

Boston College Neighborhood Improvement Fund

For Brighton and Allston


Application for Funding, Spring 2015

Total Amount Requested \$ 95,600

Applicant Organization Name: <u>BOSTON BIKES</u>	
Organization Address: <u>1 CITY HALL PLAZA #932</u> City: <u>BOSTON</u> Zip: <u>02201</u>	
Contact Person: <u>KIM FOLTZ</u>	
Title: <u>PROGRAM MANAGER</u>	
Telephone Number: <u>617-919-4458</u>	
E-Mail Address: <u>Kim.FOLTZ@BOSTON.GOV</u>	
Is Applicant a 501(C) (3) organization? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Federal Employer Identification Number: <u>04-6001381</u>	
Commissioner Executive Director:	<u>GINA FIANDACA</u> Phone Number: <u>617-635-4396</u>
Email Address: <u>GINA.FIANDACA@BOSTON.GOV</u>	
Board President:	Phone Number: _____
Email Address: _____	

Application submission(s) must be authorized and signed by an authorized signatory of the Organization.

Name and title of Authorized Signatory:



Signature of Authorized Signatory:

Applicant Information

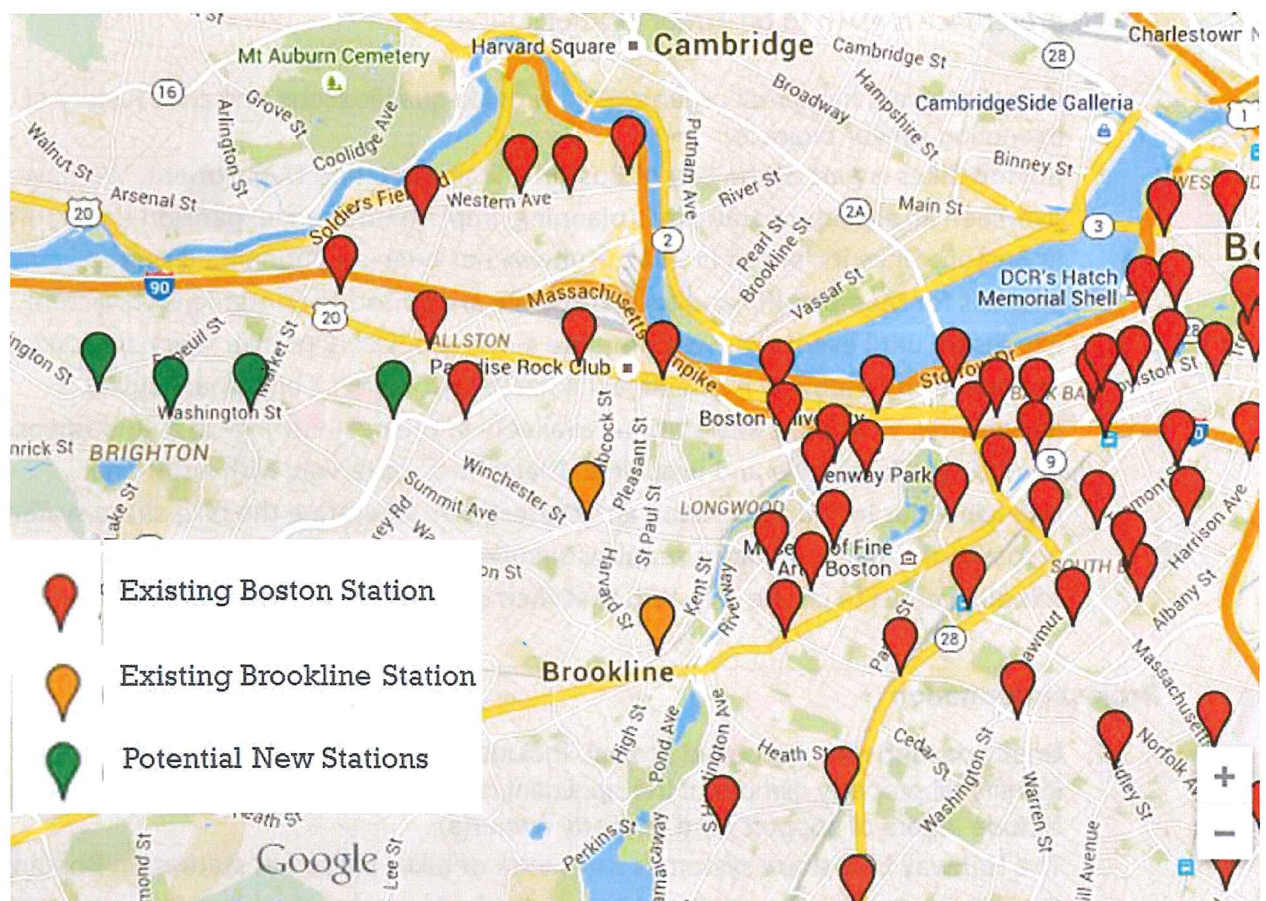
1. Name of entity(ies) applying for funding and name of project
Boston Bikes · Hubway Expansion in Brighton
2. Primary contact person name, phone number, e-mail
Kim Foltz · 617-918-4458 · kim.foltz@boston.gov
3. Key personnel involved in the project
 - Kim Foltz, Boston Bikes Program Manager (overseeing station siting, managing Hubway operator, coordinating neighborhood outreach)
 - Emily Stapleton, Hubway General Manager, Motivate Co (overseeing Hubway operations)
4. Any partner organizations/property owners to be involved in project.
Boston Bikes will work with local organizations including the Brighton-Allston Improvement Association, Brighton Main Streets, Allston-Brighton Bikes and CommonWheels to identify appropriate station locations that best serve the neighborhood. All stations will be sited on city-owned streets or sidewalks. Strong preference is given to off-street locations.
5. If applicant is a non-profit organization, provide qualifications and prior history of executing similar projects.
Boston Bikes is part of the City of Boston's Transportation Department. We have overseen all aspects of Hubway's planning, implementation, expansion and operations in Boston. Since its launch in 2011, Hubway has been an unqualified success, surpassing all goals for membership and total trips. We are poised to continue with system expansion until eventually we complete a dense network of bike share stations across the entire city. Hubway is one of just a handful of regional bike share systems nationwide, with bikes and stations available in the neighboring cities and towns of Cambridge, Somerville and Brookline. Dialogue is underway with additional municipalities including Newton and Watertown. Operating the bike share system across municipal boundaries requires significant coordination and collaboration, but it has allowed us to create a system that meets the needs of the greater Boston area.

