



City Of Raleigh

NORTH CAROLINA

DATE: March 13, 2015
MEMO TO: Mayor and Council Members
SUBJECT: Council Work Session

The City Council will meet in work session 11:30 a.m. on Tuesday, March 17, 2015, in Conference Room 305, Raleigh Municipal Building, 222 West Hargett Street, Avery C. Upchurch Government Complex, Raleigh, North Carolina.

11:30 a.m. Lunch – Pick up - Conference Room 300

Topic 1 Bike Share Program
Staff Resource: Eric Lamb, Planning & Development

Staff will provide an update on the feasibility of a Bike Share program, including potential operating models and current funding. The FY16 budget could include limited funding that would allow further concept development and exploration of private partnerships to fund a Bike Share system.

Topic 2 Review of Efficiency Opportunities related to Property Transactions
Staff Resource: Tansy Hayward, Assistant City Manager-Services

Given current interest in investments in the City, staff is looking at several processes related to property transactions to identify opportunities to increase timeliness for both internal and external customers. Staff will present a framework to identify the opportunities before proceeding with the development of specific recommendations.

Louis M. Buonpane
Chief of Staff

cc: City Manager Ruffin Hall
City Attorney Tom McCormick
City Clerk Gail Smith
Assistant City Managers Marchell Adams David, James S. Greene, Jr. and Tansy Hayward
Kenneth Bowers and Eric Lamb, Planning & Development

One Exchange Plaza
1 Exchange Plaza, Suite 1020
Raleigh, North Carolina 27601

City of Raleigh
Post Office Box 590 • Raleigh
North Carolina 27602-0590
(Mailing Address)
Printed on Recycled Paper

Municipal Building
222 West Hargett Street
Raleigh, North Carolina 27601

Raleigh Bike Share Implementation Plan Summary—2/13/15

Recommended Business Model: City Owned and Privately Operated

Proposed Phase 1: Major destinations include NC Museum of Art, NCSU, Downtown, and Chavis Park.

| | City | NCSU |
|-----------------|------|------|
| Stations | 25 | 5 |
| Bicycles | 250 | 50 |
| Docks | 425 | 85 |

Proposed Fee Schedule:

| User Fee | | Usage Fees | |
|----------------|------|------------|-----------------------|
| | | 0-30 mins | Additional Half Hours |
| Annual | \$80 | Free | \$4.00 |
| 24-hour | \$8 | | |
| Student | \$50 | Free | \$2.00 |

Capital Costs (One-time Only):

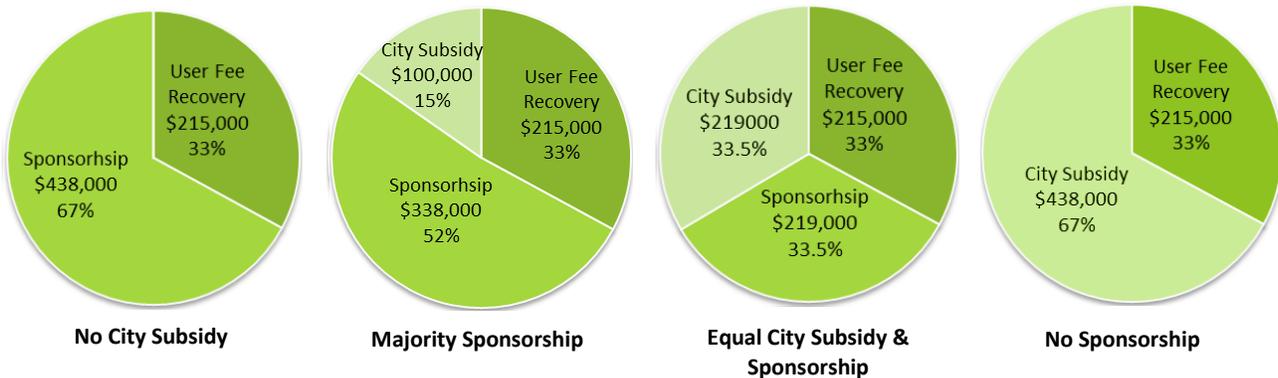
- City awarded FY16 CAMPO Federal grant for \$2.0 million to install up to 30 stations
 - Minimum 20% local match requirement (\$400,000) to be addressed in FY16 CIP
 - \$100,000 for Station Planning and Design to be addressed with CIP reserves

Operating Costs (Annual): Nationally, systems are operating between \$660 and \$1,440 per dock per year. The estimates below assume a conservative \$1,440 per dock per year cost.

| | Annual Costs |
|--------------------------|--------------|
| Operating Costs | \$653,000 |
| User Fee Recovery | \$215,000 |
| Funding Gap | \$438,000 |

Potential Operating Cost Funding Scenarios (Annual):

- Sponsorship includes potential advertising revenues.



