

City Of Philadelphia

Mayor's Office of
Transportation and Utilities



*Request for Statement of Interest
(RFI) to Host and/or Sponsor
Bike Sharing Station(s) in
Philadelphia*

8/22/2013

Response Due by October 7, 2013

Introduction

The City of Philadelphia is seeking expressions of interest from property owners, businesses and institutions in Philadelphia to host and/or sponsor locations for the City's upcoming bike sharing system. The purpose of this request is to identify partnership opportunities to facilitate the deployment of a new means of affordable and convenient public transportation. Beginning in the autumn of 2014 Philadelphia will join other leading cities, including Washington, Boston, Chicago, New York, Denver, Toronto, Montreal, London and Paris, in deploying a bike sharing system that will provide convenient, on-demand access to bicycles for short distance trips for its citizens and visitors. Bike sharing will be an affordable, healthy, safe, and environmentally sustainable addition to Philadelphia's transportation options.

Implementing a top-quality system will boost the City's transportation network and further advance Philadelphia's position as a city of choice. Mayor Nutter has committed \$3 million of the City's capital budget as the seed for bringing a world class bike share system to Philadelphia in 2014. The program is expected to cost between \$10-15 million which will be raised from State and Federal grants as well as private sponsors. In Philadelphia, a system of 150 to 200 bike share stations and 1,500 to 2,000 bikes will serve an area that stretches from the Delaware River into West Philadelphia, from the Navy Yard through Center City to beyond Temple University's main campus in North Philadelphia. The system is projected to generate nearly two million trips per year by residents, commuters, students and visitors. Studies in peer systems have shown that bike sharing has benefits for hosts of the Stations as well as the riders. Bike share helps connect residents, commuters and visitors to more of Philadelphia's businesses, institutions and attractions. Bike share will be another incentive to choose Philadelphia as a place to live, to work and enjoy. It can also provide a healthy transportation alternative to a diverse group of City residents. Businesses and property owners who recognize the advantages of being linked directly to this new system at their locations are urged to respond to this request to assure their position in the fastest growing form of transportation in the country. The City recognizes that different entities will have varied interests and abilities to participate. We are looking for partners at several levels.

- **Station sponsors:** Businesses, property owners and institutions who would like to assure their participation in bike sharing from the outset are invited to become Station Sponsors. Sponsors will be at the top of the list for location siting, given the opportunity to host one or more stations at or near their location, and given the opportunity to underwrite their station(s)
- **Station hosts:** Property owners willing to locate bike sharing stations on or near their property will be among the first round of sites considered for the system launch. Bike share stations require a minimum space of approximately 7 feet by 35 feet. (235 sq. ft.)

The bike share system will be managed by an independent private service company that will be responsible for operating the system and insuring that the City and any entities that serve as sponsors or hosts a professional world class system. Hosts and sponsors will be indemnified from liability by the system operator. Below you will find additional information about the planned system and how to become involved. If you have any further questions, do not hesitate to contact Aaron Ritz at (215) 686-9000 or aaron.ritz@phila.gov.

Information Requested

The City of Philadelphia requests letters of interest from businesses, property owners and institutions who are interested in either sponsoring a bike sharing station or hosting a station at their location.

This letter of interest will be used for planning purposes only. It does not commit the City of Philadelphia or interested businesses, property owners and institutions to any further obligations.

Letters of Interest for Station Hosts

Station hosts will be considered for participation in the first round of bike share implementation, scheduled for late summer 2014. Interested parties should provide a letter on appropriate company/institutional letterhead indicating an interest in hosting a bike sharing station. The letter of interest should include the following information:

- Indicate specific proposed sites on private property
- If no space exists on private property, identify alternate locations
- Include name and contact information for a facilities manager or equivalent to assist in location planning

Letters of Interest for Station Sponsors

Businesses, property owners or institutions interested in becoming station sponsors by possibly underwriting the purchase and installation of a bike sharing station or stations at their location should provide a letter on appropriate company/institutional letterhead indicating an interest in sponsoring a bike sharing station. The letter of interest should include the following information:

- Indicate specific proposed sites on private property
- If no space exists on private property, identify alternate location
- Include name and contact information for sponsorship contact/ agent to participate in underwriting discussions
- Include name and contact information for a facilities manager or equivalent to assist in location planning

About Bike Sharing

Bike sharing is an innovative public transportation program, providing system subscribers access to bicycles through self-service kiosk located around the community. The system is accessed through low-cost subscriptions ranging from a few dollars for one-day memberships to annual memberships that cost \$50 to \$100, generally less than the equivalent cost of maintaining a bicycle and less than riding other public transportation.

