



**BOARD OF COUNTY
COMMISSIONERS**



TOWN COUNCIL

JOINT INFORMATION MEETING AGENDA DOCUMENTATION

PREPARATION DATE: November 9, 2016

MEETING DATE: November 14, 2016

SUBMITTING DEPARTMENT: Town Public Works/START

DEPARTMENT DIRECTOR: Larry Pardee, Darren Brugmann

PRESENTER: Larry Pardee, Darren Brugmann

SUBJECT: Town of Jackson Bikeshare Update – Equipment RFP Responses

STATEMENT/PURPOSE

Provide the Town Council and County Commission with an update on the Bikeshare program implementation: including RFP process for Bike Share equipment and selection of BCycle as vendor.

BACKGROUND/ALTERNATIVES

The Town of Jackson plans to launch a public Bikeshare program based in downtown Jackson in 2017. Background work, including a 2011 feasibility study and a demonstration project by Friends of Pathways and the Town of Jackson in 2015 has determined that a “free-range” system of 50 bikes and 75 docking points is the recommended starting fleet size. The Town of Jackson has lined up \$142,500 in capital funds in the FY17 budget to cover the cost of bicycles, docks, software, and implementation fees.

In September 2016, the Town entered into a MOU with Friends of Pathway (FOP) to be Administrator during this start-up process timeframe. The Town has issued a Request for Proposals (RFP) for procuring public bikesharing equipment, software, and related data services. A proposal selection committee consisting of Larry Pardee (Town Public Works Director), Darren Brugmann (START Director), Brian Schilling (Pathways Coordinator), Jack Koehler (Friends of Pathways), Michael Palazzolo (Town IT Director), and Kelly Thompson (Town Finance Director) reviewed the proposals from the two responsive vendors: BCycle and Social Bicycles.

The evaluation team conducted phone interviews with each vendor. The committee is unanimous in its recommendation to select BCycle to provide the Bikeshare equipment, citing lower long-term operating costs, superior hardware and equipment, and superior integration with local transit services and billing operations. BCycle is headquartered in Waterloo, Wisconsin and is now fully owned by Trek Bicycle Corporation. Trek, the largest manufacturer of high quality bicycles in the United States, is a company that has built an international reputation for best-in-class products.

BCycle’s current list of existing programs is as follows:

Los Angeles, CA	07/07/16 1000 bikes/80 stations
Columbus, IN	05/21/16 78 bikes/8 stations
Clarksville, TN	01/05/16 20 bikes/2 stations
McAllen, TX	09/19/15 70 bikes/8 stations
El Paso, TX	08/25/15 80 bikes/8 stations
Dayton, OH	05/05/15 225 bikes/24 stations

Philadelphia, PA	04/21/15 1000 bikes/100 stations
Fargo, ND	03/13/15 100 bikes/11 stations
Ann Arbor, MI	09/25/14 125 bikes/14 stations
Cincinnati, OH	09/15/14 385 bikes/50 stations
Milwaukee, WI	08/06/14 400 bikes/40 stations
Rapid City, SD	07/30/14 10 bikes/2 stations
Indianapolis, IN	04/22/14 250 bikes/27 stations
Columbia County, GA	03/03/14 7 bikes/1 station
Savannah, GA	01/24/14 20 bikes/2 stations
Austin, TX	12/21/13 400 bikes/50 stations
Santiago, Chile	10/25/13 2000 bikes/175 stations
Battle Creek, MI	08/22/13 13 bikes/3 stations
Fort Worth, TX	04/22/12 350 bikes/43 stations
Greenville, SC	04/09/13 35 bikes/8 stations
Salt Lake City, UT	04/08/13 350 bikes/33 stations
Nashville, TN	12/13/12 240 bikes/32 stations
Charlotte, NC	08/01/12 205 bikes/25 stations
Kansas City, MO	07/03/12 160 bikes/28 stations
Houston, TX	05/02/12 220 bikes/30 stations
Broward County, FL	12/14/11 275 bikes/21 stations
Spartanburg, SC	07/07/11 40 bikes/5 stations
Omaha, NE/Council Bluffs, IA	06/15/11 150 bikes/33 stations
Madison, WI	05/22/11 350 bikes/39 stations
Boulder, CO	05/20/11 280 bikes/40 stations
San Antonio, TX	03/26/11 460 bikes/57 stations
Des Moines, IA	09/08/10 70 bikes/11 stations
Denver, CO	04/22/10 680 bikes/88 stations

When comparing the cost proposals between the two vendors, BCycle's initial cost proposal had higher up-front capital costs (that exceeded the currently available capital funding by approximately \$8,000), but lower long-term operating costs than Social Mobility so that the total cost over five years of capital + operations was actually lower for BCycle. Staff have since followed up with BCycle and have identified significant reductions in the up-front capital costs. Staff have also started to explore additional funding for up-front capital expenses (both requested in the RFP and additional items not requested in RFP) through the Energy Conservation Works and Energy Mitigation Program.

ATTACHMENTS

None at this time. RFP and responses to RFP can be provided upon request.

FISCAL IMPACT

None at this time.

STAFF IMPACT

Minimal – Public Works and Transit Director time to finalize contract and related documents.

LEGAL REVIEW

Town Attorney has not been provided the necessary time to review contract and related documents by print time of this staff report.

RECOMMENDATION

No Recommendation at this time. Information provided as update at this time.

SUGGESTED MOTION

Town: None at this time.

County: None at this time.