City of Bloomington
Bicycle and Pedestrian Safety Commission

Monday, March 9, 2015
5:30 – 7:00 p.m.
Hooker Conference Room, Bloomington City Hall
AGENDA

I. Call to Order and Introductions

II. Approval of Minutes:
   a. February 9, 2015

II. Public Comments

III. Communications from Committee Members

IV. Reports from Staff
   a. Local Motion Project Updates
   b. Bikes Month Update

V. Old Business
   a. Crosswalk Requests – Traffic Commission Update
   b. Bikeshare

VI. New Business
   a. College Mall Expansion

VII. Topic suggestions for future agendas

VIII. Upcoming Meetings/Events
   - BPSC Regular Session: April 13, 2015

IX. Adjourn

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MINUTES
BIKE AND PEDESTRIAN SAFETY COMMISSION
An audio recording of the meeting is available upon request
02-09-2015

I. CALL TO ORDER AND INTRODUCTIONS – 5:30 PM

Members present: Mitch Rice, Jim Rosenbarger, Paul Ash, Jaclyn Ray

Guests: none present

Staff: Scott Robinson – Planning & Transportation, Christine Meade – Planning & Transportation

II. APPROVAL OF MINUTES
The motion passed to approve the minutes from 9/21/2015 was approved by unanimous voice vote.

III. PUBLIC COMMENT - none

IV. COMMUNICATIONS FROM COMMISSION MEMBERS
Ms. Ray reported on efforts to begin discussions on a path through Rose Hill Cemetery to Adams/3rd Street.

Mr. Ash reported that the bike corral on Grant Street in front of Soma will be replaced soon.

Mr. Rice used the U-Report system for a poor sidewalk near Harmony School and encouraged others to use the system.

V. REPORTS FROM STAFF

a. Local Motion Project Updates
b. Civil Streets Program Update
c. Traffic Calming Yard Signs – Mr. Ash will announce program at next CONA meeting.
d. Bicycle Friendly Community Feedback

VI. OLD BUSINESS

a. Crosswalk Requests*

Staff solicited input from the Commission on locations needing more visible crosswalk markings. Recommendations will be forwarded to the Traffic Commission for additional consideration. After discussion, the following locations were suggested for continental- or piano-style crosswalk markings: 6th Street and Indiana Avenue, 7th Street and Indiana Avenue, 3rd Street and Grant Street, Highland Avenue at 3rd Street and Atwater Avenue, 8th Street and Morton Street, 17th Street and Walnut Avenue, 14th Street and Walnut Street, 15th Street at Walnut Street and College Avenue, Woodlawn Avenue and Hunter Avenue. Mr. Rice motioned to forward these locations to the Traffic Commission for additional consideration and Mr. Rosenbarger seconded, the motion unanimously passed.

VII. NEW BUSINESS

a. **Monroe County Parking Garage**
b. **Bikeshare White Paper –** Commission members are asked to identify goals or key strategies to consider for possible Bloomington bikeshare programs. Initial comments include partnerships with Indiana University and small pilot programs.

VIII. TOPIC SUGGESTIONS FOR FUTURE AGENDAS

Ms. Ray suggested the Commission have another discussion on the small needs project list and map.

Adjourned 6:45 PM

MEMORANDUM

To: Traffic Commission

From: Scott Robinson, Planning Services Manager

Date: February 18, 2015

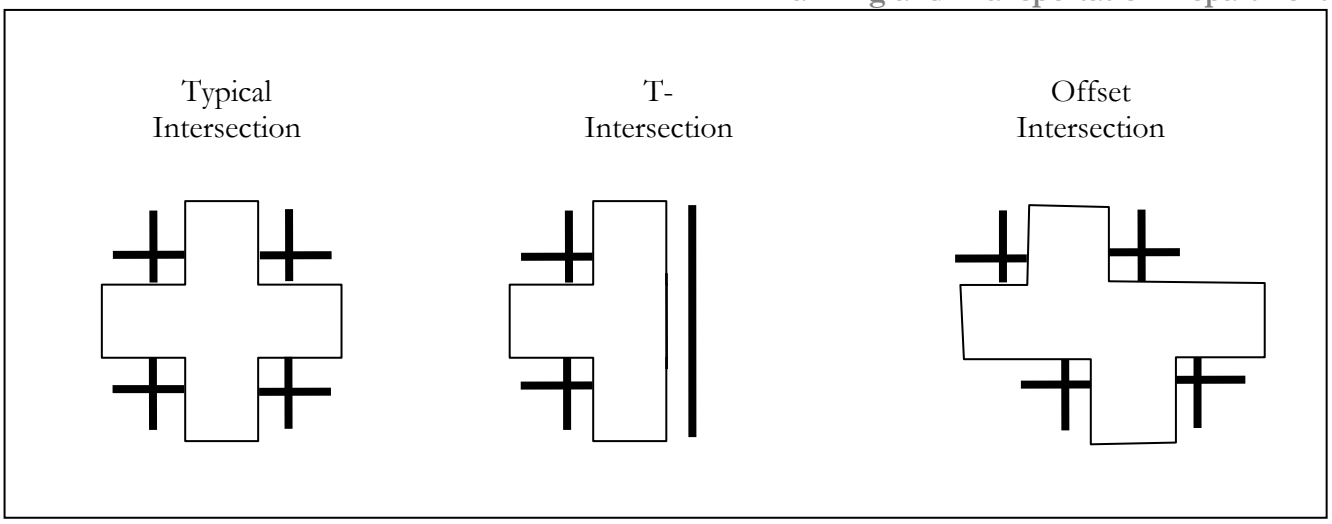
Re: Crosswalks at Uncontrolled Intersections

Background

The Bicycle and Pedestrian Safety Commission (BPSC) is recommending to stripe continental or piano key style crosswalks at several uncontrolled crossings within the general Downtown area and IU campus listed below. These locations have high pedestrian activity and have at least one crossing direction that does not have a stop sign or traffic signal for vehicular traffic. This creates situations where marking crosswalks at uncontrolled locations needs additional consideration based on safety, site characteristics, and other factors such as destinations, route choice, convenience, and accessibility. Staff is seeking additional input to guide decisions on crosswalk markings for these and perhaps other similar locations. For this agenda item please consider the following locations for discussion: 6th Street and Indiana Avenue, 7th Street and Union Street, 3rd Street and Grant Street, Highland Avenue at 3rd Street and Atwater Avenue, 8th Street and Morton Street, 12th Street and Walnut Avenue, 14th Street at Walnut Street and College Avenue, 15th Street at Walnut Street and College Avenue, and Woodlawn Avenue and Hunter Avenue (map included).