Bike share is ideal for short distance point-to-point trips providing subscribers access to bicycles at any self-serve bike station to use and return to any of the bike stations within the system's service area.

Most existing systems allow subscribers to make as many trips as often as they like without additional charge provided they return the bicycles to a system station within 30 to 60 minutes initial period. The fare structure for Philadelphia's bike sharing system is not yet established, but will be comparable to other peer systems with daily passes much less than \$10 and weekly and monthly options available. Fares will be set up to encourage use for short to mid-distance trips and to discourage users from holding onto the bicycles for a long time and when they are not being used. In cities across the US, bike sharing systems have proven very popular with residents and visitors alike as a convenient, affordable, easy to use transportation option that can make getting around town fun and enjoyable.

Bike share stations vary in size depending on the number of bike docks at each. Stations as small as 6 docks and as large as 60 docks can be found in various systems around the country. Stations are located throughout the city at intervals between 1 block and a quarter mile to create convenient origins and destinations for riders. Since Bike share is oriented to short-term, point-to-point use, most US operators record the average ride at 15 to 20 minutes and between one to three miles in distance. The bicycle can be returned to any number of self-serve bike sharing stations, including the original check out location. Generally, the bicycles are one style and easy to operate for both men and woman with simple components and adjustable seats. The rental transaction is fully automated and there is no need for on-site staff. Bike sharing is a relatively inexpensive and quick way to increase transportation access to many locations compared to other transportation modes. Bike share systems can be a flexible part of the transportation network, as stations can be installed and open for business in a matter of months.

Bike sharing programs have the potential to fill the need for trips that are too far to walk and are difficult to access by transit or car. Better connectivity is good for both riders and businesses. In a study conducted of the Minneapolis bike sharing system in 2013, bike sharing stations were associated in a significant positive impact on many types of retail. This correlates with a similar study of bike infrastructure in New York City which showed that improving bike access to certain corridors correlated with 40% faster business growth than the city average.

Additionally, bike sharing has been seen to:

- Increase connectivity of a location with other nearby destinations
- Increase physical activity among bike share users
- Increase economic activity around bike share stations
- Reduce reliance on the private automobile
- Extend the reach of transit by providing a first- and last-mile transportation solution
- Increase access to transit, particularly regional rail
- Encourage and promote bicycling as a viable transportation mode

