



Eugene City Council

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www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

October 14, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

Meeting of October 14, 2015;
Her Honor Mayor Kitty Piercy Presiding

Councilors

| | |
|-------------------------|--------------------------|
| George Brown, President | Pat Farr, Vice President |
| Mike Clark | George Poling |
| Chris Pryor | Claire Syrett |
| Betty Taylor | Alan Zelenka |

CITY COUNCIL WORK SESSION

Harris Hall

12:00 p.m. **A. WORK SESSION:
Fireworks Report**

12:45 p.m. **B. WORK SESSION:
Eugene Bike Share**

Mayor: The Eugene City Council will now meet in Executive Session to consult with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed. The executive Session is held pursuant to ORS 192.660(2)(h).

Representatives of the news media and designated staff shall be allowed to attend the

executive session. All other members of the audience are asked to leave the room. Representatives of the news media are specifically directed not to report on any of the deliberations during the executive session, except to state the general subject of the session as previously announced. No decision may be made in executive session. At the end of the executive session, we will return to open session and welcome the audience back into the room.

**time approximate*

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, FM assistive-listening devices are available or an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page (www.eugene-or.gov).

El Consejo de la Ciudad de Eugene aprecia su interés en estos asuntos de la agenda. El sitio de la reunión tiene acceso para sillas de ruedas. Hay accesorios disponibles para personas con afecciones del oído, o se les puede proveer un interprete avisando con 48 horas de anticipación. También se provee el servicio de interpretes en idioma español avisando con 48 horas de anticipación. Para reservar estos servicios llame a la recepcionista al 541-682-5010. Todas las reuniones del consejo estan gravados en vivo en Metro Television, canal 21 de Comcast y despues en la semana se pasan de nuevo.

For more information, contact the Council Coordinator at 541-682-5010,

or visit us online at www.eugene-or.gov

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Fireworks Report

Meeting Date: October 14, 2014
 Department: Eugene Police and Fire
www.eugene-or.gov

Agenda Item Number: A
 Staff Contact: Scott Fellman and Alan Gerard
 Contact Telephone Number: 541-682-5114

ISSUE STATEMENT

In response to increasing complaints of illegal fireworks use, and their impact on the community, including their adverse effects on veterans, pets, property and the environment, the City Council asked the Police and Fire Departments to review past enforcement and prevention actions and to propose a plan to mitigate the illegal use of fireworks, in order for the council to provide direction to staff about fireworks in 2016.

BACKGROUND

2015 was the second consecutive year with focused prevention and enforcement activities. In late June, a ban of fireworks in the South Hills was adopted and implemented due to dry conditions. The 2015 season included two additional events that may have affected attitudes and activities, including a significant arson at Civic Stadium and the legalization of marijuana.

Past Activities

The Eugene Police Department and Eugene Springfield Fire Department developed a plan to address illegal fireworks in 2015, including enhanced prevention and enforcement activities. The plan included the following:

- outreach from the Fire Marshal's Office to all fireworks vendors, providing flyers regarding new municipal code requirements;
- proactive contact at previous complaint locations;
- media campaign, including online, print, TV and radio venues;
- distribution of flyers regarding the south Eugene fireworks ban; and
- an amnesty turn-in day on June 28 which collected approximately 100 pounds of fireworks, compared to 200 pounds in 2014.

This year, the tip line was not activated because in 2014 there were numerous in-progress offenses with no response, because the calls were not received by dispatch, but rather left on the tip line. The tip line created a confusing and ineffective reporting process; active fireworks complaints need to be directed to the non-emergency police number.

Calls for Service and Costs – 2014 and 2015

| | 2014 | 2015 |
|----------------------------|--------------------|-------------------|
| Calls for service | 233 | 232 |
| Cost for added enforcement | \$8,000 (estimate) | \$16,295 (actual) |

2016 Planning

A plan should be developed to address enhanced enforcement and pre- and post-event investigations. Components under consideration include the continuation of an amnesty turn-in, contacting locations where previous complaints have been received, and a process to allow witnesses to submit videos for post-event investigation evidence. The plan should be completed, adopted and publicized by January 1, 2016, in order to provide adequate notice to the fireworks vendors prior to the date when inventory is ordered.

The plan should also address any full or partial ban of fireworks.

RELATED CITY POLICIES

Council Goals - A community where all people are safe, valued and welcome; decreased property crime, and a greater sense of safety

COUNCIL OPTIONS

1. Adopt a ban of all private fireworks, permitting only commercial displays.
2. Adopt a partial ban of private fireworks, continuing with enhanced enforcement and prevention activities.
3. Make no change to permitted fireworks, continuing with enhanced enforcement and prevention activities.

CITY MANAGER'S RECOMMENDATION

No recommendation is proposed at this time for council consideration.

SUGGESTED MOTION

No motion is proposed at this time for council consideration.

