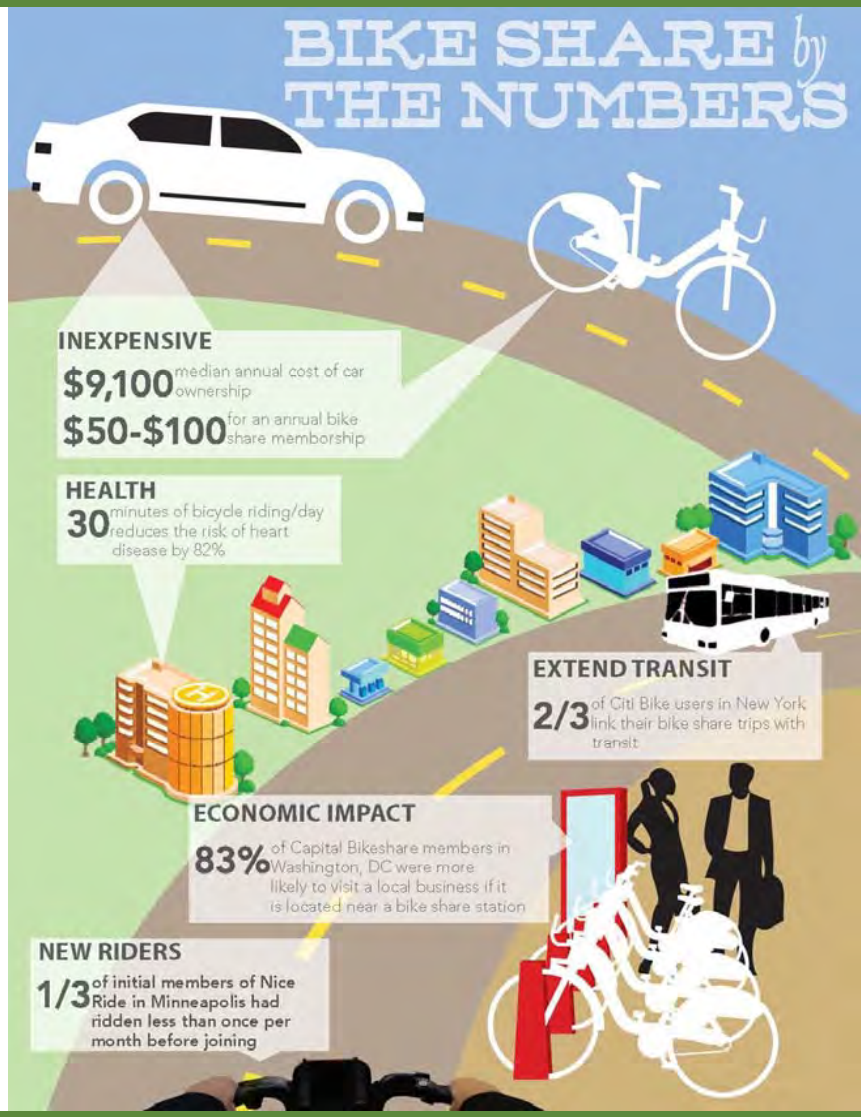
Agenda

- Background
- Introduction to Bike Share
- Bike Share Feasibility
- Bike Share Valuation and Sponsorship Strategy
- Funding
- Timeline

BICYCLE FRIENDLY COMMUNITY
2004-2017
GOLD
THE LEAGUE OF AMERICAN BICYCLISTS

Why Bike Share?

- Increased accessibility - CONVENIENT
- Complement and expand transit
- Economic development and competitiveness
- Reduce household transportation expenditure
- Improve physical and mental health
- Environmental benefits



Transit Integration

- Extends the reach of transit
  - 5 min walk = ¼ mile
  - 5 min ride = 1 mile
- First-mile/last-mile trip completion
- Bike share users also use transit
  - 2/3 of Citi Bike users link their trip with transit

Source: Capital Bikeshare

Long Range Plans

- LTD Long-Range Transit Plan
- COE Transportation Systems Plan
- COE Climate and Energy Action Plan
  - Ordinance 20540
- Envision Eugene
  - 20 minute neighborhoods

What is Bike Share?

