



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

October 16, 2013  
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Request for Proposals 2013-008

Bay Area Bike Share Asset Valuation

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**SECTION I – SUMMARY**

The Bay Area Air Quality Management District (Air District) invites firms or organizations experienced in conducting asset valuations to submit a proposal for conducting an asset valuation for the Bay Area Bike Share system (“System”).

Bay Area Bike Share is the first public bike share service in California and the first bike share program to launch as a regional, multi-city program in the country. The service launched on August 29, 2013, with bicycles and stations available for use in San Francisco, Redwood City, Palo Alto, Mountain View, and San Jose. Bay Area Bike Share is initially being operated as a pilot project and the results will be used to assess opportunities for successfully expanding the program within the pilot communities as well as into additional Bay Area communities. The Air District is the lead administrator and is conducting the pilot in partnership with the City and County of San Francisco, the San Mateo County Transit District, the City of Redwood City, the County of San Mateo, and the Santa Clara Valley Transportation Authority. The pilot period is anticipated to run for 12 to 24 months.

Preliminary analysis has shown that there is sufficient demand in the region to support a System fleet size of up to 6,000 - 10,000 bicycles, with growth occurring both within the initial service areas and through expansion into new Bay Area communities. This RFP is seeking a contractor to assist the Air District and its partners with an independent assessment of the value of Bay Area Bike Share assets that will be used to solicit proposals for sponsorship to fund system expansion and operations.

Bidders (“Respondents”) need not be experts in bicycle sharing, but rather be companies which can undertake all of the tasks described in the Scope of Services section of this RFP. The services that the Air District seeks to acquire are described in detail in Exhibit 1 of this RFP for a value not to exceed \$30,000.

To respond to this Request for Proposals (RFP), an interested company should submit two hard (2) copies and one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its proposal to:

Mailing Address:  
Rebekah Davies, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street; San Francisco, CA 94109

Email Address:  
[rdavies@baaqmd.gov](mailto:rdavies@baaqmd.gov)

**Proposals must be received at the Air District offices at  
939 Ellis Street; San Francisco, California, 94109 by 10:00 a.m. on  
Tuesday, November 12, 2013.**

**Late proposals will not be considered.**

**A Pre-Proposal Conference will be held on Friday, October 25, 2013, from 11:00 a.m. to 12:00 p.m.** at 939 Ellis Street; San Francisco, CA. The conference will also be hosted as an online webinar. Anyone wishing to register for the online webinar should contact Rebekah Davies at [rdavies@baaqmd.gov](mailto:rdavies@baaqmd.gov). Attendance is encouraged but not mandatory.

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Rebekah Davies at [rdavies@baaqmd.gov](mailto:rdavies@baaqmd.gov).**

## **SECTION II – BACKGROUND**

### **A. Air District Overview**

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact certain transportation and mobile source measures.

The Air District is governed by a twenty-two member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution

Control Officer (APCO), a position currently held by Jack Broadbent.

**B. Bay Area Bike Share**

In the Bay Area, the transportation sector accounts for more than 50% of criteria pollutants, and more than 40% of greenhouse gas emissions. Significant emissions reductions from the on-road transportation sector are key to helping the Bay Area attain State and Federal ambient air quality standards. Bikesharing has been identified as a key strategy for reducing vehicle miles driven by both residents and visitors and thus improving air quality in the region.

To date, approximately \$11 million in public funds have been secured to fund a pilot system (the System or Bay Area Bike Share) of 1,000 bicycles and 100 stations. The System is administered by the Air District in partnership with the Metropolitan Transportation Commission, City and County of San Francisco, San Mateo County Transit District, Caltrain, City of Redwood City, County of San Mateo, and Santa Clara Valley Transportation Authority (“Partners”). On February 2, 2013, the Air District executed a contract with Alta Bicycle Share to procure equipment and to operate the System. The first phase of the pilot launched on August 29, 2013 with an initial fleet size of approximately 700 bicycles. It is anticipated that the System will be expanded to achieve the full pilot size of 1000 bicycles and 100 stations in early 2014.

