



MCHENRY COUNTY
PUBLIC TRANSPORTATION ADVISORY COMMITTEE (PTAC)
AGENDA • JANUARY 11, 2017

Public Meeting

Conference Room A

1:30 PM

667 Ware Rd., Woodstock, IL 60098

I. CALL TO ORDER

Roll Call

B. Introductions

II. MINUTES APPROVAL

A. Public Transportation Advisory Committee (PTAC) - Public Meeting - Nov 9, 2016 1:30 PM

III. PUBLIC COMMENT

Any members of the public wishing to address the committee may do so at this time.

IV. MEMBER COMMENTS

Any members of the committee wishing to address the committee may do so at this time.

V. SUBCOMMITTEES

A. MCRide Subcommittee

At the November 9, 2016 PTAC meeting the MCRide Subcommittee was formed. Members of this subcommittee include the municipalities and townships that financial support the MCRide program.

Proposed Meeting Dates

April 12, 2017 - 3:00pm

July 12, 2017 - 3:00pm

October 11, 2017 - 3:00pm

All MCRide subcommittee meetings will start immediately following PTAC meetings.

VI. OLD BUSINESS

A. MCRide Program Update

B. PTAC Goals for 2017

C. Transportation Network Company Pilot Program

VII. NEW BUSINESS

A. Restructuring of Local Government Contributions for MCRide

B. Bike Share System Feasibility

C. People in Need Forum

VIII. ADJOURNMENT

A. Next Meeting Date and Location

April 12, 2017 - 1:30 pm
McHenry County Administration Building
Conference Room
667 Ware Road
Woodstock, IL 60098

RESULT: PRESENTATION

C. 2017 MCRide IGA Status Update

Mr. Hennings explained that the 2017 IGAs are being brought forward to the County Board on November 15th for approval. Mr. Riley asked whether there were any changes to the geographic service area as part of the 2017 IGA, to which Mr. Hennings replied that the service area remains unchanged. The only change to the program in 2017 will be a fare increase on April 1, 2017.

RESULT: PRESENTATION

D. TNC Pilot Program Update

Mr. Hennings explained the progress made on the TNC pilot program. He stated that McHenry County, the RTA and IDOT submitted an application as part of the FTA's Mobility on Demand Program, but were not awarded funding at this time. The County will be meeting with several Transportation Network Companies in the weeks to come to discuss the project and Mr Hennings will update the Committee on these discussions in January. Ms. Donner questioned whether Pace was moving forward with contracting with taxi companies to provide service on MCRide, to which Ms. Hearn replied that they are working with the procurement department to get this done. There was a question whether the TNC pilot program would be available to all County residents, or just those within the MCRide service area. Mr. Hennings replied that as of now, the pilot would only be provided throughout the MCRide service area as an overlapping service, however this could change if desired by the County Board.

RESULT: PRESENTATION

VII. NEW BUSINESS

A. Public Transportation Advisory Committee Meeting Dates for 2017

Ms. Donner requested a motion to approve the 2017 PTAC meeting dates. Mr. Riley moved to approve and Mr. Mullard seconded. The motion was approved unanimously.

RESULT: APPROVED BY VOICE

B. PTAC Goals for 2017

Mr. Hennings asked the Committee to discuss potential goals or ideas to work on in 2017. He provided a preliminary list to PTAC to begin discussion that include: revisiting the financial contributions by local agencies in the MCRide program, a long term planning process for MCRide, changes to the fare collection system on MCRide, and changes to the existing fixed-route bus system in the County or additional bus routes. Ms. Donner mentioned past planning of a circulator during the mid-day and talked about how such a system could take pressure off of MCRide. Mr Hennings talked about the potential to apply for planning funds for a transit plan looking at additional fixed route service in underserved areas of the County. Ms. Farley talked about how her agency would be interested in PTAC planning for County-wide MCRide service and mentioned that in the Southeast part of the County there are other Pace services that could be rolled into MCRide. Mr. Hennings explained that Boone County is interested in creating connections with Harvard and Marengo, and perhaps this could be an action item in 2017. Mr. Sandquist mentioned the need for many McHenry County residents to travel to Belvidere. Mr. Ecklund talked about how bikeshare could be explored in certain cities in McHenry County to get people to and from the Metra stations and for recreational opportunities. He talked about the need to market the services that already exist. Ms. Donner and Mr. Hennings talked about the need to get people from the Metra stations to the Railway Museum in

Minutes Acceptance: Minutes of Nov 9, 2016 1:30 PM (Minutes Approval)

Union and the County Fair in Woodstock during certain times of the year. Mr. Celentano talked about how the Woodstock Transportation Commission explored a business-sponsored shuttle to get people to restaurants during the lunch hour. Mr. Hennings replied that a circulator like this could be utilized in the Randall Road corridor to get people from the Route 550 bus stops to the front door of the businesses.

It was decided that at the next meeting, PTAC would narrow down the list of ideas to the top 5 and assign a lead agency to each of the ideas. Mr. Sandquist asked whether all the ideas had to be bus-related or if they could include Metra projects or bicycle related projects, such as bikeshare. Mr. Hennings closed by asking the Committee to send any ideas they had so that they can be added to the list.

RESULT:	PRESENTATION
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C. Pace Budget Summary

Ms. Donner provided a summary of the Pace Budget, which has no fare increase and no service cuts planned for 2017. She also talked about the new I-90 bus service that will start soon from the Randall Road Park and Ride lot.

RESULT:	PRESENTATION
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VIII. ADJOURNMENT

The meeting was adjourned at 2:37 pm.