Title 15 of the Bloomington Municipal Code (BMC) defines by reference to the Indiana State Code, Title 9 (IC 9-13-2-84), an intersection as *"(a) the area embraced within: the prolongation or connection of the lateral curb lines, or if none, then the lateral boundary lines of the roadways of two (2) highways that join at, or approximately at, right angles; or (2) the area within which vehicles traveling upon different highways joining at any other angle may come in conflict. (b) Where a highway includes two (2) roadways at least thirty (30) feet apart, every crossing of each roadway of the divided highway by an intersecting highway is regarded as a separate intersection. If the intersecting highway also includes two (2) roadways at least thirty (30) feet apart, every crossing of two (2) roadways of the intersecting highway is regarded as a separate."* Furthermore, the definition for a crosswalk (IC 9-13-2-40) *"means any of the following:(1) That part of a roadway at an intersection included within the connections of the lateral lines of the sidewalks on opposite sides of the highway measured from the curbs, or in the absence of curbs, from the edges of the traversable roadway. (2) A part of a roadway distinctly indicated for pedestrian crossing by lines or other markings on the surface."*

The definitions on crosswalks and intersections, along with the simple diagrams below, provide a basis to further explore the conditions for marking crosswalks at uncontrolled locations. In some instances, it may be best to designate crossings as mid-block crossings. Specifically, 15.60.050 Pedestrians, of the BMC declares "*no pedestrians shall cross a roadway other than in a crosswalk. Pedestrian crossings shall be established at all intersections and at the following locations*" (the BMC further lists all the following locations, but is not included in this memo). Clarity on the best crosswalk treatment for many intersections may be lacking and hence the nature of this request. Reviewing the requested locations from the BPSC along with considering the provisions within the BMC, staff is seeking preliminary direction on marking crosswalks at uncontrolled locations.



Sample Intersection Types (bold lines are sidewalks thin are curbs or edge of pavement)

Recommendation: Staff is requesting that the Traffic Commission recommend policy guidance for marking crosswalks at uncontrolled locations to further aid City staff in good judgment when marking crosswalks.

BLOOMINGTON

Vince Carlsto <carlstov@bloomington.in.gov>

Green Bikes

Green Bikes <green.riders.go@gmail.com> Sat, Feb 28, 2015 at 11:45 AM
To: carlstov@bloomington.in.gov

Hello Vince,

This is a group of actively involved students at IU and various individuals recommended our team reach out too you, including Darryl Neher, Henri Venable, and Kent McDaniel.

We have been working on implementing a bike share program for IU/Bloomington and would like to speak with you about this venture. I have attached a PowerPoint presentation along with an executive summary and operational expenses. I would really appreciate your thoughts and grasp an idea of how viable you believe it is for Bloomington.

Update on Green Bikes:
We have been in continuous communication with various departments from IU (Department of Transportation, Office of Sustainability, etc.) and are seeking a strong relationship with the city of Bloomington. After meeting with the Transportation Working Group, we received many ideas too make our NPO a reality and we are currently modifying our business model in order to fit the needs of our consumers, IU and the city of Bloomington. We are an open, flexible team and would very much appreciate your feedback!

Feel free to reach out at any time, we would love to paint a clearer vision for you and flush out the details. Thank you very much for your time.

Sincerely,
Green Bikes Team
green.riders.go@gmail.com

3 attachments

Green Bikes Presentation.pptx
3419K

Green Bikes Summary.docx
2096K

Green Bikes Operations.docx
91K

Executive Summary

Introduction

Our mission is to make bike sharing safe, inexpensive, easy, accessible and an enjoyable way to get around Indiana University Bloomington's campus. Green Bikes solves the transportation problem on campus by providing bikes strategically around campus.

Ease of Use

Renting our bikes is a quick process that only involves a smart phone. Once the individual downloads the app, they then enter a method of payment, whether it's through credit/debit card or bursar/campus access (IU's method of payment for students & faculty). After they enter in their payment information the first time, they never have to do it again. So now, once users open the app they gain access to a virtual map that identifies where the nearest 3 green bikes are located. From there, the individual can choose to reserve the bike and selects how long they intend to use the bike. Once they have completed these two quick steps, they can check out the bike by simply putting their phone next to our proprietary locking mechanism, which is located on all of our bikes. Users can also use the same locking mechanism when they are away from the bike in public areas (class, extra-curricular activities, etc.). After they use our bike, they can drop it off at any bike rack around campus.

The Market

College campuses are fairly compact bodies of land that consists of thousands of individuals spread among a couple square miles. This type of environment creates for mass amounts of people walking or taking buses to the same places every day, which exemplifies a large target market. Specifically, we believe that we can capture a large amount of freshman since they generally do not have cars and are required to live in the freshman dorms.

Promotion

One major promotional tool that will be extremely beneficial is simply the usage of our service. Whenever someone uses our service, it is free marketing via advertising due to the green color of our bikes, hence the name "Green Bikes". Another way to promote Green Bikes is to make freshman aware of our service early. We plan on advertising to incoming freshman by handing out flyers during their orientation and tours, as well as volunteering during move in and informing them of the convenience of Green Bikes. From move in up to the end of the second week of school we will be having a special offer that allows students and faculty to receive semester long passes at 30% off ($59.50).