The Air District’s objectives for this program include the following:

- Improving mobility for Bay Area residents, the business community, and visitors;
- Promoting the use of bicycles as a mode of transportation;
- Reducing traffic congestion and vehicular emissions;
- Reducing transportation costs;
- Conserving limited energy resources; and
- Adding physical activity into everyday travel.

**C. Bay Area Bike Share System Overview**

1. Bay Area Bicycle Share System Definitions

Bike	Tamper- and vandalism-proof bicycles that employ radio-frequency identification smartcards, wireless and internet technologies to facilitate and track bicycle pick-up, drop-off, and user information.
System Operator	Contractor Alta Bicycle Share, Inc. is providing System equipment, technology, operations, and maintenance.
Dock	The vertical element of a station where a single bike is parked and locked, empty or occupied.
Kiosk	Unattended, interactive station portal, where users can sign up, make payment, view other key information (such as locations of other stations, bike availability and empty docks at other stations), and check-out and return bikes.
Member	Subscriber who registers in advance via System website or in

	person at a kiosk station; Membership includes casual (one-day, three-day) and annual.
Pilot	Period during which federal funds are entirely or partially used to pay for System equipment and services. The Pilot consists of 1,000 bicycles and 100 stations being deployed in 5 service areas for a minimum of 12 months.
Station	A cluster of docks and a kiosk.
Users	A member or casual (day- or multi-day) use patron.

## 2. System Description

Over the past three years bikesharing has expanded rapidly in North America. There are now similar bikesharing systems operating in: New York, NY; Chicago, IL; Washington, DC; Boston, MA; Columbus Ohio; Toronto; and Montreal.



Figure 1. Pilot Service

As of September 2013, the Bay Area Bicycle Share system (“System”) has approximately 700 bicycles and 70 automated lending stations available for public shared use in the cities of San Francisco, Redwood City, Palo Alto, Mountain View, and San Jose. The Air District has recently secured additional public funds to expand the System to the planned pilot fleet size of 1,000 bicycles by early 2014. With the addition of even more funds, it is projected that the System could achieve a regional fleet size of up to 6,000 to 10,000 bicycles over the next two to five years, with growth occurring both within the initial service

areas and through expansion into new Bay Area communities. The Bay Area System is the first bike share program in California and also the first to launch as a unified regional system in the U.S. Until a title sponsor or partner is identified, the system will be referred to as “Bay Area Bike Share.”

Bikesharing is an innovative type of transit which allows users to control when and where they travel and is ideal for short, quick trips – typically less than three miles. Bicycles can be returned to any station within the local service area, creating an efficient network with many possible connection points and combinations of departure and arrival.

The bicycles are specially designed, heavy-duty, durable bikes that are locked into a network of docking stations sited at regular intervals throughout each service area. Users join the system by purchasing either a short-term access pass or annual membership and may take as many trips as they like lasting up to 30 minutes at no additional cost. Rides lasting longer than 30 minutes incur additional fees based on how long a bicycle is checked out.

## 3. Current and Projected System Statistics

Bay Area Bike Share is located in the: 11th largest metropolitan area and the

4th largest Central Business District in the United States. The nine-county Bay Area is home to more than 7 million residents and in 2010, hosted over 15 million international and domestic tourists.

The Air District anticipates serving (with its 100 station 1,000 bicycle system):

- 10,000 annual members; and
- 100,000 casual users annually

Based on usage of comparable systems in other communities the BAAQMD also anticipates that users could take up to 500,000 trips and travel 2,000,000 miles over the course of a year.

Based on peer experiences, the Air District projects the bikesharing program may provide 47,000 monthly visits to the bayareabikeshare.com website and 630,000 page views. The bikesharing program is also anticipated to attract 2,500 Facebook page views monthly and 5,000 Twitter followers.