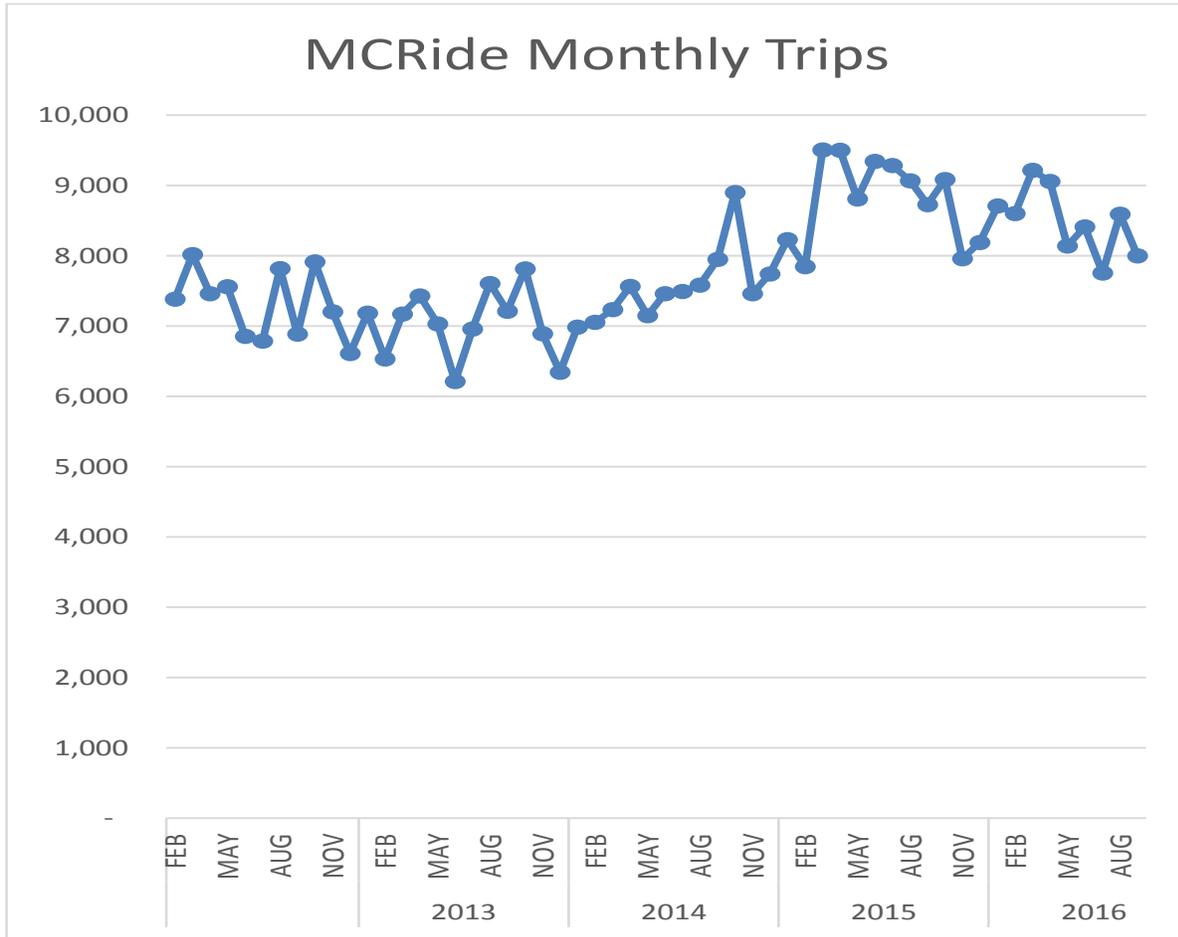
NEXT MEETING DATE AND LOCATION

The next PTAC meeting will be held on January 11, 2017 at 1:30 pm at the County Administration Building.

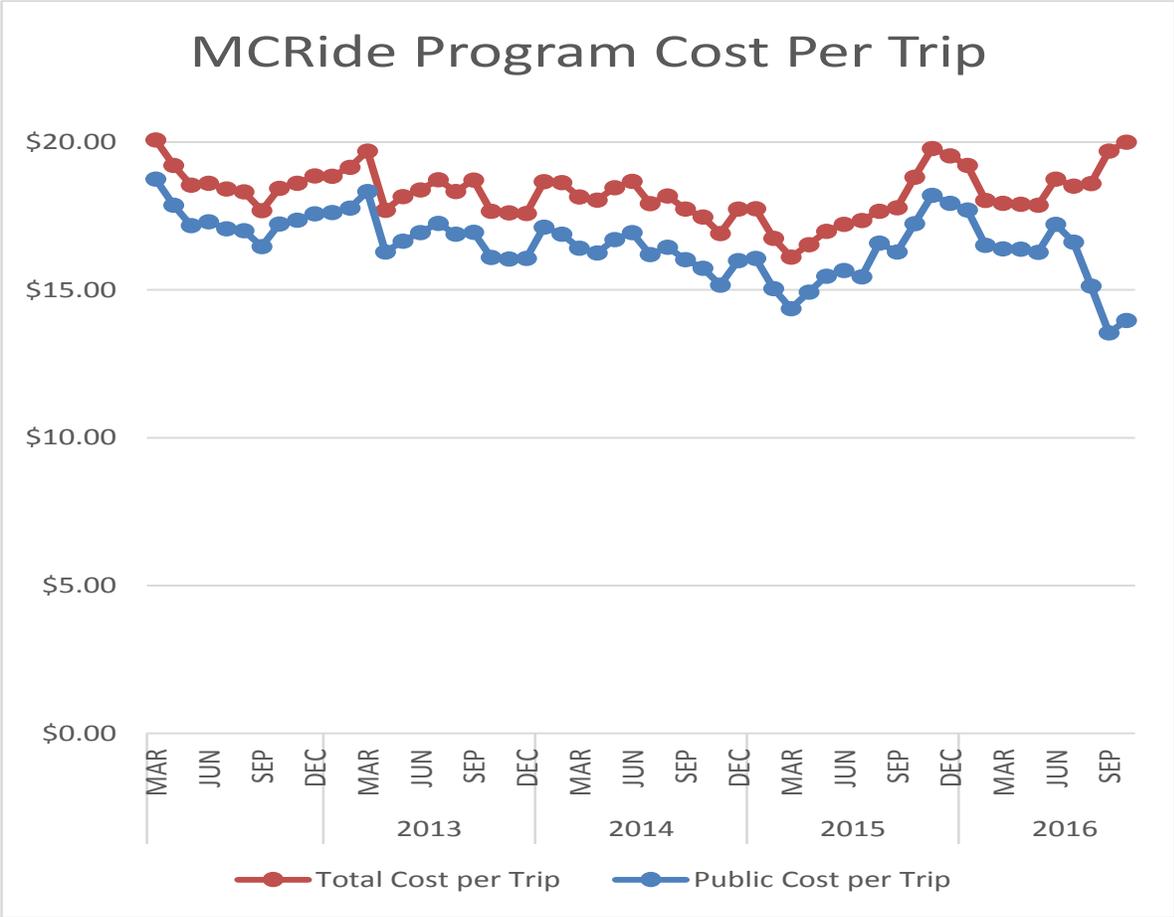
AGENDA ITEM

MCRIDE PROGRAM UPDATE

The months for which we have Pace reports available (through September, 2016) show that MCRide's ridership has declined slightly since the program's expansion in March of 2015.



Meanwhile, the MCRide program's total cost per trip has remained between \$18.00 and \$20.00 per trip, while the public's cost per trip has declined to \$14.00 per trip.



Attached is the monthly Cost Summary sheet provided by Pace for September, 2016.

