



Application

10357 - 2018 Travel Demand Management (TDM)

11046 - Bike Share Integration, Inclusion, and Regional Expansion

Regional Solicitation - Transit and TDM Projects

Status: Submitted
Submitted Date: 07/13/2018 3:38 PM

Primary Contact

Name:* Mr. William Dossett
Salutation First Name Middle Name Last Name

Title: Executive Director

Department:

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Address: 2701 36th Av. S.

*** City:** Minneapolis **State/Province:** Minnesota **Postal Code/Zip:** 55407
City State/Province Postal Code/Zip

Phone:* 612-747-4659
Phone Ext.

Fax:

What Grant Programs are you most interested in? Regional Solicitation - Transit and TDM Projects

Organization Information

Name: NICE RIDE MINNESOTA

Jurisdictional Agency (if different):

Organization Type: In-State not for profit

Organization Website:

Address: 2701 36TH AVE S

***** MINNEAPOLIS Minnesota 55406
City State/Province Postal Code/Zip

County: Hennepin

Phone:* 612-436-2070
Ext.

Fax:

PeopleSoft Vendor Number 0000089433A1

Project Information

Project Name Bike Share Integration, Inclusion, and Regional Expansion

Primary County where the Project is Located Hennepin

Cities or Townships where the Project is Located: Minneapolis, St. Louis Park

Jurisdictional Agency (If Different than the Applicant):

Brief Project Description (Include location, road name/functional class, type of improvement, etc.)

(Limit 2,800 characters; approximately 400 words)

TIP Description Guidance (will be used in TIP if the project is selected for funding)

Project Length (Miles)

to the nearest one-tenth of a mile

Bike sharing is at an inflection point where the manner of public influence must change. A year ago, bike sharing in the U.S. was primarily city-owned or nonprofit-owned and e-bike sharing was nascent. Today, multi-national corporations are investing millions in the bike share industry and preparing to deploy fleets of e-bikes across North America. While this change creates opportunity to reach millions of riders daily and to reduce congestion, there are risks. Bike share implemented without regard to sustainability, reliability, equity, and orderliness is a nuisance, not a public good. Over the next three years, the Twin Cities have an opportunity shape the future of bike sharing due to the unique relationship between the City of Minneapolis, the nonprofit Nice Ride Minnesota, and its subcontractor, Motivate Minnesota (which will be acquired by Lyft). This project will focus on three key areas: user-interface integration (with Metro Transit), equity and inclusion, and regional expansion/innovative deployment.

LOCAL, MINNEAPOLIS, Bike share user-interface integration, equity and inclusion, and regional expansion/innovative deployment

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Project Funding

Are you applying for competitive funds from another source(s) to implement this project?

Yes

If yes, please identify the source(s)

We anticipate collaboration with and potential funding from Three Rivers Parks District, National Parks Service, and other public agencies interested in equity and regional expansion of bike share.

Federal Amount

\$300,000.00

Match Amount

\$700,020.00

Minimum of 20% of project total

Project Total

\$1,000,020.00

Match Percentage 70.0%

Minimum of 20%

Compute the match percentage by dividing the match amount by the project total

Source of Match Funds Motivate Minnesota LLC pursuant to Program and Pilot Agreement.

A minimum of 20% of the total project cost must come from non-federal sources; additional match funds over the 20% minimum can come from other federal sources

Preferred Program Year

Select one: 2020

Select 2020 or 2021 for TDM projects only. For all other applications, select 2022 or 2023.

Additional Program Years: 2019, 2020, 2021

Select all years that are feasible if funding in an earlier year becomes available.

Project Information-Transit and TDM

County, City, or Lead Agency Nice Ride Minnesota

Zip Code where Majority of Work is Being Performed 55407

Total Transit Stops

TERMINI:(Termini listed must be within 0.3 miles of any work)

From: Service area will expand to Minneapolis boundaries by early 2019
(Intersection or Address)

To: Regional expansion will follow best use cases and equity goals.
(Intersection or Address)

DO NOT INCLUDE LEGAL DESCRIPTION

Or At:
(Intersection or Address)

Name of Park and Ride or Transit Station: N/A

e.g., MAPLE GROVE TRANSIT STATION

(Approximate) Begin Construction Date 09/01/2018

(Approximate) End Construction Date 11/01/2021

Primary Types of Work Implement dockless bike sharing system meeting commitments for quality, reliability, equity, and order.

Examples: GRADE, AGG BASE, BIT BASE, BIT SURF, SIDEWALK, CURB AND GUTTER, STORM SEWER, SIGNALS, LIGHTING, GUARDRAIL, BIKE PATH, PED RAMPS, PARK AND RIDE, ETC.

Requirements - All Projects

All Projects

1. The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2040 Transportation Policy Plan (2015), the 2040 Regional Parks Policy Plan (2015), and the 2040 Water Resources Policy Plan (2015).

Check the box to indicate that the project meets this requirement. Yes

2. The project must be consistent with the 2040 Transportation Policy Plan. Reference the 2040 Transportation Plan goals, objectives, and strategies that relate to the project.