This usage will scale as the system grows.

### **SECTION III – INSTRUCTIONS TO BIDDERS**

#### **A. General**

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and as concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our website for updates prior to the due date.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the District, but proposals may be withdrawn.
6. The Air District reserves the right to reject any and all proposals.
7. The total quotation for this project should not exceed thirty thousand dollars, (\$30,000.00).
8. All questions must be in written form or emailed directly to Rebekah Davies, Purchasing Agent, and arrive by 4:00 p.m. on Monday, October 28, 2013. All questions will be answered in writing and posted on the Air District RFP webpage by 6:00 p.m. on Friday, November 1, 2013.
9. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

**B. Submittal of Proposals**

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All proposals are due no later than 10:00 a.m., Tuesday, November 12, 2013, and should be directed to:

Mailing Address:  
Rebekah Davies, Purchasing Agent  
Bay Area Air Quality Management District  
939 Ellis Street; San Francisco, CA 94109

Email Address:  
rdavies@baaqmd.gov

2. Proposals received after the time and date provided previously specified will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit two hard (2) copies of the proposal in a sealed envelope to the mailing address above, plus one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic submissions submitted via email will be acknowledged with a return email. Hard copies of the proposal shall plainly mark the upper, left-hand corner of the submission with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date. Each proposal cannot exceed a maximum 16 page limit not including attachments. Additionally, attachments may not contain additional information or substitute any of the required elements in the statement of qualifications set forth in this RFP.
5. Grounds for Rejection – A proposal may be immediately rejected at any time if it arrives after the deadline, or is not in the prescribed format, or is not signed by an individual authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion “confidential.” The Air District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Proposals marked “confidential” in their entirety will not be honored, and the Air District will not deny public disclosure of any portion of submittals so marked.

By submitting a proposal with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the Air District for, and to indemnify, defend, and hold harmless the Air District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the Air District’s non-disclosure of any such designated portions of a proposal.

7. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from the due date.

### **C. Interviews**

1. The Air District, at its option, may interview bidders. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new proposal material at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

## **SECTION IV – SCOPE OF WORK**

Services to be provided are primarily asset valuation services, though the Air District may expand a contract to include preparation of marketing materials to solicit future sponsors. The total cost of services for the two services together must not exceed \$30,000.

### **A. Asset Valuation - Not to Exceed \$20,000**

The selected Contractor will perform a comprehensive analysis and valuation of the System’s physical and social media assets during the initial pilot period (1,000 bikes) and using this information determine the valuation of a fully expanded regional system (6,000 to 10,000 bikes). The Contractor in consultation with the Air District will research successful bike share programs to gain a better understanding of the various business partnerships and marketing programs that either have been implemented or are being considered for implementation across the country. The Contractor’s analysis will take these business models into account when conducting an assessment of all Air District and bike share assets/property and determine the worth or commercial potential of such assets. The Contractor will prepare a summary listing of the estimated value for each of the existing and a potential fully expanded system’s assets and present the methodology for determining their estimated value.

Assets could include the following:

- Website – number of hits and page views – bayareabikeshare.com
- Facebook – number of likes – bayareabikeshare, Spare the Air

- Twitter - number of followers – @SFBayBikeShare
- Instagram – number of followers – bayareabikeshare
- Tumblr – number of hits and page views – bayareabikeshare.tumblr.com
- Member communications (print, iOS, and electronic Android apps)
- Other Spare the Air assets
- Air District's partners' assets (e.g. 511)
- Bicycles (1,000 and 6,000-10,000) for placement of logo
- Map/Info poster and promotional poster in 2-sided display case at Kiosk Stations (100 and 600-1,000 stations) for placement of logo
- Service vehicles (e.g. vans, trucks)
- Service staff (e.g. shirts, hats, collateral)
- Media / press events
- *\*Placement of logo on helmets (not currently planned for pilot but could be included with additional funding)*

Assets could also include system intangible assets:

- *Positive goals of health and wellness, sustainability, traffic reduction, affordable transit, livability*
- *Market exclusivity*
- *Member relationships*

System assets are more fully described in Attachment 1.