Overview of Philadelphia’s Proposed System

Goals and Objectives

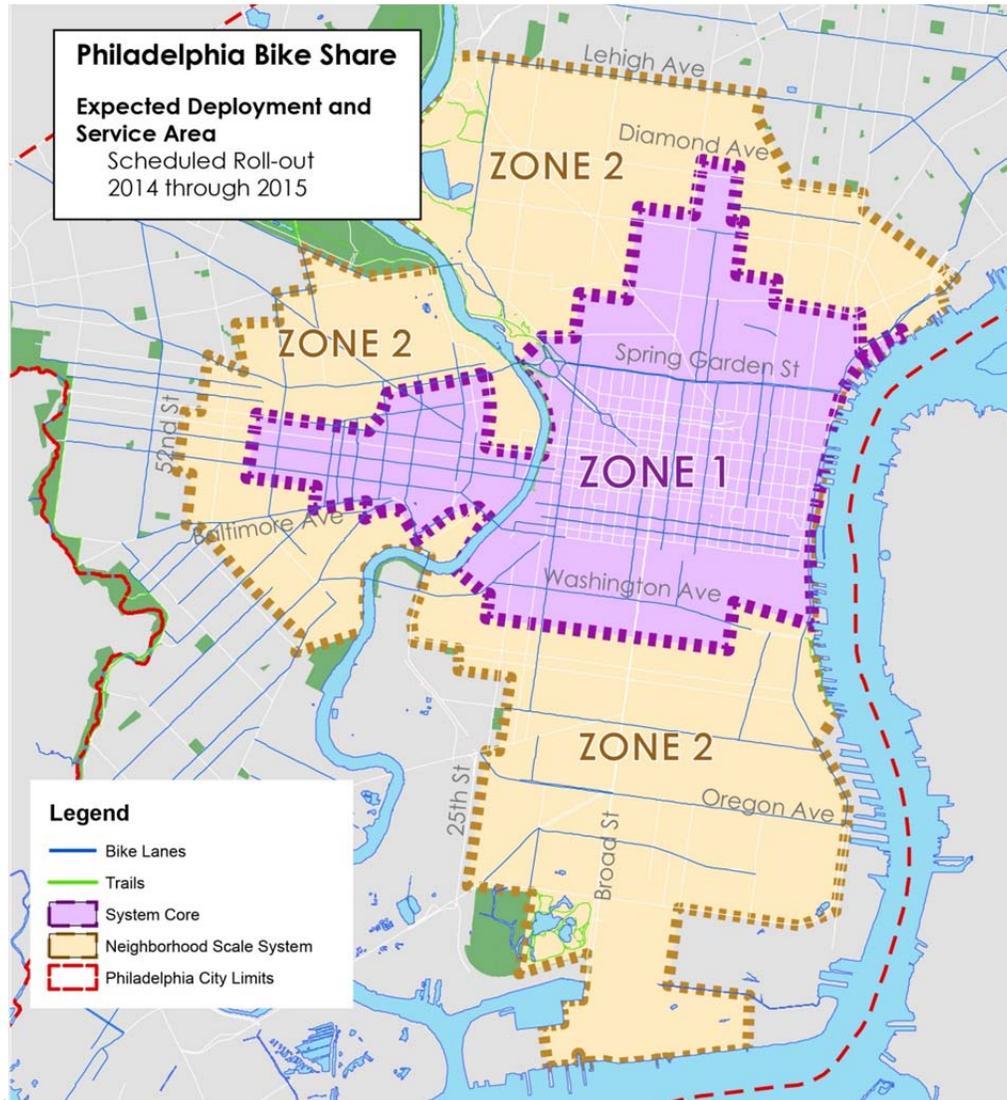
The following goals and objectives were established by the Working Group for the Philadelphia Bike Share system.

THEME	GOALS & OBJECTIVES
Personal Mobility	<p>Increase personal mobility in Philadelphia, providing people with better access to destinations throughout the City.</p> <ol style="list-style-type: none"> 1. Maximize the number of destinations one can reach, providing enhanced connectivity to places that otherwise would be difficult to access. 2. Integrate bike share as an extension of Philadelphia’s public transit network. 3. Ensure that bike share is cost competitive for users as compared to other modes.
Livability & Economic Competitiveness	<p>Develop an innovative transportation system that improves Philadelphia’s livability and economic competitiveness.</p> <ol style="list-style-type: none"> 1. Attract and retain talent for the City’s employers and raise the attractiveness of Philadelphia for business investment and tourism. 2. Reduce the environmental impact of transportation and help Philadelphia achieve its goal of being the “greenest city in America.” 3. Develop a system that serves users in minority and low-income communities and improves their access to key destinations, such as jobs and recreation.
Health & Safety	<p>Provide Philadelphians a safe mode of transportation that promotes active and healthy living.</p> <ol style="list-style-type: none"> 1. Foster an active lifestyle by diverting a greater share of trips to bicycling. 2. Support other City health objectives such as improved access to fresh foods and access to green space. 3. Promote a culture of safety among bike share system users.
Finances & Transparency	<p>Create a system that is financially sustainable, transparently operated, and accountable to the public.</p> <ol style="list-style-type: none"> 1. Cover all operating expenses without assistance from the City by utilizing a wide range of private, state and federal funding sources. 2. Plan for and ensure sustainable capital funding for system growth and ongoing equipment replacement. 3. Clearly communicate program performance and effectiveness to stakeholders and the public.

