

INTRODUCED: June 13, 2016

AN ORDINANCE No. 2016-183

To amend ch. 12, art. IV of the City Code, concerning fees for City services, by adding therein a new § 12-121, concerning fees for the use of the City's bicycle share system, and to amend Appendix A of the City Code by adding therein new fees for City Code § 12-121, for the purpose of establishing the fees to be charged for the use of the City's bicycle share system.

Patron – Mayor Jones

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JUNE 27 2016 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That Chapter 12, Article IV of the Code of the City of Richmond (2015) be and is hereby amended and reordained by **adding therein a new** section numbered 12-121 as follows:

Sec. 12-121. Fees for use of bicycle share system.

(a) The City shall provide a bicycle share system in which bicycles are made available for shared use to individuals on a short term basis. All monies collected for the use of the bicycles that are a part of the bicycle share system shall be deposited in the City treasury. It is the intent of

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: JUNE 27 2016 REJECTED: _____ STRICKEN: _____

the City that the monies collected pursuant to this section be appropriated annually to pay for the costs of operating the bicycle share system.

(b) Users of the bicycle share system shall be classified as “annual users,” “monthly users,” “occasional users,” or “group users.” An annual user or group user shall pay the applicable fee set forth in Appendix A annually. A monthly user shall pay the fee set forth in Appendix A monthly. An occasional user shall pay the applicable fee set forth in Appendix A corresponding to the pass the occasional user desires to purchase. For purposes of this section, a “group user” is an organization purchasing a pass on an annual basis for the use of the organization’s employees that allows the use of a single bicycle and is transferrable among the organization’s employees.

(c) All fees for the use of the bicycles that are a part of the bicycle share system shall be as set forth in this section and Appendix A. Fees for the use of the bicycle share system shall consist of a user fee entitling the user to use a bicycle for 45 minutes on a weekday and for one hour and 15 minutes on a weekend and an extra time fee for additional time beyond those time periods.

§ 2. That Appendix A of the Code of the City of Richmond (2015) be and is hereby amended and reordained by **adding therein new** fees for section 12-121 of the Code of the City of Richmond (2015) as follows:

<i>Code Section</i>	<i>Description</i>	<i>Fee</i>
12-121(b)	(1) Annual user pass	\$96.00
	(2) Monthly user pass	\$18.00
	(3) Occasional user pass	
	(a) One-way trip	\$1.75
	(b) 24-hour / one-day	\$6.00
	(c) Seven-day / weekly	\$18.00
	(4) Group user pass	\$288.00
12-121(c)	Extra time - weekday	
	(1) Zero to 45 minutes	Free
	(2) 45 minutes to one hour and 15 minutes	\$3.00
	(3) One hour and 15 minutes to one hour and 45 minutes	\$8.00

	(4) One hour and 45 minutes to two hours and 15 minutes	\$15.00
	(5) Two hours and 15 minutes to two hours and 45 minutes	\$24.00
	(6) Two hours and 45 minutes to three hours and 15 minutes	\$35.00
	(7) Three hours and 15 minutes to three hours and 45 minutes	\$47.00
	(8) Three hours and 45 minutes to four hours and 15 minutes	\$62.00
	(9) Four hours and 15 minutes to four hours and 45 minutes (maximum)	\$79.00
	Extra time - weekend	
	(1) Zero minutes to one hour and 15 minutes	Free
	(2) One hour and 15 minutes to one hour and 45 minutes	\$3.00
	(3) One hour and 45 minutes to two hours and 15 minutes	\$8.00
	(4) Two hours and 15 minutes to two hours and 45 minutes	\$15.00
	(5) Two hours and 45 minutes to three hours and 15 minutes	\$24.00
	(6) Three hours and 15 minutes to three hours and 45 minutes	\$35.00
	(7) Three hours and 45 minutes to four hours and 15 minutes	\$47.00
	(8) Four hours and 15 minutes to four hours and 45 minutes	\$62.00
	(9) Four hours and 45 minutes to five hours and 15 minutes (maximum)	\$79.00

§ 3. This ordinance shall be in force and effect upon adoption.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

