

Date June 14, 2010

AUTHORIZE CITY MANAGER TO NEGOTIATE AN AGREEMENT TO GRANT ASSISTANCE IN THE AMOUNT OF \$20,000 TO THE BIKE COLLECTIVE TO HELP ESTABLISH A B-CYCLE PROGRAM

WHEREAS, the Park and Recreation Department is charged with providing recreational opportunities, leisure activities, and facilities throughout Des Moines; and

WHEREAS, Bike Collective, Carl Voss, Chair, desires to establish a membership based bike sharing system that works through a network of self-service wireless stations that allow checking out and return of bicycles throughout a public sharing system ("B-stations"); and

WHEREAS, the Bike Collective desires to install three B-stations this summer to begin the program; and

WHEREAS, the City of Des Moines and area businesses would benefit from providing a new and innovative way to improve health and wellness of downtown workers and visitors and decrease the impact on the environment; and

WHEREAS, the Bike Collective is requesting financial support from the City of Des Moines in the amount of \$20,000 in order to help fund the purchase of twelve bicycles and three B-stations in the downtown area.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa that the City Manager is hereby authorized and directed to negotiate an agreement for financial assistance in the amount of \$20,000.00 to the Bike Collective and to return to the City Council for approval of such agreement.

(Council Communication No. 10-348

Moved by _____ to adopt.

APPROVED AS TO FORM:

Ann DiDonato
Ann DiDonato
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED

APPROVED

Mayor

City Clerk



**BICYCLE
COLLECTIVE**

dsmbikecollective.org

617 Grand Avenue
Des Moines, IA 50309

(515) 288-8022

**CHANGING
DES MOINES
2 WHEELS
AT A TIME**

June 7, 2010

Dear Council Members:

Thank you for this opportunity to present the Des Moines B-cycle System Demonstration Project for funding consideration.

Funds Requested. The Des Moines Bicycle Collective requests that the City of Des Moines approve funds in the amount of \$20,000 to establish the Des Moines B-cycle System as a demonstration project.

Need for the Greater Des Moines B-cycle System. Imagine for a moment a new mode of transportation available to residents and visitors to Des Moines. Bike-sharing provides critical connections within the first or last few miles of key destinations in our metropolitan area. A way of commuting that is convenient, affordable, and healthy and environmentally sound—that's the Greater Des Moines B-cycle System.

Urban planners across the U.S. are struggling to find cost-effective ways to ease traffic congestion, to improve air quality and to promote health. It is no wonder that bike-sharing programs similar to those well-established in Europe and Canada are now under consideration or in implementation throughout the United States. The Des Moines B-Cycle System Demonstration Project takes the best elements of these systems and joins them to show how such a system can meet the needs of our locality, our people, and our climate.

Des Moines B-cycle Demonstration Project Overview. Eventually, the Des Moines B-Cycle System will consist of 600 to 800 bicycles ("B-cycles") and 100 bicycle kiosks ("B-stations") deployed in a service area encompassing Greater Des Moines.

The demonstration project will provide short-term bike usage through three automated kiosks that contain a fleet of 12-18 user-friendly bicycles with a goal of introducing the citizens of Des Moines to the advantages of bike sharing. The B-stations are semi-permanent and can be relocated within a service area in response to the changing needs and interests of commuters, businesses and local attractions. The demonstration project will allow for one-way trips and affordable membership options. Users may check out a bike by credit card or membership card at a docking station.



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The B-cycle is a user-friendly fleet bicycle that easily adjusts to fit riders that are 5'-2" to 6'-6." The seat post is even calibrated to assist in setting to the proper height with a quick release that can be clamped down easily by anyone. The bike is a step-through or safety model with standard handlebars. The chain is fully enclosed and each bike comes with a basket designed for laptop computers and has a 25-pound capacity. Each bike is equipped with a GPS device that captures data from the most recent ride and uploads that information to the user and system database. A generator hub powers the front and rear lights. The bicycle tires with reflective sidewalls are made from Kevlar. Although this may not be the ideal bike for RAGBRAI or a triathlon, it is the perfect fleet bike for the Des Moines metropolitan area.

