

Oct.10, 2007

To: City of Portland

Re: Public Bicycles within Portland

As per: **RFP No. 106720**

REQUEST FOR PROPOSALS
for
Multi-Modal Public Transportation System
Deliver and Operate a Bicycle Fleet
For Rent to the Public

Dear City,

Please accept our interest to provide bicycle services for the upcoming contract with the City of Portland.

We feel we can provide the best functioning bicycle infrastructure by providing two programs.

We propose to provide 500 short-term rental bikes that are exactly the Roue Libre rental system bicycles from Paris, France. These bicycles are identifiable by a unique green and white color scheme, and have all the proven utility and vibe of the use in Paris. We will outfit these bicycles with '**Call a Bike**' equipment such that each bike will be available for rental anywhere in the city, 24 hours a day.

We propose to offer these 'Call a Bike' bicycles throughout the city, locked to public racks, at transit stops, and locked to public posts, similar to a method done in Berlin and Munich. The bicycles will have a phone number to call to get the release code for the individual bike. The caller will use a credit card to secure the bike rental. The use will be free of charge for the first half hour. If the rider chooses to keep the bike for an hour, half day, or all day, a rental will be charged. The system will be automated to log all bike uses and rentals.

We additionally propose to provide 500 long-term rental bikes that are called **Library Bikes**. These bikes will be rented out for weeks and months, similar to borrowing a library book, thus the name Library Bike. The Library Bikes will be released from a central location and returned to that location. This **central "Hub" location** will employ people who help outfit the riders and handle questions that range from safety, to routes, to how to ride a bike! This system is proven to enhance bicycle use in a city.

We believe a system that has skilled people interacting with the public at central locations is a human factor that is a requirement to an effective deployment of bicycle loaning infrastructure. We propose to operate one or

many “Hub” facilities, as the city sees fit. Enclosed in our proposal is the cost structure of a “Hub” facility.

Our organization has loaned over 4000 Library Bikes in the past four years in our home city of Arcata (population 16,000). This popular system of lending – renting for long-term bicycle use has proven to produce significant mode shift. We are the West Coast’s largest operator of such a system.

Please review the options and pricing, and we would like to discuss any questions or other options you may want.

Sincerely Yours,

Bill Burton,
Director, Librarybikes.Org

Project Team :

Bill Burton is the pioneer of Library Bikes systems in America. He has written the book “Anybody’s Library Bike Book” and has personally worked with over 4200 Library Bike exchanges. He has presented papers about Library Bikes at the Velo-City conferences in Ireland, South Africa, and Germany. He has a degree in Environmental Engineering from Humboldt State University (1985). Bill Burton has a long history of involvement in bicycling including; racing in the 1970’s, international exchange of bicycles in the 1980’s, running a community bike project in the 1990’s, running Library Bikes for 7 years, and authoring California Bicycle Recycling legislation in 2005.

Mr. Burton has run the largest fleet of Library Bikes in the United States. Bill Burton will be director of the Portland program. (80% time devoted to project)

Kipp Marzillio is a cyclist – web site designer. He has created the Librarybikes.org website, and hundreds of others. Kipp has managed the Humboldt Campus Recycling Program and has a B.S. degree from Humboldt State University

Kipp Marzillo will manage the website and electronic communications with the Call a Bike system. (50% of his time devoted to project)

Jill Luchner is a writer and personnel coordinator for Library Bikes. Jill has a degree in Environmental Economics.

Jill Luchner will handle day-to-day personnel operations at the “Hub”. (100% of her time devoted to project)

Workers at the “Hub” will include customer service, bicycle repair mechanics and phone system operators. The workforce assigned the project is expected to be about ten people.

Librarybikes.org was formed from experiences of Arcata Community Bikes Program. Arcata Community Bike Program is a non-profit program operated by individuals under the direction of ASSIST, a non-profit corporation under the laws of the State of California. ASSIST is governed by a five-member board. (see website www.humboldt1.com/~assist) The chief administrative officer is Art Reeve, who is the Chief Engineer of Del Norte County. Program Manager for Arcata Library Bikes is Bill Burton, who is currently Director. Librarybikes is a for profit entity operated by Bill Burton of Arcata, California.