GOAL: ACCESS TO DESTINATIONS (pg 63 and Chapter 2.24 - 2.37)

People and businesses prosper by using a reliable, affordable, and efficient multimodal transportation system that connects them to destinations throughout the region and beyond.

Objectives:

D. Increase transit ridership and the share of trips taken using transit, bicycling and walking.

E. Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically underrepresented populations.

Strategy C1. (Chapter 2.24)

Strategy C4. (Chapter 2.28)

Strategy C17. (Chapter 2.37)

List the goals, objectives, strategies, and associated pages:

GOAL: COMPETITIVE ECONOMY (pg 64 and Chapter 2.38)

The regional transportation system supports the economic competitiveness, vitality, and prosperity of the region and state.

Objectives:

A. Improve multimodal access to job concentrations identified in Thrive MSP 2040

B. Invest in a multimodal transportation system to attract and retain businesses and residents

Strategy D1. (Chapter 2.38)

GOAL: HEALTHY ENVIRONMENT (pg 66 and Chapter 2.42 - 2.45)

The regional transportation system advances equity and contributes to communities' livability and sustainability while protecting the natural, cultural, and developed environments.

Objectives:

A. Reduce transportation-related air emissions

C. Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles.

D. Provide a transportation system that promotes community cohesion and connectivity for people of all ages and abilities, particularly for historically underrepresented populations.

Strategy E2. (Chapter 2.43)

Strategy E3. (Chapter 2.44)

Strategy E5. (Chapter 2.45)

GOAL: LEVERAGING TRANSPORTATION INVESTMENTS TO GUIDE LAND USE (pg 70 and Chapter 2.48 - 2.53)

The region leverages transportation investments to guide land use and development patterns that advance the regional vision of stewardship, prosperity, livability, equity, and sustainability.

Objectives:

A. Focus regional growth in areas that support the full range of multimodal travel.

Strategy F2. (Chapter 2.49)

Strategy F6. (Chapter 2.52)

Strategy F7. (Chapter 2.53)

3. The project or the transportation problem/need that the project addresses must be in a local planning or programming document. Reference the name of the appropriate comprehensive plan, regional/statewide plan, capital improvement program, corridor study document [studies on trunk highway must be approved by the Minnesota Department of Transportation and the Metropolitan Council], or other official plan or program of the applicant agency [includes Safe Routes to School Plans] that the project is included in and/or a transportation problem/need that the project addresses.

This initiative responds to and is related to several local plans and initiatives:

- Access Minneapolis (City of Minneapolis Ten-Year Transportation Action Plan); Citywide Action Plan

- Downtown 2025 Plan (Minneapolis Downtown Council)

- City of St. Louis Park Comprehensive Plan 2030; Vision for Pedestrian and Bicycle Systems

List the applicable documents and pages:

4. The project must exclude costs for studies, preliminary engineering, design, or construction engineering. Right-of-way costs are only eligible as part of transit stations/stops, transit terminals, park-and-ride facilities, or pool-and-ride lots. Noise barriers, drainage projects, fences, landscaping, etc., are not eligible for funding as a standalone project, but can be included as part of the larger submitted project, which is otherwise eligible.

Check the box to indicate that the project meets this requirement. Yes

5. Applicants that are not cities or counties in the seven-county metro area with populations over 5,000 must contact the MnDOT Metro State Aid Office prior to submitting their application to determine if a public agency sponsor is required.

Check the box to indicate that the project meets this requirement. Yes

6. Applicants must not submit an application for the same project elements in more than one funding application category.

Check the box to indicate that the project meets this requirement. Yes

7. The requested funding amount must be more than or equal to the minimum award and less than or equal to the maximum award. The cost of preparing a project for funding authorization can be substantial. For that reason, minimum federal amounts apply. Other federal funds may be combined with the requested funds for projects exceeding the maximum award, but the source(s) must be identified in the application. Funding amounts by application category are listed below.

Transit Expansion: \$500,000 to \$7,000,000

Transit Modernization: \$100,000 to \$7,000,000

Travel Demand Management (TDM): \$75,000 to \$500,000

Check the box to indicate that the project meets this requirement. Yes

8. The project must comply with the Americans with Disabilities Act (ADA).

Check the box to indicate that the project meets this requirement. Yes

9. In order for a selected project to be included in the Transportation Improvement Program (TIP) and approved by USDOT, the public agency sponsor must either have, or be substantially working towards, completing a current Americans with Disabilities Act (ADA) self-evaluation or transition plan that covers the public right of way/transportation, as required under Title II of the ADA.

The applicant is a public agency that employs 50 or more people and has an adopted ADA transition plan that covers the public right of way/transportation.

Date plan adopted by governing body

The applicant is a public agency that employs 50 or more people and is currently working towards completing an ADA transition plan that covers the public rights of way/transportation.

Date process started

Date of anticipated plan completion/adoption

The applicant is a public agency that employs fewer than 50 people and has a completed ADA self-evaluation that covers the public rights of way/transportation.

Date self-evaluation completed

The applicant is a public agency that employs fewer than 50 people and is working towards completing an ADA self-evaluation that covers the public rights of way/transportation.