The B-station serves as a fluid, intuitive first touch-point for the rider. The rider can access instructions on how to use the system, purchase a subscription (single or multi-trip), view additional station locations, and check out or return a bike. The station itself can be powered by AC or solar energy. A WiFi or cellular connection allows riders and maintenance people easy access, while providing robust security. B-stations are modular, and can be single or double-sided to fit the needs of the location. A 12-dock, double-sided B-station easily fits into a parking space dimension.

The B-stations use two anti-theft latches to secure each bike at the hub. These latches are highly robust, and provide a redundant locking mechanism for each bicycle. If one latch fails for some reason, the other will still secure the bicycle.

After passing a credit card or subscriber card through the B-station card reader, the dock latches open and release the B-cycle for commuting to worksites, restaurants and local attractions. Travel may be one way or round trip and rental terminates when the B-cycle is returned to any B-station.

The B-cycle is equipped with "smart bike" technology including a GPS system that allows the commuter to track distance traveled, equivalent



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calories burned and carbon offset after each ride. This information is then uploaded to the commuter's personal user profile on Bcycle.com. The operational software of the B-cycle resides on a secure national server, and the B-station is essentially a "slave" that communicates with the national server through cellular connectivity. This reduces the need for complex electronics in the B-station, and components that may need to be replaced are modular and "plug and play."

Pricing for the bicycle sharing system is affordable to all our citizens yet encourages commuters to use the B-cycles and get them back to any B-station so they can be used again. The first 30 minutes are free to subscribers. The next 30 minutes cost one dollar. Subsequent 30-minute periods cost two dollars with rates topping out at five dollars per day. Our current pro forma pegs the annual subscriptions at \$40. (Denver has priced its annual subscriptions at \$65; Minneapolis at \$60.)

After the successful demonstration project, the Greater Des Moines B-Cycle System is designed to be self-supporting after the fourth year of operation and to provide for future growth of the system through revenues from B-Cycle rentals, sales of annual membership subscriptions and sales of advertising space on the B-Cycles and B-stations (kiosks). For further details, please see the pro forma included with this proposal.

Des Moines Bicycle Collective Overview. Established in April of 2008, the Des Moines Bicycle Collective is located in street-level space leased from the City of Des Moines. The Des Moines Bicycle Collective is a 501(c) designated organization with a mission of recognizing, encouraging, and facilitating the use of bicycles as a mode of transportation in the State of Iowa.

The Des Moines Bicycle Collective has one paid part-time lead mechanic and operates primarily through the efforts of our 100-plus dedicated volunteers. Our programs include:

- Repairing and reselling used bicycles to the general public and donating good used bicycles to needy residents,
- Offering classes in bicycle maintenance and repair, bicycle safety and etiquette (outreach to K-12 schools, youth organizations, businesses, other public and private organizations), and
- Partnering in the programs of Boys and Girls Clubs of Central Iowa, YMCA adult residents, Homes of Oakridge and the Iowa Bureau of Refugee Services.

Confirmed Greater Des Moines B-cycle System Partners. The Des Moines Bicycle Collective is now leading a public/private coalition focused on bringing a convenient and affordable bicycle sharing system to our city.



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The first phase of this initiative is a demonstration project that will consist of three automated kiosks that contain a fleet of 12-18 user-friendly bicycles at a cost of \$87,000. The organizations and their contributions toward the Des Moines B-cycle System Demonstration Project are listed below:

Polk County	\$20,000
Polk County Health (Wellness initiative for the Gray's Lake Neighborhood)	\$10,000
Downtown Community Alliance	\$15,000
Principal Foundation	\$5,000

B-cycle Partners. B-cycle is a joint venture formed by Trek Bicycle Corporation, Humana Inc. and Crispin Porter +Bogusky (CP+B,) dedicated to creating the best bike-sharing program for the mainstream and main street US market. Trek is the worldwide leader in bicycle design and product development, and is committed to changing lives through cycling. Humana Inc., a Fortune 100 company, is focused on changing consumer behavior and delivering solutions focused on long-term health and wellness. CP+B is a full-service advertising agency recognized as one of the most creative shops in the world.

We greatly appreciate the consideration our proposal receives and look forward to listing the City as a Greater Des Moines B-cycle partner.

Sincerely yours,

Carl Voss
Chair