The Team

Our team consists of four highly driven entrepreneurs who are ready to dedicate their time to this company. All of us are college students so we know our market better than anyone, while maintaining wide social networks to promote our service. Also, all of us are students at Indiana University, therefore making it very easy for us to be hands on with daily operations. We are aware of the fact that starting a business is a demanding process and we are willing to commit to this company in order to watch it grow in Bloomington.

The Green Bike Difference

One of the biggest concepts that separates us from other bike share programs is our endorsement of alternative energy, which is shown through our name, the color of our bikes, and our encouragement of pollution free transportation. We are big on green energy and intend on installing solar panels around campus and throughout Bloomington in order to generate more energy. Also, we want to do the best that we can on tailoring our business towards all Bloomington residents. Overall, our green theme collaborates well with a college environment, resulting in an extraordinary unique business. We hope to find the right investors for Green Bikes and complete all purchases by the beginning of March of 2016, in order to launch in the fall of 2016.

Business Description

Bike sharing is an emerging market that has been proven to be a simple, but useful mode of transportation. The bike sharing movement has truly expanded in the last decade and has proven to be a profitable market. Bike sharing is taking place in various cities around the world and is revolutionizing transportation. This type of public transit makes it simple for individuals to reach various places throughout the city and can do it at their convenience. Having bicycles dispersed throughout the city allows for a more flexible mode of transportation that is extremely beneficial to all travelers. This low cost method of transportation improves the accessibility of the environment as well as promotes a healthy form of travel that prevents air pollution. The ultimate impact of a bike share program is that they lead to enhanced commerce and a higher quality of life. Public sharing systems like these first began in the US in the late 1900s, but hasn’t had a sustainable model until the mid-2000s, thanks to information technology. Ever since, the market has rapidly grew worldwide. In 2013 there were 535 different schemes and 517,000 bikes. And in 2014 there were 712 cities with programs and 806,200 bikes used. China currently possesses the two biggest bike share programs that have 90,000 and 60,000 bikes and Paris comes in third with a program that involves 20,000 bikes with close to 2,000 stations. Green Bikes differentiates from other bike share programs

due to our self-sufficient stations. The use of solar energy at each of our stations goes well with our college environment, due to the green movement currently taking place with many collegiate scholars involved. Solar panels will be located above each station and will provide us with energy to power our kiosks, while having a backup connection to the main grid. Our support of green energy will be clear to college communities and will be another reason why students and faculty will support our service.

Green Bikes has serious economic potential due to the current infrastructure installments on Indiana's campus, which is called the "master plan" and this plan focuses on encouraging bicycle usage. Furthermore, there's over 40,000 students residing and travelling every day on a campus that was built around heavy pedestrian use and has clearly shown its maximum capacity for motor vehicles. Moreover, proof of this concept has been shown in other bike share programs that this is a simple, but useful mode of transit.

Marketing

Green Bikes has the possibility of acquiring business from anyone who utilizes the widespread campus. Our target market is freshman for a variety of reasons. For starters, these underclassmen do not think to bring a bike to school and many do not have the necessary automobiles or space to transport/store it. In general, freshman do not have cars on campus and are encouraged not to bring their cars. If they do bring their cars they will have to keep them at a distant location (The stadium), since they are only permitted to certain parking passes. This restricts them from easily accessing their car during the week. Additionally parking passes are at least $150.00/year. In addition, these incoming students have not yet established a solid network of connections and therefore are very independent travelers. It is important to establish our presence with the freshmen at orientation so they will understand there is a better alternative mode of transportation.

Not only is a college campus a great place to set up a physically fit way to get around, but also Indiana University hosts an annual event every spring that is pretty big around here, it is called Little 500. It is a bike race that we hope to capitalize on by obtaining permission to promote our service by having some of our bikes rode around the track before the main event. The bike atmosphere here in Bloomington is the perfect origin for where we want to begin our services, and we know that we can get people to where they need to be quickly and inexpensively.

Our position in the market here at Indiana University is fairly unique. Currently at IU there exists nothing similar to this sort of service. The closest thing to our service is Crimson Cruisers, which is a program that provides a very limited number of bikes (13) to students for free. This program was conducted by the office of sustainability and was used as a pilot to gauge the interest for biking on campus. The opened a survey with virtually no advertising to students, however they received hundreds of applications. By

looking at their results, it's safe to say there is a high demand on campus. There are free ways to commute across campus, such as walking or taking a bus, but these services are at the exchange of convenience. Here are some comparisons of Green Bikes next to the other popular ways of transportation on campus:

- **GB vs Walking**
  - GBs are much faster
  - Bicycling is a superior workout

- **GB vs Bus**
  - GB allows you to take your own route going from point A to B, which is faster than a bus stopping at several locations in between your beginning and desired route
  - GB requires no waiting, and always runs on your schedule whenever you need it

- **GB vs Personal Bicycle**
  - For the cost of a moderately cheap bicycle (say $200), your bike wouldn't be near the quality of our bikes
  - Students are responsible for storing and maintaining their own bikes
  - Most students living in dorms are limited with space to begin with, so the common option is to leave your personal bike locked up outside, leaving it vulnerable to weather, damage, or theft
  - A GB can be used spontaneously from a number of locations, where as your bicycle can only be used if you brought it with you on a venture
  - GB eliminates risk of stolen bikes, due to GPS's located in each of our bikes

- **GB vs Car/Motor Scooter**
  - GBs are vastly cheaper
  - With GB consumers avoid constantly incurring fees (gas, parking, insurance)
  - Parking passes have limited parking spots. Also, freshman only can keep their car at their dorm parking lots on the weekends. Otherwise, they keep it at the stadium which makes the accessibility of their car limited and inconvenient
  - GB also allows the commuter to avoid congested traffic

Price strategy is important for making sure a business can be profitable. Two factors to consider when setting our prices is that free transportation is in close proximity and the vast majority of our customers are college students. We have strategically set our prices in order to find the happy medium between having an affordable service and making money. Our relatively low prices are the best fit for our target market because we can derive an interest from a large market of consumers and generate enough revenue to produce large profits. With the combination of analyzing similar services and talking with Indiana students, we believe that the prices we have will generate enough revenue to penetrate and preserve a solid market share and will ultimately produce generous profits.

