

Community Blue Bike-Loan Project

The Community Bike-loan Project will be established in Chapel Hill, Carrboro, and the University of North Carolina at Chapel Hill. The mission of the Community Bike-Loan Program is to provide a reliable alternative source of transportation for our community.

The Bike-Loan Program:

- Helps to reduce the need for expensive parking
- Helps us achieve the CRed goal of GHG emissions reduction
- Brings new and increased business to downtown Franklin St. and downtown Carrboro
- Helps Chapel Hill move closer to the goals in the Bicycle and Pedestrian Action Plan

The program will help create a sustainable local community that encourages active and healthy citizens, while improving our environmental impact. The bike loan program offers commuters an alternative to driving. It will help Chapel Hill move closer to environmental sustainability and help us achieve the goals of CRed. The bike project will also bring more business to Franklin St. and downtown Carrboro as bike hubs are established at local businesses. New available space from parking could be used for businesses. Bikes provide a sustainable alternative for short trips for errands on lunch breaks. It will bring people together; help promote a biking culture for Chapel Hill, and aid in the international effort against global warming.

Chapel Hill's Commitment to bikes is shown by its incorporation of the Bicycle and Pedestrian Action Plan adopted in 2004 by the Town Council as part of the Town's Comprehensive Plan. The Bike Program will help accomplish the Town's goal to increase bicycle use, to identify a potential network of bicycle facilities, and "to create a network of bikeways and sidewalks that serves citizens' needs, especially for travel to employment centers, commercial districts, transit stops, institutions, and recreational destinations."

Program Summary

The bike loan's infrastructure will be set up similarly to the current public library system. The pilot program will be open to the public with "hub" check out centers placed in convenient locations around each sub-community, starting with 10 bikes in each community (30 bikes total) in six key locations. Users will be able to present their picture ID, sign a waiver form, and check out a bike, helmet, light, and basket for a maximum of 24 hours. All the bikes in the program are all donated, repaired by volunteers, and painted Carolina blue.

Future goals of the program include expanding the number of bikes to +100, at an approximate growth rate of 20 bikes a year, improving the bikes with low maintenance parts, and developing joint partnerships with businesses so that bikes for employees would be standard for their fleet. We will have regular membership drives at community events and hope the membership will increase accordingly.

Budget Proposal

The Blue Bike-Loan Project needs the help of Chapel Hill with financial support, official recognition, and potential space. The total amount requested for the Bike Program from the Town of Chapel Hill is initially \$5,000 and regular operation \$10,000 annually. The total initial budget is \$31,450 for start up costs. Income for the program would come from the Town of Chapel Hill and other supporters such as: cosponsors, membership fees, grants, Town of Carrboro, the University of North Carolina at Chapel Hill, and SURGE support. Expenses include bike and accessory costs, staff, office space, printing and publicity, and equipment (membership cards, bike racks, paper work). Please see attached spreadsheets

- Initial Budget: \$31,950
- Chapel Hill initial contribution: \$5,000
- Annual operating budget: \$36,200
- Operating Budget from Chapel Hill: \$10,000

Triangle Community Foundation profile May 8th:

Launch of the Community Bike Loan Program

The Community Bike-Loan Project will be established in Chapel Hill, Carrboro, and the University of North Carolina at Chapel Hill. The mission of the Community Bike-Loan Program is to provide a reliable, clean, and affordable mode of transportation for our community amidst rising gas prices.

The Community Bike-Loan program will help create a sustainable local community that encourages active and healthy citizens, and improve our environmental impact, reducing smog pollutants and greenhouse gas emissions. The bike loan program offers commuters from inside and outside of the community an alternative to driving. The bike project will also help to bring more people to Franklin St. and downtown Carrboro as bike hubs are established at local businesses. Bikes provide a sustainable alternative for short trips for errands or lunch breaks. It will bring people together and help promote a biking culture for Chapel Hill. We plan to launch the program in September with a fleet of 30 Tarheel blue bicycles that folks can check out like library books once they pay a low \$10 membership fee. The bikes will be located in 2 hubs in each region of Chapel Hill, Carrboro, and the University.

Goal #1:

We aim to increase the accessibility of affordable and environmentally sustainable transportation for people in Chapel Hill and Carrboro. We will do so by allowing free checkouts of 30 bicycles to loan up to 24 hours at 6 hubs throughout the community.

Goal #2:

The bike loan project will help us raise the visibility and friendship/trust of SURGE throughout the community. Furthermore, it will promote the Recyclery in Carrboro. By loaning bicycles to more than 100 members in the first year, we will have new allies and friends that we can call on when we need help with other projects and events. We hope the membership will increase over time and grow at a rate of 100 new members/year.

Goal #3:

We also have designed the project to help us share with the local community and communities around us that bicycling can be a viable solution to our everyday transportation needs, especially coupled with the proper infrastructure of greenways and bike lanes as well as a good public transit system that can free us from long traffic waits and difficult searches for parking. We aim for an increased bicycle ridership throughout the community as estimated in annual or semi-annual surveys/counting. And we also hope to help the Town get started on at least two new bike lanes/greenways within the next year that help to improve riders potential and connectivity.