Performance measures were established based on these goals and objectives and are included in the full Philadelphia Bike Share Strategic Business Plan.

Service Area

The service area recommendations reflect a refinement of the boundaries first provided in the 2010 *Philadelphia Bikeshare Concept Study*. The service area has been broken into two phases as shown in the map below. The targeted average station density recommended is 13.3 stations per square mile in Zone 1 and 5.27 stations per square mile in Zone 2



Proposed New Service Area	Stations	Bicycles	Station Density	
Zone 1	8.28 Sq. Mi.	110	1,150	13.28
Zone 2	16.21 Sq. Mi.	80	680	4.93
Total	24.49 Sq. Mi.	185	1,830	7.55

Bike Share Stations

Bike sharing stations are generally solar powered, but some shaded or sheltered locations will require tie-in to a building's electrical system. This is a great underwriting opportunity. Stations are modular and easily relocated or expanded once installed. Philadelphia's bike sharing system will be available 12 months of the year, 24/7. Station size will vary considerably throughout the system, but on average will contain 10 bicycles and have docks to hold 20 bicycles total. This will vary based on site constraints and local demand. Configurations will be flexible, but the physical footprint for a 10 bicycle, 20 dock station is approximately 7 feet by 35 feet. Cost is dependent on size, and will be established during the City's upcoming bid for equipment and operations. Peer system capital infrastructure costs have ranged between \$55,000 and \$75,000 per station



Bike Sharing Station in Houston, TX

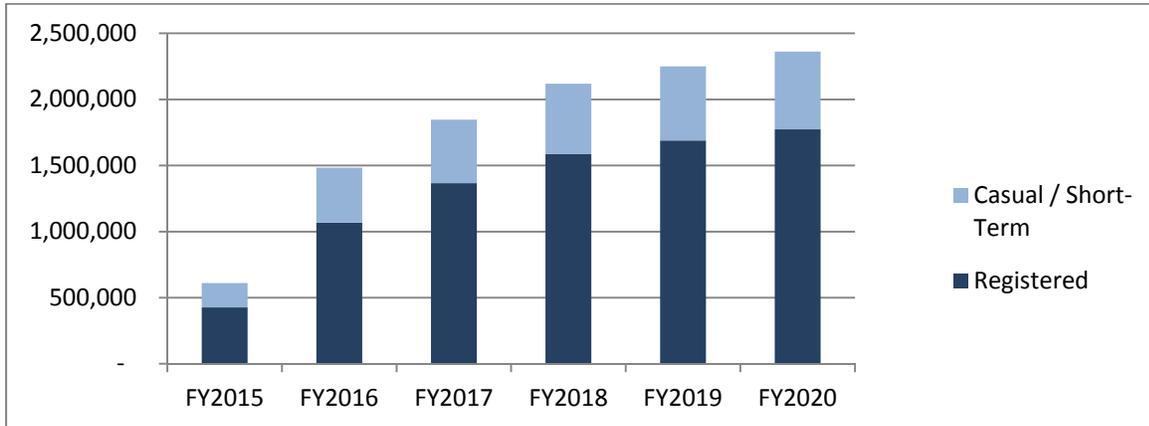


Bike Sharing Station in Chicago, IL

Anticipated Ridership

Ridership was estimated by phase based on existing trip rates per bike in peer North American cities. Over the first six years of operations, annual ridership is projected to grow from around 500,000 trips to nearly 2.5 million trips.

Projected Annual Ridership by User Type



*The City's fiscal year calendar runs July 1 through June 30th. For example FY2014 is July 1, 2013 to June 30, 2014.

Deployment Plan

The Philadelphia bike share system is planned to begin station installation in summer of 2014 and will launch in late summer/early fall of that year with a minimum of 50 stations. The deployment will require the site planning, permitting, purchase and installation of stations, bicycles (at a rate of one bicycle per every two docks), and extra parts. The City of Philadelphia anticipates that contributions made by proactive businesses, property owners and community members will shape the success of bike sharing stations throughout the network.