Date process started

Date of anticipated plan completion/adoption

(TDM Applicants Only) The applicant is not a public agency subject to the self-evaluation requirements in Title II of the ADA. Yes

10. The project must be accessible and open to the general public.

Check the box to indicate that the project meets this requirement. Yes

11. The owner/operator of the facility must operate and maintain the project year-round for the useful life of the improvement, per FHWA direction established 8/27/2008 and updated 6/27/2017.

Check the box to indicate that the project meets this requirement. Yes

12. The project must represent a permanent improvement with independent utility. The term independent utility means the project provides benefits described in the application by itself and does not depend on any construction elements of the project being funded from other sources outside the regional solicitation, excluding the required non-federal match.

Projects that include traffic management or transit operating funds as part of a construction project are exempt from this policy.

Check the box to indicate that the project meets this requirement. Yes

13. The project must not be a temporary construction project. A temporary construction project is defined as work that must be replaced within five years and is ineligible for funding. The project must also not be staged construction where the project will be replaced as part of future stages. Staged construction is eligible for funding as long as future stages build on, rather than replace, previous work.

Check the box to indicate that the project meets this requirement. Yes

14. The project applicant must send written notification regarding the proposed project to all affected state and local units of government prior to submitting the application.

Check the box to indicate that the project meets this requirement. Yes

Requirements - Transit and TDM Projects

For Transit Expansion Projects Only

1. The project must provide a new or expanded transit facility or service (includes peak, off-peak, express, limited stop service on an existing route, or dial-a-ride).

Check the box to indicate that the project meets this requirement.

2. The applicant must have the capital and operating funds necessary to implement the entire project and commit to continuing the service or facility project beyond the initial three-year funding period for transit operating funds.

Check the box to indicate that the project meets this requirement.

Transit Expansion and Transit Modernization projects only:

3. The project is not eligible for either capital or operating funds if the corresponding capital or operating costs have been funded in a previous solicitation. However, Transit Modernization projects are eligible to apply in multiple solicitations if new project elements are being added with each application. Each transit application must show independent utility and the points awarded in the application should only account for the improvements listed in the application.

Check the box to indicate that the project meets this requirement.

4. The applicant must affirm that they are able to implement a Federal Transit Administration (FTA) funded project in accordance with the grant application, Master Agreement, and all applicable laws and regulations, using sound management practices. Furthermore, the applicant must certify that they have the technical capacity to carry out the proposed project and manage FTA grants in accordance with the grant agreement, sub recipient grant agreement (if applicable), and with all applicable laws. The applicant must certify that they have adequate staffing levels, staff training and experience, documented procedures, ability to submit required reports correctly and on time, ability to maintain project equipment, and ability to comply with FTA and grantee requirements.

Check the box to indicate that the project meets this requirement.

Travel Demand Management projects only:

The applicant must be properly categorized as a subrecipient in accordance with 2CFR200.330.

Check the box to indicate that the project meets this requirement. Yes

The applicant must adhere to Subpart E Cost Principles of 2CFR200 under the proposed subaward.

Check the box to indicate that the project meets this requirement. Yes

Specific Roadway Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Mobilization (approx. 5% of total cost)	\$0.00
Removals (approx. 5% of total cost)	\$0.00
Roadway (grading, borrow, etc.)	\$0.00
Roadway (aggregates and paving)	\$0.00
Subgrade Correction (muck)	\$0.00
Storm Sewer	\$0.00
Ponds	\$0.00
Concrete Items (curb & gutter, sidewalks, median barriers)	\$0.00
Traffic Control	\$0.00
Striping	\$0.00
Signing	\$0.00
Lighting	\$0.00
Turf - Erosion & Landscaping	\$0.00
Bridge	\$0.00
Retaining Walls	\$0.00
Noise Wall (not calculated in cost effectiveness measure)	\$0.00
Traffic Signals	\$0.00

Wetland Mitigation	\$0.00
Other Natural and Cultural Resource Protection	\$0.00
RR Crossing	\$0.00
Roadway Contingencies	\$0.00
Other Roadway Elements	\$0.00
Totals	\$0.00

Specific Bicycle and Pedestrian Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Path/Trail Construction	\$0.00
Sidewalk Construction	\$0.00
On-Street Bicycle Facility Construction	\$0.00
Right-of-Way	\$0.00
Pedestrian Curb Ramps (ADA)	\$0.00
Crossing Aids (e.g., Audible Pedestrian Signals, HAWK)	\$0.00
Pedestrian-scale Lighting	\$0.00
Streetscaping	\$0.00
Wayfinding	\$0.00
Bicycle and Pedestrian Contingencies	\$0.00
Other Bicycle and Pedestrian Elements	\$1,000,020.00
Totals	\$1,000,020.00

Specific Transit and TDM Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Fixed Guideway Elements	\$0.00
Stations, Stops, and Terminals	\$0.00
Support Facilities	\$0.00
Transit Systems (e.g. communications, signals, controls, fare collection, etc.)	\$0.00
Vehicles	\$0.00
Contingencies	\$0.00
Right-of-Way	\$0.00
Other Transit and TDM Elements	\$0.00

Totals

\$0.00

Transit Operating Costs

Number of Platform hours	0
Cost Per Platform hour (full loaded Cost)	\$0.00
Subtotal	\$0.00
Other Costs - Administration, Overhead,etc.	\$0.00

Totals

Total Cost	\$1,000,020.00
Construction Cost Total	\$1,000,020.00
Transit Operating Cost Total	\$0.00

Measure A: Project's Use of Existing Infrastructure

Nice Ride's transition plan was implemented with the express purpose of preserving the public investment in station-based bike sharing equipment while simultaneously and (seamlessly for the customer) implementing new technology and a major expansion.