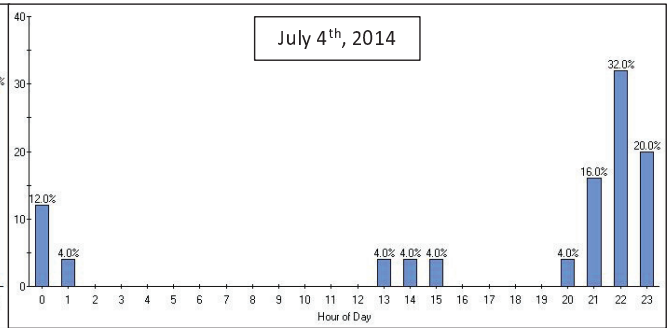
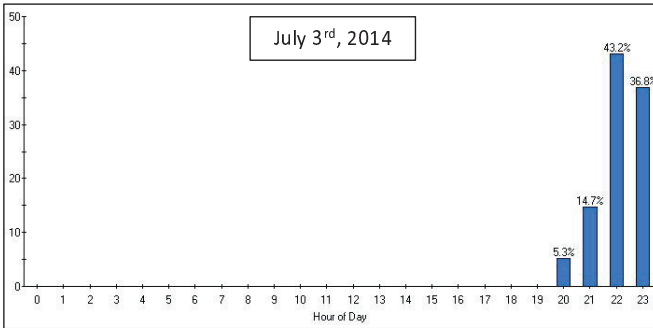
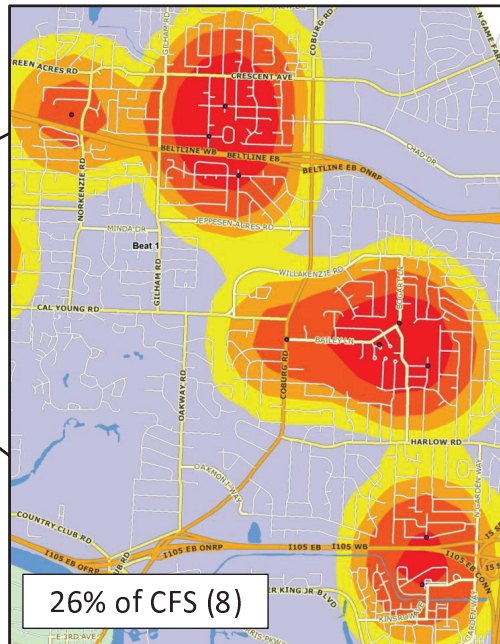
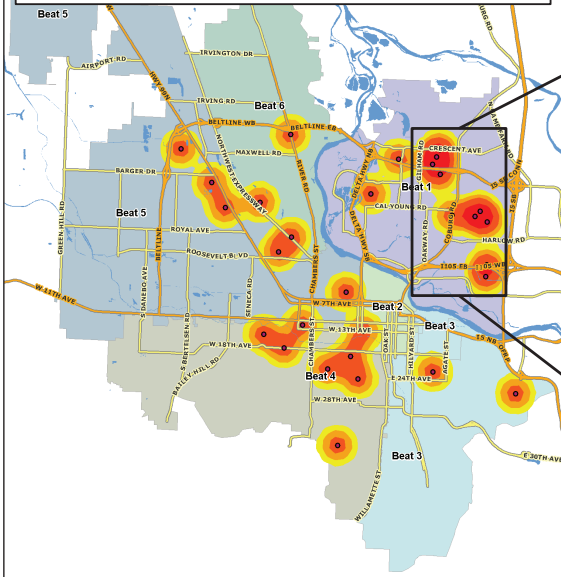
ATTACHMENTS

- A. Map of calls for service, 2014 and 2015

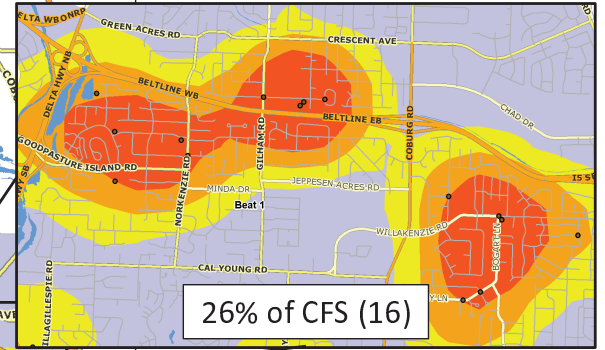
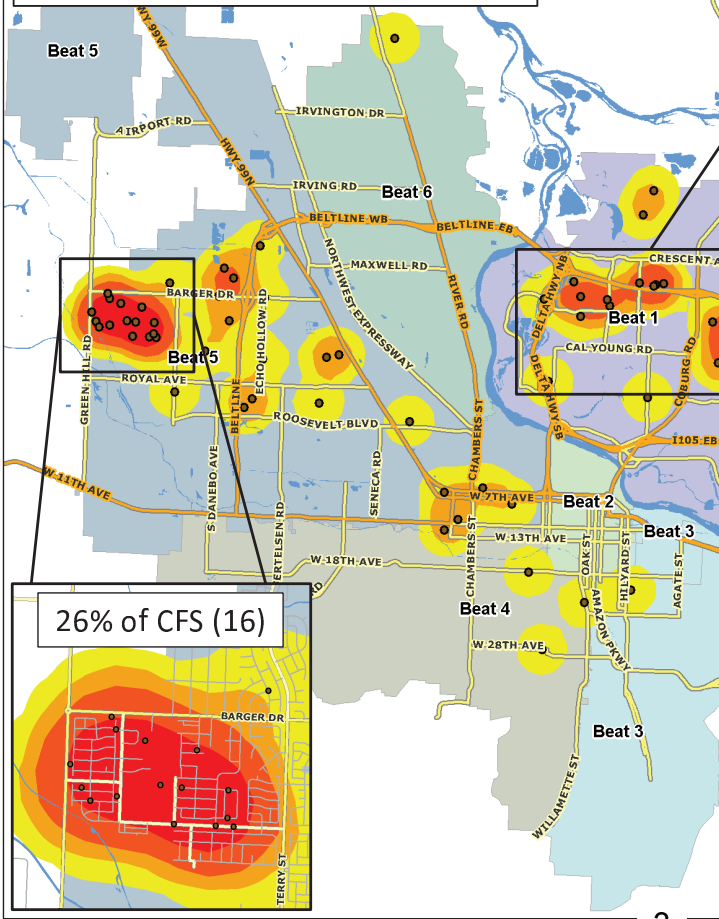
FOR MORE INFORMATION

Staff Contact: Lt. Scott Fellman
Telephone: 541-682-5114
Staff E-Mail: scott.r.fellman@ci.eugene.or.us