0-30 minutes	$3.00
30 minutes-2 hours	$5.00
Semester Pass	$85.00

We also wish to increase customer loyalty by rewarding a free ride to every customer's 4th rental. So if someone buys 3 rides of any duration, we will give them a complimentary 30-minute ride the next time they want to make a purchase. This not only gives our riders an incentive to keep coming back, but word of mouth spreads fast and "FREE" is always an attention grabber, especially on a college campus.

Sales promotion isn't our only form of advertisement. For starters these bicycles will advertise themselves. People will constantly see other riders zooming around campus on our green machines. Our bikes are stylish and create a fun-edge, but most importantly they are cost efficient. Posters and signs will cover campus and be steered towards students who live in dorms, take busses, and eat in dining halls. We plan to have ads along sidewalks (similar to political campaign ads) and indicators notifying pedestrians if they're close to a station or not.

Another way to advertise on campus is on the IU busses (They currently are used for advertising a variety of different ideas). We are not a direct "competitor" to the bus system because the bus service is free and IU wouldn't mind if more students started biking to class instead of taking the bus because they could eventually reduce the number of buses that are constantly running on campus and reduce CO2 emissions generated as well as gas expenses. Advertisements at basketball, football, and other sporting events are another way to make more students aware of our service.

Our team has conducted a survey that has taught us many important ideas for our business. First and foremost, we learned that there is a high demand for renting bikes with about 50% of surveyors stating they would use the service. We also learned that our service will primarily be used for short term use that lasts under two hours. Furthermore, we observed that the vast majority of students will use our services for commuting to and from classes and extracurricular activities. Also, we have been in contact with the Indiana University Student Association chief of outreach and intend on hosting a scientific survey that will be conducted online and sent via email, directly to our students. Our upcoming survey that will be directed through IUSA will further gauge the interest of renting a bike and will assess where and why transportation is lacking. We plan to launch this survey during the second semester of this school year.

Bloomington Named a Gold Level Bicycle Friendly Community by the League of American Bicyclists

“The League of American Bicyclists has recognized the City of Bloomington as a Gold Level Bicycle Friendly Community (BFC^{SM}). Bloomington was one of 55 new and renewing BFCs announced, placing it as just one of 326 visionary communities spanning all 50 states that are transforming American neighborhoods.”

Indiana University is a great location for Green Bikes because of the current master plan taking place. This plan is administered by the university and external consultants whose goal is to create more bike infrastructure around campus. Ultimately, they hope to encourage the usage of bikes through a more bike friendly campus. Also, we intend on working on a deal with one of the nearby bike shops to help us with repairs. We believe our service to them in exchange for their fast repairs will create a mutually beneficial relationship. Lastly, our production needs are very minimal provided that we will only need space to store bikes & bike parts, which can potentially be provided through a deal with our bike repair shop of our choosing (Multiple in the Bloomington area but we have established contact with Revolution Bike & Bean).

Indiana University's Office of Sustainability knows the benefits of bikes (View below)

Just a Few of the Benefits of Riding a Bike!

Health Benefits:

- The low-impact form of exercise increases joint mobility, strength, and flexibility!
- Controls and/or reduces weight, builds muscle, and burns fat!
- Helps reduce the risk of stroke, high blood pressure, and heart attacks!
- Helps fight depression, anxiety, and stress!

Economic Benefits:

- Bikes are cheaper than cars to own and maintain!
- Fewer health problems and fewer medical bills!

Environmental Benefits:

- No air pollution!
- No noise pollution!
- Less congestion!
- Less land use and more compact cities!