O & R REQUEST

MAY 17 2016

Chief Administration Office
City of Richmond

4-5175

RECEIVED

JUN 03 2016

O&R REQUEST

OFFICE OF CITY ATTORNEY

DATE: May 13, 2016

EDITION: 1

TO: The Honorable Members of City Council

THRU: The Honorable Dwight C. Jones, Mayor

THRU: Selena Cuffee-Glenn, Chief Administrative Officer

THRU: John J. Buturla, Interim Deputy Chief Administrative Officer - Operations

THRU: Lenora Reid, Deputy Chief Administrative Officer / Chief Financial Officer

THRU: James Duval, Interim Director, Department of Finance

THRU: Dr. Emmanuel Adediran, Director of Public Works

THRU: M. S. Khara, P.E., City Engineer

FROM: Jakob C. Helmboldt, Pedestrian, Bicycle and Trails Coordinator

RE: TO APPROVE AND ADOPT A USER FEE SCHEDULE FOR THE CITY OF RICHMOND PUBLIC BIKE SHARE SYSTEM.

ORD.OR RES. NO.

PURPOSE: To establish a user fee schedule for the City of Richmond Public Bike Share System.

REASON: The City of Richmond's Public Bike Share System requires a schedule of council-approved user fees for the use of the publicly available bikes located at multiple docking stations in the City. Council must approve any fees charged to the public for city-owned services.

RECOMMENDATIONS: The Department of Public Works recommends approval.

BACKGROUND: The Congestion Mitigation and Air Quality (CMAQ) Program has provided federal funding to the City of Richmond to implement a public bike sharing system (System). The City solicited proposals from bike share equipment and operations vendors in summer 2015. As a result of that process, Bewegen Technologies was selected to provide the bike share equipment and the operations and maintenance services for the City of Richmond's Bike Share

System. A contract in the amount of \$1,339,419.72 for the implementation and first year of operations was signed on February 01, 2016.

Bike share systems utilize a fleet of bicycles that are distributed throughout a defined service area, located at docking stations which are located throughout the denser areas of the city. This makes access to a bike quick and easy from one's trip origin and ultimate destination. Bikes are available to casual users (e.g. tourists, people wanting to try bike share) for a low-cost pass, as well as members via low-cost monthly or annual memberships which allow the user to check out a bicycle for a short trip, at no cost for an initial period of 45 minutes. Trips lasting longer than 45 minutes accrue minor additional charges. The vendor has provided a variety of pricing options to make the System available and appealing to a broad range of users, including a per-trip flat fee option similar to a bus fare.

The vendor (Bewegen) developed a fee structure based on their experiences operating in a variety of cities both nationally and internationally. The fees are aimed at being low cost and comparable to other transit modes with a monthly pass being approximately 15% of the cost of a monthly local-route bus pass. Like transit, the user fee provides the city with a revenue stream that serves to help offset the operational costs of the System. The proposed fee schedule is consistent with those of other comparable cities in the U.S. The contract with Bewegen requires that the fee schedule is to be mutually agreed upon between the vendor and the City to ensure the sustainability of the system. The recommended proposed fee schedule is agreeable to the two parties.

Bicycles are checked out, and back in to a docking station at the start and end of each trip with the intent being short trips and high turnover to keep bicycles available and in circulation. The System's bikes are high-tech, employing real-time GPS for tracking use, mileage, reporting maintenance needs to the operator, and displaying real-time availability via web and Smartphone. All of the bikes have front and rear lighting systems that are powered by on-bike batteries whenever the bike is in use, and which recharge when docked at stations. Users have the flexibility of checking out a bike online, via Smartphone, or at a touch-screen display at some docking stations. The technology allows users to find the closest docking station or available bike online or on their mobile device, making use of the System extremely user-friendly and accessible.

