

Newburyport Bike Share Planning Meeting #3

July 9, 2024

AGENDA

- Introductions

- Update since meeting #2 (6/3/24)

- Funding

- Stations

- Timeline

- Next meeting dates



Funding

Variety of Funding Types

Grants

- Often larger \$ amounts
- Fewer obligations
- Longer lead time

Local Business Sponsors

- Clear advertising benefit
- Difficulties with what NLS can promise because the program will belong to the City

Alternative Fundraising

- Restaurant gift card raffle
- GoFundMe

Grants

- Institution for Savings : **AWARDED \$5,000**
- TD Bank: PENDING
- Walmart: July 15 deadline

NEXT UP:

- Eastern Bank
- Santander
- Clif Bar Family Foundation
- Newburyport Bank
- H. Patterson Hale Jr. Charitable Foundation
- Mary Alice Arakelian Foundation
- General Charitable Society of Newburyport

Local Business Sponsors

Sponsorship Tiers

\$5,000 FOUNDERS

- **limited spots**
- physical and digital naming rights of a station
- logo displayed prominently on website and in app (if possible)
- logo on 3 bikes
- 10 complimentary annual passes
- participation in ribbon cutting ceremony
- one year commitment. Contract renews annually.

\$3,000 CLIPPER FLEET

- logo branding on 3 bikes
- logo on our website
- 10 complimentary annual passes
- one year commitment. Contract renews annually.

\$1,000 SHIP CAPTAIN

- **\$1,000 per bike**
- logo prominently displayed on bike (fender and/or basket)
- logo on our website

\$100 DECKHAND grassroots supporter

- 2 complimentary monthly passes
- entry into restaurant gift card raffle
- bike themed t-shirt

Challenge

Offers that don't need city approval

- Business logo on NLS website
- Social media shoutouts.
(Would require social media revitalization)
- Logo displayed at NLS events?

Moving Forward

- Grants
- Business interest without tiers
- Create a raffle (restaurant gift cards, experiences, event tickets?)
- bike themed t-shirt?
- GoFundMe/Kickstarter?

Other Ideas?

Financial Model

Updated 7/4/24

year	FY 2025	FY 2026	FY 2027
# of bikes	33	48	48
# of stations	6	9	9
# of racks/spaces (2/bike)	66	96	96
VARIABLES			
Turnkey cost per bike	\$2,200	\$2,200	\$2,200
User fee per ride	\$2.00	\$2.00	\$2.00
Membership per month	\$25	\$25	\$25
Rides/bike/day	0.5	0.75	1
COSTS			
Launch costs	\$5,000	\$0	\$0
Capital costs	\$58,080	\$84,480	\$84,480
Operating costs	\$14,520	\$21,120	\$21,120
Estimated annual system cost	\$77,600	\$105,600	\$105,600
SOURCES OF FUNDS			
Federal funds	\$46,000	\$67,000	\$67,000
Other grants and sponsorships	\$5,000	–	–
User fares	\$5,940	\$12,960	\$17,280
User memberships	\$0	\$750	\$1,125
Previous year's surplus	–	\$0	\$0
Remaining to raise	\$20,660	\$24,890	\$20,195
Total system funds	\$77,600	\$105,600	\$105,600

Funding Needs Summary

	FY 2025	FY 2026	FY 2027	3-Year Total
System budget	\$77,600	\$105,600	\$105,600	\$288,800
Federal funds	\$46,000	\$67,000	\$67,000	\$180,000
Grants and sponsorships	\$5,000	–	–	\$5,000
User fares and memberships	\$5,940	\$13,710	\$18,405	\$38,055
Remaining amount to raise	\$20,660	\$24,890	\$20,195	\$65,745
Fundraising target	\$25,000	\$25,000	\$25,000	\$75,000

Potential Bike Share Station Sites

Considerations for Stations

- Density of locations impacts usage
- Accessibility for visitors: proximity to public transit (MBTA, MEVA) or parking nearby
- Signage - identify location, provide branding space and rider instructions
- Well lit at night - for riders' comfort returning bikes and to minimize theft/vandalism
- 24/7 accessibility (Federal requirement)
- On-street bike share stations can be placed anywhere where parked cars would go

Station size & dimensions

- 1:2 ratio of bikes to parking: parking spaces always available for riders (5 bikes / 10 racks)
- Approximately 22' x 6' for 10 docks
- Racks installed directly onto a concrete pad (asphalt alternate) is desirable.