Staffing Implications: One full-time employee will be needed for fundraising, vendor contract management, site planning, marketing, and public outreach.

Policy Implications: To help fill the operating funding gap, the City would need to consider amending its current advertising regulations to allow advertising at bike share stations located in public rights-of-way.



Credit: Van Wagner, Boston Hubway

Proposed Timeline:

| | Summer 2015 | Fall 2015 | Winter 2015 | Spring 2016 | Summer 2016 | Fall 2016 | Winter 2016 | Spring 2017 |
|--------------------------------------|-------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|
| Procure Equipment & Operation Vendor | | | | | | | | |
| Solicit Sponsorships | | | | | | | | |
| Station Planning | | | | | | | | |
| Federal Funding Requirements | | | | | | | | |
| Construction | | | | | | | | |
| System Launch | | | | | | | | |



Source: Nice Ride (Twin Cities MN)



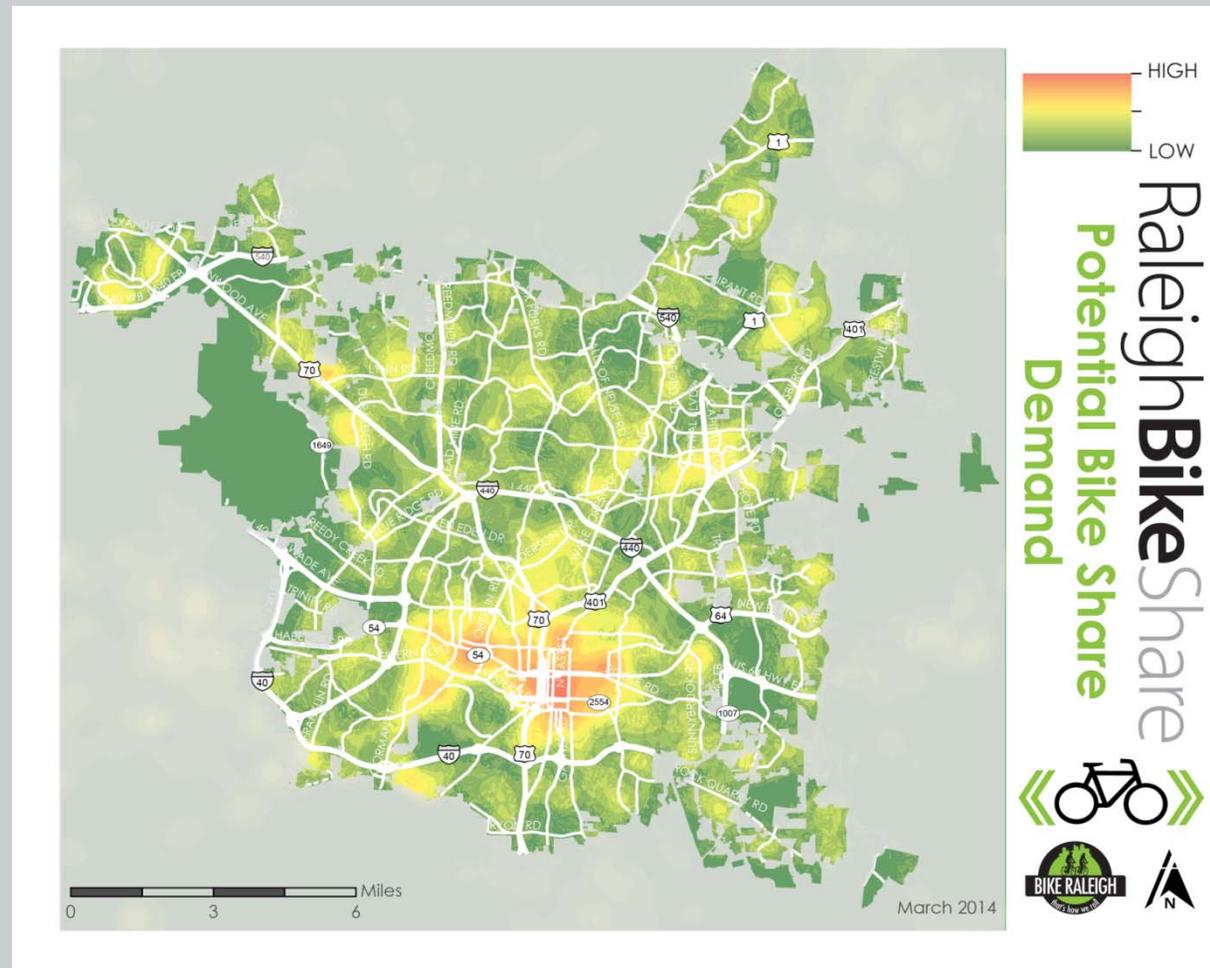
Source: Capital Bikeshare (Washington, DC)