The Contractor will also explore and develop a comprehensive list of conceptual business opportunities for the assets, including business sponsorships, business-to-business partnerships, and any other opportunities that may be available. The Consultant will describe pros and cons for each of the opportunities identified, as well as describing their general ease of implementation. For each business opportunity, the description should at least include the potential benefit, order of magnitude costs and revenue generation potential, estimated time to implement, potential business partners (either general type and industry or by specific name), anticipated compensation arrangement, and any other information relevant to describing the overall concept.

Using information and methodologies described above, the selected Contractor will produce the following:

- Deliverable #1: A report and presentation (PowerPoint) summarizing the analysis and valuation of the System's assets, along with any other applicable assets. Supporting materials (spreadsheets, documentation of formulas or assumptions, etc.) produced in development of the report should also be included with this deliverable. In addition to an overall regional valuation, this deliverable should provide a discrete valuation for each of the constituent service areas or subregions within the System (e.g. San Francisco, Peninsula and South Bay) and the broader nine-County Bay Area region.



- Deliverable #2: A report identifying and detailing the different types of business opportunities, including business sponsorships, business-to-business partnerships and other opportunities available for the System. The analysis should also include the cost of providing each service (by business opportunity) if applicable.

**B. Asset Valuation Marketing Materials (Optional) - Not to Exceed \$10,000**

At the Air District's sole discretion, the contract may be amended to expand the scope of services to include the following additional work. Using the information developed for Deliverables #1 and #2, the selected Contractor will develop camera ready artwork ("Marketing Materials") that would be used at a later date for soliciting sponsorships and partnerships. At a minimum, the materials will contain a narrative and visual description of the System and a summary of the System's value proposition for use in the negotiating process.

The Contractor shall provide all artwork in a format that is acceptable to the Air District. The Air District and Partners shall have the unlimited right to use any materials and information resulting from the performance of services by the Contractor under the awarded contract. The Air District and Partners shall also have royalty-free, nonexclusive, irrevocable license to produce, translate, publish, use, and dispose of all materials, including copyrightable material first produced or composed in the performance of the contract. The deliverables for this portion of the services provided are as follows:

- Deliverable #3: Draft Marketing Materials
- Deliverable #4: Final Marketing Materials (Camera Ready)

**C. Timeline of Deliverables**

**Asset Valuation (Part A): All deliverables shall be completed no later than 90 days from the date that a notice to proceed for the Asset Valuation is issued. Proposals that effectively demonstrate a bidder's ability to successfully complete all Asset Valuation deliverables in an expedited fashion will be prioritized.**

**Marketing Materials (Part B): At the Air District's sole discretion, and following the completion of the deliverables described in the Asset Valuation, work on Marketing Materials shall be completed no later than 60 days from the date of the notice to proceed for Marketing Materials. Proposals that effectively demonstrate a bidder's ability to successfully complete all Marketing Materials deliverables in an expedited fashion will be prioritized.**

**CD. Procurement Timetable**

The timetable for the RFP solicitation process is summarized below. Note that these are target dates and are subject to change by the Air District.

Air District Issues RFP	Wednesday, October 16, 2013
Pre-Proposal Conference	Friday, October 25, 2013, 11:00 to 12:00 p.m.
Final Date to Submit Questions	Monday, October 28, 2013, 4:00 p.m.
Proposals Due	Tuesday, November 12, 2013, 10:00 a.m.
Interviews, Contractor Evaluation and Selection, Contract Execution, Notice to Proceed	November – December 2013