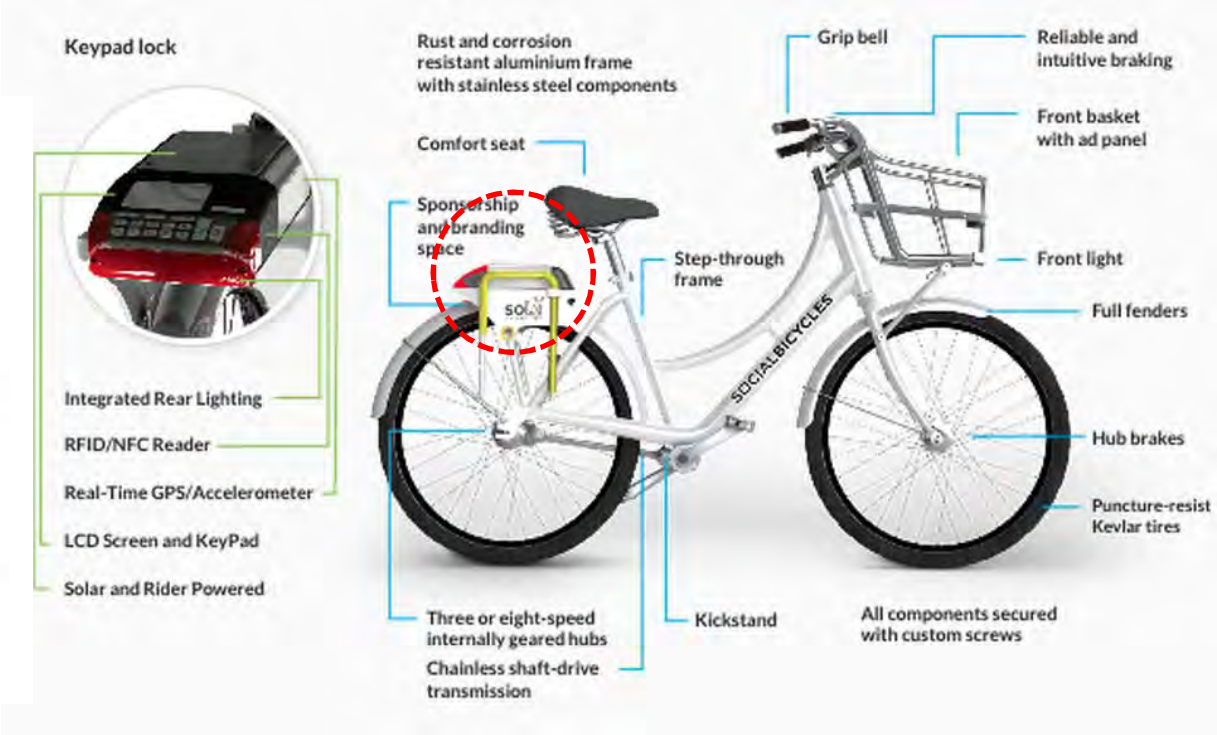
- Automated self-service bicycle rentals
- Short, one-way trips
- Membership base
  - Annual
  - Casual
- Pricing Schemes
- Dense network of stations located conveniently

Current Bike Share Systems

DECOBIKE
ALTA BICYCLE SHARE
PBSC
NICE RIDE
B-CYCLE

Elements of “Smart Dock” System

Elements of “Smart Bike” System



Why Conduct Feasibility Study?