ACTION REQUESTED: DISCUSSION

ATTACHMENTS:

- MCRide September 2016 (PDF)

MCRide Monthly Cost Summary 2016

Description of Services	January	February	March	April	May	June	July	August	September	October	November	December
Total Hours	2711.75	2667.47	2838.6	2770.92	2575.33	2585.26	2424.64	2732.81	2710.52	0	0	0
Total Trips	8711	8604	9216	9060	8141	8413	7758	8595	8002	0	0	0
Hourly Rates												
Contractor Hourly Rate	\$52.740	\$52.740	\$52.740	\$52.740	\$52.7400	\$53.5000	\$53.5000	\$53.5000	\$53.5000	\$0.000	\$0.000	\$0.000
Fuel Hourly Rate	\$2.9406	\$2.8569	\$3.353	\$3.683	\$4.1258	\$4.8222	\$4.5488	\$4.5712	\$5.5495	\$0.000	\$0.000	\$0.000
Utility Rate	\$2.2200	\$2.2440	\$2.018	\$2.014	\$2.4060	\$1.9450	\$1.4580	\$3.8840	\$0.0000	\$0.000	\$0.000	\$0.000
Call Center Rate	\$0.000	\$0.000	\$3.939	\$4.627	\$4.898	\$4.467	\$4.890	\$5.218	\$10.4380	\$0.000	\$0.000	\$0.000
Expenses												
Contracted Operating Service Cost	\$143,017.70	\$140,682.37	\$149,707.76	\$146,138.32	\$135,822.90	\$138,311.41	\$129,718.24	\$146,205.34	\$145,012.82	\$0.00	\$0.00	\$0.00
Fuel Cost	\$7,974.17	\$7,620.70	\$9,518.68	\$10,205.02	\$10,625.30	\$12,466.64	\$11,029.20	\$12,492.22	\$15,042.03	\$0.00	\$0.00	\$0.00
Utility Cost	\$6,020.09	\$5,985.80	\$5,728.29	\$5,580.63	\$6,196.24	\$5,028.33	\$3,535.13	\$10,614.23	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Service Cost	\$157,011.95	\$154,288.87	\$164,954.74	\$161,923.97	\$152,644.44	\$155,806.38	\$144,282.57	\$169,311.79	\$160,054.85	\$0.00	\$0.00	\$0.00
Liquidated Damages	\$79.93	\$312.68	\$271.97	\$1,028.23	\$235.85	\$3,534.33	\$15,438.19	\$39,820.06	\$36,323.53	\$0.00	\$0.00	\$0.00
<i>Imputed Fares</i>	<i>\$13,841.00</i>	<i>\$13,597.50</i>	<i>\$14,603.00</i>	<i>\$14,229.50</i>	<i>\$12,902.75</i>	<i>\$13,037.75</i>	<i>\$12,148.75</i>	<i>\$13,813.50</i>	<i>\$12,539.50</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$0.00</i>
<i>Tickets/Passes</i>	<i>\$753.00</i>	<i>\$710.00</i>	<i>-\$874.00</i>	<i>-\$804.50</i>	<i>-\$664.25</i>	<i>-\$602.00</i>	<i>-\$683.00</i>	<i>-\$767.75</i>	<i>-\$560.25</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$0.00</i>
Fare Revenue	\$13,088.00	\$12,887.50	\$13,729.00	\$13,425.00	\$12,238.50	\$12,435.75	\$11,465.75	\$13,045.75	\$11,979.25	\$0.00	\$0.00	\$0.00
Deficit	\$143,844.02	\$141,088.69	\$150,953.77	\$147,470.74	\$140,170.09	\$139,836.30	\$117,378.63	\$116,445.98	\$111,752.07	\$0.00	\$0.00	\$0.00
<i>Pace Subsidy (49.7% of Deficit)</i>	<i>\$71,490.48</i>	<i>\$70,121.08</i>	<i>\$75,024.02</i>	<i>\$73,292.96</i>	<i>\$69,664.54</i>	<i>\$69,498.64</i>	<i>\$58,337.18</i>	<i>\$57,873.65</i>	<i>\$55,540.78</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$0.00</i>
Local Share for Operating Service Cost	\$72,353.54	\$70,967.61	\$75,929.75	\$74,177.78	\$70,505.56	\$70,337.66	\$59,041.45	\$58,572.33	\$56,211.29	\$0.00	\$0.00	\$0.00
Call Center Cost	\$0.00	\$0.00	\$11,181.15	\$12,821.53	\$12,613.82	\$11,547.64	\$11,857.21	\$14,260.34	\$28,293.74	\$0.00	\$0.00	\$0.00
<i>Pace Subsidy (80% from Fed Grant acquired by Pace)</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$8,944.92</i>	<i>\$10,257.22</i>	<i>\$10,091.06</i>	<i>\$9,238.11</i>	<i>\$9,485.77</i>	<i>\$11,408.27</i>	<i>\$22,634.99</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$0.00</i>
Local Share Call Center Cost (20%)	\$0.00	\$0.00	\$2,236.23	\$2,564.31	\$2,522.76	\$2,309.53	\$2,371.44	\$2,852.07	\$5,658.75	\$0.00	\$0.00	\$0.00
Summary												
Total Service Cost	\$157,011.95	\$154,288.87	\$176,135.88	\$174,745.50	\$165,258.27	\$167,354.02	\$156,139.78	\$183,572.13	\$188,348.59	\$0.00	\$0.00	\$0.00
Total Liquidated Damages	\$79.93	\$312.68	\$271.97	\$1,028.23	\$235.85	\$3,534.33	\$15,438.19	\$39,820.06	\$36,323.53	\$0.00	\$0.00	\$0.00
Total Fare Revenue	\$13,088.00	\$12,887.50	\$13,729.00	\$13,425.00	\$12,238.50	\$12,435.75	\$11,465.75	\$13,045.75	\$11,979.25	\$0.00	\$0.00	\$0.00
Total Pace Subsidy	\$71,490.48	\$70,121.08	\$83,968.94	\$83,550.18	\$79,755.59	\$78,736.75	\$67,822.95	\$69,281.92	\$78,175.77	\$0.00	\$0.00	\$0.00
Adustments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MCHENRY TWNShp SR SVC EXPRESS CALL CENTER COSTS	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Total Local Share	\$72,653.54	\$71,267.61	\$78,465.98	\$77,042.09	\$73,328.32	\$72,947.19	\$61,712.89	\$61,724.40	\$62,170.04	\$300.00	\$300.00	\$300.00

Attachment: MCRide September 2016 (5714 : MCRide Program Update)

AGENDA ITEM

PTAC GOALS FOR 2017

At the November 9, 2016 PTAC meeting, the Committee discussed their work plan for 2017. Staff compiled all the ideas from that meeting as well as comments received in following weeks into the list below for your review.

