



City Council Report

Date: October 19, 2015
To: City Council
Through: Natalie Lewis, Deputy City Manager
From: Niel Curley, Special Projects Manager
Subject: GR:D Regional Bike Share (Districts 1, 3 and 4)

Strategic Initiatives



Purpose and Recommendation

Council is requested to approve a term contract for the regional GR:D bike share system in Mesa. The Transportation Department, the City Manager's Office and Purchasing recommends authorizing a five-year contract, using the cooperative agreement conducted with the City of Phoenix, with CycleHop, LLC for up to \$250,000 to operate a bike share system in Mesa.

Background / Discussion

Based on community feedback and Council direction, City staff pursued a regional bike share program for Mesa that includes the cities of Phoenix and Tempe. The goal is to create a unified, bike share program that is consistent throughout the region for easy access and use by the broader community. In addition and as a pilot program, Mesa is pursuing membership sponsorships with Mesa non-profits Save the Family and a New Leaf to grant bike share access to their clients. The non-profit organizations monitor the use/return of the bicycles while offering another tool for their clients to access public transit, and gain access to jobs and needed services. In addition, the contract allows for expansion of the system through station sponsorship by for-profit businesses or entities that want a hub located near their facilities.

During the first year of the contract, CycleHop will establish a GPS-tracked bike share network that will include up to 100 bicycles and 10 hub stations with payment kiosks throughout Downtown Mesa, at the light rail stations and potentially to expand over time as the use increases to have locations within approximately three miles of light rail and bus service. A map of the first ten proposed hubs is attached. The tentative timeline for GR:D bike share to be open to the public in Mesa will be during the spring of 2016. Access to the bicycle network may be obtained by making a reservation via an on-site kiosk, online through the GR:D website, or through any personal mobile device. With a purchased membership bike share use will be free for the first hour and then \$4 for each additional half-hour period. CycleHop will also

offer discounted annual memberships to students. Additionally, CycleHop may sell advertising/sponsorship space on the bikes and bike stations subject to the City's standards and approval.

The City of Phoenix, as the lead agency, awarded this contract to CycleHop, LLC on June 5, 2013. Mesa participated in the development of the Request for Proposal responses as well as Tempe, Valley Metro Rail, ASU and Maricopa County. Phoenix began implementing bike share in Downtown Phoenix in late 2014 and has plans to expand their system. Phoenix's system began with 200 bikes and has expanded since inception to now include 350 bikes with plans to expand to 500 bikes in the early part of 2016. Currently, Phoenix has over 6,000 active GR:D members. Tempe is working with CycleHop to establish a bike share system soon after Mesa's implementation.

Funds will be for the purchase of bicycles and all equipment, in addition to services related for implementation of the bike share system. The program will be evaluated and may be expanded in future years. Future year's expenditures would be included on an as needed basis in annual budget reviews and as approved by Council. In accordance with the Phoenix agreement, the initial contract term will be five-years with an option to renew for an additional five-year period subject to future Council consideration.

Alternatives

Council may choose not to authorize the purchase or to delay the purchase and its implementation. If the City chooses not to pursue the purchase but wants to participate in bike share, a request for proposals would be pursued for a stand-alone system in Mesa.

Fiscal Impact

Funds for this purpose are available in the Transportation FY15/16 approved budget and include the purchase of all bike share equipment for a 100 bike, 10 hub system. Future year's expenditures would be included on an as needed basis in annual budget requests and as approved by Council.

Coordinated With

The cities of Phoenix and Tempe, and Mesa's Transportation Department, the City Manager's Office, and Purchasing.