Sites considered

downtown

- future Visitor Center
- Parking Garage
- Tannery
- Tracy Place (beside NU)
- Rail Trail @ CHMM
- Water St @ CHMM
- Inn St by Green St parking lot
- Inn St near outdoor dining former Vera

rail trail outside of downtown

- Parker St entrance near MBTA
- Joppa Park
- Parker St – South End trailhead
- Washington St

city parks

- Cushing
- Cashman
- Bartlet Mall (across from CVS)

major recreation / destination

- Maudslay Park
- PRNWR Visitor Center
- PRNWR Parking Lot #1



Rail Trail at Parker St



Rail Trail at Parker Street near MBTA



Rail Trail at Washington St

Rail Trail at Washington St



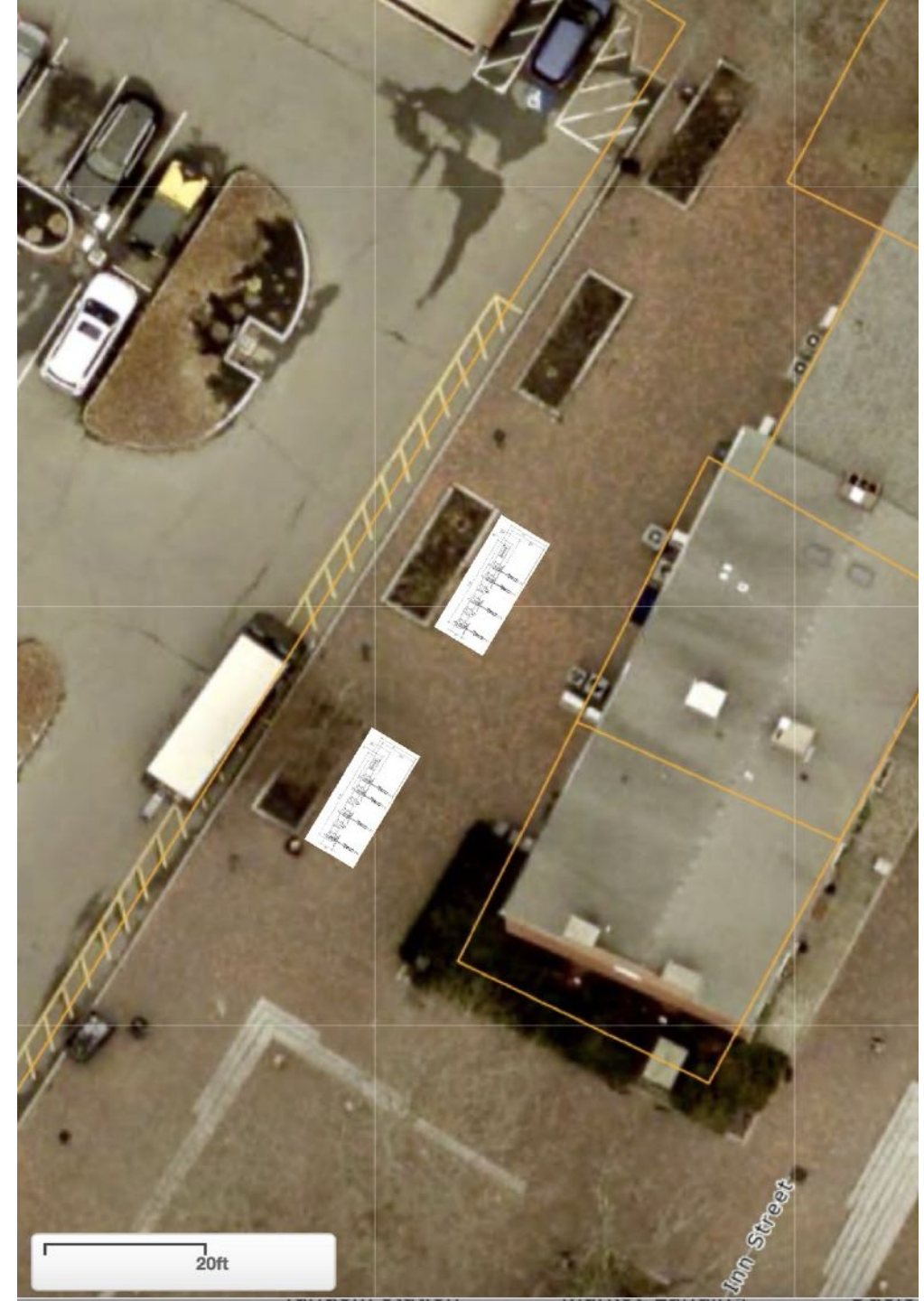
Rail Trail at Washington St



Cashman Park



edge of Green St.
parking lot





edge of Green St. parking lot



Merrimac Street @ West Lot

Merrimac Street @ West Lot





Waterfront Park @ West Lot

Waterfront Park @ West Lot



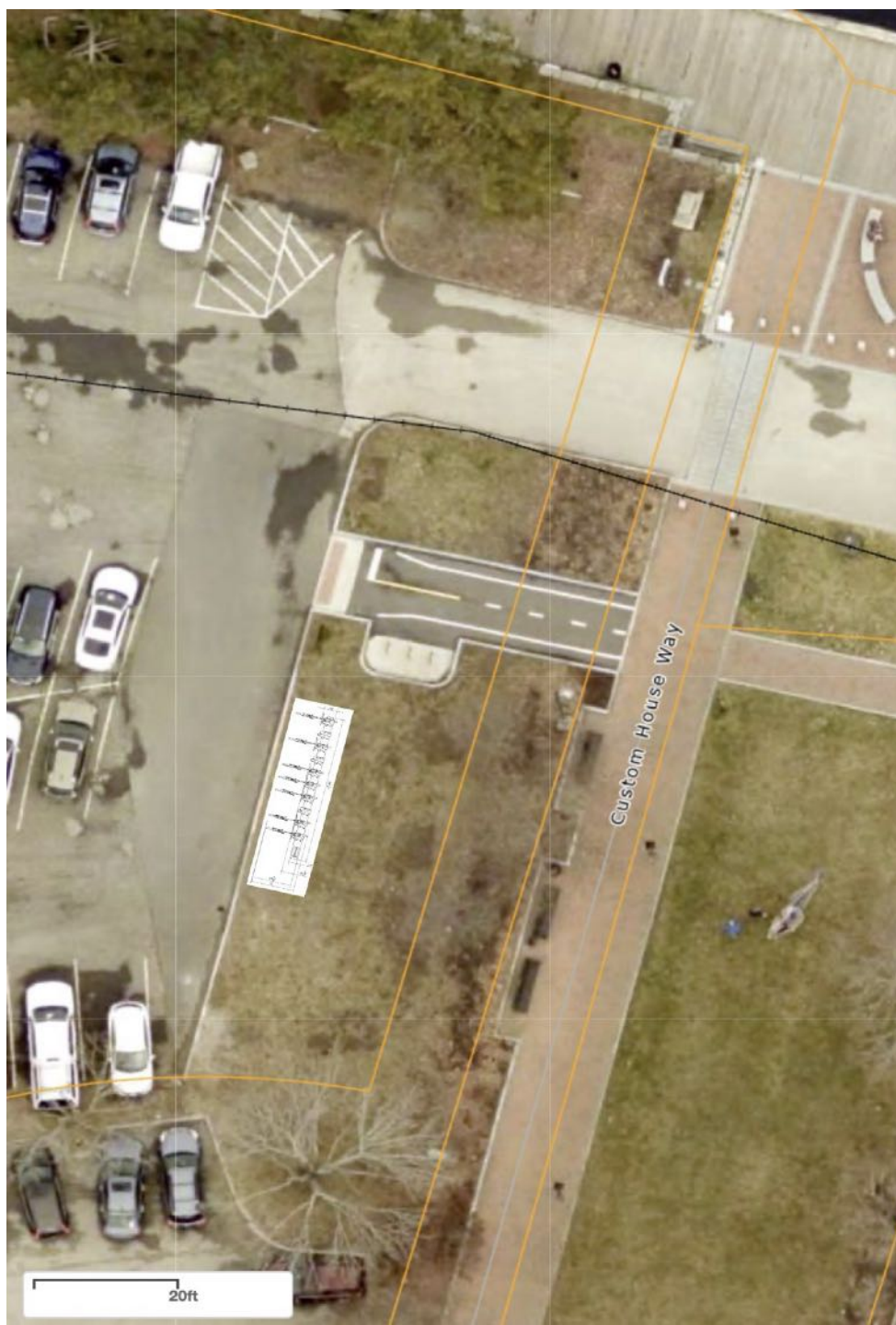


Market Landing Park