«» Raleigh **Bike**Share

IMPLEMENTATION PLAN

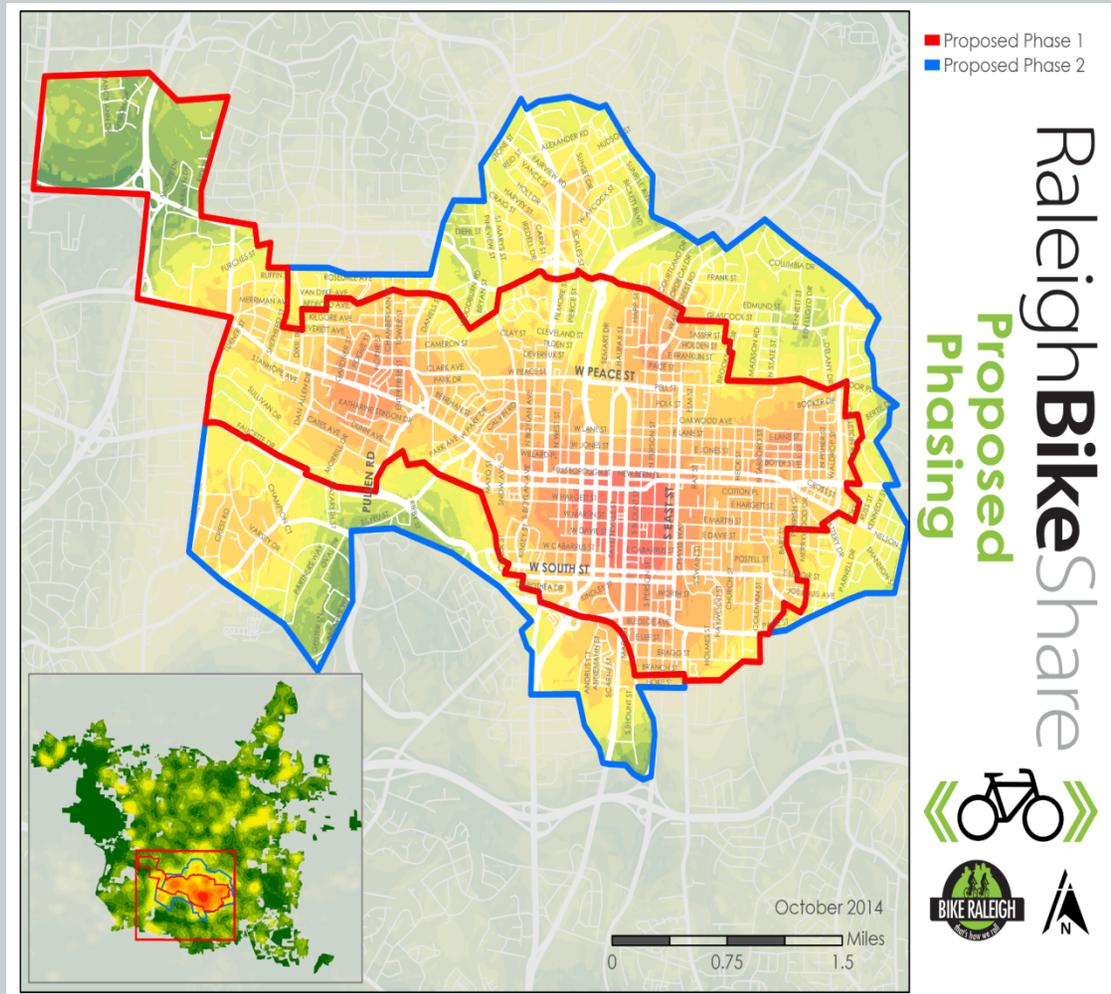
POTENTIAL BIKE SHARE DEMAND

- Employment
- Residential
- Transit
- Bicycle infrastructure
- Public input
- Equity
- Geography