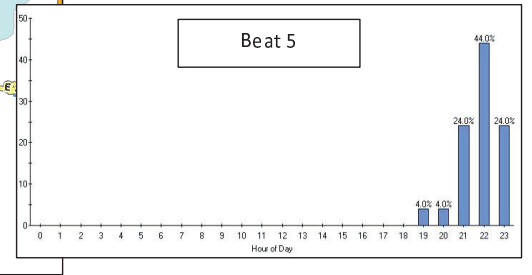
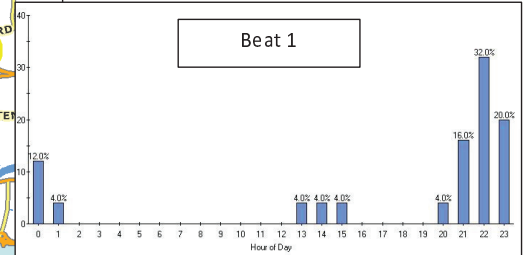
July 3rd, 2014: Fireworks-related CFS

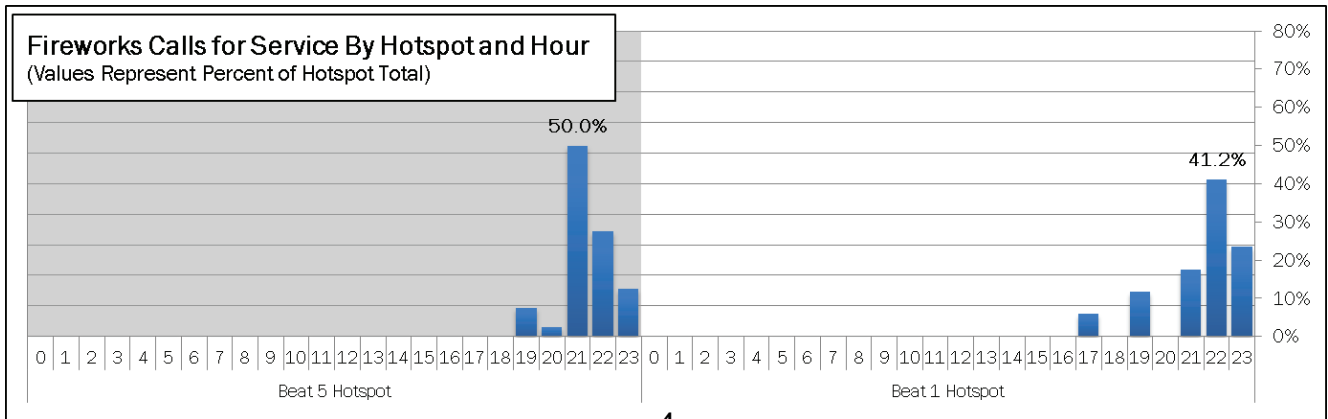
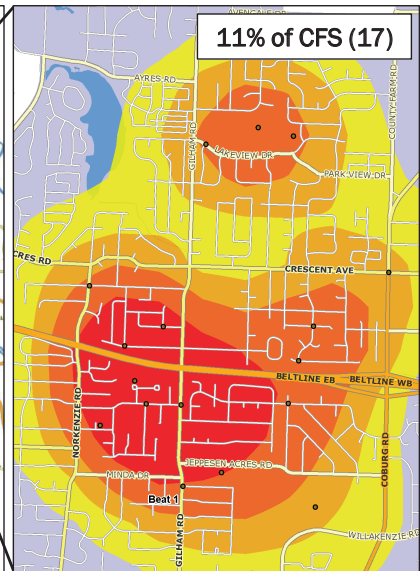
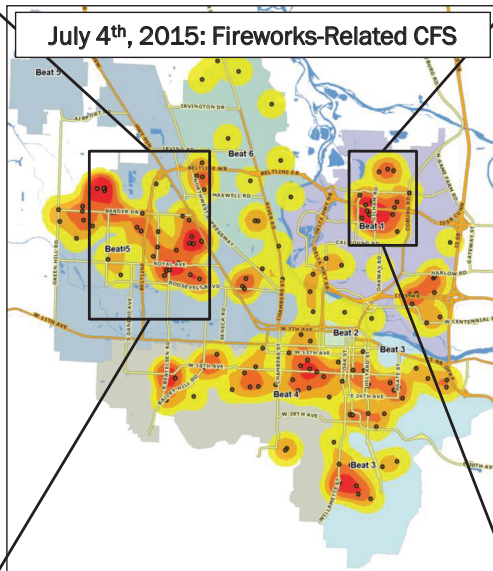
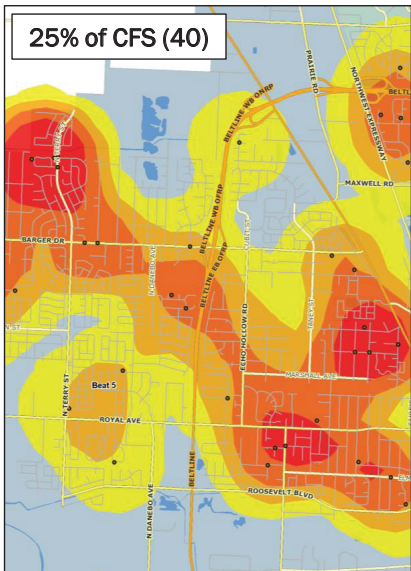
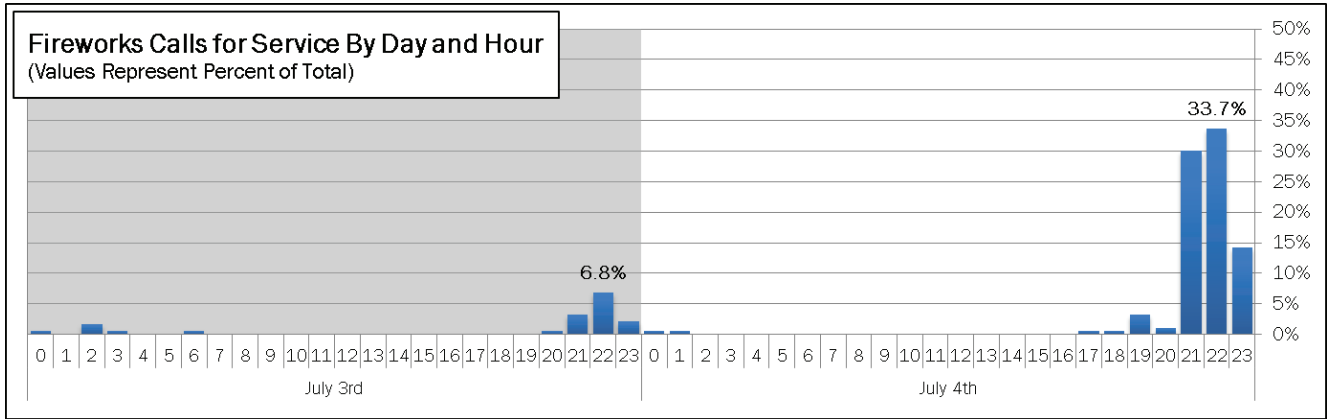
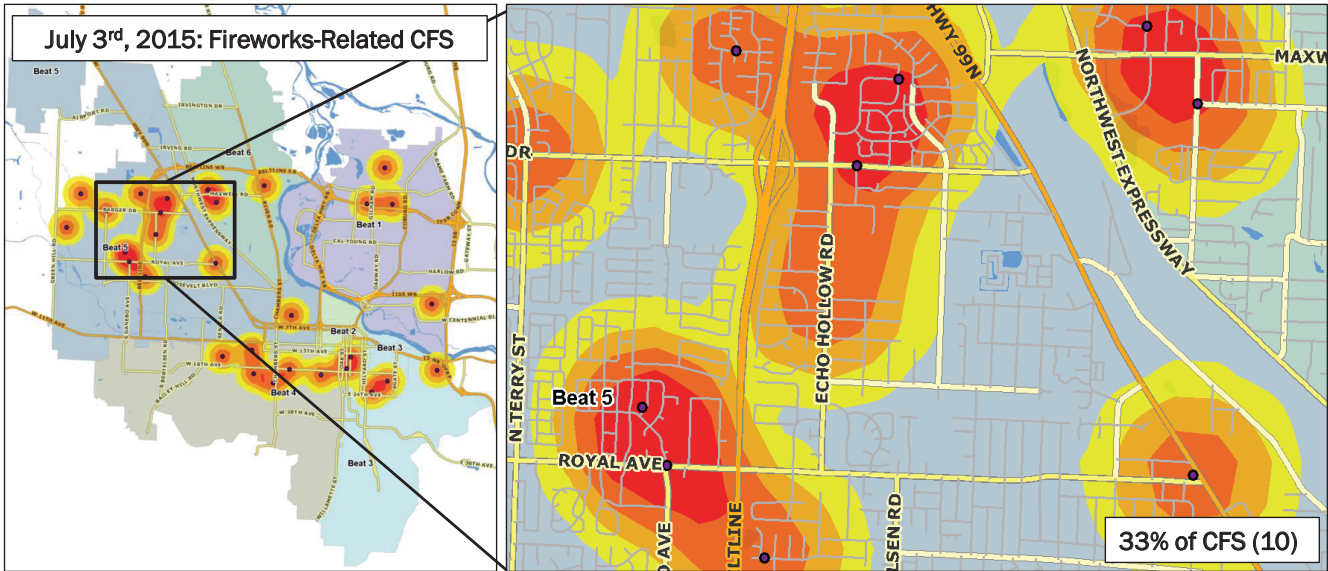