Project Information

1. Briefly describe the proposed project. Include a description of the site with a map and identify all property owners. If the applicant is not the sole property owner, please include letters of support from property owner(s).
The Hubway bike share system is a network of bikes parked at stations in Boston, Cambridge, Somerville and Brookline. Individuals can use the bikes for a day, with the purchase of a 24-hour pass (currently priced at \$6), or can become annual members,

allowing an unlimited number of trips on Hubway for a one-time fee of \$85 (trips over 30 minutes incur usage fees). Hubway bikes are designed to be used comfortably by people of a wide range of heights, simply by adjusting the seat height. With 140 stations in the metro area, Hubway has quickly become a fixture in the Boston's transportation system, providing an affordable and healthy way to get around the city. Hubway is operated by Motivate Co, a private company that operates bike share systems in New York City, Washington DC, Chicago and Seattle. Motivate is responsible for all equipment maintenance, and ensuring a good balance of bikes to open docks throughout the system.

With support from the Boston College Neighborhood Improvement Fund, Boston Bikes will expand the Hubway bike share system by adding four stations in Brighton. We will work with key stakeholders in the neighborhood to identify the specific station locations based on community needs and proximity to the existing Hubway bike share network. We aim to locate stations at a maximum distance of $\frac{1}{2}$ mile away from other stations, to ensure that riders can get where they need to go, and to minimize the walking distance to and from stations. The below map illustrates *possible* locations for new stations in Brighton. All stations will be installed on city-owned sidewalks or streets.



2. Describe public benefits of the project with reference to review criteria.

Hubway provides tremendous amenities to the community. First, it can help close transportation gaps, providing an affordable, non-motorized means to get around the city that is available 24 hours a day. In a neighborhood like Brighton, where transit is often anything but rapid, Hubway can dramatically improve travel times to other parts of the metro area. At the same time, bike share helps to reduce congestion and greenhouse gas emissions. In the Boston area, riders have taken more than three-million trips on Hubway bikes; according to survey data, close to 20% of bike trips in Boston replace trips by car. Hubway therefore is a meaningful contributor to reducing motor vehicle use in the city.