The bike share system will have a first-phase deployment of 220 bikes and 20 docking stations throughout the densest commercial and mixed-use areas of the City. The specific station locations are being determined in consultation with Bewegen with site-specific determinations for feasibility including solar vs. electric power sources, appropriate station density and distribution for ease of access, and greatest potential for initial uptake and system activation. The planned service area for the first phase is from Carytown and Scott's Addition to the west, to the Central Business District at the eastern limit, including Randolph and Jackson Ward. The second phase in the Spring of 2017 proposes to both expand the service area, as well as add station density where demand and use data indicate it is needed. Additionally, the phase 2 expansion will include pedelec (electric pedal assist) bikes which will make expansion into the hillier areas of the City more feasible and attractive to users, while also reducing the bicycle redistribution demands on the operating team since non-pedelec bikes tend to collect in low-lying areas due to the extra effort to bike up steep hills. This expanded service area will include the greater Church Hill area, riverfront areas as far east as Rockett's Landing, south of the river into Manchester, and north into Carver and the VUU area. The City has already received multiple requests for docking stations to be placed at commercial, residential, and institutional locations across much of the City's urban core, indicating considerable awareness of, and demand for bike sharing in the City. Additional CMAQ funding (\$1,936,000) has been awarded for System expansion.

Future expansion and specific sites of stations will be considered based on evaluation of the success of the initial phase and projected demand/need along with the professional guidance of Bewegen to ensure optimal placement throughout parts of the City that will be most conducive to use of the System.

FISCAL IMPACT/COST: None. The first year of operation and maintenance of the System is funded through the CMAQ award in the amount of \$393,000. This will allow the City to direct any user revenues towards expansion of the System and/or future operating costs.

FISCAL IMPLICATION: None. Funding for the first year of operations is included in the federal funding award (CMAQ) appropriated for the project.

BUDGET AMENDMENT NECESSARY: No.

REVENUE TO CITY: Revenue is dependent upon the use and “uptake” of the system.

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: June 13, 2016

CITY COUNCIL PUBLIC HEARING DATE: June 27, 2016

REQUESTED AGENDA: Consent Agenda.

RECOMMENDED COUNCIL COMMITTEE: Finance and Economic Development Standing Committee on June 16, 2016.

CONSIDERATION BY OTHER GOVERNMENTAL ENTITY [IES]: NA

AFFECTED AGENCIES: Department of Public Works; Law Department; Finance; Budget and Strategic Planning; Planning and Development Review, Economic and Community Development; Public Utilities. Copies also sent to the Mayor’s office (Honorable Dwight C. Jones); Chief Administrative Officer; City Attorney’s Office. (2 copies)

RELATIONSHIP TO EXISTING ORD. OR RES: Programming Resolution No. 2014-R260-2015-5; Budget Amendment Ordinance No. 2015-85-66

REQUIRED CHANGES TO WORK PROGRAM(S): Receipt of monthly revenue remittances from the vendor.

ATTACHMENT: Proposed Fee Schedule

STAFF: M. S. Khara P.E., City Engineer, 646-5413
Jakob Helmboldt, Pedestrian, Bicycle and Trails Coordinator, 646-7141

Richmond Public Bike Share System - Proposed Fee Schedule



RATES PER USER TYPE		
User Type	Price	Free Period
REGULAR MEMBERS		
Annual Member	\$ 96.00	First 45 minutes (See Extra Time chart)
Monthly Member	\$ 18.00	
OCCASIONAL USERS		
One Way Trip	\$ 1.75	First 45 minutes (See Extra Time chart)
24-Hour/1-Day Pass	\$ 6.00	
7-Day/Weekly Pass	\$ 18.00	
CORPORATE MEMBER		
Annual Member ("motor pool")	\$ 288.00	First 45 minutes

EXTRA TIME			
Week Days	Weekend	Total Price	Price Calculations
0-45 min	0-1h15	Free	-
45-1h15	1h15-1h45	\$ 3.00	+\$3
1h15- 1h45	1h45-2h15	\$ 8.00	+\$5
1h45-2h15	2h15-2h45	\$ 15.00	+\$7
2h15-2h45	2h45-3h15	\$ 24.00	+\$9
2h45-3h15	3h15-3h45	\$ 35.00	+\$11
3h15-3h45	3h45 -4h15	\$ 47.00	+\$13
3h45 -4h15	4h15- 4h45	\$ 62.00	+\$15
4h15- 4h45	4h45- 5h15	\$ 79.00	+\$17
Max		\$ 79.00	-