July 4th, 2014: Fireworks-related CFS



26% of CFS (16)





EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Eugene Bike Share

Meeting Date: October 14, 2015

Department: Public Works

www.eugene-or.gov

Agenda Item Number: B

Staff Contact: Reed Dunbar

Contact Telephone Number: 541-682-5727

ISSUE STATEMENT

Modern bike share is a convenient way to encourage point-to-point human-powered transportation in cities. No longer about free bikes placed throughout a city, modern bike share systems are reliable, safe, convenient and integral parts of urban mobility strategies. In Eugene, bike share will improve first-mile/last-mile connectivity with Lane Transit District (LTD) buses, will reduce congestion on the most popular EmX routes, and complement environmental sustainability goals in addition to appealing to a wide cross section of the community.

Bike share systems are not free, however. There are substantial costs involved in developing and launching a successful bike share system and public subsidy is generally a component of bike share delivery. Bike share systems require proper management to be successful, and rely on the commitment of public agencies to ensure longevity. Fortunately, community support for bike share is high, and agency partners such as the University of Oregon and LTD are along for the ride.

RELATED CITY POLICIES

Ordinance 20540 (Climate Recovery Ordinance) was established to achieve the goal of reducing fossil fuel use by 50 percent by 2030, compared to 2010 usage. Emerging City plans, including the Transportation Systems Plan and Envision Eugene, call for greater utilization of non-car transportation modes to complement compact development, mixed-use neighborhoods, and complete streets suitable for safe travel using a variety of transportation modes.

BACKGROUND

The City of Eugene is a gold-level bicycle friendly community and has a robust bicycling network and culture. Bike share has been identified as an ideal transportation option for Eugene based on its climate, the close proximity of unique destinations near downtown, and the desire for increased integration with transit and, more specifically, the region's bus rapid transit system (EmX).

A modern bike share system includes a bicycle which is generally three-speeds, includes full-time front- and rear-running lights, a basket for carrying items, and adjustable seat posts to fit people 5'- 6'4" in height. The bikes are locked to a "station" that enables users to reliably locate the bikes at a particular

site, and some form of transaction capability that is either located at a kiosk at the bike station, or is on the bike itself. Users can choose from a variety of membership types including hourly, daily, monthly, annual, or fixed-price fees. Software is used to track bikes, monitor operational needs, and adjust system performance over time. The bikes and stations contain space for leasing advertisements or displaying sponsorship logos.