START
GRAINGER
PRESENTS
THE IU STUDENT FOUNDATION
LITTLE 500
FINISH
BOSCH


INDIANA UNIVERSITY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BIKE LANE


lynda.com
You can learn it
INDIANA UNIVERSITY
X-STADIUM/IMU

Financial Plan

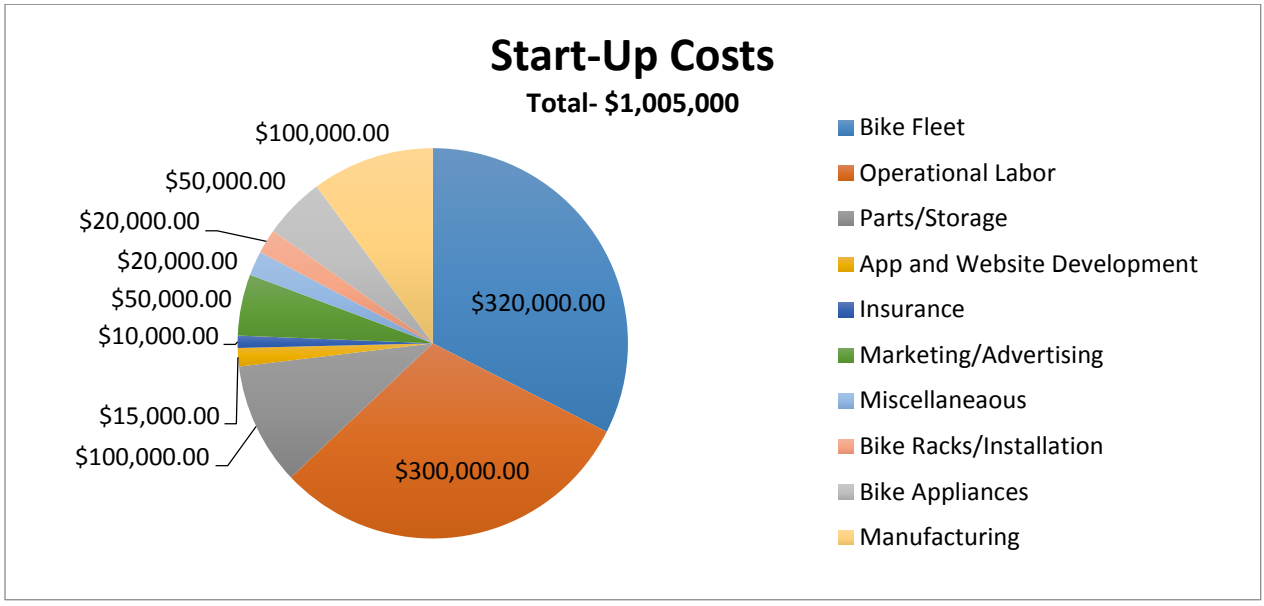
Start-Up & Equipment Costs

Green Bikes bike share system will require a large initial capital to fund the start-up and equipment costs for the system. Once the system is established there will be an ongoing capital need to pay for new parts, vandalized or damaged bikes, and bicycle replacements. These ongoing maintenance and replacement needs, State of Good Repair costs, will initially be only a small share of the capital budget but will grow over time to a substantial amount.

As with all capital equipment, the bicycles purchased will have a limited useful lifespan. Bikes are expected to last five years based on the assumptions from current manufacturer warranties for current deployed systems. Current performance of existing systems suggests equipment may last longer and we are expecting ours too since we will not being operating during 3 months of the year. We believe operating 273 days (9 months) out of the year will be more cost effective due to the damage decommission of our bikes exceeding the revenue generate during months of un-favored weather conditions.

Before the system can be launched, many start-up investments need to be made, including the purchase of our customized bike fleet (including extra parts and appliances), the development of an app and website, the contractual agreement between Revolution Bike & Bean, local repair shop, in order to have a facility for maintenance/storage, and pre-launch marketing

While fixed stations have come to define third generation bike share programs, some companies are exploring the development of new technology that does away with stations entirely and Green Bikes is one of them. Our 4th generation bike share system, similar to Social Bikes and ViaCycle has brought a station free line of bike share equipment that tracks bicycles via GPS and allows users to drop their bikes anywhere within the pre-defined service area. As there are no need for stations, capital costs are significantly less than typical station based systems. Social bikes and ViaCycle have had great success with operating on the smaller size programs, and will be used for a proof of concept for Green Bikes.



Projected Capital Costs

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	Total
New Equipment								
Number of Bikes	170	0	0	0	0	0	0	170
Number of Racks	200 (individual)	0	0	0	0	0	0	200
Parts	$0	$78,956	$20,778	$17,378	$13,222	$9,067	$8,000	$147,401
Start-up	$1,005,000	$0	$0	$0	$0	$0	$0	$1,005,000
Replacement and Maintenance								
Replacement bikes needed	17	22	27	32	34	34	40	206
Replacement costs	$34,000	$44,000	$54,000	$64,000	$68,000	$68,000	$80,000	$412,000
Major maintenance	$36,643	$40,248	$46,089	$57,044	$66,489	$82,356	$100,489	$429,358

Total Capital Costs	**$1,075,643**	**$163,204**	**$120,867**	**$138,422**	**$147,711**	**$159,423**	**$188,489**	**$1,993,759**

State of Good Repair Costs Over Time

Bike share systems need to take into account the future costs of maintaining and replacing equipment when planning for growth. Bike share systems in North America are all less than five years old and have not yet had to account for significant maintenance and replacement costs. For Bloomington's bike share system to ensure its long term viability and a high quality customer experience, the system must plan for future replacement needs during the startup phase. Fundraising goals and the cost of sponsorship should take into account the lifecycle costs of equipment. The below shows SGR needs will escalate over time peaking in FY2025 to FY2029.

	FY2016-FY2020	**FY2021-FY2026**	**FY2027-FY2032**
Bicycles Replaced	115	662	662
Racks Replaced	0	0	200
Costs			
Rack Replacements	$0	$0	$12,000
Bicycle Replacements	$230,000	$1,974,128	$2,288,545
Parts and Maintenance	$169,622	$369,379	$498,280
Total	$399,622	$2,343,507	$2,798,825

Operating Revenue and Costs

Revenue

Bike share systems typically raise operating revenue through three means: memberships, casual usage fees, and advertising. To project revenue from memberships and usage fees, a revenue model was created based on assumptions of the following:

-Ridership

-Proportion of members (By member type)

-Number of trips taken by members (By member type)

-Selling out our registered passes (Based on low supply and high demand)

-We can acquire advertising revenue

The revenue model was based on a monthly schedule instead of an annual model since revenue is sensitive to whether a month is considered a peak or off-peak month for operation and the number of days per month. The model had two steps to estimate user revenue:

1. The model splits riders into two membership types with their own unique characteristics: registered users (Semester pass) and casual users (Those who utilize under 30 minute or 2 hour rides). Based on a pre-determined registered/casual user ratio (~ 1:5, specifically 16.7%: 83.3%), the number of trips by user type was calculated.
2. Once the ridership is split between the two membership types, the number of memberships purchased is calculated by dividing ridership by the number of average trips a casual or registered user is expected to take.

The vast majority of bike share programs are membership focused and place emphasis on obtaining long term agreements. Each membership brings in an annual or biannual member fee, however not every trip generates an additional fee causing many programs to be dependent on casual users to provide usage fees. Based on trip data from peers, it is estimated that the average casual trip brings in a usage fee of $2.25, compared to only $0.10 per registered user. Green Bikes will make $0.31/ride from semester passes, $2.00 from under 30 minute rides, and $4 from under 2 hour rides. Green Bikes differs from the vast majority of programs by more having the majority of derived revenue coming from casual usage, ultimately making us less dependent on grants and advertising (See example below).