## **SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL**

### **A. Contents of Proposal**

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

#### **1. Technical Proposal**

- a. Cover Letter (Section I) – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- b. Firm Contact Information – Provide the following information about the firm:
  - Address and telephone number of office nearest to San Francisco, California and the address and phone number of the office that each of the proposed staff members are based out of if different.
  - Name of firm’s representative designated as the contact and email address.
  - Name of project manager, if different from the individual designated as the contact.
- c. Table of Contents – Clearly identify material contained in the proposal by section.
- d. Summary (Section II) – State overall approach to Bay Area Bike Share Asset Valuation, including the objectives and scope of work.
- e. Program Schedule (Section III) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- f. Firm Organization (Section IV) – Provide a statement of your firm’s background and related experience in providing similar services to governmental organizations, if any. Describe the technical capabilities of the firm and, in particular, the firm’s exposure with working with environmental regulations, if any. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. Project Organization (Section V) – Describe the proposed management structure, program monitoring procedures, and organization of the engagement team. Provide a statement detailing your approach to the project, specifically addressing the firm’s ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- h. Assigned Personnel (Section VI) – Provide the following information about the staff to be assigned to the project:

- List all key personnel assigned to the project by level and name. Provide a description of their background, along with a summary of their experience in providing similar services for governmental agencies, and any specialized expertise they may have. Background descriptions can be a resume, CV, or summary sheet. Substitution of project manager or staff will not be permitted without prior written approval of the Air District's assigned program manager.
  - Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
  - Provide a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular mention of with reference to experience dealing with governmental agencies, procedures, and environmental regulations.
- i. Retention of Working Papers (Section VII) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of five (5) years.
  - j. Subcontractors (Section VIII) – List any subcontractors that will be used, the work to be performed by them, and the total number of hours or percentage of time they will spend on the contract.
  - k. Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by contractors' actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
  - l. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc.)
2. Cost Proposal
- a. Name and Address – The Cost Proposal must have the name and complete address of the bidder in the upper, left hand corner.
  - b. Cost Proposal – The Cost Proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the components of the Scope of Work.

- c. The Cost Proposal does not need to be a separate, sealed document.

## **SECTION VI – PROPOSAL EVALUATION**

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the contractor to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP. An example of a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

Project Understanding, Approach and Implementation Plan: Provides through explanation of approach for successfully completing all project tasks and provides a well thought-out timeline and budget for completing all deliverables.	45%
Professional Qualifications and Specialized Experience: Demonstrates substantial experience conducting projects of similar size and scope.	35%
Key Personnel Committed to This Project: Proposal includes a listing of the proposed team's qualifications (i.e., experience and education), a description of each member's role and responsibility, and sufficient information to effectively communicate how the proposed staffing team is best equipped to complete this project.	20%
Total	100%

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District's evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time. Interviews may involve a presentation and/or a question-and-answer format or any combination of these.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

## **SECTION VII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFP is available on the District's website at <http://www.Air District.gov/Divisions/Administration/RFP-RFQ/Sample-Documents.aspx>

## **ATTACHMENT 1 – Example Bay Area Bike Share System Assets**

The following is a description of potential Bay Area Bike Share assets to be evaluated by the selected Contractor as part of the scope of work under this RFP.

### **A. System Name**

A Title Sponsor would be given System naming rights, such as ABC Corp's Bay Area Bike Share or Bay Area Bike Share by ABC Corp, and the exclusive right to place its name/logo on all of the System's bicycles and kiosk stations including pilot project equipment and on any bicycles and kiosk stations that are part of the System expansion.

All bikes may display the title sponsor's name/logo on the rear fender/skirt guard and front placard. Title Sponsors that provide sufficient funding for full expansion of the system may also have the System's name placed on a portion of the bicycles' downtube. An image showing the locations of these assets is available in Attachment 2.

The Title Sponsor's name/logo may also be displayed on the Kiosk Station display panels encased within a locked map frame (see Kiosk Stations below).