The City of Eugene, in partnership with the UO and LTD, has recently completed a feasibility study and a valuation process to assess sponsorship opportunities. The City was awarded \$909,066 from the State of Oregon to develop the system; accepting this grant includes a 20-year commitment to maintaining a bike share system by the City. Including local grant match and a contribution from the UO, there is roughly \$1.2M available to launch the Eugene Bike Share system.

System Evaluation

In 2013, the City of Eugene and LTD solicited a feasibility study of bike share for Eugene using regional STP-U money. A national firm specializing in bike share (Toole Design Group) was selected to prepare the analysis. It included a look at the benefits of bike share, and analysis of comparable cities that have bike share, the development of system goals, stakeholder and public outreach, and a system plan. In addition, the plan evaluated business models, generated a financial pro-forma, and concluded with an implementation plan. A summary of the *Eugene Bike Share Feasibility Study* findings include:

- Bike share provides a variety of benefits for economic development, environmental preservation, and improved health outcomes;
- Comparable communities go about establishing bike share systems in different ways, but the involvement of a non-profit is common;
- A community process revealed that the overall system goal for the City of Eugene should be “Personal Mobility” so that use of the system is easy, convenient, and complementary to other modes such as transit and walking;
- A GIS analysis in tandem with a community-sourced wikimap were used to generate a “heat map” of geographies with the potential for high bike share use;
- A Eugene bike share system phasing plan was developed which divides build-out into five phases;
- Anticipated bike share operating fundraising need is projected to be \$650K - \$1.7M over five years, this is the funding “gap” to be filled by sponsorship or public subsidy.

Most bike share systems require a subsidy of some type. The amount of subsidy varies by region, system size, and operating plan but can range from 0 to 80 percent of the operating cost. Toole Design Group forecasts a relatively low subsidy for the Eugene Bike Share system based on existing bicycle infrastructure, university presence, land use types, and proposed high density of stations. Still, the potential for an operating gap remains.

Bike share is a nascent technology in the US and operations models are still evolving. It should be noted that since the first modern bike share systems were launched just five years ago (c. 2010) the technologies and pricing schemes have evolved considerably. With this in mind, the agency partners decided to pursue a system valuation and sponsorship strategy to determine what the actual operations funding gap may be for Eugene Bike Share.

In 2015, LTD contracted with WME/IMG to develop a *Valuation & Sponsorship Strategy Report* to determine the value of Eugene Bike Share in the marketplace. This sponsorship revenue can be used to reduce or eliminate the projected operations gap. The analysis included benchmarking existing bike share systems, determining the appropriate sponsorship structure (Title Sponsor, Station Sponsors, etc.), and determining a value for the overall system. Recommendations include:

- Pursue a title sponsor;
- Do not pursue station-naming rights (too much marketing time spent on relatively small revenue source);
- Estimated marketplace price of Eugene Bike Share (title sponsor): \$1M-\$1.5M over five years.

Next Steps

The City of Eugene in coordination with LTD and the UO has begun to assemble a request for proposals for soliciting a bike share equipment provider. These same agency partners are also interested in forming, or contracting with, a community non-profit to manage the bike share system. The desire to seek sponsorship has also been expressed by all partners so contracting with a marketing firm (which works on commission) is likely.

The UO student government (ASUO) earmarked ~\$200K for a campus bike share in 2013. After vendor selection some contracting issues ensued that prevented system launch. As a result of delays and the desire for interoperability with a larger bike share system, the UO has signed over the remaining \$193K to the City of Eugene for development of a city system that includes at least four bike share stations on the UO campus. City staff are currently pursuing agreements with both LTD and the UO for system operations commitments.

Anticipated system launch is some time in 2017, depending on the procurement of sponsorship, equipment availability, and contracting requirements.

COUNCIL OPTIONS

No council action or recommendations are suggested.

CITY MANAGER'S RECOMMENDATION AND SUGGESTED MOTION

No council action or motions are suggested. This item is informational only.

ATTACHMENTS

None.

FOR MORE INFORMATION

Staff Contact: Reed Dunbar
 Telephone: 541-682-5727
 Staff E-Mail: reed.c.dunbar@ci.eugene.or.us

Item B.