SYSTEM AREA AND PHASING

- Phase 1
25 stations
- NC State
5 stations



USER FEE STRUCTURE

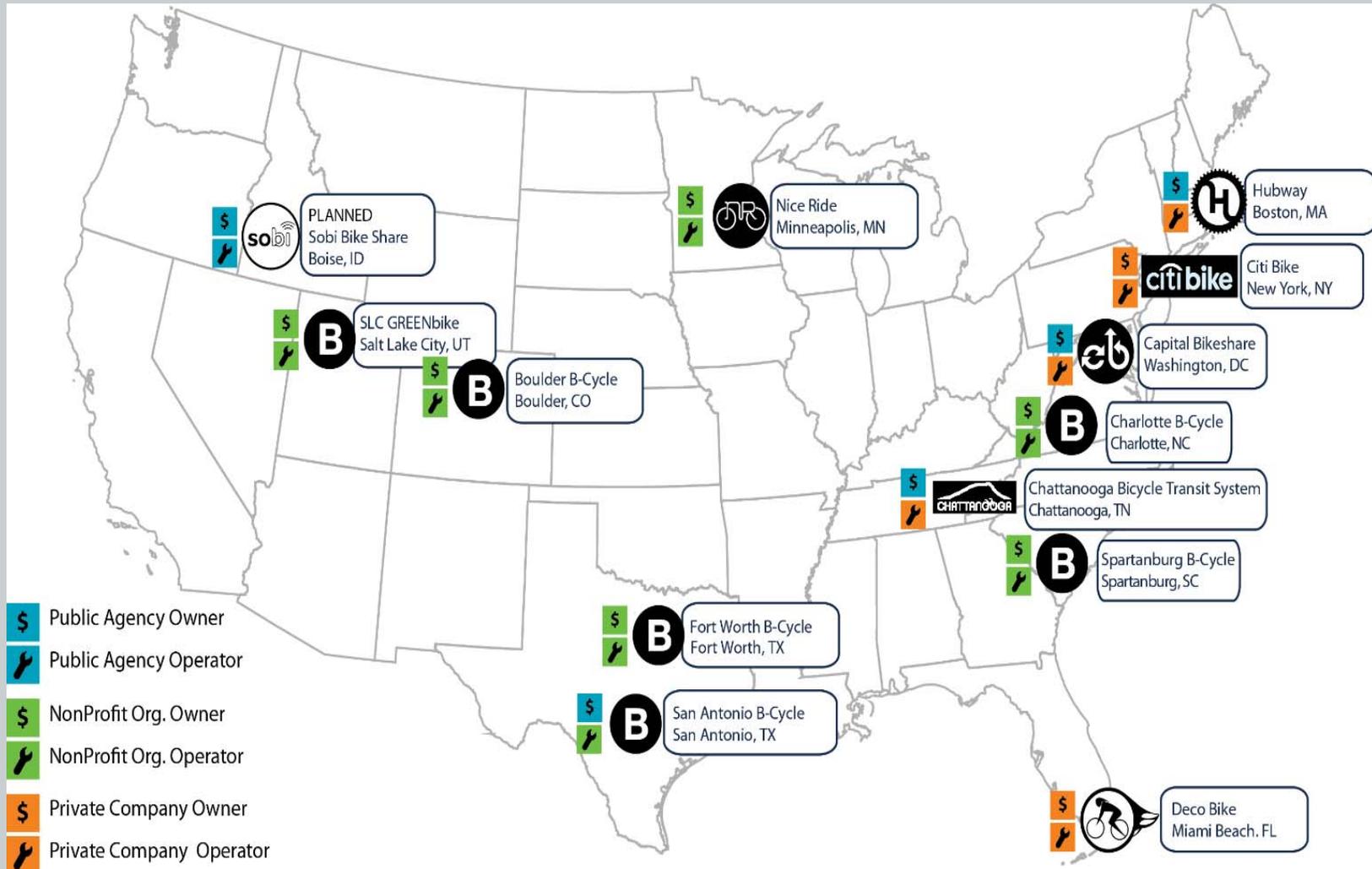
| User Fee | Usage Fees | | |
|----------|------------|-----------|-----------------------|
| | | 0-30 mins | Additional Half Hours |
| Annual | \$80 | Free | \$4.00 |
| 24-hour | \$8 | Free | \$4.00 |
| Student | \$50 | Free | \$2.00 |