MCRide Items:

1. Revise the municipal and township financial contributions to the MCRide program to ensure equity among all partners.
2. Improve the reservation and fare collection systems on MCRide to allow for electronic fare collection and trip reservation.
3. Initiate a long-term planning process for MCRide to determine next steps for program expansion and consolidation of various dial-a-ride programs in McHenry County.

Fixed Route Bus Service Items:

4. Assess effectiveness of the existing Pace bus routes in McHenry County (550, 806, 807, 808).
5. Determine feasibility of new fixed route bus service in underserved areas of the County.
6. Begin discussions with Boone County on bus connections with Harvard and Marengo.
7. Explore shuttle bus routes to connect the County Fair and Illinois Railway Museum with the Woodstock Metra station.

Other Potential Items:

8. Initiate planning for a bike-share pilot program to facilitate last mile travel from Metra stations.
9. Explore a commercial corridor (Randall Road, IL 47) circulator to connect shoppers with businesses.
10. Implement existing municipal transportation or County plans, such as the Comprehensive Economic Development Strategy (CEDS).
11. Conduct transit rider focus groups and surveys to determine where gaps in service exist.
12. Work on filling key pedestrian and bicycle path gaps throughout McHenry County by identifying and prioritizing projects, and applying for Federal and State funding.
13. Initiate transit oriented development (TOD) plans in areas with existing Metra stations and in areas with planned Metra stations.
14. Work with major employers to gauge interest in sponsoring fixed route Pace bus service or subsidizing employee trips on a Transportation Network Company.

This list will be provided to the new County Board Transportation Committee in February for their review.

A G E N D A I T E M

TRANSPORTATION NETWORK COMPANY (TNC) PILOT PROGRAM IN 2017

The County is still reviewing potential options for the Transportation Network Company Pilot Program and a presentation will be given to the Transportation Committee seeking their direction. More information will be provided to the Public Transportation Advisory Committee at their next meeting.

AGENDA ITEM

RESTRUCTURING OF LOCAL GOVERNMENT CONTRIBUTIONS FOR MCRIDE IN 2018

Attached is a summary of four proposed changes to the MCRide municipal and township contributions for PTAC's review and approval.

ACTION REQUESTED: APPROVAL OF OPTION 1, 2, 3, or 4.

ATTACHMENTS:

- MCRide Local Contributions (PDF)

MCRide Local Contributions

PTAC Meeting: January 11, 2017

Many PTAC members have expressed interest in restructuring the local contributions required of municipalities and townships for participation in the MCRide program. The recently approved 2017 Intergovernmental Agreements stipulate that municipalities must pay \$1.31 per capita in order to participate in the MCRide program, while Townships are required to pay \$6,000 per year to participate. By participating in the program a municipality or township gains access to MCRide buses making stops within their geographic area, including both pickups and drop offs. Non-participating geographic areas of McHenry County cannot be accessed by MCRide buses unless clearly specified in the annual intergovernmental agreement (example: MCDOT, Valley Hi Nursing Home, Fox Lake Metra Station, Illinois Route 31 & Virginia Road Park and Ride, etc.)

History of Local Contributions

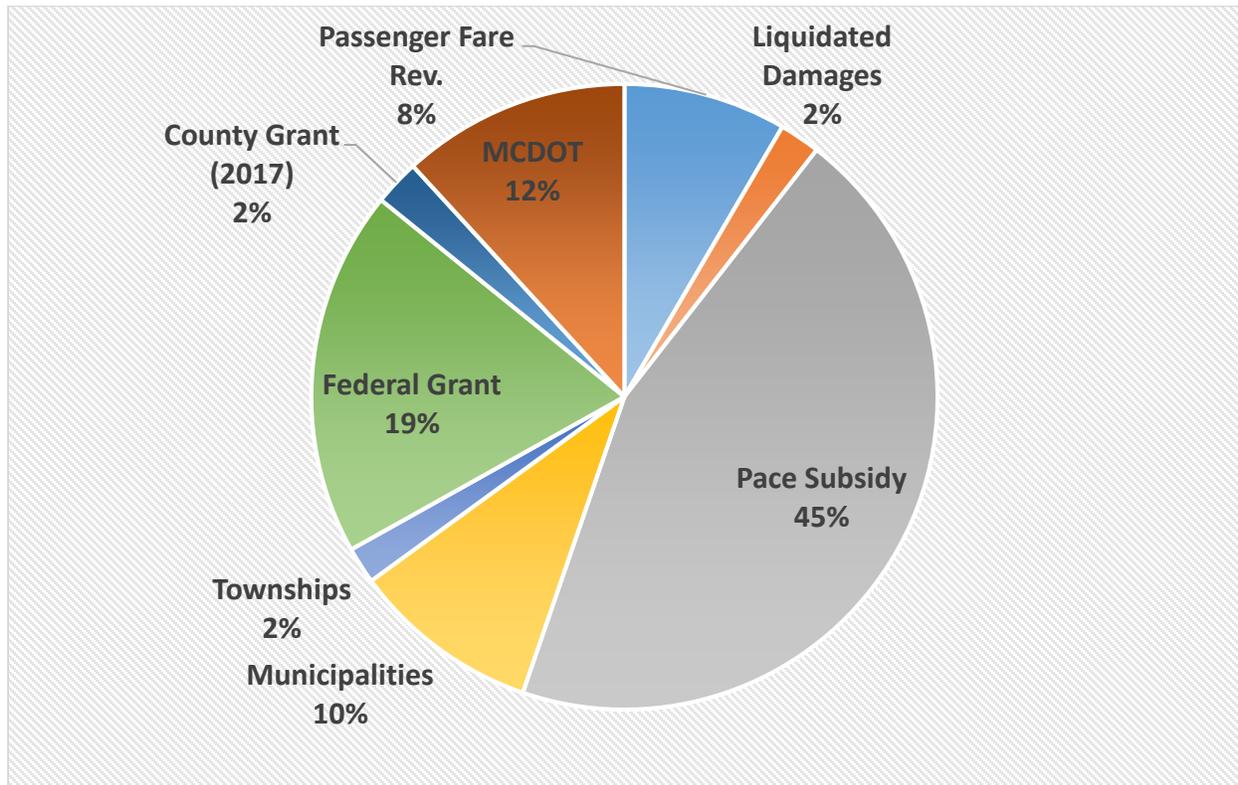
Before the creation of the MCRide program, individual municipalities had agreements directly with Pace for dial-a-ride service in their community in which they were responsible for a percentage of the program's operating deficit (equal to total costs, less fares). The creation of MCRide in 2012 simplified the local contributions of Crystal Lake, McHenry and Woodstock at 25% of the operating deficit for all trips taken entirely within their municipal limits. This was further reduced by the County's acquisition of Federal and County grants (JARC, New Freedom, Senior Grant) which were passed on to the municipalities. For trips not occurring entirely within one of these three municipalities, the County was responsible for 100% of the operating deficit.