Website: www.eugene-or.gov/bikeshare

Eugene Bike Share



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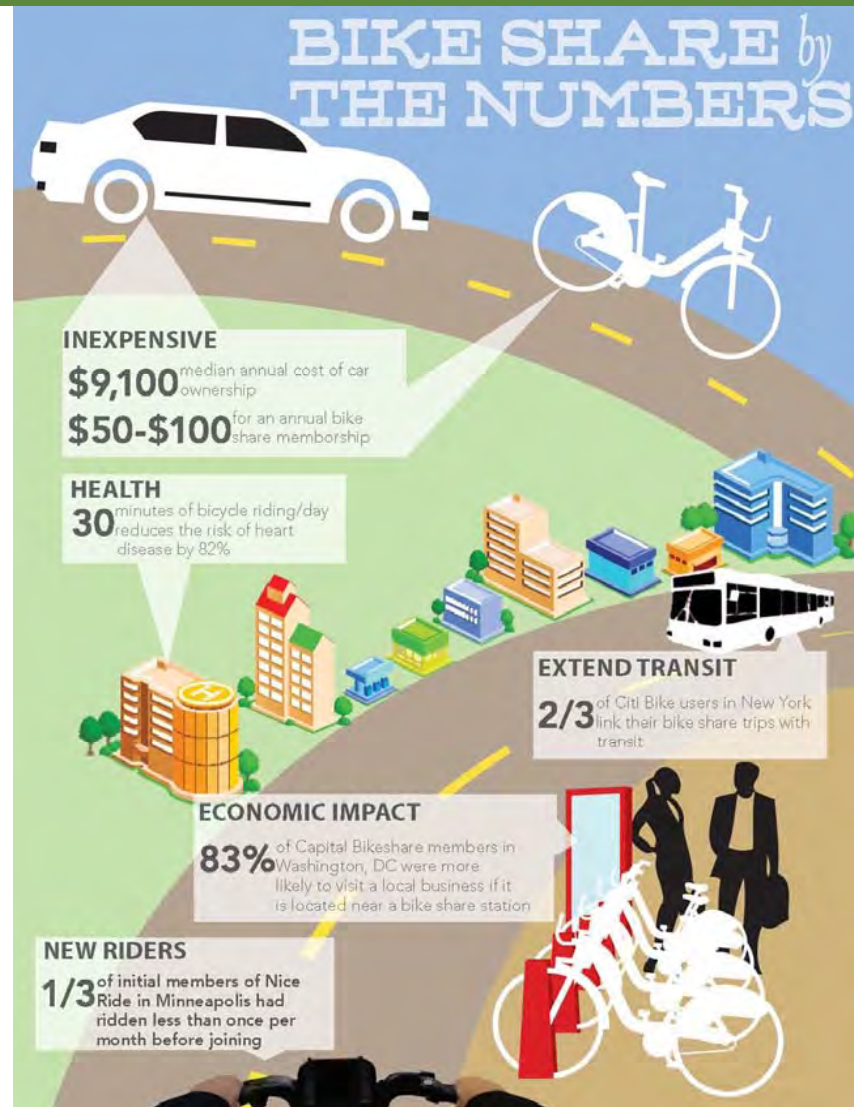
Agenda

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



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



Elements of "Smart Dock" System

Advertising /
information
panel



Dock



N. Park @
Memorial Union

Automated
kiosk



RFID card

Bicycle



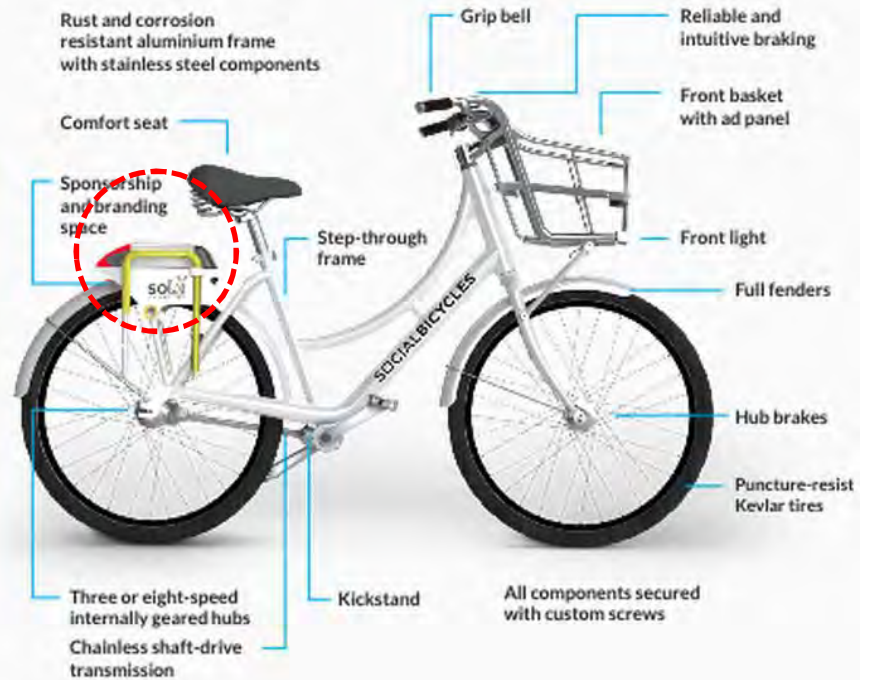
Station



-16-

Elements of "Smart Bike" System

-17-

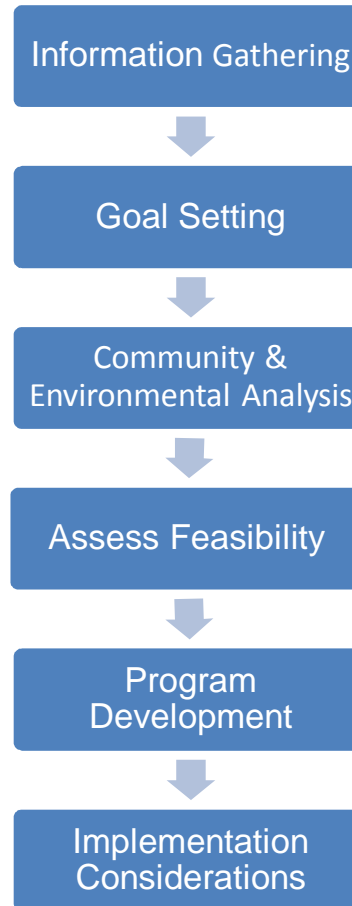


Why Conduct Feasibility Study?