- Pricing supported by online survey responses during feasibility study
- Student rate is per semester

FORCAST RESULTS

- **Membership & Ridership:**
 - 600 annual memberships first year (45% of total rides)
 - 11,670 casual members (55% of total rides)
- **Rides per Member:**
 - Annual member will take 19 trips per year
 - Casual member will take 1.7 trips per year
- **Average User Fee Incurred:**
 - Annual members incur \$5 per trip
 - Casual member incur \$9 per trip

BUSINESS MODEL REVIEW



RECOMMENDED OPTION: CITY OWNED, PRIVATELY OPERATED

- Maximizes City control
- Well-tested model
- Most efficient mobilization
- Mirrors City's transit system model

RECOMMENDED OPTION: CITY OWNED, PRIVATELY OPERATED

- One full-time employee to oversee vendor contract, manage system and marketing
- Potential partnership with NC State
- City responsible for fundraising and generating sponsorships
- Potential for future expansion through local and regional agreements

CAPITAL AND INSTALLATION

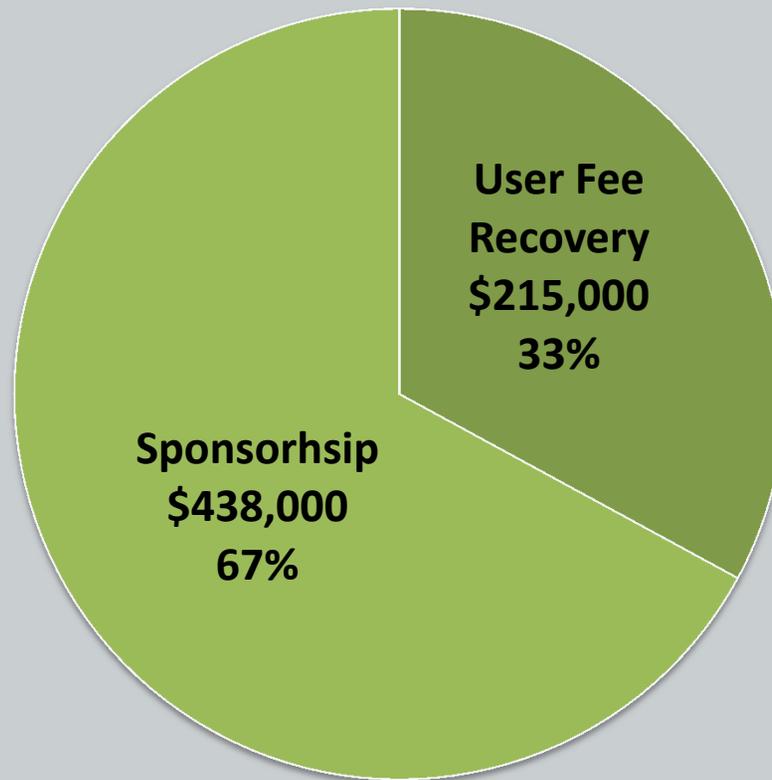
- Total Phase 1 Capital Costs = \$2 million
- City awarded grant via CAMPO for \$2 million to install up to 30 stations
- City match requirement of \$400,000 to be addressed in Draft FY16 CIP
- \$100,000 for Station Planning and Design to be addressed in FY16 CIP

OPERATIONS

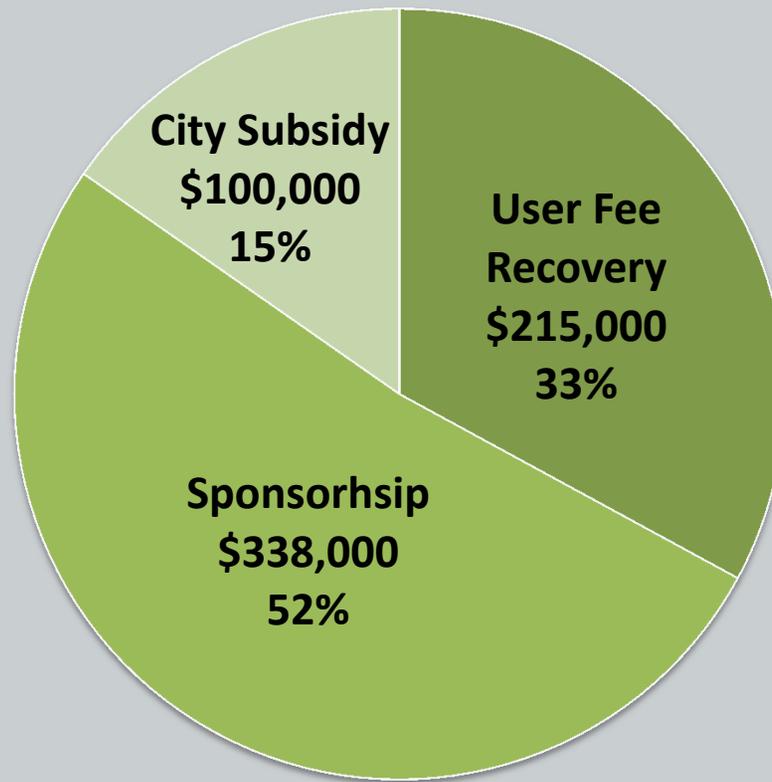
| | Annual Costs |
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- Operating costs vary based on vendor selection and re-balancing efficiency
- \$1,440 operating cost per dock per year

