

RFP 2013-008 Bike Share Asset Valuation Questions and Answers

**Q1: I would be pleased to bring my international expertise on public bicycles, a non-American view and my entrepreneurship approach to a local American partner specialized on business development and asset valuation. Do you know how could I find a partner?**

A1: The Air District does not provide endorsements; however, your contact information is listed below for anyone who wants to pursue this partnership opportunity.

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**Q2: Has the equipment for the OEM been determined for the full expansion?**

A2: Alta Bicycle Share was selected to provide bike share service and equipment through a competitive bid process (RFP 2012-005) that was completed in 2012. This RFP included an option for system expansion service operations for a period of up to 5 years.

**Q3: Can we change the colors of the system or adapt it partly depending on the area?**

**Q7: Is rebranding the system possible? Or would it need to be Bay Area Bike Share brought to you by "ABC"?**

A3 and A7: Yes, depending on the level of sponsorship, the system may be rebranded or renamed.

**Q4: Does the sponsorship campaigns aim to get funding only, or also to increase the number of members, increase the number of bicycle trips and decrease the number of car trips?**

Q4: This RFP seeks an independent assessment of the value of Bay Area Bike Share assets [to potential sponsors] that will be used to inform the Air District and its partners.

**Q5: Do any cities specifically disallow outdoor advertising in the panels?**

A6: Yes, many cities and counties of the Bay Area region have outdoor advertising regulations.

**Q6: Is the ad panel illuminated?**

A6: The station panels that are currently being used are not illuminated; however, technologically speaking, it is possible to purchase equipment (for an additional cost) that would illuminate the panels.

**Q8: What station assets are available besides the outdoor advertising panel?**

Q8: In addition to the station map panel, other station assets include kiosk decals, docking point decals, and receipt tape branding. Additional assets are found on the bicycles (which are parked at stations) such as the fender/skirt guard, down tube, basket placard, decals near handlebars, and seat.

**Q9: Will the conference attendance sheet be made available?**

A9: No