In addition, cycling has been proven to positively impact the economy. A 2008 Portland, OR study revealed that their bicycle-related industry contributes \$90 million annually to their local economy. Wisconsin calculated in 2010 the total worth of their bike industry to the economy is \$1.5 billion. Citing millennial trends towards sustainable lifestyles, Chicago Mayor Rahm Emmanuel recently commented, "You cannot be for a startup, high-tech economy and not be pro-bike." Trends in Boston match those nationally. Hubway specifically has been shown to have a positive impact on local businesses. According to Boston Bikes' annual survey of riders, Hubway users have spent more than \$38.4 million at local shops, often spending money that they otherwise wouldn't spend if taking other transportation modes.

Finally, the public-health benefits of bike share systems are well established. For many residents of Boston, Hubway is the gateway to cycling for transportation, reducing barriers of bicycle ownership, maintenance and storage that otherwise can prevent regular cycling. For others the bike share system provides a fun and low-cost alternative to going to the gym. The average first year cyclist loses 13 pounds, as physical activity is incorporated into everyday transportation patterns.

3. Explain why NIF funding is required.

To be successful, the Hubway bike share system has to have a sufficient density of stations in any given area. To expand Hubway into Brighton, Boston Bikes recommends a minimum of four stations with several more stations needed in subsequent years to fully cover the neighborhood. The City of Boston has limited capital to expand the Hubway system; in a typical year we are able to add 15 new stations citywide. Dedicated funding from the NIF will ensure more rapid expansion into Brighton. The City of Boston will match the NIF's investment with at least one additional station in 2015-2016, and is securing additional funding from developers and corporate sponsors for more stations.

4. Explain if this project/funding would be part of a larger phased project, and if NIF funding would be sought for future phases.

As long as the station locations are chosen thoughtfully with consideration of transportation needs in the neighborhood and the proximity to the existing bike share network, the new stations added to Brighton as part of this round of NIF funding would operate successfully without the need for additional funding. However, for optimal utility to the neighborhood, eventually Brighton should have at least eight Hubway stations. An initial investment of four stations will help spur interest in private sponsorship, and provide more potential to grow the system in subsequent years. Boston Bikes may pursue future NIF funding for Hubway in Brighton, but it would not be essential to the success of the initial four stations.

5. Timeline (start date, end date, milestones).

July-August 2015: engage Brighton community in siting of 2 stations in neighborhood (one sponsored by private investors and one funded by Hubway revenues).

September 2015: installation of 2 stations in Brighton

Oct – November 2015: engage Brighton community in siting of 1-2 additional stations in neighborhood (funded by NIF)

March 2015: installation of 1-2 additional stations in Brighton

All Hubway stations in Boston are operational March/April through November; a limited number of stations remain in operations through the month of December.

6. Project maintenance requirements, protocols, and sources of funding.

All Hubway equipment is maintained by Motivate Co. under a contract with the City of Boston. Motivate employs a full-time crew of mechanics and bike share technicians who ensure the system operates smoothly. Hubway operations are paid for through revenues generated by the system (memberships, usage fees and advertising).

7. Anticipated project sustainability/life span.

Boston Bikes estimates the life span of each station to be 12 years. We build in annual replacement costs for bicycles in our annual budgeting. We expect the Hubway bike share system to be a permanent fixture in Boston's transportation network.

Materials.

1. Budget, including anticipated total cost and percentage to be funded by NIF

Item	Details	Amount funded by NIF	Amount funded by other sources	Total Cost
Hubway stations and bikes	4 stations x \$46,000/station	92,000	92,000	184,000
Installation costs	4 stations x \$1,800/station	3,600	3,600	3,600
<i>Total</i>		<i>95,600</i>	<i>95,600</i>	<i>191,200</i>

2. Other funding sources, if applicable, and amount and status (e.g. funds granted, requested, date when status will be known).

We have received verbal commitment for sponsorship from two developers in Brighton totaling \$50,000. We are working to secure a contract from both of these sources, which we expect to complete in the summer of 2015. Ongoing Hubway revenues are sufficient to support an additional station in Brighton in 2016.

3. Images, renderings, and other relevant information.

Boston Bikes has reached out to the Brighton-Allston Improvement Association and CommonWheels, both of which support our application for Hubway expansion in Brighton. We will work closely with these partners and other stakeholders in the neighborhood as we hone in on specific station locations.

Station sponsors are entitled to a number of benefits, including naming rights to the station, input in station location decisions, 10 free annual Hubway memberships, and a "Dynamo" corporate membership, allowing staff (or in the case of academic institutions, students) to purchase annual memberships for \$50.

Images of Hubway in Boston



Hubway stations have been welcomed in bustling commercial centers and quiet residential streets alike across Boston.



Hubway is a great way to enjoy Boston's many beautiful natural resources