Derived Revenue

Green Bikes:	Comparable Programs:
Operating Revenue- 67%	Operating Revenue- 55%
Grants/Advertising- 33%	Grants/Advertising- 45%

Advertising will help supplement the revenue generated by users. The total amount of advertising revenue is based on a profit sharing agreement between the advertising firm and bike share operator, although Green Bikes has come up with a mutually beneficial sponsorship strategy.

Projected Operating Revenue FY1

Registered Revenue

Semester Pass	Passes sold	Price	Revenue for Semester	Revenue for FY
Totals	100	$85	$8,500	**$17,000**

Casual Revenue

30 Minute Rides	Rides/day	Price	$/day	Days in Month	Month	Total Month Revenue
	350	$3	$1,050	31	August	$32,550
	400	$3	$1,200	30	September	$36,000
	415	$3	$1,245	31	October	$38,595
	165	$3	$495	14	November	$6,930
	180	$3	$540	14	February	$7,560
	450	$3	$1,350	31	March	$41,850
	500	$3	$1,500	30	April	$45,000
	170	$3	$510	31	May	$15,810
	30	$3	$90	30	June	$2,700
	40	$3	$120	31	July	$3,720
Totals	2,700		$8,100	273	FY1	**$230,715**

2 hour Rides	Rides/day	Price	$/day	Days in Month	Month	Total Month Revenue
	233	$5	$1,165	31	August	$36,115
	266	$5	$1,330	30	September	$39,900
	277	$5	$1,385	31	October	$42,935
	110	$5	$550	14	November	$7,700
	120	$5	$600	14	February	$8,400
	301	$5	$1,505	31	March	$46,655
	333	$5	$1,665	30	April	$49,950
	113	$5	$565	31	May	$17,515
	20	$5	$100	30	June	$3,000
	27	$5	$135	31	July	$4,185
Totals	1,800		$9,000	273	FY1	**$256,355**

FY1 Total Revenue: $504,070.00

Projected Operating Revenue

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
Ridership							
Registered	21,840	32,760	43,680	54,600	65,520	76,440	87,360
Casual	136,500	150,150	165,165	181,682	199,850	219,835	241,819
Total	158,340	182,910	208,845	236,282	265,370	296,275	329,179
Operating Revenue							
Memberships	$17,000	$25,500	$34,000	$42,500	$51,000	$59,500	$68,000
Usage Fees	$487,070	$535,777	$589,355	$648,292	$713,120	$784,433	$862,878
Advertising	$46,667	$101,667	$128,000	$149,000	$150,667	$155,333	$159,667
Total	**$550,737**	**$662,944**	**$751,355**	**$839,792**	**$914,787**	**$999,266**	**$1,090,545**

Operating Costs

Operating costs can be broken down into four general categories: system operations, administration, marketing and utility costs associated with powering our bikes. System operation forms by far the largest share of these costs and will include functions such as: maintenance of all equipment, rebalancing the bicycles, customer service operations, and website/IT support. The system costs are expected to grow proportionally to system size.

Administrative costs are the second major component of the operating costs. Administrative costs are largely fixed, and represent the staffing necessary to oversee the launch and daily operations of the system. Administrative staff will be responsible for fundraising, accounting, system planning, and contract oversight for the bike share system. In the first 12 months the system will require additional staff to conduct the planning and public outreach for the program.

As part of Green Bikes' commitment to making the program a leader in convenient transportation and public outreach, the program will start marketing during the 2015-2016 school year. Marketing techniques will promote the service in general and will have a special focus on reaching staff/faculty and incoming students.

Lastly, power utility costs will for a small portion of the system operating costs.

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
Operations	$560,058	$573,663	$589,504	$610,459	$623,904	$653,216	$682,282
Administration	$0*	$115,000	$120,000	$125,000	$130,000	$135,000	$140,000
Marketing	$0*	$68,667	$70,667	$73,000	$75,000	$77,667	$79,667
Utility Fees	$0*	$1,667	$3,667	$4,333	$5,000	$5,000	$5,000
Total	**$560,058**	**$758,997**	**$783,838**	**$812,792**	**$833,904**	**$870,883**	**$906,949**

$0*=Covered through Start-Up Costs

Operating Revenue and Expenses Balance

Green Bikes' operating expenses in the first three years of the program will be greater than revenue from user fees and advertising. In FY2016 the operating costs are associated with administrating the system startup, as the system itself will not become operational until the fall 2016. The system will see improved cost recovery due to ridership growth that exceeds inflation and a relatively stable share of fixed administrative costs as compared to total costs. When an operating surplus is encountered (2019), we aspire to implement solar panels at IU and throughout the city of Bloomington.

Operating Costs Recovered Through User Revenue

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
Operating Balance	-$9,321	-$96,053	-$32,483	$27,000	$80,883	$128,383	$183,596
Cost Recovery Ratio	98.4%	87.3%	95.8%	103.3%	109.7%	114.7%	120.2%
Fundraising Needs for Operations	$83,333	$96,053	$32,4832	None	None	None	None

Meeting the Programs Fundraising Needs

Throughout these beginning years of 2016 through 2022 our bike share program, will cost $2,107,870 to purchase, maintain, and operate. To fund these costs, the bike share system will depend on three sources of revenue: public grants, surplus operating revenue, and most importantly grants/private contributions in form of sponsorships (Advertising). Fundraising goals should at minimum be developed for a five year horizon; it's important to note that in later year's maintenance and replacement costs will begin to escalate. To account for the state of good repair (SGR) needs after FY2020, an annual rate of SGR savings was developed (See State of Revenue Good Repair Costs). To cover future SGR costs the system will need to raise additional funds starting at system launch.

Staff positions

General Manager: system management and public relations. The public spokesperson who works with leading the system's operations, produces press releases, and presents the bike share system to interested audiences at public outreach events. Works on financial stability and is also responsible for the maintenance and reporting of all system performance data. Leads the development of annual report.