The proposed user-interface integration project will build on the public investment in the GoTo card and in the Metro Transit App (hosted by Moovel).

The proposed equity investments make it possible for people from under-served communities to learn about and utilize subsidies so that they can easily and inexpensively enjoy cycling for transportation. Bike sharing and e-bike sharing will enable people who do not own bikes to use and enjoy the regional trail network.

Our strategy for regional expansion is the opposite of the unplanned, disorderly approach of start-up companies. We intend to invest in e-bikes, charging stations, and communications in the areas with the best use cases, which correspond to Transit Oriented Development, access to regional trails, and access to transit and park-and-ride.

Response:

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

9703

The project will extend the Nice Ride service area within Minneapolis to the city boundaries. This will more than double the size of our current service area, making commuting by bicycle a viable alternative for many more Minneapolis residents. The addition of e-bikes in other cities has resulted in longer average trip lengths (3-5 miles) , distances more typical automobile usage. E-bikes have been shown to have greater appeal than traditional bikes for people who may not ride because of age, disability or limited fitness levels. Commuters often prefer them because they offer as a less strenuous, less sweaty option.

Response:

Methodology to calculate users:

In 2018, 69% of usage has occurred on weekdays with the average weekday user making 3 trips per week. The project will add 3,000 bikes with an estimated 2 trips per bike per day.

$3,000 \text{ bikes} * 2 \text{ trips per bike per day} * 225 \text{ days per season} = 1,350,000 \text{ trips per year}$

$1,350,000 * 0.69 = 931,500 \text{ weekday trips} / 3 \text{ trips per user} = 310,500 \text{ weekday users} / 32 \text{ weeks per season} = 9,703 \text{ users per week average}$

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Location and Impact to Disadvantaged Populations

The project will expand transportation options for people living or working within the North Minneapolis, Phillips, and Cedar Riverside neighborhoods of Minneapolis, which are within Areas of Concentrated Poverty where 50% or more of total residents are people of color (ACP50). We believe it is particularly important to invest in direct, personal communication with these residents in these neighborhoods, which have high incidences of sedentary lifestyles and many cultural barriers to app-based services that may be adopted more quickly downtown or on college campuses.

The project will implement the best practices learned through the Better Bike Share Partnership, including employment of ambassadors during the launch and expansion phases, and innovate with "automatic" discounts intended to reduce the barriers caused by lack of awareness of available subsidies.

Response (Limit 2,800 characters; approximately 400 words)

Infrastructure improvements are underway throughout the Twin Cities to increase the usefulness and comfort of using a bicycle as a means of transportation. These options provide benefits to all communities, but may be especially useful for populations without regular access to a motor-vehicle, including transit-dependent populations, children and young adults, members of health-disparity communities, and individuals unable to obtain licensure to operate a vehicle. The improved access to Active Transportation that this project will provide will increase opportunities for expanding use of cost-effective, health-promoting, and reliable and convenient transportation for members of these communities. Lastly, expansion bikeshare services in these areas will decrease the distance (and time cost) to access use of the system by area residents.

Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Minneapolis	422000.0	100.0	1.0	100.0
				100

Affordable Housing Scoring

Total Population	422000.0
Total Housing Score	100.0
Upload "Regional Economy" map	1531454065828_Regional Economy Map.png

Click on 'Edit' button on top right of page

Measure A: Areas of Traffic Congestion and Reduction in SOV Trips

The highways near the project area are some of the most congested roadways in the metro region. Several of the highway miles approaching and leaving downtown are congested for more than seven hours each weekday (MnDOT Congestion Report, 2014).

Traffic congestion is also severe on non-highway roads, especially high-traffic arterial roadways inside the project area such as University Avenue in Northeast Minneapolis and Lake Street from Uptown to Longfellow. TomTom Traffic, a navigational company measuring congestion in 250 cities across the world using traditional roadway count methods and GPS data, estimates that traffic congestion on non-highway roads in Minneapolis adds an additional 18% of travel time during congested periods--a larger estimated impact than that of highway congestion during the same period (15%). Nice Ride bikeshare offers an opportunity to reduce highway and non-highway congestion by converting single occupancy vehicle trips to space-efficient, zero-emissions bicycle trips.

We believe that strategic implementation of e-bike sharing technology has great potential to reduce congestion in the densest urban areas by replacing trips under five miles long with trips on regional trails and in bike lanes.