Additionally, the Title Sponsor's name and logo may also be displayed on the System's website, Twitter, and Facebook pages, and printed materials associated with the System. The contracts for sponsorship will have contingencies for the one year pilot phase, and for each consecutive year up to five (5) years from commencement of the contract (i.e. Years 2, 3, 4, and 5).

### **B. Bicycle Fender/Skirt Guard and Front Placard**

Fenders are semi-circles measuring approximately 24 inches in diameter. Front Placard measures approximately 6-3/4 inches wide and 6-3/4 inches tall. These areas may be available for the sponsor/partner(s) to design and include logos. An image showing the Bicycle Fender/Skirt Guard and Front Panel is available in Attachment 2.

### **C. Stations**

Bicycle sharing bikes are stored and dispensed from automated stations located in the public right-of-way throughout the service area. Stations have potential value to businesses or property owners both for the utility value that they offer in providing access to properties or facilities and for the exposure value that could be gained from placing a company name or logo on the station itself.

Each station is equipped with one display case with two sides: i) an informational display panel containing way-finding maps and directions placed on the panel side facing the bicycles and ii) a poster promoting the System that is placed on the side facing the street. Recognition of station sponsors and partners could be given on the promotional poster side of the display case and/or on the System website.

A station sponsor could provide funding to either completely or partially offset the capital and/or ongoing operational costs associated with one or more stations and could influence station placement within the operational constraints of the System. In addition to acknowledging the Title Sponsor, the promotional panel may also recognize other

System sponsors and partners, potentially including individual Station Sponsors. The dimensions of the display panels measure approximately 36 inches wide and 52-3/8 inches tall, but the area reserved for logo placement will be much smaller, as dictated by local restrictions. Images showing sample Map Panels are available in Attachment 3.

**D. Electronic Advertising**

These assets include the bikeshare website, mobile device applications, and direct marketing to its membership.

Based on peer experiences, the Air District estimates that as the System grows to its full potential (between 6,000 and 10,000 bicycles) it may have up to 47,000 monthly visits to its website and 630,000 page views. In addition, it is possible that the bikesharing program could have roughly 2,500 Facebook page views monthly and 5,000 Twitter followers. At full implementation this System could serve 64,000 annual members and more than 800,000 casual (i.e. daily) users. The Air District also has identified opportunities for advertising on electronic assets.

**E. Event Sponsorships**

The Air District envisions creating or engaging in a number of events over the course of a year, including the Bay Area's annual Bike to Work Day event in May. For example, this could lead to a "bikeshare day" at a sporting event in which a sponsor encourages patrons to attend a sporting event via bikesharing. Alternately, The Air District could host a bikesharing-specific event such as a race or charity ride focused on purchasing new stations, providing subsidized memberships to low-income riders, or encouraging bicycle safety.

**F. Technology Sponsorships**

Funding from this sponsorship category may be used to pay for purchase of GPS or other technologies that are deployed within the system (e.g., mobile applications). Technology sponsors will have their names/logos on the bike share website and other printed or electronic media associated with the System.

**G. Lifeline Access Sponsorships**

Funding from this sponsorship category may be used to enable the establishment of fund to subsidize the cost of membership to facilitate access to low income community members. Sponsors that provide \$100,000 or more annually will have their names/logos on the bike share website and other printed or electronic media associated with the System.

**H. Other Sponsorships, Including Partnerships**

The Air District also recognizes that there may be other opportunities not listed here, including opportunities to develop long-term strategic partnerships that will help build customer loyalty and attract new members. The Air District will consider other options in addition to those listed above.

Regardless of the option selected, the Air District envisions partnering with companies

that share the values of the Bay Area bikesharing system and offer opportunities to expand the utility of joining the Bay Area Bike Share system. Air District is seeking partners in, but not limited to, the following sectors:

- Health/Fitness
- Healthcare/Insurance
- Retail/Grocery
- Financial Services
- Travel/Leisure



**ATTACHMENT 2 – Example Bicycle Assets**



**ATTACHMENT 3 - Example Kiosk Station Display Cases**

