

# YOUR PUBLIC BIKE SHARE

*Blue Bikes in  
Boston, Brookline, Cambridge, & Somerville*

# ABBREVIATED PROCESS

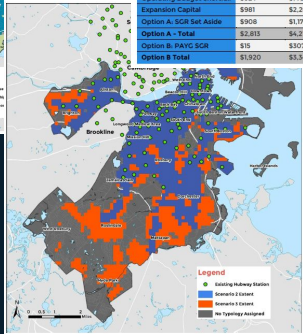
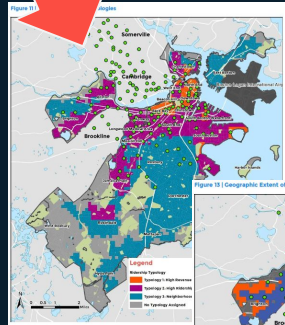
Request for Information  
Bicycle-Sharing Program

Responses Due: Fri, January 15, 2016

Metropolitan Area Planning Council

## Bicycle-Sharing Program

Request for Information (RFI)



GO BOSTON 2030  
Inspiring the Transportation Future  
Vision and Action Plan  
Mayor Martin J. Walsh  
Boston Transportation Department

Table 6 | Scenario Comparison Table (FY2018-FY2022)

	Scenario 1	Scenario 2	Scenario 3
Number of Stations by FY2022	181	270	270
Annual Station Mileage by FY2022	\$27,000	1,188,000	2,250,000
Operating Cost Recovery by FY2022	82%	87%	87%
5-Year Fundraising Needs			
Operating Deficit	-\$1,718,000	-\$1,873,000	-\$1,873,000
State of Good Repair**	\$4,824,000	\$6,334,000	\$6,334,000
New Capital	\$0	\$7.0	\$7.0
Total Fundraising Need	\$1,998,000	\$177.5	\$177.5

Table 10 | Fundraising Needs Between FY18 and FY22 (in \$1,000s)

	FY18	FY19	FY20	FY21	FY22
Operating Budget Shortfall	\$924	\$772	\$597	\$920	\$1,038
Expansion Capital	\$981	\$2,263	\$2,320	\$845	\$650
Option A: SCB Set Aside	\$908	\$1,178	\$1,449	\$1,545	\$1,617
Option A - Total	\$1,833	\$4,213	\$4,766	\$3,310	\$3,306
Option B: PAVC SCB	\$16	\$307	\$498	\$788	\$1,301
Option B - Total	\$1,820	\$3,342	\$3,810	\$2,554	\$2,990

HARVARD Kennedy School  
Government Performance Lab

## Shifting Gears: Using Results-Driven Contracting to Improve Metro-Boston's Bike Share Procurement

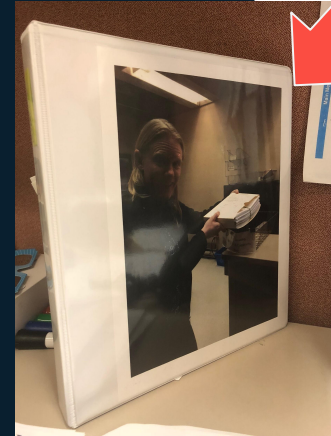
Daniel Munczek Edelman and ... Azemati

January 2017

Request for Proposals

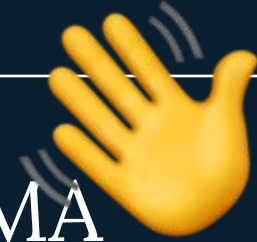
## Bicycle Share Fundraising, Operations, Marketing, and Equipment Services

Solicited by  
Metropolitan Area Planning Council  
the Cities of Boston, Cambridge, and Somerville,  
and the Town of Brookline



# HI BLUE BIKES!

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- New title sponsor, BCBS of MA
- Single largest investment in Boston-area bike share, ever
- Before end of 2019:
  - 100+ new stations systemwide
    - 70+ new stations in Boston
  - 300+ total stations, 3000+ total bikes

# KEY COMPONENTS OF THE SYSTEM

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*Bikes reliably available nearby:*

- Expansion into new neighborhoods, infill in others
- Complement MBTA service
- Improve reliability and ensure equitable distribution of bikes
- Safe, high-quality bikes

*Guarantee sustainability:*

- Financially-sound model for the long term
- Integrate innovation in contracted products
- Adaptable performance standards and contract requirements

# KEY COMPONENTS OF THE SYSTEM

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*Work to end financial barriers*

- Price for regular use
- Widely-available discount program
- Redundancy in access

*Good jobs, good wages*

- Unionized field team & mechanics
- Cultivate diverse, inclusive workplace
- Recruit women, POC, veterans, returning citizens...

# KEY COMPONENTS OF THE SYSTEM

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*Inclusive messages & community partnership*

- Multi-lingual
- Many types of people
- Resident leadership

*Always ready to do more*

- Product & tech. development
- Cooperative model
- Listen, elevate, respond
- Keep adding more bikes!