Response:

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	194400
Average Commute Trip Length (Default 12.1):	2.24
VMT Reduction	435456.0
CO Reduced	1040739.84
NOx Reduced	69672.96
CO2e Reduced	1.596381696E8

PM2.5 Reduced

2177.28

VOCs Reduced

13063.68

Method of Calculation

New bike share bikes added during project
(minimum commitment): 3,000

Typical season (days): 225

Trips per bike per day: 2

Total annual trips: 3,000 bikes * 2 trips per day *
225 days = 1,350,000

Percentage of trips occurring on weekdays during
congested periods: 24% (324,000)

Response:

Percentage of trips that replace a trip in a personal
car: 20% (64,800)

Average trip length: Average duration of 18 minutes
* 7.456 mph = 2.24 miles

Project period (years): 3.0

Number of Daily One-Way Commute Trips

Reduced: 64,800 * 3 years = 194400

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

We are implementing the only dockless bike share system in North America in which every bike will be returned to a permitted parking zone.

We are proposing greater integration with transit user-interfaces than exists for dockless bike sharing anywhere in North America.

We are proposing new innovations to make subsidies for bike sharing automatic in underserved neighborhoods and for Transit Assistance Program Riders, addressing a critical barrier identified by the Better Bike Share Partnership.

Unlike all of the start-up dockless companies, we are proposing to co-locate e-bike share and e-bike charging in the areas with the strong use cases to make commuting by e-bike a cultural norm.

Response:

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Nice Ride has been operating the Twin Cities bikeshare system since 2010. It was one of the first (and largest systems) in operation in the United States in its first several years. It has the longest experience among bikeshare systems in the nation, and is looked to by its peers as a leader and innovator. National publications often recognize its successes:

<http://www.citylab.com/commute/2014/07/thisreallymightbethenicebikesharesystemintheunitedstates/373679/>

By executing our transition plan, we have been able to keep this team together in a new company, Motivate Minnesota.

Motivate Minnesota will have all of the software, product, operational, and program experience and expertise of Motivate International, the largest operator of bike share system in North America behind it.

Response:

Motivate has signed a term sheet with Blue Cross and Blue Shield of Minnesota, under which Blue Cross will continue as the title sponsor of the bike share program, adding financial strength and health equity expertise.

The acquisition of Motivate by Lyft adds both financial strength and a multi-modal platform widely known and adopted in the Twin Cities.

The Nice Ride Board of directors remains in place to oversee the service level agreement and Equity Plan in its agreement with Motivate Minnesota. That agreement is a five-year contract.

(Limit 1,400 characters; approximately 200 words)

Measure B: Project Financial Plan

Project funding sources are identified and secured to continue the project past the initial funding period, and/or carry on the project to a future phase:

Yes

25 Points

Applicant has identified potential funding sources that could support the project beyond the initial funding period:

15 Points

Applicant has not identified funding sources to carry the project beyond the initial funding period:

0 Points

Response:

Motivate Minnesota is committed to operate the dockless bike sharing system in compliance with service level commitments and an Equity Plan for five years. Expansion by 3,000 bikes is committed. Additional expansion by 1,500/year in years three and four of the agreement is committed of usage targets are met.

(Limit 2,800 characters; approximately 400 words)

Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	\$1,000,020.00
Enter Amount of the Noise Walls:	\$0.00
Total Project Cost subtract the amount of the noise walls:	\$1,000,020.00
Points Awarded in Previous Criteria	
Cost Effectiveness	\$0.00

Other Attachments



Existing conditions photo

3.0 MB

File Name	Description	File Size
CCF07132018_00000.pdf	Letter of Support from Motivate MN	227 KB
DOC071318-07132018150348.pdf	Letter of Support from the City of Minneapolis	252 KB
NRM Proposal 1-Page Summary.pdf	Summary	151 KB
NRM Proposal 2018 Regional Solicitation.pdf	Narrative Proposal	503 KB
Regional Solicitation 2018 Budget NRM.pdf	Project Budget	429 KB



get going

220 36th Street, Suite 3A
Brooklyn, NY 11232

July 13, 2018

Metropolitan Council
c/o Elaine Koutsoukos, TAB Coordinator
390 Robert Street North
St. Paul, MN 55101

Re: Nice Ride Minnesota Proposal in response to Regional Solicitation

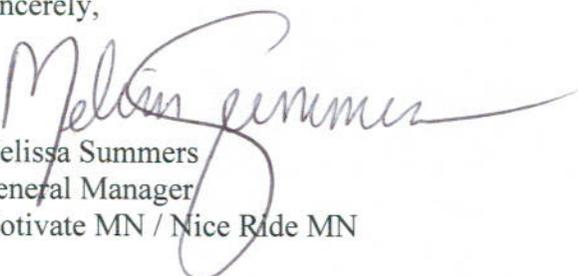
Dear Sir or Madam:

Motivate Minnesota LLC operates the Nice Ride Minnesota bike sharing system pursuant to a Program and Pilot Agreement signed on June 14, 2018. Our parent company, Motivate International LLC, is the largest operator of bike sharing in North America, with systems in the densest urban centers including New York (Citi Bike), Chicago (Divvy), Boston (Hubway), Washington D.C (Capital Bikeshare) and the Bay Area (Ford GoBike). Motivate works alongside cities to provide efficient, equitable and safe systems using a full range of bike share solutions and best-in-class operations.