2006-2007 Community Bike Loan
Startup and Operating Budget

Start-up budget for 2006

Item	Actual	Projected	Breakdown	Notes	What has already been spent and where
Bikes & accessories	\$900	\$9,900	30 helmets, 30 locks, spare parts, lubricant, headlights, cleaning equipment, tubes, and tires for the initial 30 bikes, also fenders, and baskets. (\$300 per bike x 30) -Retail cost at Performance Bikes	The accessories are crucial to the functioning of the bikes and upkeep	The Recyclery will have already spent a total of \$900 (15.00 a chain, 5.00 on bearings and grease, and 7.00 on break cables and housing, and breakpads, 3.00; all x 30)
Previous Staff Time	\$0	\$1,300	see what has already been spent cell	n/a	It is always hoped that the volunteers will take up most of the time, but Chris has also been putting in hours, so far a total of 20 hours and SURGE has also put in 100 hours total
Recyclery Staff	\$0	\$675	Chris Richmond's time at the Recyclery is \$15 an hour, at 15 hours a month	The projected cost is for 3 months (time until official launch in mid-September)	\$675 will have already been used before the September launch
SURGE staff	\$0	\$300	SURGE will spend approx. 10 hours a month at \$10/hour	The projected cost is for 3 months (time until official launch in mid-September)	\$300 will have already been used before the September launch
Office/Admin Fee	\$0	\$600	Office rent at SURGE (1/3 time of 3 months at \$600/month)	n/a	If spent about 100 hours so far, until launch in mid-September then a month's rent-The Recyclery has donated space at this point.
Printing/Pub	\$0	\$2,300	100 library cards for members, 500 brochures, ads in local newspapers and other forms of media, website (upfront and upkeep), 500 flyers	printing and publicity are essential to making sure the program is successful in the beginning.	n/a
Equipment	\$0	\$900	Secure racks with locks to prevent theft. We need six, one for each hub that holds six bikes, plus the lock. \$150x6	At this point, we have 3cups, skylight, perhaps n/a	n/a
Total Initial Expenses	\$900	\$15,975			

INCOME

Item	Actual	Projected	Breakdown	Notes
Cosponsors	0	2,000	from businesses and organizations	
Membership	0	1,000	100 members * 10- we hope for to go up over time	
Town Support	0	9,000	Chapel Hill, 5,000 and Carrboro 4,000	
SURGE Support	210.83	2,710.83	Initial start-up support	
In-kind donations	500	1,300	from individuals	
Total Initial Income	710.83 (actual)	\$16,010.83 (projected)		Carryover: \$35.83

OPERATING for 2006-2007

Expenses

Item	Actual	Projected	Breakdown	Notes	What has already been spent and where
Bikes	0	\$1,500	If 15% of equipment (for 30 bikes) is damaged/stolen and budgeting for spare parts, etc. Things that will need to be purchased over the course of the year are: new tires, tubes, ball bearings as needed, breakpads, and since they are all housed outdoors need to overhaul cables.		
Recyclery Staff	\$0	\$2,025	Chris Richmond's time at the Recyclery is \$15 an hour, at 15 hours a month	The projected cost is for 9 months (after launch in mid-September)	
SURGE staff	\$0	\$900	SURGE will spend approx. 10 hours a month at \$10/hour	The projected cost is for 9 months (launch in mid-September)	
Monthly bike tune-ups	0	\$10,800	monthly bike tune-ups for 30 bikes at \$40 each	nine months	
Bike hub staff	0	\$10,800	Give bike hub staff a small amount of extra staff support. Maintenance and managing of the bikes/bike program.	If spent 12 minutes for every bike checked out a day x5 bikes is 1 hour per day for every hub (6 hubs) is 120 hours a month for all the hubs and 1080 hours for nine months, so comes to a total of \$10,800 at an estimated \$10 an hour.	
Printing/pub	0	2,000	Sustained publicity: 200 more library cards for members, ads in the newspaper, flyers and leaflets periodically, website		
Office/Admin Fee	\$0	600	Office rent at SURGE (at \$600/month)	Will spend another estimated 100 hours, which equals about 1 month's rent for SURGE	If spent about 100 hours so far, then a month's rent- The Recyclery has donated space at this point.
Total Operating Expenses	0	28,625			

INCOME

Item	Actual	Projected	Breakdown	Notes
Cosponsors	0	3,100.00	Businesses, individuals, organizations	
Grants and fundraising	0	3,100.00	Strowd Roses, and other fdms	
Town Support	0	19,000	10,000 from CH and 9,000 from Carboro	
University Support	0	1,000	Student orgs, admin.	
SURGE Support	0	2,500		
Late Fees	0	1,000	\$10 per day, assuming 100 late fees	
Total Operating Income	0	29,700		Carryover: \$1,075