- Prove the case for bike share in Eugene
- Test partner agencies for readiness
- Convene a community discussion about bike share
- Create a business plan to confidently pursue funding

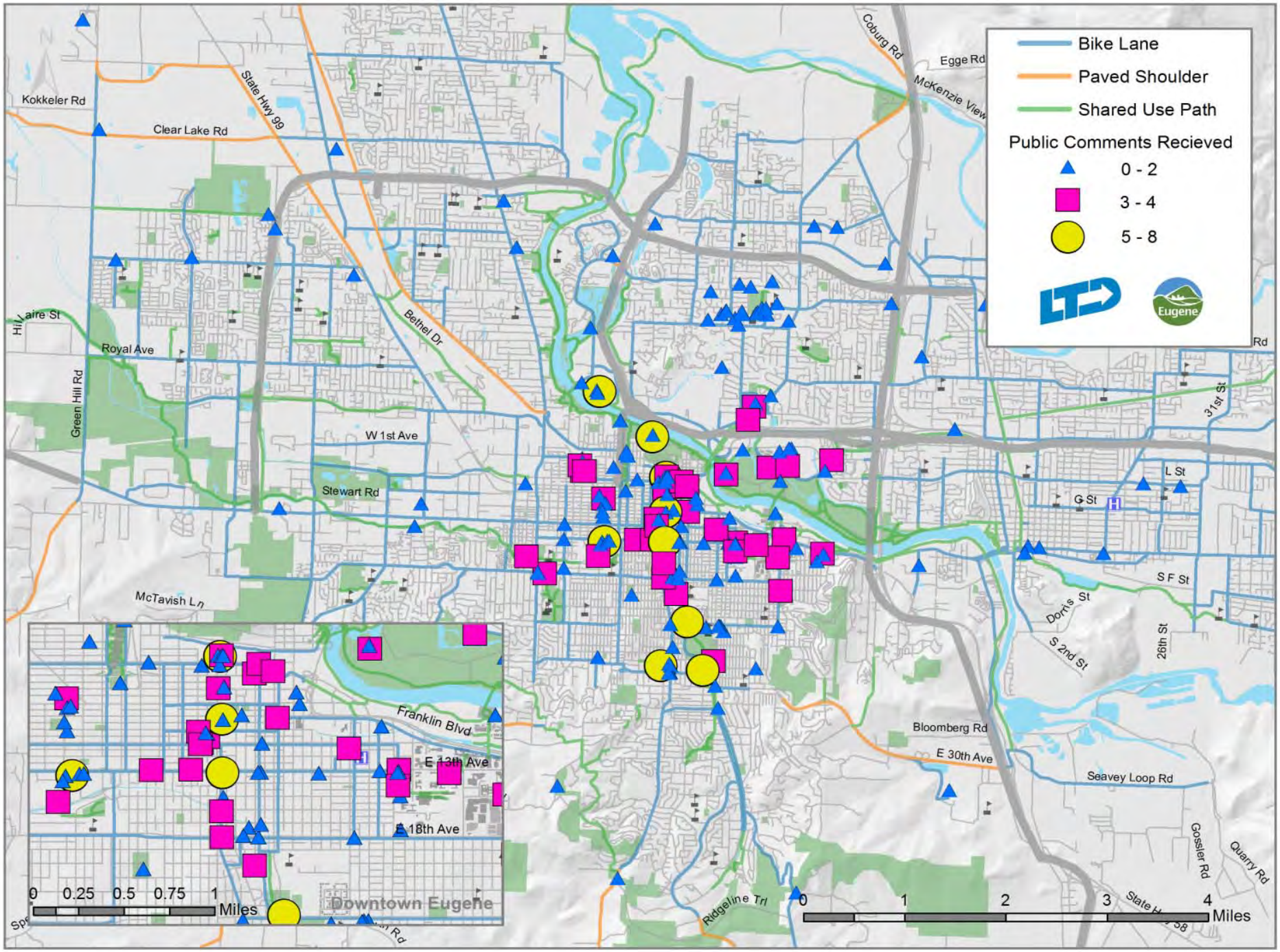
Feasibility Study Process

- Information Gathering
- Goal Setting
- Community & Environmental Analysis
- Assess Feasibility
- Program Development
- Implementation Considerations

Organization Structure

Non-profit Organization

Advantages	Disadvantages
Maximum fundraising diversity	Financial and operating performance are not the only priorities
Community-oriented mission of non-profit aligns with many of the goals of bike sharing	Skills and experience will need to be learned over time
Transfers risk and financial responsibility	Typically there are no (or limited) performance standards for operations
Maintains transparency through agency representation on the Board of Directors	Can be a long timeframe for NPO creation and capacity building
Able to span jurisdictional boundaries	
Profits are reinvested into the system	
Operating cost efficiencies	