Motivate has entered into a transformative agreement with Lyft. Together, Lyft and Motivate will collaborate with cities to grow and improve transportation and further Motivate's mission: to get more people riding bikes. As part of the agreement, Lyft will acquire Motivate's technological capabilities and corporate functions. Motivate will continue to focus on its core operational and customer service offerings, prioritizing safety, rideability, and a best-in-class customer experience. Motivate will provide these services to Lyft, which will invest additional resources in technology and innovation and shape the future of bike share in partnership with cities.

Motivate Minnesota has collaborated with Nice Ride Minnesota on the development of its proposal in response to the Regional Solicitation and stands ready to implement the proposed program elements, consistent with the Program and Pilot Agreement.

Sincerely,



Melissa Summers
General Manager
Motive MN / Nice Ride MN

July 13, 2018

Elaine Koutsoukos
Transportation Advisory Board Coordinator
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

Re: Letter of Support for Nice Ride Bike Share Integration, Inclusion, and Regional Expansion

Dear Ms. Koutsoukos:

I am writing this letter on behalf of the City of Minneapolis Department of Public Works to express support for Nice Ride's application to the Metropolitan Council's Regional Solicitation for a grant to fund its Bike Share Integration, Inclusion and Regional Expansion project.

With Nice Ride and Motivate's introduction of a dockless bike system comes a significant opportunity to expand access to bikes throughout Minneapolis. Through this project, Nice Ride and Motivate will be taking significant steps to reduce barriers and expand access to shared bikes through additional payment options, expanded coverage area and number of bikes, and broader advocacy for bike use and sharing.

As we have done in the past, Minneapolis Public Works will work with partners identified such as Metro Transit, the National Park Service, and others to facilitate the success of this project.

I encourage you to give this application your full consideration, and I look forward to your decision.

Regards,



Robin Hutcheson
Director of Public Works
City of Minneapolis

Nice Ride Minnesota Proposal Summary

Project Name: Bike Share Integration, Inclusion, and Regional Expansion

Applicant: Nice Ride Minnesota, a nonprofit mobility manager

Planning/Public Engagement website: www.niceride-newparkingzonesplanning.org.

Through its unique relationship with the City of Minneapolis and Motivate/Lyft, Nice Ride Minnesota is poised to oversee a privately-funded dramatic expansion of bike sharing in the Twin Cities while assuring that public goals for quality, reliability, equity, and order are met. We are not seeking public funds to capitalize this expansion. We are seeking public funds to influence how it will integrate with public transit, to reach neighborhoods impacted by poverty and obesity, and to shape the regional expansion of e-bike sharing to maximize its potential to change commuting behavior.

Specifically, we are seeking \$300,000 of public funding for a \$1,000,020 project budget, including the following scope:

User-Interface Integration

Assessment of feasibility and scope, and potential development and communication of a User-Interface Integration Plan with Metro Transit staff and consultants (Moovel), including seeking endorsement of the Twin Cities Shared Mobility Collaborative.

Implementation of the User-Interface Integration Plan, including, potentially based of feasibility, through (1) integration of dockless bike unlocking with Metro Transit "Go-To" program and (2) bike share integration with Metro Transit App.

Marketing, incentives, and partnerships to encourage use of Go-To Card and Metro Transit App to access bikes, particularly among low-income populations.

Inclusion and Equity

Staffing of "equity manager"/"neighborhood ambassador" position (directly or through contracts with non-profit partners).

Discounts and incentives to drive utilization of dockless bike sharing in low-income neighborhoods impacted by obesity and diabetes associated with sedentary lifestyle (using innovative approaches that provide "automatic" subsidies for trips to and from targeted neighborhoods and for TAP riders).

Regional Expansion/Innovative Deployment

Development and approval of plan for implementation of e-bike share in suburban communities at locations that have a strong use-case for e-bike commuting and reduction of motor vehicle trips, such as by co-location with transit, TOD, park-and-ride, and regional bike trails along SW Light Rail route. (Example locations--proximate to St. Louis Park SW Light Rail and West End)

Allocation of bikes, e-bikes, and charging equipment hardware to target projects.



Nice Ride Minnesota Proposal in Response to Regional Solicitation

WHO IS NICE RIDE NOW AND HOW WILL IT CONTINUE TO FOSTER PUBLIC-PRIVATE PARTNERSHIP ON BIKE SHARING?

Nice Ride Minnesota (“NRM”) has been the nonprofit owner operator of the Twin Cities bike share system since 2010. Over the last year, it has undergone a transition described in a [2018 Update to Nonprofit Business Plan](#). A summary:

Reasons for proactive change:

- Dockless technology is replacing station-based technology globally. Dockless technology has multiple benefits: (1) less expensive, (2) more convenient, and (3) can be deployed quickly and reach more people. There are substantial problems with the current implementation of dockless technology (low-quality, poor maintenance, little focus on equity, disorder in right-of-way), but those problems can be addressed.
- Private-sector investment is now driving expansion of bike sharing globally.