Almost immediately, demand for trips between the communities exploded, while trips entirely within a single municipality declined, resulting in increased costs for the County and decreased costs for the municipalities and Pace. Recognizing that this financial model was unsustainable once municipalities were added to the program with few major destinations (shopping, medical, employment), the County set about creating a more sustainable model where all parties were responsible for paying based on their ability to pay. This new model was put to the test in June of 2014 when the Village of Lakewood was added to the service with an annual local contribution amount of \$2.00 per capita.

The \$2.00 per capita figure was agreed upon because it resulted in a contribution amount roughly equivalent to what the existing municipal partners were historically expected to pay (25% of the operating deficit). This way, the Village of Lakewood helped support the service even though no trips were taken solely within their municipal boundaries. This model was applied to the existing municipal partners of Crystal Lake, McHenry and Woodstock, as well as Harvard, Marengo, Huntley, Johnsborg and Ringwood as part of the 2015 Intergovernmental Agreement and was continued in the 2016 and 2017 Intergovernmental Agreements at the lower amount of \$1.31 per capita.

On a parallel path, Township partners in MCRide have had their contributions changed over the years. In 2012, both Greenwood and Dorr Townships were charged \$7.00 for each trip provided to people with a disability, with the Senior Grant paying the full cost for all senior trips provided. In 2013 and 2014, instead of being charged by the number of disabled trips, the townships were invoiced a flat \$2,000 for the year. In 2015, that was increased to \$6,000 per year for townships, which is what it remains today.

Breakdown of MCRide Costs, 2016



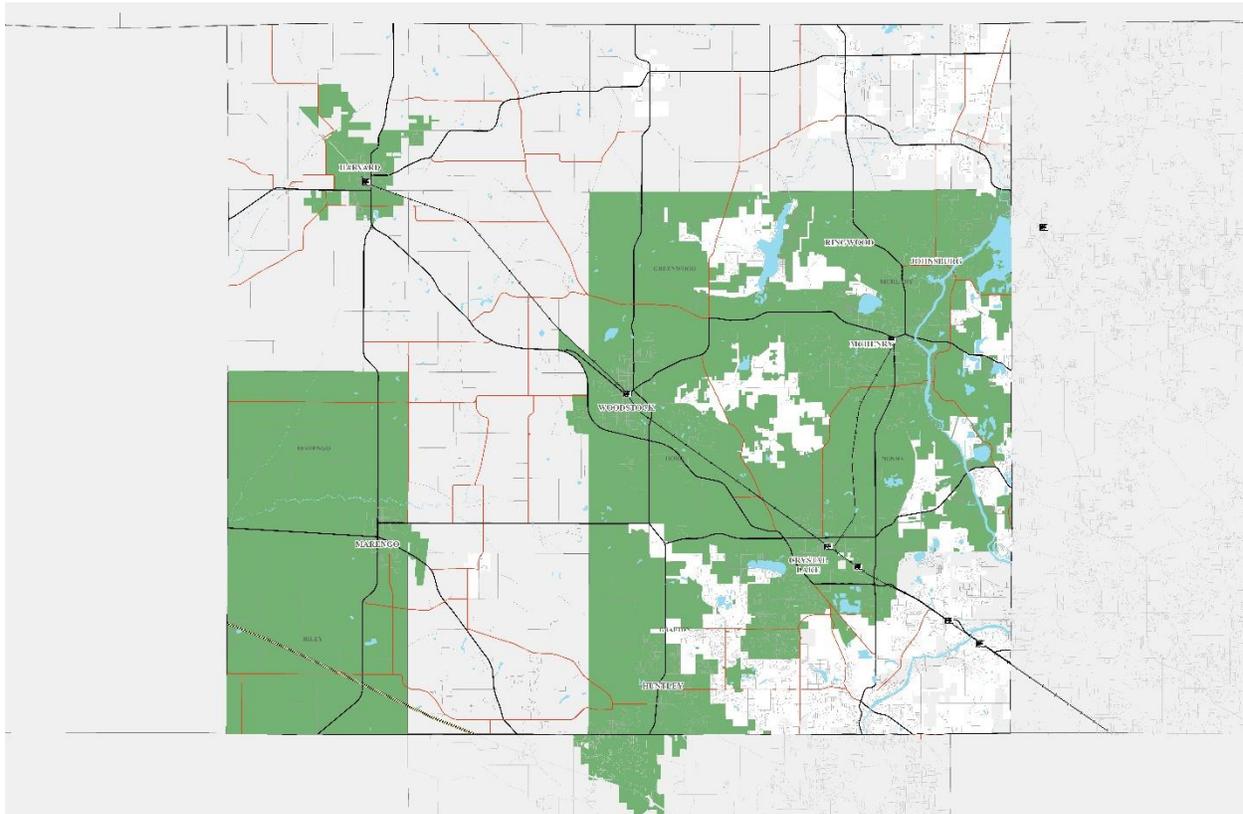
Current Problems

The problems with the current model are threefold. First, there are concerns that the \$1.31 per capita and \$6,000 per year figures are unaffordable for some less well-off municipalities and smaller townships. While the per capita charge tried to take into account a municipality’s ability to pay (based on population size), it does not take into account a municipality’s tax base, which may be a better metric than population. What has resulted is poorer municipalities with a higher demand for transit services cannot afford to join the service, while wealthy municipalities with less demand for service can afford to pay. Likewise, the flat \$6,000 per year for all townships does not take into account population or tax base, which has resulted in many smaller townships being unable to afford the service.

Secondly, MCRide’s two-tiered service area (municipalities pay for general public, townships pay for seniors and disabled) has resulted in some municipalities not contributing for service that their residents receive. If a township joins the program all their senior and disabled residents have access to the program, regardless whether the municipalities within the township are contributing towards the service. Seniors and people with disabilities currently make up 75% of the program’s ridership. This is troublesome because the \$6,000 township contribution is nowhere near enough to cover the costs of adding senior and disabled riders in that township without any corresponding municipal contributions. In addition, other Pace services such as the Southeast McHenry County Dial-a-Ride have created a disincentive for some municipalities (Cary, Fox River Grove, Oakwood Hills) to pay \$1.31 per capita to expand MCRide service into their communities. Currently, the Southeast Dial-a-Ride is provided free of charge to some municipalities, but has a limited geographic service area.