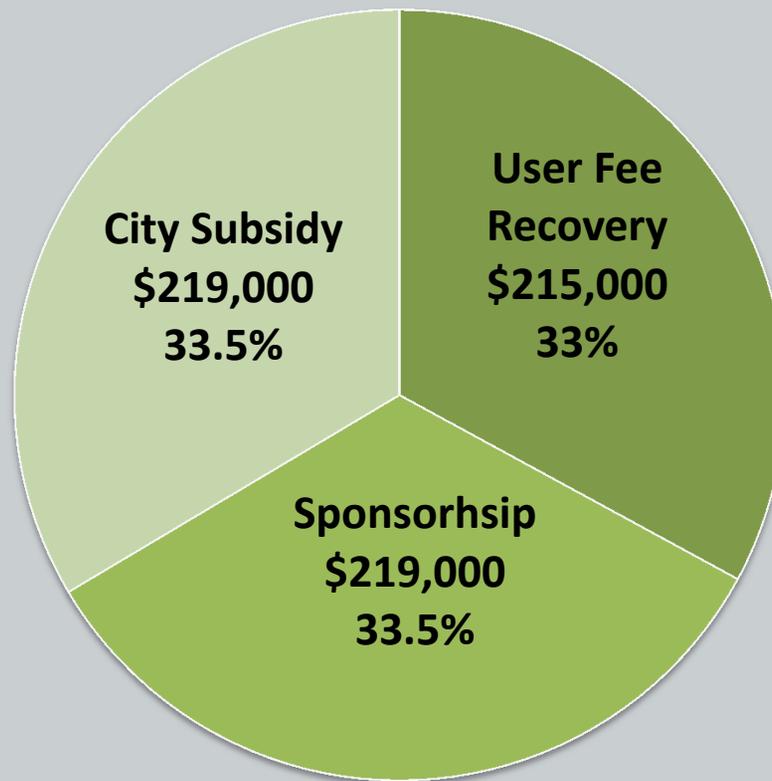
ANNUAL FUNDING SCENARIO: No City Subsidy



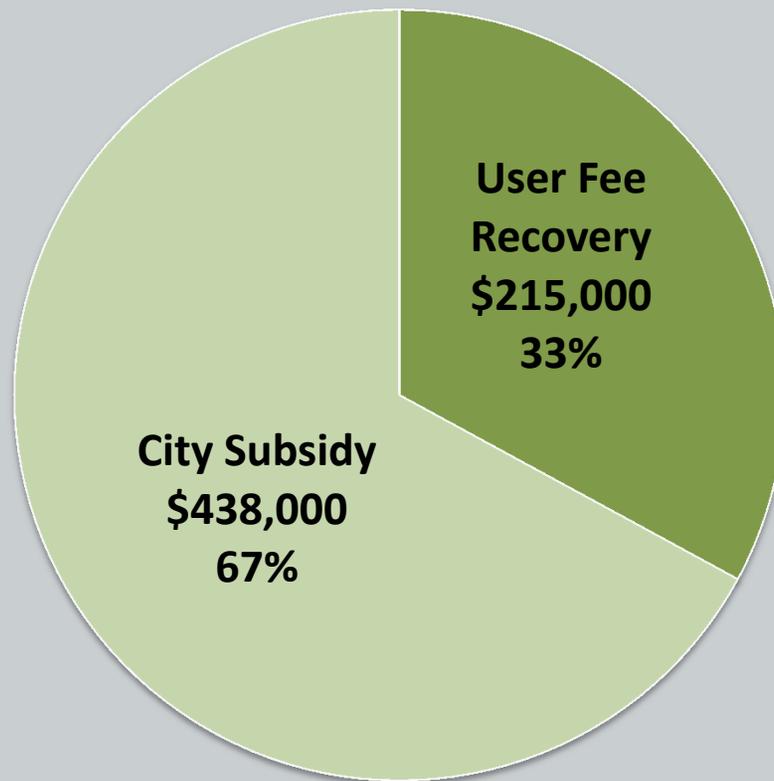
ANNUAL FUNDING SCENARIO: Majority Sponsorship