Approach to transition:

- NRM published an RFP, seeking proposals from for-profit partners who would continue the operation of our grant-funded equipment during a transition period, deliver a dockless bike pilot, and commit to requirements for quality, reliability, equity, and order for a period of years.
- A public stakeholder group reviewed proposals, and, after public presentations by finalists, recommended Motivate (the largest operator of bike share in North America). The NRM Board accepted that proposal.

Resulting Agreements

- NRM and its subcontractor, Motivate Minnesota, are the sole licensee authorized to operate a bike sharing system in Minneapolis through the term of a Grant Funded Agreement ending in August 2021.
- Our license agreement in Minneapolis requires that every dockless bike must be returned to a site-planned and permitted parking zone (a first in North America).
- Motivate will operate the older grant-funded equipment and deliver a dockless bike pilot, including at least 1,500 dockless bikes this fall and another 1,500 dockless bikes in 2018. Motivate will also deliver e-bike and winter-bike pilots. These pilots will operate seamlessly with the grant-funded bikes.
- Motivate has committed to service-levels and an Equity Plan that assures continued focus on quality, reliability, equity, and data sharing.
- NRM transferred its tools, trucks and spare parts to Motivate Minnesota. NRM’s operations team has gone to work for Motivate Minnesota. NRM has retained ownership of the grant-funded equipment until it is taken out of service.



- Motivate has announced that it will be acquired by Lyft and that Lyft will honor all commitments.

2017 Award

In 2017, NRM received an award of \$300,000 to expand its station-based system. Due to the industry changes described above, the NRM Board decided that NRM should not purchase additional station-based equipment, and should instead proceed with the RFP as described above. We notified Metropolitan Council of that decision and have kept staff informed of our transition progress. With the closing of our transition agreements with Motivate on July 2nd, NRM is now in position to submit a proposal with certainty that we can continue to provide state-of-the-art bike sharing service in the Twin Cities.

What this means for the nonprofit and opportunities for public-private partnership going forward.

- NRM continues to be an active nonprofit pursuing its mission and complying with grant agreements. NRM will function as a mobility manager, rather than as operator. Its primary function will be to enforce the service level and equity commitments of Motivate Minnesota and to serve as a bridge between the public sector (right of way owners and funders) and private investors, seeking opportunities to (1) shape privately-funded service to achieve public goals and (2) enable public officials to participate in the continuing cycle of technology development, keeping the Twin Cities in a leadership role, such as through user-interface integration.
- Motivate/Lyft is well-positioned to make a substantial investment in our market and to demonstrate how its new products and services can meet public goals for quality, reliability, equity and order. Our public sector partners can lean on NRM to oversee pilot projects to assure that performance commitments are met while fostering experimentation and innovation.

DOCKLESS BIKE SHARE AND E-BIKE SHARE DESIGN AND IMPLEMENTATION

Bicycles

The bicycles Motivate will introduce this fall will be the design Motivate has developed and improved for New York City and its other large urban markets. This is a rugged bicycle designed for over 10,000 trips with features like a continuously variable shifter. It is the highest quality dockless bike in use in any major system in the world.

Ring Lock

Beginning with the bikes delivered in Spring 2019, the Motivate ring lock will be designed to accept multiple unlocking mechanisms, including a card reader, making integration with GoTo possible.

Virtual Stations

To meet the requirements of the City of Minneapolis, Motivate is designing the first dockless bike sharing system in North America that will require riders to return bikes to permitted parking zones. NRM has retained Community Design Group to conduct the community engagement and create a master plan for these parking zones. This project is on-going, looking towards permitting of up to



500 parking zones by the September launch date. A planning and public engagement web site has been hosted by Community Design Group at www.niceride-newparkingzonesplanning.org.

This website is the beginning of a new form of planning and permitting for shared use mobility: it invites any resident, building owner, business owner, or bike share rider to request a dockless parking zone and assist Motivate to permit that zone by submitting information about the suitability of the site. Selection of locations to achieve equity goals is a priority that is incorporated into the request form.

Equity Programs

In addition to making equity a priority in parking zone siting and program launch, Motivate has committed to follow an Equity Plan developed with input from local stakeholders. Motivate has committed to deliver an equity program similar to the successful Divvy for Everyone in Chicago. Motivate has also committed to provide access to bikes for ambassador and introductory programs and to undertake technology development to support experimental equity programs.

FUNDING REQUESTS

As detailed in the Budget submitted with this application, NRM is seeking an award (or a rebudgeting of the 2017 award) of \$300,000 to be divided among three project areas:

User-Interface Integration

NRM has been a champion for user interface integration for six years. It is one of the chief reasons we founded the North American Bike Share Association and played a key role in the development of the Global Bike Share Data Feed Standard.

We recently met with Metro Transit staff to discuss integration. Our key take-aways from that meeting were:

- (1) We continue to believe that simple, multi-modal user interfaces are part of the critical path towards a world where shared-use mobility is viewed as just as easy as owning a personal car.
- (2) Rapid change in payment technologies, vehicles types, and industry participants require development of a plan for integration that can be understood and approved by policy makers.
- (3) “GoTo” integration with bike share may be a valuable tool to achieve equity goals, even though that platform is aging and change is expected.
- (4) Integrating with Metro Transit’s App (hosted by Moovel) remains valuable and feasible, but requires policy development and engagement with stakeholders.