Oct. 10, 2007

RFP No. 106720

Public Bikes within Portland – ‘Call a Bike’

We propose to offer bicycles throughout the city, locked to public racks at transit stops similar to a method done in Berlin and Munich called ‘Call a Bike’. The bicycles will have a phone number to call to get the release code for the individual bike. The caller will use a credit card to secure the bike rental. The use will be free of charge for the first half hour. If the rider chooses to keep the bike for an hour, half day, or all day, a rental will be charged. The system will be automated to log all bike uses and rentals.

We believe the number of bicycle needed to be effective and available transportation for the City of Portland to be 2000. (Area 134 sq.mile, population residents 563,000., metropolitan area population 2,122,000.)

A beginning program may use only 500 bicycles at many public locations. This size is smaller than a system in Paris, which started with 1000 bicycles, then increased to 4000 over approximately a five-year period. Paris is now (in 2007) considering providing 20,000 public use bikes.

Proposed schedule of ‘Call a Bike’ bicycle deployment:

	Initial Rental Bikes	Deploy New Inventory Bikes	Bicycle “Hub” Storefronts	Automatic Rent Bike Rack
Year 1	500	500	1	0
Year 2	500	500	1	0
Year 3	500	500	1	0
Year 4	500	500	1	0
Year 5	500	500	1	0
-----city – contractor review of performance -----				
Year 6	2000	1000	3	200
Year 7	2000	1000	3	400
Year 8	2000	1000	3	600
Year 9	2000	1000	3	800
Year10	2000	1000	3	1000

-----city – contractor review of performance -----

At the end of five years there will be 500 public bikes available. At the end of ten years there can be 1000 automatic rental bike racks and 2000 public bikes available. This phased in approach to providing public bikes will get the public accustomed to using the bikes as a mode of transportation.

Initial bicycle deployment will be at twenty of the locations as noted in the city RFP #106720, page 5 and 6, 'Place Of Performance", as selected by the city. Throughout the year on a minimum of a monthly basis, bicycles will get redeployed at a minimum of ten of these locations, or other locations selected by the city (best efforts for weekly redeployment basis will be made).

Automatic rental bike racks are not proposed for the initial 5-year contract. However development of a use pattern of 'Call a Bikes' will help future decisions about effective locations for automatic rental bike racks.

Our experience shows a short life span for bicycles in public bike use with many different users. With a single renter a 3 to 5 year lifespan is reasonable, however with 50 to 500 renters of a single bike in short-term rentals, the lifespan is about one year.

The Bikes

We will provide bicycles from the Roue Libre system of Paris, France for the 'Call a Bike' rental system. These bikes will be the exact bikes of the Roue Libre system, with a uniform green and white color scheme.

Green and White Roue Libre bicycles

The bikes will be multi speed, (3 and 5 speed), comfortable, adjustable comfortable seat. These bikes are equipped with racks, baskets, fenders, a bell and lights. The bikes will be good utility and commute bikes. If, over time, supply of French bicycles becomes limited an equal quality substitute will be supplied for Call a Bike service, as approved by the city.

Theft and Vandalism

Theft and vandalism of public bikes can be high percentages; our experience has been about 1/3 of public bikes stolen and 1/3 vandalized each year. Thus we believe a reasonable program will be the above schedule with expected 100% bicycle replacement each year.

We have found that saturation of the community with public bikes has an overwhelming effect of the theft operators. Early in a program some theft operators steal a significant chunk of bikes, like 10 to 40. Soon they realize their efforts are fruitless, there are no buyers of their wares, and a pile up of these extra bikes occurs where the problem theft operator is working. After two to three years of bike program operation the theft rate tapers off.

Vandalism will be a significant work item. Social street tension on the streets of urban America can be high, and street fixtures take the brute force of these expressions of tension. We have observed however that there tends to be a level of respect given to bicycle program equipment. Vandalism is rarely organized, however it usually results in major repairs required to a program bicycle. This is the individual work we are skilled at. We have repaired hundreds of these situations. However as the bikes wear out and as the appearance tapers off people tend to treat the bikes worse. We assess the appearance and safety of each repaired bike, and retire about 1/3 of the fleet per year.

A Central “Hub” location.