ANNUAL FUNDING SCENARIO: Equal City Subsidy & Sponsorship



ANNUAL FUNDING SCENARIO: No Sponsorship



SPONSORSHIP TYPES

| Station | Bike | Bike Detail | Website / App | Membership Key |
|---------|------|-------------|---------------|----------------|
|---------|------|-------------|---------------|----------------|

TITLE SPONSOR
Example: New York City

PRESENTING SPONSOR
Example: Minneapolis

INDIVIDUAL SPONSOR
Examples: Denver, Madison, Miami Beach, San Antonio



SPONSORSHIP



Title sponsorship



Presenting sponsorship



Bike sponsorship



Station sponsorship



ADVERTISING

- Amendment to current advertising regulations needed



Credit: Van Wagner, Boston Hubway

IMPLEMENTATION TIMELINE

| | Summer 2015 | Fall 2015 | Winter 2015 | Spring 2016 | Summer 2016 | Fall 2016 | Winter 2016 | Spring 2017 |
|--------------------------------------|-------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|
| Procure Equipment & Operation Vendor | | | | | | | | |
| Solicit Sponsorships | | | | | | | | |
| Station Planning | | | | | | | | |
| Federal Funding Requirements | | | | | | | | |
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| System Launch | | | | | | | | |

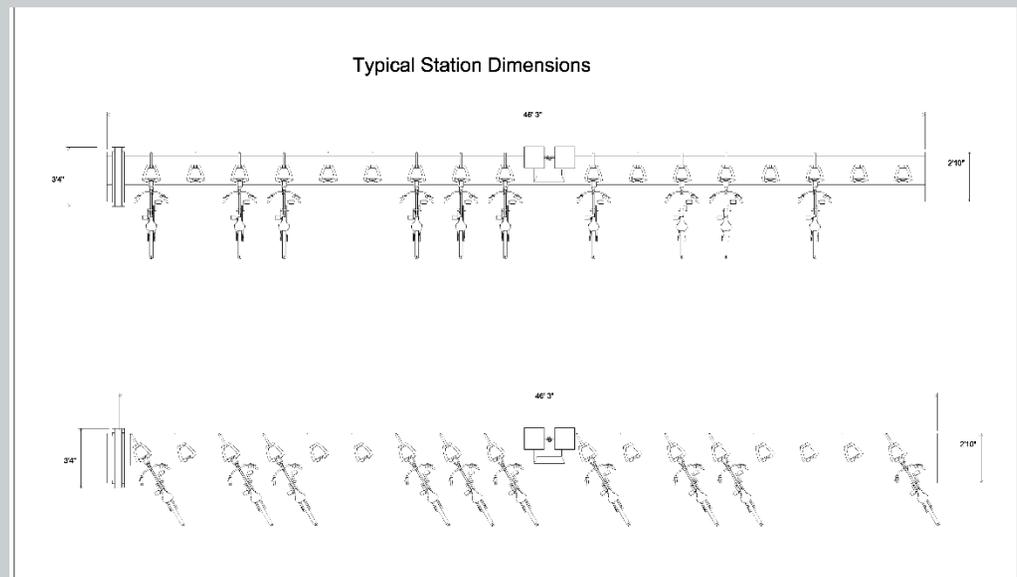
Key Questions

- Who will be primary lead for raising private sponsorship?
- Is the City willing to support bike share with General Fund contributions?
- How does timing relate to other priorities?
- What is the tolerance for allowing advertisement in the public rights-of-way?

QUESTIONS?