Bike Lane
Paved Shoulder
Shared Use Path
Public Comments Recieved
0 - 2
3 - 4
5 - 8
Eugene
Kokkeler Rd
Clear Lake Rd
State Hwy 99
Coburg Rd
Egge Rd
McKenzie View
Bethel Dr
Royal Ave
Green Hill Rd
W 1st Ave
Stewart Rd
McTavish Ln
31st St
L St
G St
S F St
Dorris St
S 2nd St
26th St
Bloomberg Rd
E 30th Ave
Seavey Loop Rd
Gossler Rd
Quarry Rd
Ridgeline Trl
0 1 2 3 4 Miles
Franklin Blvd
E 13th Ave
E 18th Ave
0 0.25 0.5 0.75 1 Miles
Downtown Eugene

Demand Analysis

Variable	Points	Methodology
Population Density	20	Census blocks grouped into quartiles based on their population density. Census blocks assigned scores based on which quartile they fall, e.g. top quartile = 20/20, bottom quartile = 5/20.
Employment Density	20	Census blocks grouped into quartiles based on their employment density. Census blocks assigned scores based on which quartile they fall, e.g. top quartile = 20/20, bottom quartile = 5/20.
Student Housing	10	Point locations grouped into quartiles based on their number of units. Locations assigned scores based on which quartile they fall, e.g. top quartile = 10/10, bottom quartile = 2.5/10. Scores graduated from the maximum score within a ¼ mile radius from the point location and decreasing out to ½ mile radius from the point location.
College Enrollment	10	College campuses assigned scores based on enrollment, e.g. University of Oregon = 25,000 student enrollment = 10 points, LCC = 15,000 student enrollment = 6 points. Points assigned to the entire campus area.
Community and Tourist Attractions	20	Point locations based on information from LTD, the City, and publicly available maps. Points vary.
Transit	15	Transit stops grouped into quartiles based on annual ridership data. Stops assigned scores based on which quartile they fall, e.g. top quartile = 15/15, bottom quartile = 4/15. Scores graduated from the maximum score within a ¼ mile radius from the point location and decreasing out to ½ mile radius from the point location.
Bicycle Infrastructure	5	Bikeways coded as line segments. 5 points assigned to every line segment that has a bikeway. Scores graduated from the maximum score within a ¼ mile radius from the line segment and decreasing out to ½ mile radius from the line segment.
Topography	(-10 points)	Negative points assigned to areas with steep topography. Areas with >3% average slope = -5 points; areas with >5% average slope = -10 points.
TOTAL	100	Combined total of above scores

Lane Transit District Bike Share Feasibility Study:

Bike Share Demand

Low — High

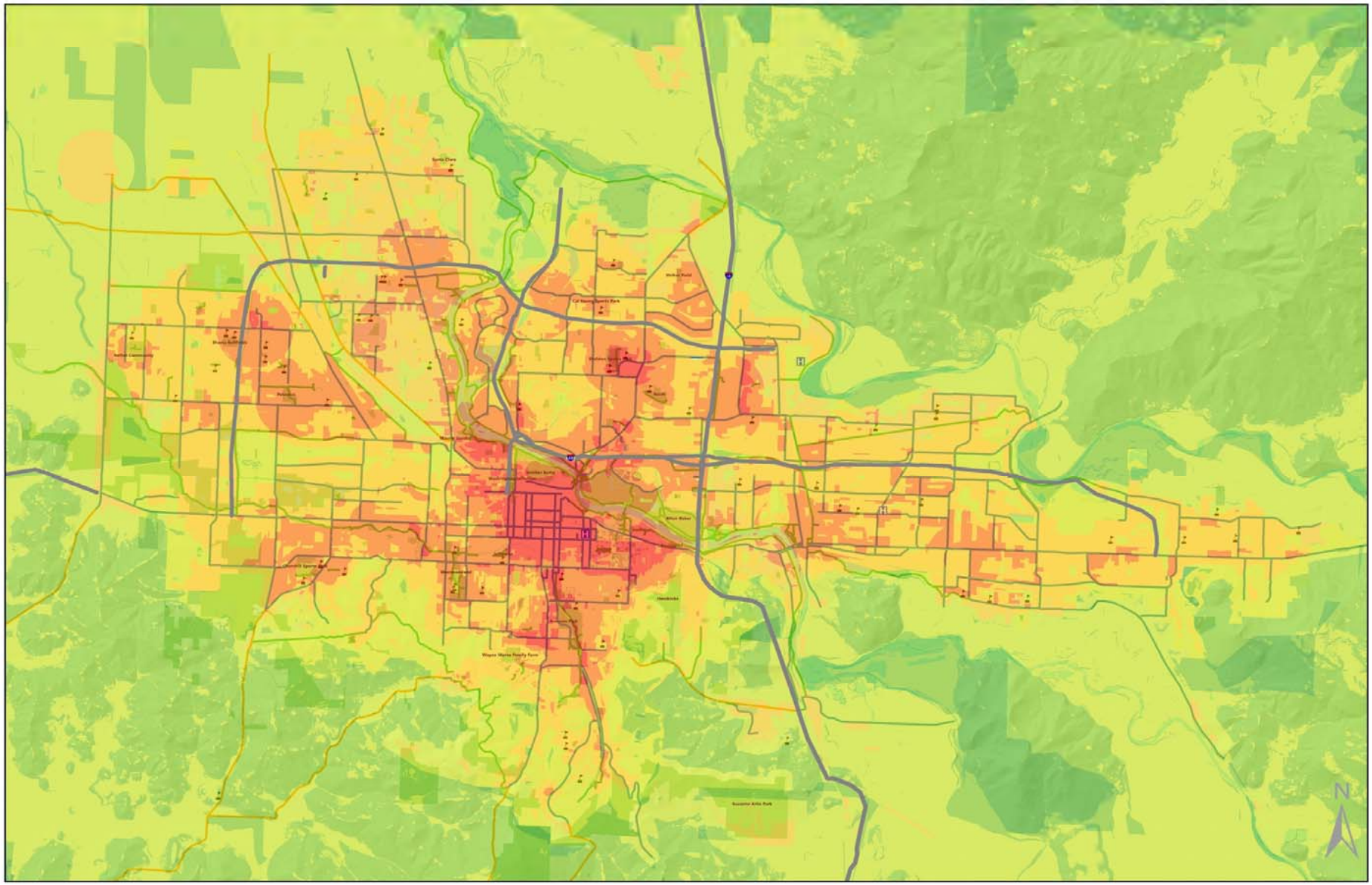
Legend

- Schools
- Hospital
- WaterBodies
- Parks
- Eugene
- Springfield
- Street with Bike Lane
- Street with Paved Shoulder
- Shared Use Path
- Highway
- Street