Proposal 2: Expand Service Only to Municipalities and Townships that Contribute

This proposal would be a dramatic departure from the status quo by doing away with the two tier service area altogether. If a township contributes, they allow all residents in their unincorporated areas to access the service. If a municipality contributes, they allow all residents within their corporate limits to access the service. If an entity doesn't contribute, buses will not make stops in their jurisdiction (they become an island without service). The major hurdle to implementing this proposal is that some seniors and disabled riders that are receiving service now (living in a participating township but also in a municipality that is not participating) would no longer have access to the service unless their municipality paid for the service. However, this proposal would give a large incentive for nonparticipating municipalities to start paying for service and gives MCRide a plausible path to eventually getting countywide once all 17 townships and 30 municipalities participate in the program. However, this proposal would not address the problem with the Southeast McHenry County Dial-a-Ride and would therefore not provide an incentive for Cary, Fox River Grove or Oakwood Hills to join the program. This proposal could be combined with a sliding scale fee structure as described in Proposal 1.



Unaffordable Local Contribution for Municipalities and Townships	Free-Rider Problem	General Public Without Service in Unincorporated Areas of County
✓	* ✓ ✗	✓

* Fixes free-rider problem in current service area, doesn't address free SE DAR service

Attachment: MCRide Local Contributions (5702 : Restructuring of Local Government Contributions for MCRide in 2018)

Proposal 3: Countywide Paratransit for Students, Seniors & People with Disabilities

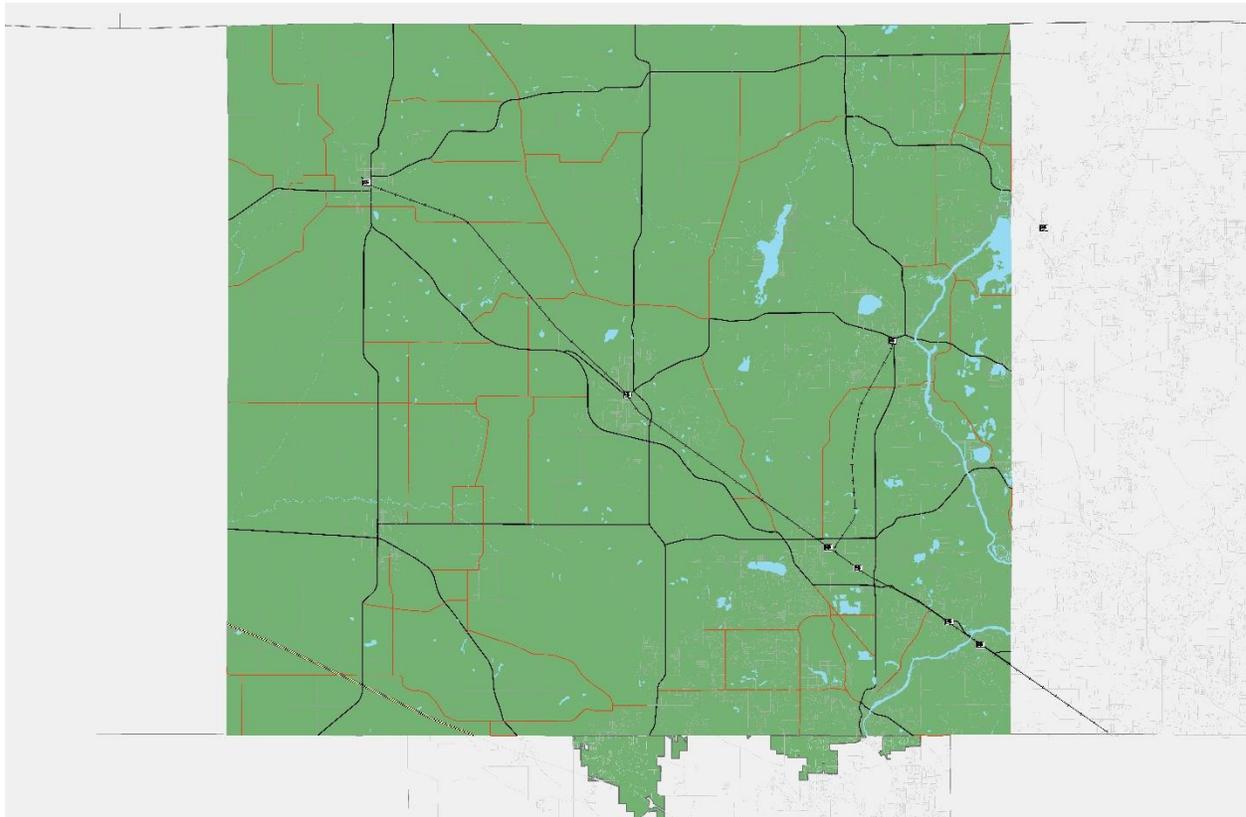
This proposal does away with the local contribution and has the County pay for the entire local share for MCRide. This results in increased costs for the County, partially offset by additional Pace subsidy and Federal grant funding for seniors and people with disabilities. The major impediment to this proposal is that many general public riders (primarily low income individuals) currently using the service would not have access to the program once it is limited to students (with a student ID), seniors and people with disabilities. However, the negative impact on this population of riders could be minimized with the implementation of a TNC Pilot Program that is open to all residents. In addition, PTAC could work with Pace to improve and expand the fixed route bus system in the County to allow general public residents to continue to use transit. This proposal would cost more overall than proposal 1 or 2, but a small level of savings could be realized by doing away with monthly billing of municipal and township partners. Finally this proposal would be intuitive for residents to understand, easy to explain to new riders, and perhaps most acceptable to taxpayers. All students, seniors and people with disabilities pay taxes to Pace, the County, and the federal government so this proposal would give them all access to public transportation.



Unaffordable Local Contribution for Municipalities and Townships	Free-Rider Problem	General Public Without Service in Unincorporated Areas of County
✓	✓	✗

Proposal 4: Countywide Service for Everyone

This proposal is similar to proposal 3 but instead of being limited to seniors and people with disabilities, proposal 4 opens up MCRide to everyone living in McHenry County. Unlike proposals 2 and 3, countywide general public service would not kick anyone off the MCRide program, but would instead expand service to the rest of McHenry County residents. This proposal would cost more than proposal 3 due to higher ridership and the fact that general public riders are not currently eligible for grant funding, but ironically it would also result in a lower cost per trip since the buses could be filled easier. This proposal is the only one that solves all three problems with the current service model



Unaffordable Local Contribution for Municipalities and Townships	Free-Rider Problem	General Public Without Service in Unincorporated Areas of County
✓	✓	✓

PTAC ACTION REQUESTED: Approval of Proposal 1, 2, 3 or 4

Staff will bring back final program design at the April 12, 2017 PTAC meeting for approval

Attachments: Decision Making Flow Chart, Community “Need” Assessment

AGENDA ITEM

POTENTIAL BIKE SHARE SYSTEM IN MCHENRY COUNTY

Bike share systems have been part of the transportation mix in big cities across the country for years. Recently, many small cities have started their own bike share systems with a surprisingly high level of success. In our region, the City of Aurora kicked off their bike share program with Zagster on July 1, 2016 and the City of Chicago has been using Divvy since 2013. What follows is a summary of the differences between big city bike share systems like Chicago, and small city systems like Aurora and a description of the steps a community would need to take to implement their own bike share system here in McHenry County.

