

## NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

**RE:** **ORDER OF THE BOARD OF ALDERS** Approving New Haven Smart Mobility, LLC to establish and operate a public bike share system within the City of New Haven (Director of Transportation, Traffic, and Parking)

**REPORT:** 1528-08

**ADVICE:** Approval

### BACKGROUND

In January 2016, the City issued Request for Proposal (RFP) for a turnkey public bike share system to be provided by a selected vendor at no cost to city taxpayers, with revenues to be generated primarily by corporate and institutional sponsorships, user-fees and advertising. In August 2016, a selection panel chose the firm of New Haven Smart Mobility LLC as the best qualified and most responsive of the three proposals reviewed. Over the past eight months, staff from the Department of Transportation, Traffic & Parking engaged in an extensive public outreach effort to determine the preferred parameters of this system to best serve residents in all parts of the city while the City engaged in contract negotiations with New Haven Smart Mobility. The final contract terms include: a 10-year term (renewable in five-year increments); a requirement for the vendor to provide a detailed financing plan with revenues provided by private capital, sponsors and an advertising program; and a requirement that the vendor provide not less than 300 bicycles and 30 stations at implementation.

### PLANNING CONSIDERATIONS

Many cities across the US have initiated similar bike share programs that offer bike rentals on a per hour basis at affordable rates via a subscriber membership with access to the service on a 24-hour basis at designated bike stations. The selected firm has experience operating the Hoboken, NJ bikeshare system as well as other locations and has been selected after a thorough process of RFP review, interviews, follow-up questions, and contract negotiation.

Furthermore, this Order aligns with numerous bicycle network goals listed in *Vision 2025*, including promoting an integrated bicycle network, development of a publicly available bicycle sharing system, and promoting bicycle connectivity.

### ADVICE

The Commission finds the Order in the best interest of the City and recommends approval.

**ADOPTED:** March 23, 2017  
Edward Mattison  
Chair

**ATTEST:**   
Karyn M. Gilvarg, AIA  
Executive Director