Multiuse Path - Market Landing Park



Multiuse Path - Market Landing Park

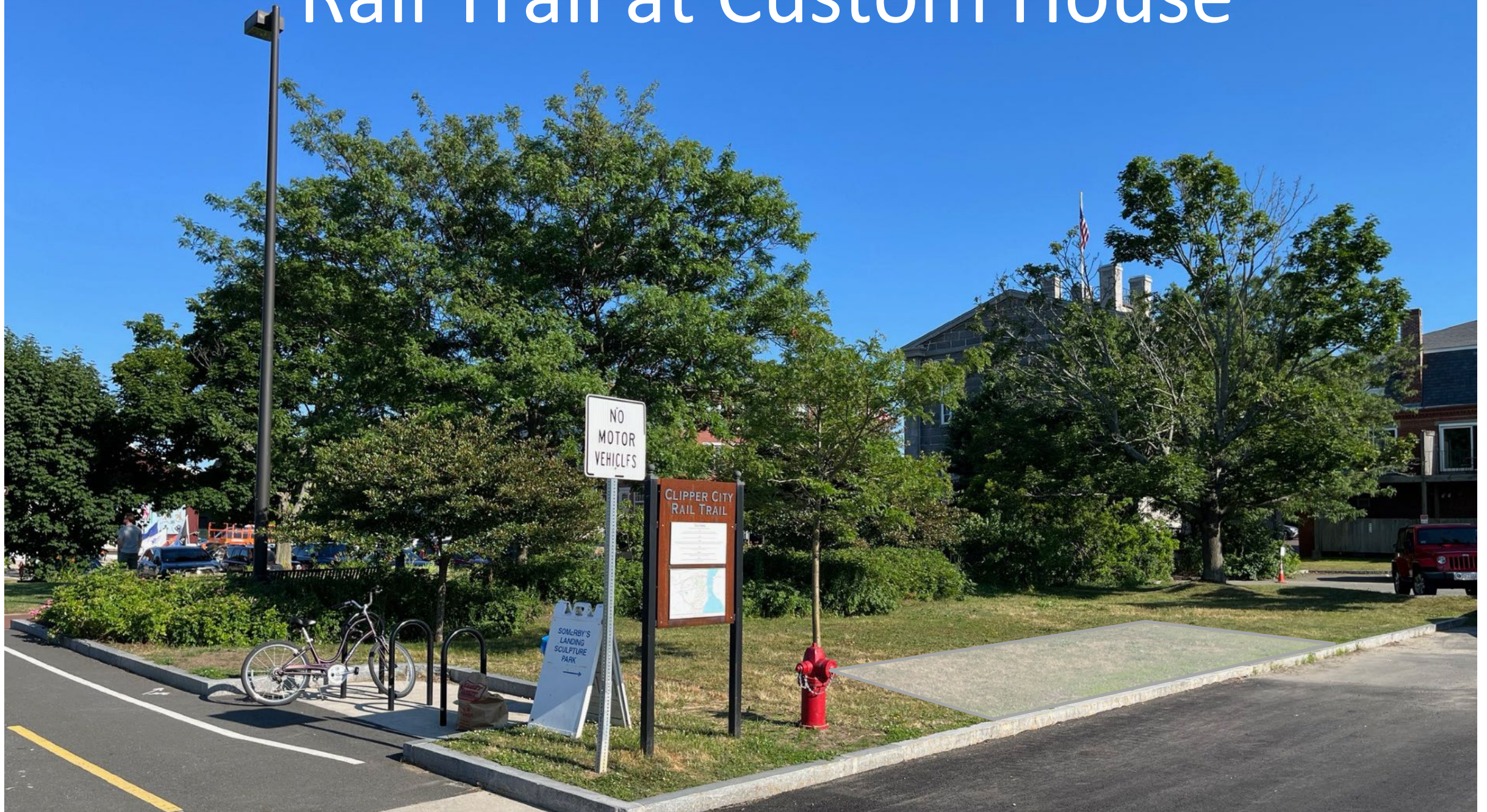


Rail Trail at Custom House



Rail Trail at Custom House

Rail Trail at Custom House



downtown

- **future Visitor Center**
- **Parking Garage**
- **Tannery**
- **Tracy Place (beside NU)**
- **Rail Trail @ CHMM**
- Water St @ CHMM
- **edge of Green St parking lot**
- Inn St near outdoor dining former Vera

Key

green: unanimous

blue: 3 votes

purple: 1 vote

rail trail outside of downtown

- **Parker St entrance near MBTA**
- **Joppa Park**
- Parker St – South End trailhead
- **Washington St**

parks

- Cushing
- **Cashman**
- Bartlet Mall (across from CVS)

major recreation / destination

- PRNWR Visitor Center
- **PRNWR Parking Lot #1**
- **Maudslay Park**

Timeline

Timeline for Approvals & Vendor Selection

Target Date	Action
8/28/24	MVMPO programs reserved federal funds
	MassDOT and FHWA approves programming of funds; MassDOT assigns project ID number
9/9/24	Mayor submits orders to City Council
	City Council Committee reviews & recommends (Community Services – 9/16, 10/7; Budget & Finance – 9/12, 10/3, 10/17)
10/14/24	City Council approves budget line item and revolving fund
10/28/24	City issues RFP for vendor – include number of stations & bikes
11/25/24	City selects vendor (but does not contract)

Timeline After Vendor Selection

Target Date	Action
12/13/24	MassDOT and FHWA approve scope, term and budget
12/15/24 – 1/15/25	MassDOT enters into contract with City to reimburse 80% of capital costs
1/15/25 – 2/15/25	City executes contract with vendor
3/1/25 – 4/1/25	Set up bike share stations
4/1/25	System startup

Summer Meetings

Full Planning Group

- Reports and timeline updates from working groups
- Future meetings
 - #4 – Monday, August 5 (4 weeks)
 - #5 – Monday, August 26 (3 weeks)
(finalize system and financial proposal for 9/4 submission to City Council)