Types of Bike Share Systems

Systems found in many big cities like Chicago are known as "kiosk" bike share systems. In these systems the bikes are secured to and rented from docking stations located throughout the city. When a customer wants to check out a bike, they first need to buy an annual or 24 hour pass, and then they insert their bike key into a dock (kiosk) or enter their mobile code to unlock a bike. In these systems, the bike share stations are automated with the technology on the kiosk and not on the bike. These systems are highly visible due to the physical infrastructure of the stations and streamline maintenance compared to other systems. On the other hand, kiosk type bike share systems have high startup costs and riders can only return the bikes to open docking spots at stations.

Small cities have trended towards operating systems known as "tech on bike", in which the unlocking and rental technology is on the bike itself and bikes are rented using a smartphone. These systems still require users to purchase an annual or short term membership, and the user checks out an individual bike using their smart phone app. These systems have the advantage of being lower cost, and have more flexibility to scale the system up or down to meet demand. The disadvantages of flexible bike share systems is that they are less visible than the kiosk model and may need significant marketing to become successful. Several companies will help cities set up and operate their own flexible bike share system, including Zagster, B-Cycle, Nextbike, Sobi, and Smoove.

In addition to the obvious physical differences, big city bike share systems typically allow rentals for shorter periods of time than small city systems. Divvy allows the rider to use the bike for 30 minutes free of charge, with additional usage fees for longer rentals. The City of Aurora on the other hand allows riders to use the bikes for 1 hour for free, with additional charges for longer rentals.

Details of Aurora's Zagster Bike Share Program

The City of Aurora has a two year contract with Zagster to operate their bike share program. They started with three stations, each with six bikes, for a total of 18 bikes. Each station cost the city \$11,000 for a total public investment of \$33,000. After opening the system in June, they have averaged 26 trips per week, with trips lasting 50 minutes on average. The City is looking for sponsorship opportunities to offset the cost of future expansions of the system. In addition, they are looking for other municipalities in the Fox Valley to expand Zagster into in order to facilitate intercommunity travel.

Currently, an annual membership is \$60, a monthly membership is \$20, and a day pass is \$5. Each rental that is longer than one hour is charged an additional \$1 per hour, up to \$5 maximum.

Potential for Municipalities in McHenry County

If a municipality in McHenry County was interested in starting their own bike share program, they would likely fall into the small city "flexible" programs with the technology on the bikes. Zagster provides a free feasibility analysis for cities that are interested in bike share and will actually work with a city on identifying sponsorship opportunities. Zagster claims that it only takes approximately 4-6 weeks to launch a bike share system once the municipality approves the contract. Whether to promote recreation, improve access to Metra stations, or simply make a community more bicycle-friendly, bike share systems are yet another tool in the toolbox that should be considered for municipalities in McHenry County.

ACTION REQUESTED: DISCUSSION

ATTACHMENTS:

- Bike Share for Cities (PDF)
- Carmel Case Study (PDF)



How to Bring Bike Sharing to Your Community

"I love Zagster...it's been a great product for us." — MAYOR JIM BRAINARD (CARMEL, IN)

Sponsorship Opportunities STRONG COMMUNITIES BUILD STRONG BIKE SHARES

Zagster works with you and your community to build collaborative private-public funding partnerships where everyone has a stake in the program's success.



"The fact that you can basically have a system in your city 100% paid for by sponsorships with, really, no investment on the city's part ... makes perfect sense for anyone who is still unsure that this is going to be a home run for their community."

— EXECUTIVE DIRECTOR OF THE LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY JULIE TOWNSEND (LAKELAND, FL)



Attachment: Bike Share for Cities (5701 : Flexible Bike Share System Feasibility)

"The city spends very little on it because of the structure that Zagster has provided."

— MAYOR JIM BRAINARD, (CARMEL, IN)

Zagster Provides **Full Service Bike Sharing**

"A major concern for us, was, 'Well we're going to have to start our own business or non-profit that's going to run this bike share,' and with you guys we didn't have to do that."

— MID-REGION COUNCIL OF GOVERNMENTS PLANNER VALERIE HERMANSON (ALBUQUERQUE, NM)

FUNDING

Sponsorships
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Multi-Community

TECHNOLOGY

Hardware
Apps
Cloud Data

OPERATIONS

Maintenance
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Liability Coverage

PLANNING

System Design
Installation
Launch

MARKETING

Website
Design
Press Relations



The 5 Point Plan A CHECKLIST TO SUCCESS

When planning a bike share, Zagster will guide you through each of these steps:

- STEP 1: DEFINE WHY YOU WANT A BIKE SHARE
- STEP 2: VISUALIZE YOUR IDEAL PROGRAM
- STEP 3: EVALUATE COSTS AND RESPONSIBILITIES
- STEP 4: IDENTIFY & ORGANIZE SPONSORS
- STEP 5: CUT THE RIBBON!

"There's a lot of literature encouraging very dense, big systems, but we showed that... you don't have to go big or go home. You can start small and incrementally grow it."

— MID-REGION COUNCIL OF GOVERNMENTS PLANNER VALERIE HERMANSON (ALBUQUERQUE, NM)

"It would not have happened with any other bike-share provider."

— EXECUTIVE DIRECTOR OF THE LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY JULIE TOWNSEND, (LAKELAND, FL)

"Zagster allows mid-sized cities like Fort Wayne the opportunity to have the amenities of major metropolitan areas without the cost and complexity of bigger systems like those in Chicago and New York."

— LEADERSHIP FORT WAYNE TEAM MEMBER KATHRYN GENTZ (FORT WAYNE, IN)

Ready to take the **next steps?**

You don't need a feasibility study to launch a successful bike share. Zagster is the only bike share provider that can get you rolling with a pilot program in just months.

CALL 844-924-7837 EMAIL sales@zagster.com VISIT zagster.com

 **Zagster**

The successful community bike share



How Carmel, Indiana, launched and grew
an exemplary bike-sharing program



**"I love Zagster...
It's been a great product for us."**

Carmel Mayor Jim Brainard

Bike-sharing programs are on the rise in America— and for good reason.