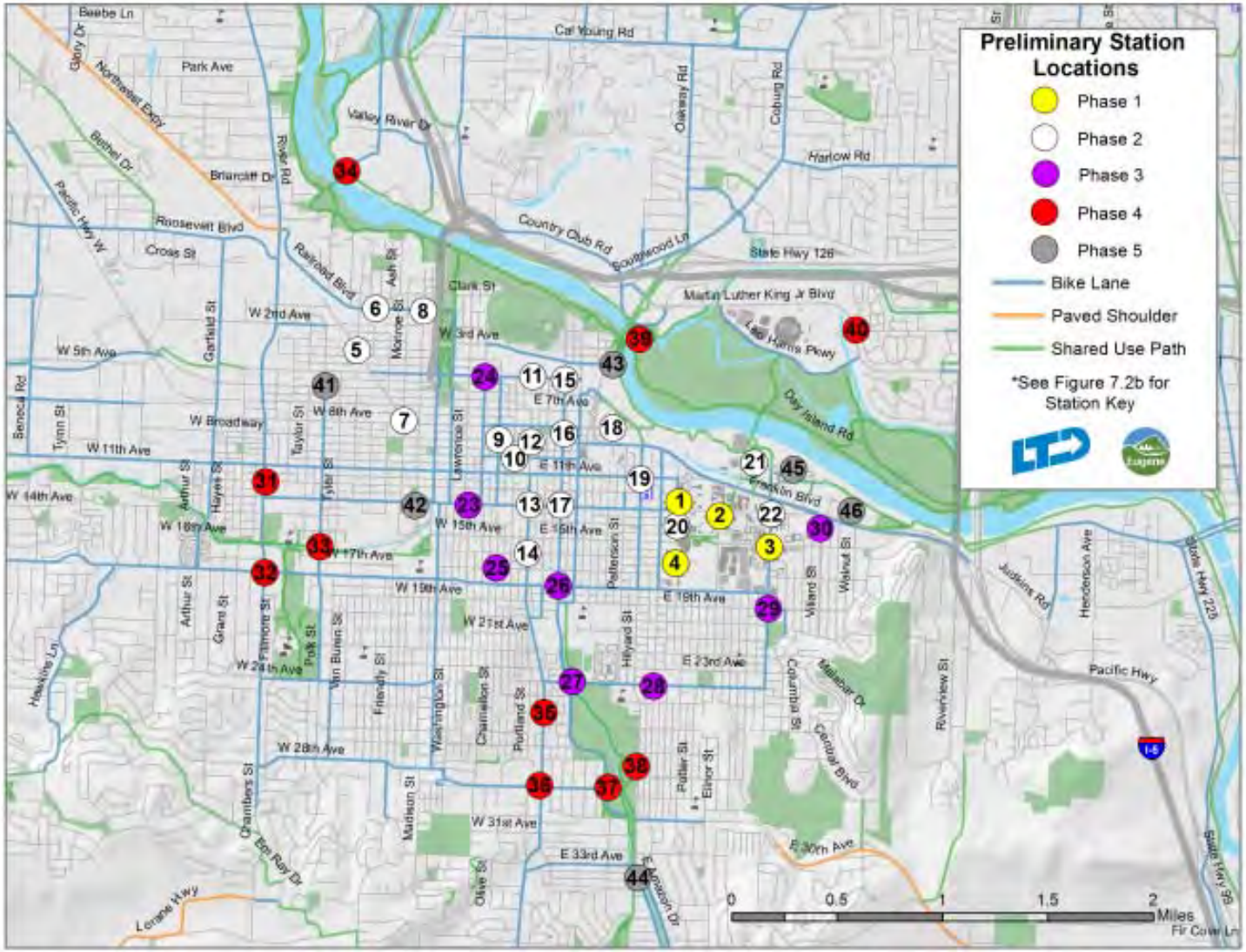
0 0.5 1 2 3 4

Miles

LTD · Eugene · Toole Design Group



Recommended System



Recommended System

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Total
Description	University of Oregon	Downtown, Whiteaker	Infill, Amazon	Jefferson West, north side of Willamette River	Infill	
Coverage Area (square miles)	0.3	3.0	0.7	2.0	-	6.0
Station Density (stations / sq.mi.)	13.3	6.0	11.4	5.0	-	7.67
Stations	**4**	**18**	**8**	**10**	**6**	**46**
Bikes	**40**	**180**	**72**	**80**	**48**	**420**
Docks	**72**	**324**	**130**	**144**	**86**	**756**

Total System Cost (5 Phases): ~$2.3M

Projected Operations Gap (annual): ~$300K

Valuation and Sponsorship Study

Single Title Sponsor Model **WITHOUT** Station Naming Rights

Estimated Annual Market Price:	$200K - $300K
Estimated Term of the Deal:	5 Years
Estimated Revenue:	$1M - $1.5M

Capital and Operations Funding

- Connect Oregon V
  - $900K (plus match)
- University of Oregon
  - $193K

Minimum 170 Bikes; 20 Stations

Timeline

2015

Sept: Valuation

Oct: RFP

Dec: Select Vendor

2016

Sponsorship

Operator Selection

Contracting

2017

Contracting

System Launch

For More Information

www.eugene-or.gov/bikeshare

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