We propose the establishment of a central bicycle loaning and repair facility to be called the “Hub”. The “Hub” will handle all affairs of the public bike program. The facility will provide information about bike rental. The “Hub” will be a location where easy flow in and out large doors by bicycles is facilitated. Maintenance and repair of the program bicycles will be affected here.

Helpful personnel, who distribute and accept returned bikes, and handle rental transactions, will staff the “Hub”. Similar systems work with rental car locations at airports. A manned location model is proven and facilitates quick problem solving. The added expense of labor will offset some bicycle problems and maintenance difficulties. Daytime storefront vandalism and theft should be near zero.

Coordination of the bike program items will be done at the “Hub”. The dispatch of repairpersons and problem solvers will be from the “Hub”.

We intend to provide an organized uplifting feel at the “Hub” facility, similar to the storefront feel of Roue Libre in Paris, and Library Bikes in Arcata. Promotional material will be available, program clothing, vests, jackets and hats, as well as bicycle promotional posters and cds. This type of facility adds excitement to the public bike program, and becomes a sort of community center for clean transportation. The center in Arcata became a safe zone for school kids downtown where they could go after school, interact with adults, and learn skills.

The bicycle infrastructure of a “Hub” facility has fast results and minimal impact to the streetscape. A problem identified with putting automatic release bicycle

racks at the transit stop – sidewalk locations are the limited space. Putting bike racks exactly where bus riders are boarding and disembarking may be inconsistent with Portland street general plans, and will get stringent review or denial. We believe a storefront-garage location, where zoning allows, will be the least problematic location for a bicycle “Hub” facility.

The storefront “Hub” operator will be able to access if the prospective rider is a minor. Minors must wear a helmet. Minors must have parent sign any legal document or waiver. We propose all bikes must be rented to adults, age 18 and over only.

The storefront-“Hub” system could, at a later date, be converted to automated access to bicycles, similar to vending machines or ATM machines in a storefront alcove. We believe the Oregon customers will get accustomed to a bike renting system in Portland best if there is a service center location staffed with helpful people for selecting and returning the bikes for a few years.

We will produce informational literature about the program similar to the flier below.

If a condition exists where the user does not have a credit card, the user can sign up for the system manually at the “Hub”. Once a user is signed up all that is required is a call to identify the desired bike.

Users will be responsible for theft while renting the bike. Users will not be responsible for vandalism if a good excuse is presented.

Discussion of Automatic Rental Bike Racks

Two significant problems arise from automatic rental bike racks. One is the cost of construction and maintenance of the rack, usually over \$80,000 per installation (20 bikes), and varied expensive maintenance due to being a street fixture that gets run into by cars or vandalized. Another problem is the return of the bikes sometimes is limited and frustrating due to the return rack being full. The user is forced to look for a different location, or abandon the bike unlocked. The next user is inclined to grab the unlocked-undocumented bike. Sometimes a barter arrangement is started where the returning rider wants to just exchange with an exiting rider. The speed of the rack receiving the returned bike is not instantaneous, about 7 seconds to automatically lock, and another 7-15 seconds to get a receipt.

A comparison study of the speed to rent using the ‘Call a Bike’ system and the automatic bike rack system shows similar speeds of rental. The initial rental of a ‘Call a Bike’ is around 90 seconds; the return is around 10 to 15 seconds. Once a rider has registered for the system subsequent ‘Call a Bike’ rentals take less than 60 seconds.

We believe automatic rent bike racks will improve significantly over the next 5 years. We propose to evaluate these systems further over this time. A 'Call a Bike' system will have immediate results, and be less costly. The speed of the transaction will be about the same as automatic bike racks. The return – completion-of-use will be much simpler with 'Call a Bike'. These bikes can be locked to any public post or bike rack.

Library Bikes within Portland

We propose to provide 500 long-term rental bikes that are called Library Bikes. These bikes will be rented out for weeks and months, similar to borrowing a library book, thus the name Library Bikes. The Library Bikes will be released from a central location and returned to that location. This central "Hub" location will employ people who help outfit the riders and handle questions that range from safety, to routes, to how to ride a bike! This system is proven to enhance bicycle use in a city. The initial bicycles will be new bicycles.