- 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



Organization Structure

Non-profit Organization

Advantages

Maximum fundraising diversity

Community-oriented mission of non-profit aligns with many of the goals of bike sharing

Transfers risk and financial responsibility

Maintains transparency through agency representation on the Board of Directors

Able to span jurisdictional boundaries

Profits are reinvested into the system

Operating cost efficiencies

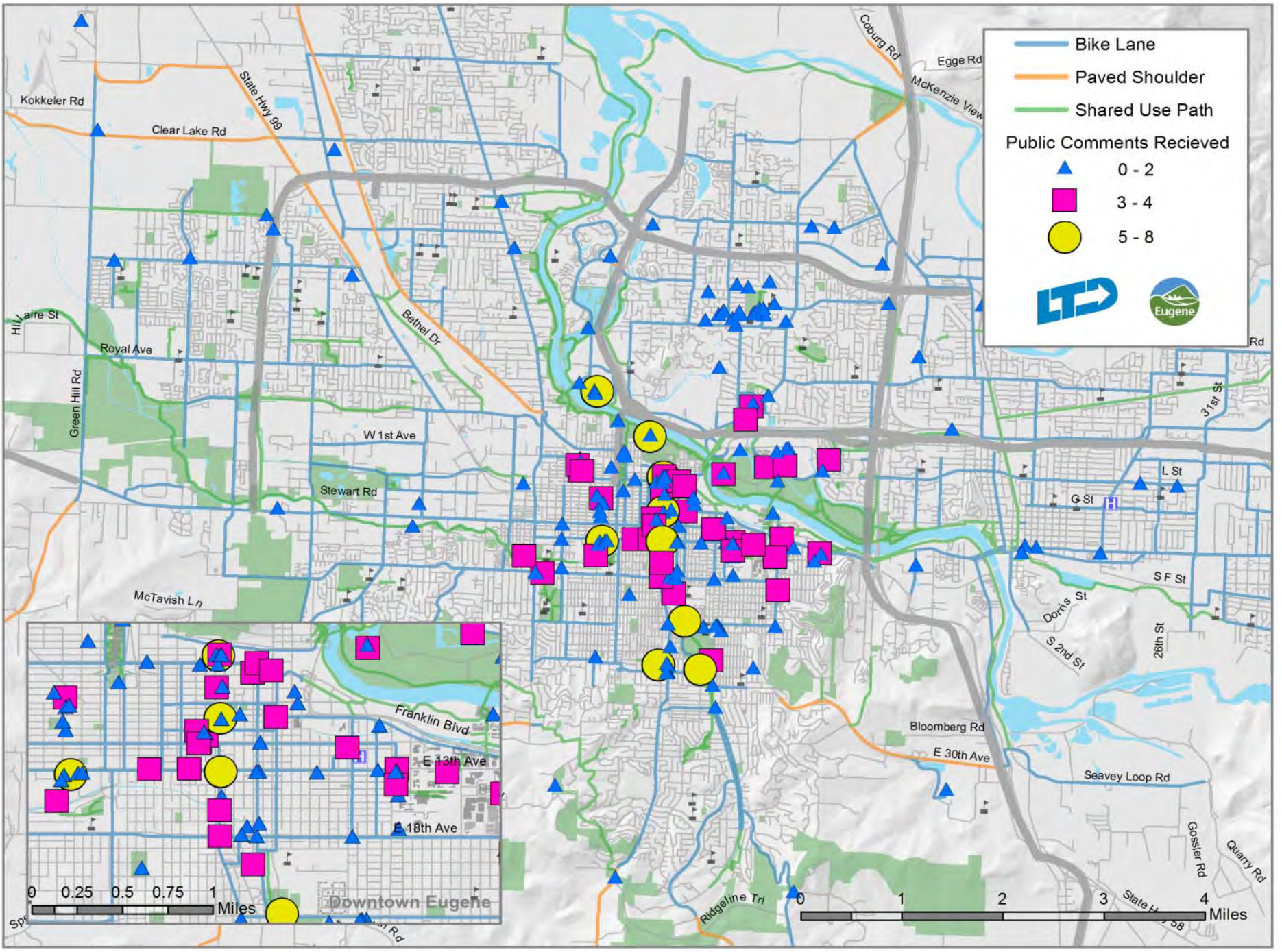
Disadvantages

Financial and operating performance are not the only priorities

Skills and experience will need to be learned over time

Typically there are no (or limited) performance standards for operations

Can be a long timeframe for NPO creation and capacity building



Demand Analysis

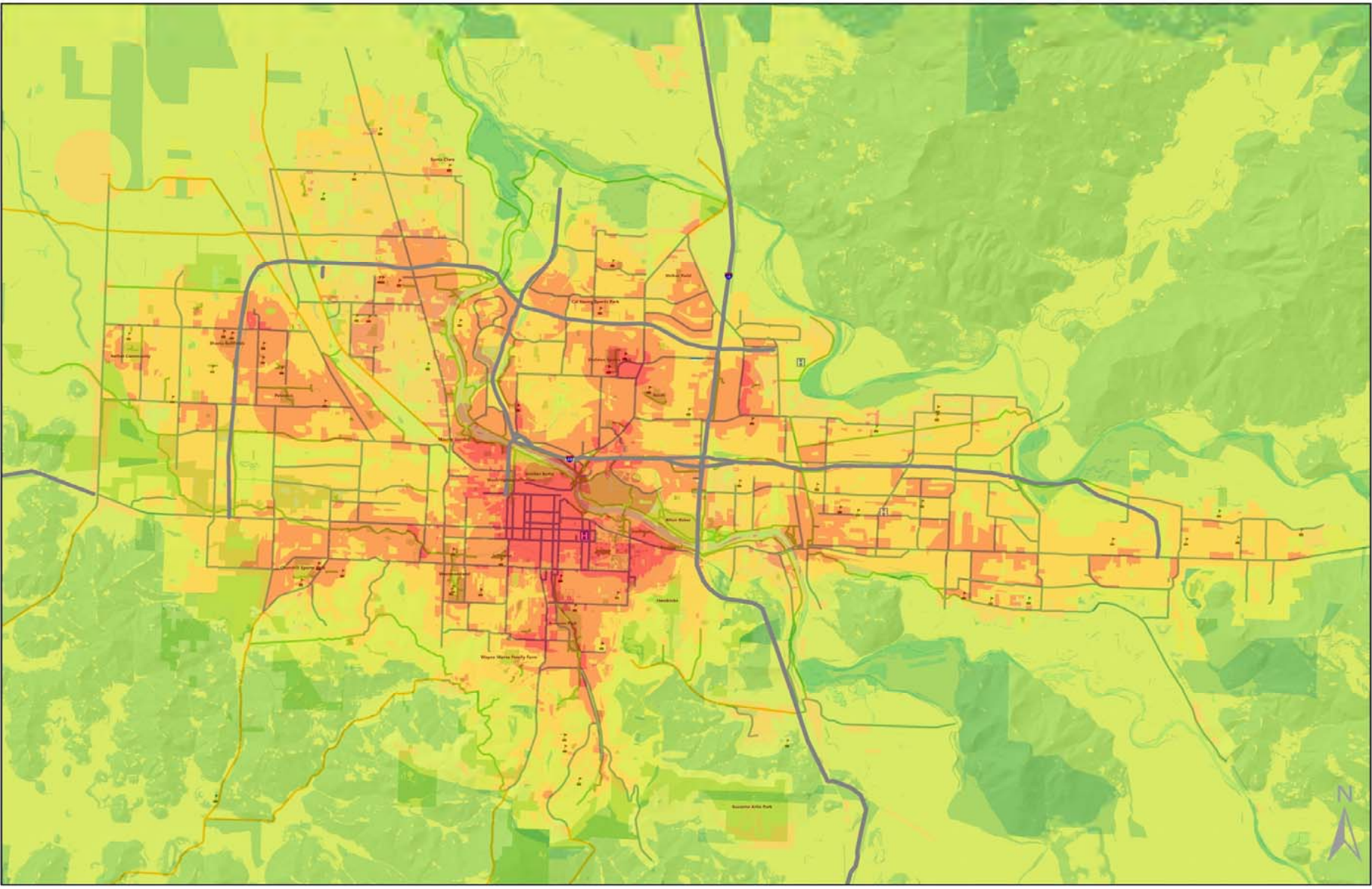
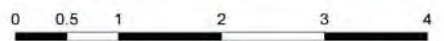
| Variable | Points | Methodology |
|-----------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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:

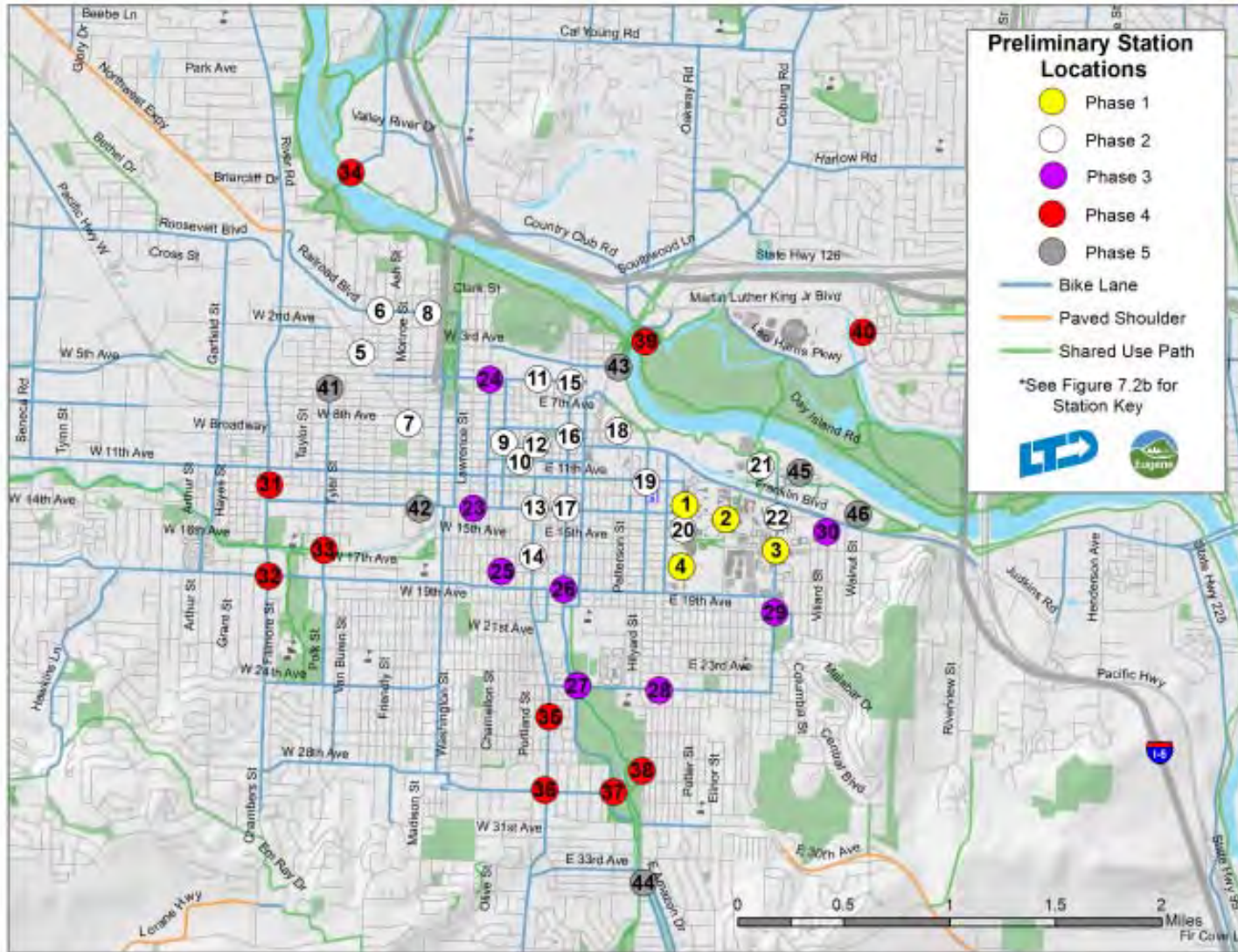
Bike Share Demand
 Low High

Legend

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



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

Reed Dunbar, City of Eugene: reed.c.dunbar@ci.eugene.or.us