They offer ample economic and public health benefits to communities. And with car culture waning, Americans are increasingly seeing biking as a practical, everyday mode of transportation.

However, until recently, the complexity and cost of running a successful bike share confined most systems to major metropolitan markets. So while high-density cities like New York and Boston debuted vaunted programs, smaller municipalities were left behind.

That's no longer the case. Thanks to innovative updates to the traditional

bike-sharing model, many smaller communities are now also enjoying all the benefits that bike shares have to offer.

This case study documents how Zagster helped one of those communities, **Carmel, Indiana**, achieve its longtime goal of building — and growing — a successful bike share program.



The inspiration

“A bike share is one of many components to make a city like ours work well.”

- Carmel Mayor Jim Brainard

Carmel has long been considered one of America’s best places to live. (In 2012, the city took top honors in *Money* magazine’s annual ranking.) In part, that renown has come thanks to initiatives intended to counter sprawl and increase walkability — goals that made urban cycling a natural consideration.

“We have designed cities over the last 60 to 70 years where people aren’t required to walk or get any exercise on a daily basis,” says Carmel Mayor Jim Brainard. “We’re trying to change that in this city [by] going back to the way we designed cities for centuries before the car came along. Bike transportation was a big part of that.”

Progressive transportation planning created multi-use paths and laid a solid

cycling foundation. And with direct access to the Monon Trail — a greenway that runs into neighboring Indianapolis — Carmel had a natural bike corridor waiting to be tapped.

The launch of bike shares in Paris (2007) and Washington, D.C., (2010) piqued Carmel’s interest in doing something similar. Yet exploration into available bike-sharing models led Carmel to a dispiriting conclusion: Bike sharing was simply too expensive and unwieldy for a city of Carmel’s size.

Then, in 2014, Indianapolis announced its Pacers bike-sharing system, and Carmel saw an opportunity. “We dusted off our old plans,” says David Littlejohn, Carmel’s alternative transportation coordinator.

Hills to climb

Launching a bike share is not without its challenges. And in Carmel, those challenges fell into two main categories.

Logistical obstacles

Carmel hoped to partner with Indianapolis' program, but the private operator, BCycle, was unable to accommodate the community's needs. BCycle doubted a suburban extension would see enough use. And though the company would have administered both programs, quirks in the system model made integration between the two neighbors unworkable.

Density was also a major sticking point. Though Carmel strove to be more compact than the average American suburb, it still lacked the density big-city bike-sharing models demanded. Littlejohn remembers one study that insisted docking kiosks be built every 300 meters or so, **"which was not going to be possible here in Carmel."**

Financial obstacles

Traditional bike-sharing models require significant investments of time, money, and resources up front. Programs typically call for hefty capital investments from the city or sponsors in advance, with expansions likewise done in big, expensive chunks — an onerous ask for a city of any size.

Plus, even if had Carmel moved ahead with a Pacers extension, it still would have had to establish, fund, and operate its program independently. Meaning, the city would have been stuck paying costly upkeep on a swiftly depreciating asset.

How Zagster got Carmel rolling

“It seemed like the Zagster model would fit right in with what Carmel is trying to implement here in the city for our community members.”

- David Littlejohn, Carmel’s alternative transportation coordinator

Stumped yet determined, Carmel reached out to Zagster — and found the solution it needed.

Unlike other providers, Zagster included in a single contract all the equipment and service — everything from hardware and software, to maintenance and marketing — necessary to launch and grow a bike share.

“The city spends very little on it because of the structure that Zagster has provided,” Mayor Brainard says.

The unique contract format also meant that while Zagster would run

the program, Carmel would maintain complete control. That “made it easier for us to be able to initiate the program and make sure that it’s being run the way that the city thinks that it needs to be run,” Littlejohn says.

Zagster also kept operational costs low because the company handled all the post-launch nitty-gritty. And because Zagster has a shared interest in sustaining and growing the system, that eases the financial burden on Carmel going forward.

the successful community bike share

On its first birthday, Carmel's bike share is a resounding success. The program bolstered the city's image, making it a more appealing place to work, live, or just spend an afternoon. "It's made it a more fun place to visit," Mayor Brainard says. "It's made it a better place for millennials that don't want to necessarily own a car and want to be able to have alternative transportation options. **It's just made it more fun for our residents.**"

In making Carmel a more attractive destination, "Zagster has helped our economy in many ways," Mayor Brainard says. City officials say they've seen considerable usage in business areas, and data shows a high percentage of

riders coming from miles away, or out of state.

Then there are the health benefits. Again, Mayor Brainard: "You don't know how many 70- and 80-year-olds I've talked to who say, 'You know, I was overweight, and I'm getting out every day now on the trail, either walking or riding the bike, riding Zagster ... It really has made the community healthier.'"

All of which is to say: Carmel was already a first-rate U.S. city; Zagster helped make it even better.

"It's all about competition. It's about city design. It's about what we do with what we have — and Zagster is a part of that puzzle."

- Mayor Jim Brainard



the road ahead

Thrilled with the early returns, Carmel is looking to further expand its bike-sharing program. Here, too, Zagster is empowering the city's efforts.

Revenue from bike sharing "will be re-invested in the program," Littlejohn says, for future amenities and outreach. Partnerships with local agencies and businesses will also reduce the cost to taxpayers while allowing the system to grow organically. "Not only can you grow it incrementally, but you can grow it incrementally with partners," Brainard says.

Moreover, because Carmel isn't on the hook for depreciating infrastructure, the city can easily upgrade to the latest and greatest technology. "In two years, who knows what could be developed," Littlejohn says. "And we will have access to that new technology and not have to just rely on the stuff that we bought years ago."

And recall the roadblocks Carmel encountered when trying to partner with Indianapolis' bike share? That's

not a problem with Zagster. Carmel's neighboring town of Westfield is preparing to roll out a compatible Zagster program in spring 2016.

Bike Shares for Everyone

Carmel is a prime example of how smaller cities can overcome inherent logistical and financial constraints to launch exemplary bike-sharing systems. When other models proved too cumbersome and expensive, Zagster provided a tailored, scalable, and cost-effective solution perfectly suited to Carmel's needs.

So what would Mayor Brainard say to other elected officials considering bike shares in other communities? **"I would encourage them to get a bike-share program," he says. "It's healthy for the community, it creates a sense of community — and it's just fun."**



“Everything we do to raise the quality of life, including creating a bike share with a great company like Zagster, helps make this a more competitive place.
A better place.”

 Mayor Jim Brainard



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 on a
bike.

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 your city at zagster.com

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