The bicycles will be of varied size and type, from multiple manufactures. These will be adult bicycles, 80% minimum with multiple speeds. Some trendy single gear bikes may be presented. The bikes will be sized to the rider, and equipment will be per the riders needs. Not all bikes will have fenders, baskets and lights. However all will have required reflectors and any other required safety equipment.

The Library Bikes will be available to the public for monthly rental. The individual model bike will be selected to suite the users needs. Many people want to try different models of commuter bikes before they decide what style to purchase at their local store.

We have experienced many people who would commute on their own individual bicycle if it were operable and had air in the tires. Library Bikes are ready to use and have air in tires; so on any particular day the users have more incentive to ride instead of drive. The borrower keeps the Library Bikes as if it were their own. Having an operable bike long-term helps people slowly change their lifestyle and transportation habits.

The cost structure of Library Bikes is much more affordable than public bikes being rented from automatic racks. Long-term use of a Library Bike affords another segment of transportation for those who are not currently using a bike at a lower monthly cost.

We have had Library Bikes last over 7 years of continuous use, however most are used for three to four years. New bikes will be expected to last a full five years of service, however the day after a new bike is obtained it is a used bike, and has all the same issues as the thousands of Library Bikes we have repaired.

After the first deployment of new bikes we would hope to discuss the inclusion of high quality used bicycles in subsequent years operations of Library Bikes.

We have provided over 4000 of such Library Bike loans in Arcata California. This popular system of lending – renting for long-term bicycle use has proven to produce significant mode shift. The program has been recognized in California press and at the international Velo-City bicycle conferences. We are the West Coast’s largest operator of a bicycle loaning system.

Library Bikes pioneered the insurance loss-risk ratio in California for community bicycle projects. The project has provided bicycles for over ten years with minimal equipment failures and no insurance claims. The insurance industry has now accepted bicycle loaning as a reasonable community risk that is insurable in California. We still have high premiums but the insurance industry has lowered rates for our operation. We collected a liability waiver for every Library Bike checked out for over 8 years. We have maintained a program of safety checking every bicycle before it exits our facility, and we have assessed every exiting rider, and reasonably denied bicycles to patrons who are unstable with riding or are minors.

Human Interaction

The inclusion of a human interaction with the check out of Library Bikes has created a community support feel for the bike program. Other programs, without a human face, are treated as expendable hardware; Library Bikes however usually are treated as a community resource. Each donated used Library Bike is given a name by the donor like “Elvis”. This simple act creates an oral history for the bike, and occasionally a donor will see their old bike out being ridden by another community member. A population of 500 of 1000 bikes will be cared for better with community support.

The “Hub” shop becomes a location of information exchange for issues about bicycle transportation. Some issues like theft and emergencies can be urgently acted upon, and results in most problems being small issues.

We will produce press releases as needed about the Library Bikes program. We expect to run out of Library Bikes at times, which is a good time to have a press event to show the success of the program. We have found that much support for Library Bikes is generated by such media coverage. We will include city-approved language in all press events. Information similar to the Transportation Diet below may be included in informational brochures.

Diversity in Employment and Subcontractors:

Our proposal has no proposed subcontractors.

Where possible we solicited material supply from Oregon small businesses.

About half the costs of the bike program will be for labor of Oregon residents. We actively promote Equal Employment Opportunity in our work force. LibraryBikes.Org is a non-certified ESB small business.

Changes to contract – **RFP No. 106720** noted:

ADDENDUM NO. ONE (1)

ADDENDUM NO. ONE (2)

Transportation Diet

On this back cover you can see a pie chart of our recommended transportation diet in America. If we can design our lives to ride bikes just 20% of our trips, walk 20% of our trips, take some form of transit for 20% of our daily trips, and drive 20% of our trips, then we have decreased our energy consumption by over half that of current day use. (Over 85% of current trips in America are made by car.) This diet leaves a remaining 20% of trips available for any other mode, including flights.

This transportation diet still uses less than half the transportation energy of the American average. Better, this diet allows for a dynamic life with reasonable freedom, and costs about the same. We all remain the same people, drivers and riders, using all available modes of transportation. Most Americans could use a diet of one sort or another; and a transportation diet including bicycles would be good.

Transportation Diet