Financial and Grants Manager: Keeps up with the financial records for the system, development of annual budgets, works with vendors and other stakeholders to identify potential sponsors and maintain positive relationships. Identifies and Applies for any federal, state, and local grants that may fund the bike share system and completes all reporting requirements related to grants. Responsible for reporting and analyzing financial information, includes monthly data and the financial performance of the system.

System Planning Personnel: Plans initial location of all bikes and obtaining permits to put bikes where they need to go. Works with the public through a variety of public outreach activities to identify specific bike locations.

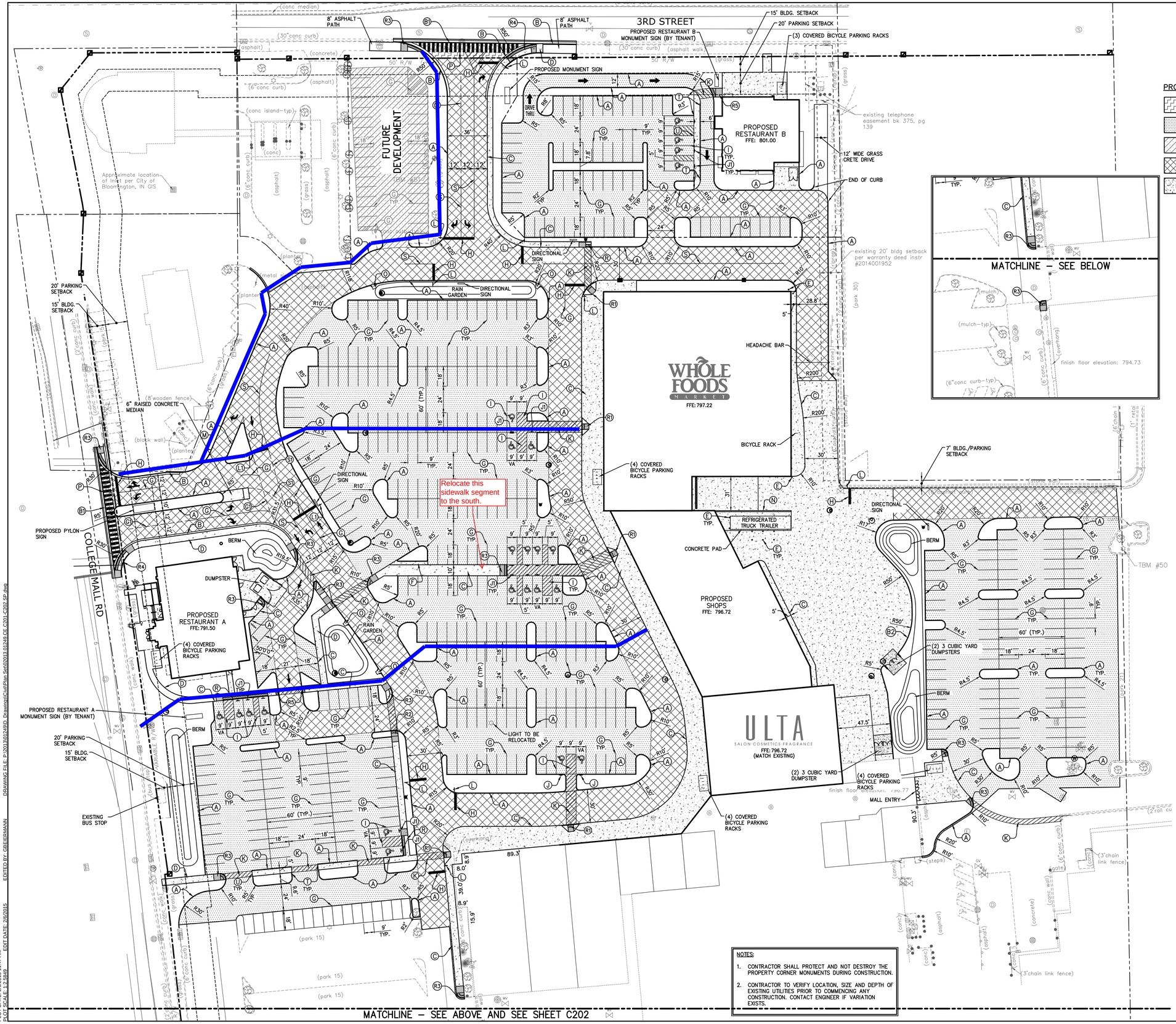
System Data for tech consultant

- Membership
    - Annual Members (New, Expired, and Renewed)
    - Casual Members
    - Member residency information
- Ridership and Usage
    - Daily ridership (by member type)
    - System-wide or total ridership (by member type)
    - Ridership by day by average daily temperature
    - Trips per bicycle
- Financial Info
    - Monthly revenue (by revenue type, including annual members, casual members, corporate members, gift certificates and usage fees)
    - Refunds or chargebacks
        - Why?
- Marketing Info
    - New Memberships
    - Renewals
    - Events
    - Social Media
    - Discounts/ offers and analysis of their success
- Operations and Maintenance
    - Number and type of employees
    - Rebalancing activity
    - Any service disruptions or suspensions
    - Number of bicycles in fleet and in service
    - Crash summary
    - Bicycle Repair
    - Theft and vandalism
    - Customer service metrics

College Mall Sears Redevelopment Project Narrative

The project is located at 2894 East 3rd Street in the City of Bloomington in Monroe County, Indiana. The proposed project consists of the redevelopment of the Sears building space at College Mall. The proposed redevelopment will consist of retail, grocery, shops, and restaurants. The total disturbed area from the redevelopment is 11.29 acres with 8.12 acres of impervious area, 0.64 acres of green space, and 110,207 square feet of building space.