SITING GUIDELINES

- Sidewalk sites
- In-street sites
- Plazas and parks
- Off-street sites and unpaved areas



STATION SITING: On-Street



STATION SITING: Off-Street



AGENDA ITEM
CITY COUNCIL WORK SESSION
MEETING OF MARCH 17, 2015

To: Ruffin Hall, City Manager
From: Tansy Hayward, Assistant City Manager *TCH*
Subject: Opportunities to Enhance Efficiency related to Property Transactions
Date: March 12, 2015

What Is Requested?

Staff will be providing a briefing on steps that staff will be taking to identify opportunities to improve the timeliness and efficiency of a number of property related transactions that currently require varying City Council consideration.

Background:

The City initiates and processes many transactions related to property including: acquisition and disposition; activity in the right of way; and activities related to City-owned properties. Both the City Council and city staff have received formal and informal feedback about the timeliness of some of these processes. While staff had been evaluating some of these processes, the upcoming investments of both AT&T and Google have prompted staff to take a more comprehensive view.

The attached chart outlines many of the property transactions that the City either initiates or processes. The columns in green identify the current review processes that are in place. Many of the processes currently require review by the Budget and Economic Development Committee and approval by the full City Council. Unlike some other processes, there are not currently thresholds in place to strategically delegate some approvals to administrative processes.

Staff is currently reviewing practices in other jurisdictions and opportunities to improve the efficiency of many of these processes. The columns in purple summarize the modifications that are being evaluated.

Previous Council Action:

The current approval processes have been established in varying ways. Staff will be working with the City Attorney's Office to identify the appropriate vehicle for any Council modifications: resolution, ordinance, or a vote reflected in the minutes.

Recommendation:

The estimated timeframe for recommendations to come before the City Council is outlined in the chart in blue. As you will see in the document, some of the recommendations are anticipated to come to the City Council for approval this quarter.

Opportunities to Enhance Efficiency Related to Property Transactions City Council Work Session, March 17, 2015

| Property Transaction Type: | Example Transactions: | Current Approval Process Includes: | | | | Changes under consideration: | | | | Est. Timeframe: Recommendation | | | |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------|-------------------------------|------------------------------------|-----------------------|------------------------------|-----------------------------------------------|-----------------------------------------|---------------|--------------------------------|---------------|---------------|--|
| | | Staff Review | City Council Committee Review | City Council Approval at Threshold | City Council Approval | Delegate to Admin. Process | Remove mandated City Council Committee Review | Add Threshold for City Council Approval | 3rd Qtr, FY15 | 4th Qtr, FY15 | 1st Qtr, FY16 | 2nd Qtr, FY16 | |
| Acquisition of Fee or Real Property Interests, Independent of Capital Improvement Projects | Advanced Right of Way Acquisition | X | X | | X | X | | | X | | | | |
| Disposition of Fee or Real Property Interest | Remnant Parcels from infrastructure projects Easement Interest Tax Foreclosed property | X | X | | X | | | | X | | | | |
| Leasing Properties for City use for terms of more than twelve months | | X | X | | X | | | | X | | | | |
| Leases of City Properties for terms of more than twelve months | RPD District Stations Office Space for various departments | X | X | | X | | | | X | | | | |
| Authorization to conduct property searches, obtain appraisals/environmental assessments, and negotiate with property owners | Parks Fire Station Public Utilities Tank Sites | X | X | | X | | | | X | | | | |
| Condemnation for Fee Property Interest | Community Development Fire Station Sites | X | X | | X | | | | X | | | | |
| Rezoning for City-owned Property | Sites acquired thru infrastructure projects prior to disposition | X | X | | X | | | | X | | | | |
| Easements to allow services to City Facilities | Duke Energy AT&T PSNC TWC | X | X | | X | | | X | X | | | | |

Opportunities to Enhance Efficiency Related to Property Transactions City Council Work Session, March 17, 2015

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| Major Encroachment Development Related | Balconies Building Facades Building Columns Electrical & Utility transformers Soil nails/temporary shoring Steps/stoops Grease Traps Roof Drains | X | | | X | | | | | X | | | |
| Major Encroachment Not Development Related | Storm Drain Monitoring Wells Planters Fences Existing structures Retaining Wall | X | | | X | | | | | | | | X |
| Major Encroachment Development Related w/ Adopted Streetscape Plan | Benches Bike racks Brick/Concrete Pavers Landscaping Street trees & grates Trash receptacles | X | | | | | | | | | | X | |
| Major Encroachment Consisting of Telecommunication/Fiber | Fiber Optic Cable Aerial/Underground Pedestals Duct Banks E-Poles Utility Pole & Equipment Cabinet | X | | | | | | | | | | | X |