We further concluded that the new policy and data committees of the Twin Cities Shared Mobility Collaborative will be valuable venues to vet an integration plan.



NRM is seeking funding for these purposes. In addition, we are seeking funding for marketing/communication and provide incentives to encourage use of Goto Card and Metro Transit App to access bikes, particularly among low-income populations. We anticipate that these funds would, in part, support the work of key partners working in the transportation and health equity arena, including Our Streets and North Point Clinic.

Inclusion and Equity

One of the key learnings of the [Better Bike Share Partnership](#) has been that, to achieve equity goals, it is valuable to retain ambassadors—people who live in and ride in low-income neighborhoods and who can help new riders overcome cultural barriers and create deeper awareness of programs and subsidies available. We believe that dockless bike share has potential to serve many more people throughout all neighborhoods. Because expansion and permitting will depend on the support of local residents and business owners who want bike share parking zones nearby, it is essential that we have ambassadors to create knowledge of and excitement for dockless bike sharing in all neighborhoods from the beginning. We need to support transportation equity and health equity advocates to make those connections.

Another key learning of the Better Bike Share Partnership has been that public awareness of available subsidies is often very low. We would like to experiment with new technologies to make subsidies “automatic,” including through direct subsidies reducing the price for bike share trips beginning and ending within in low-income neighborhoods impacted by obesity and diabetes associated with sedentary lifestyle and automatic enrollment of participants in the Metro Transit TAP (Transit Assistance) Program.

Regional Expansion/Innovative Deployment

Until a year ago, bike sharing was largely limited to dense, urban areas. Recently, start-up dockless service providers have launched fleets in suburban areas, often with no planning or marketing, and possibly with the intent that those bikes will end up in neighboring urban areas. We believe that this is not the way to create sustainable, reliable programs to serve suburban residents.

We also believe that e-bike technologies open the door to a new set of bike-share use cases that involve trips of five miles or more, significantly longer than the typical bike share use case. We propose that the best approach to achieve cultural acceptance and high usage rates for bike sharing in suburban neighborhoods will be to focus on some of the best use cases. These will be, for example, areas that have access to transit and/or park-and-ride, multi-family residential buildings, retail destinations, and good access to the regional trail network. We have met with representatives of the City of St. Louis Park and the Southwest Light Rail Project Office and believe there are strong synergies with recent Transit Oriented Development, transit investments, and the Cedar Lake Trail.

Developing these use cases for e-bikes will require charging stations and investment in marketing and communications.





The dockless bike which will be introduced in 2018.



The e-bike which will be added to the Nice Ride MN system in 2019.



Project Budget

Bike Share Integration, Inclusion, and Regional Expansion

<u>User-Interface Integration</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>Total</u>	<u>Requested Grant/Federal Share</u>
Assessment of feasibility and scope, and potential development and communication of a User-Interface Integration Plan with Metro Transit staff and consultants (Moovel), including seeking endorsement of the Twin Cities Shared Mobility Collaborative.	\$ 30,000	\$ -	\$ -	\$ 30,000	
Implementation of the User-Interface Integration Plan, including, potentially based of feasibility, through (1) integration of dockless bike unlocking with Metro Transit "Goto" program and (2) bike share integration with Metro Transit App.	\$ 50,000	\$ 40,000	\$ -	\$ 90,000	
Marketing, incentives, and partnerships to encourage use of Goto Card ant Metro Transit App to access bikes, particularly among low-income populations.	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	
subtotal	\$ 110,000	\$ 70,000	\$ 30,000	\$ 210,000	\$ 100,000
<u>Inclusion and Equity</u>					
Staffing of "equity manager"/"neighborhood ambassador" position (directly or through contracts with non-profit partners).	\$ 100,000	\$ 100,000	\$ 100,000	\$ 300,000	
Discounts and incentives to drive utilization of dockless bike sharing in low-income neighborhoods impacted by obesity and diabetes associated with sedentary lifestyle.	\$ 50,000	\$ 50,000	\$ 50,000	\$ 150,000	
subtotal	\$ 150,000	\$ 150,000	\$ 150,000	\$ 450,000	\$ 100,000
<u>Regional Expansion/Innovative Deployment</u>					
Development and approval of plan for implementation of e-bike share in suburban communities at locations that have a strong use-case for e-bike commuting and reduction of motor vehicle trips, such as by co-location with transit, TOD, park-and-ride, and regional bike trails along SW Light Rail route. (Example locations--proximate to St. Louis Park SW Light Rail and West End)	\$ 30,000	\$ 30,000	\$ -	\$ 60,000	
Allocation of bikes, e-bikes, and charging equipment hardware to target projects.	\$ 50,000	\$ 250,000	\$ -	\$ 300,000	
subtotal	\$ 80,000	\$ 280,000	\$ -	\$ 360,000	\$ 100,000
Total Project Budget				\$ 1,020,000	\$ 300,000
Match Percentage					71%