WHOLE FOODS MARKET
WHOLE FOODS



0' 40' 80'

SCALE: 1"=40'

PROPOSED SITE LEGEND

- RIGHT OF WAY ASPHALT PAVEMENT
- LIGHT DUTY PAVEMENT
- MILL AND RESURFACE
- HEAVY DUTY PAVEMENT
- CONCRETE
- (A) 6" STRAIGHT CONCRETE CURB
- (B) 2' CONCRETE CURB & GUTTER
- (B1) CONCRETE LIP GUTTER
- (B2) INTEGRAL CURB
- (C) COMBINED WALK & CURB
- (D) CONCRETE SIDEWALK
- (E) CONCRETE PIPE BOLLARD
- (F) 3' CONCRETE FLUME
- (G) 4" SOLID WHITE, PAINT LINE
- (G1) 4" DASHED WHITE, PAINT LINE
- (H) 24" STOP BAR, WHITE, PAINT
- (I) 4" SOLID BLUE, PAINT LINE (A.D.A SPACE)
- (J) ADA PARKING SIGN (VAN ACCESSIBLE AS NOTED)
- (J1) PIPE BOLLARD ADA PARKING SIGN (VAN ACCESSIBLE AS NOTED)
- (K) 4" SOLID YELLOW, PAINTED, PEDESTRIAN CROSSING
- (L) STOP SIGN
- (L1) STOP SIGN WITH "CROSSING TRAFFIC DOES NOT STOP" SIGN
- (M) YIELD SIGN
- (N) SCREEN WALL
- (O) CURB TURNOUT
- (P) 24" WHITE, THERMOPLASTIC, PEDESTRIAN CROSSING
- (Q) TRUNCATED DOMES
- (R) ADA RAMP (TYPE "K")
- (R1) ADA RAMP (TYPE "A")
- (R2) ADA RAMP (TYPE "G")
- (R3) ADA RAMP (TYPE "H")
- (R4) ADA RAMP (TYPE "F")
- (R5) ADA RAMP (TYPE "C")
- (S) 4" SOLID YELLOW, PAINT LINE
- (S1) 4" DASHED YELLOW, PAINT LINE
- (T) CURB TAPER
- (U) CONCRETE WALK FLUSH WITH ASPHALT
- HANDICAP ACCESSIBLE PARKING SPACE

PARKING ANALYSIS

RESTAURANT "A"	
TOTAL S.F. =	7,500
REQUIRED RATIO =	1/100 S.F.
SPACES REQUIRED =	75
SPACES PROVIDED:	
STANDARD PARKING	84
HANDICAP PARKING (INCLUDES 1 VAN ACCESSIBLE)	6
TOTAL PROPOSED PARKING	90
COVERED BICYCLE PARKING	4
RESTAURANT "B"	
TOTAL S.F. =	4,515
REQUIRED RATIO =	1/200 S.F.
SPACES REQUIRED =	23
SPACES PROVIDED:	
STANDARD PARKING	64
HANDICAP PARKING (INCLUDES 1 VAN ACCESSIBLE)	4
TOTAL PROPOSED PARKING	65
COVERED BICYCLE PARKING	3
GROCERY	
TOTAL S.F. =	31,000
REQUIRED RATIO =	1/200 S.F.
SPACES REQUIRED =	310
SHOPS / RETAIL	
TOTAL S.F. =	28,207
REQUIRED RATIO =	1/300 S.F.
SPACES REQUIRED =	94
SPACES PROVIDED:	
STANDARD PARKING	357
HANDICAP PARKING (INCLUDES 1 VAN ACCESSIBLE)	13
TOTAL PROPOSED PARKING	370
COVERED BICYCLE PARKING	12

NOTES:

1. CONTRACTOR SHALL PROTECT AND NOT DESTROY THE PROPERTY CORNER MONUMENTS DURING CONSTRUCTION.
2. CONTRACTOR TO VERIFY LOCATION, SIZE AND DEPTH OF EXISTING UTILITIES PRIOR TO COMMENCING ANY CONSTRUCTION. CONTACT ENGINEER IF VARIATION EXISTS.

CAUTION !!

THE LOCATIONS OF ALL EXISTING UNDERGROUND UTILITIES SHOWN ON THIS PLAN ARE BASED UPON ABOVE GROUND EVIDENCE (including, but not limited to, manholes, inlets, valves, and marks made upon the ground by others) AND ARE SPECULATIVE IN NATURE. THERE MAY ALSO BE OTHER EXISTING UNDERGROUND UTILITIES FOR WHICH THERE IS NO ABOVE GROUND EVIDENCE OR FOR WHICH NO ABOVE GROUND EVIDENCE WAS OBSERVED. THE EXACT LOCATIONS OF SAID EXISTING UNDERGROUND UTILITIES SHALL BE VERIFIED BY THE CONTRACTOR PRIOR TO ANY AND ALL CONSTRUCTION.

1-800-382-5544
CALL TOLL FREE
– INDIANA UNDERGROUND –

SIMON SM

AMERICAN STRUCTUREPOINT INC.

7260 Shadeland Station | Indianapolis, Indiana 46256
TEL 317.547.5580 | FAX 317.543.0270
www.structurepoint.com

COLLEGE MALL SEARS REDEVELOPMENT

2894 E. 3RD STREET BLOOMINGTON, IN

APPROVAL PENDING NOT FOR CONSTRUCTION

CERTIFIED BY

ISSUANCE INDEX
DATE:
02/06/2015
PROJECT PHASE:
DEVELOPMENT PLAN

REVISION SCHEDULE		
NO.	DESCRIPTION	DATE

Project Number 2013.01249

SITE PLAN

C201

PLOT DATE: 2/6/2015 11:47 AM
PLOT SCALE: 1:2.9849
EDIT DATE: 2/6/2015
EDITED BY: GBEIERMANN
DRAWING FILE: P:\2013\01249\D Drawings\Civil\Plan Set\20013.01249.CE.C201-C202.SP.dwg