

Bike Share Operational Model: Roles and Responsibilities

Bike Miami Valley (see profile next page)

- Sponsorship and partner relations
- Customer outreach and membership management
- Bike share system planning
- Public relations / communication / marketing
- Special event planning and cycling safety education
- Coordination with bike share equipment provider

Greater Dayton RTA

- Capital grant applicant
- Bike share equipment owner
- Bike and station maintenance
- Bike redistribution and equipment storage
- Call center support

Miami Valley Regional Planning Commission

- Office space for bike share staff (3 people)
- Office equipment needs (furniture, computers, phones, etc.)
- Overall office management (front desk activities)

Other Bike Share Stakeholders (including GDRTA and MVRPC)

- Participation on the Bike Miami Valley Board
- Participation in bike share planning
- Other partnerships yet to be determined

Opportunities for Operational Model Partnership

- Bike share accounting
- Bike share staff payroll management
- Legal services
- Marketing

Bike Miami Valley Profile (with Bike Sharing)

Mission is to promote, advocate, and create opportunities for bicycling in the Miami Valley. Bike sharing will be the organization's largest and most visible program to accomplish this mission.

Board of Directors

- Comprised of major bike share stakeholders and partners
- Responsible for oversight of bike share administrative staff
- Includes critical roles / skills: treasurer, legal, marketing, and development

Regional Programming Committee

- Volunteer leadership for all regional programming and advocacy
- Representation on the governing board
- Avenue to incorporate regional stakeholders

Administrative Staff

- Eventually three staff as funding becomes available: Executive Director, Business Development Manager, Programming Coordinator
- Staff funding is intended to be reflective of demands on time: ~15% will come from non-bike share partners

Division of Responsibilities

Staff Responsibilities

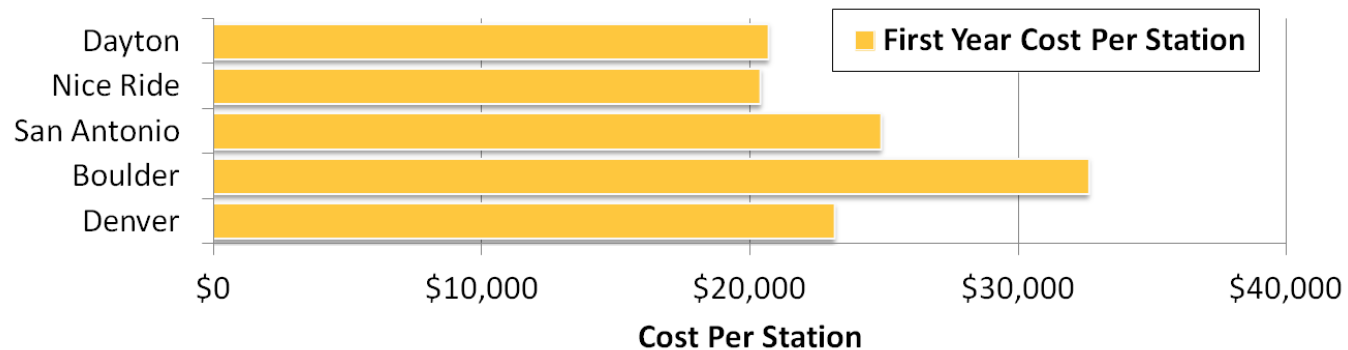
- All bike share administration functions
- Outreach and education focused in geographic area relevant to bike share
- Bike Miami Valley portion of Cycling Summit (~4-5 hours per week of one staff member's time leading up to the Summit)

Regional Programming Committee / Volunteer Responsibilities

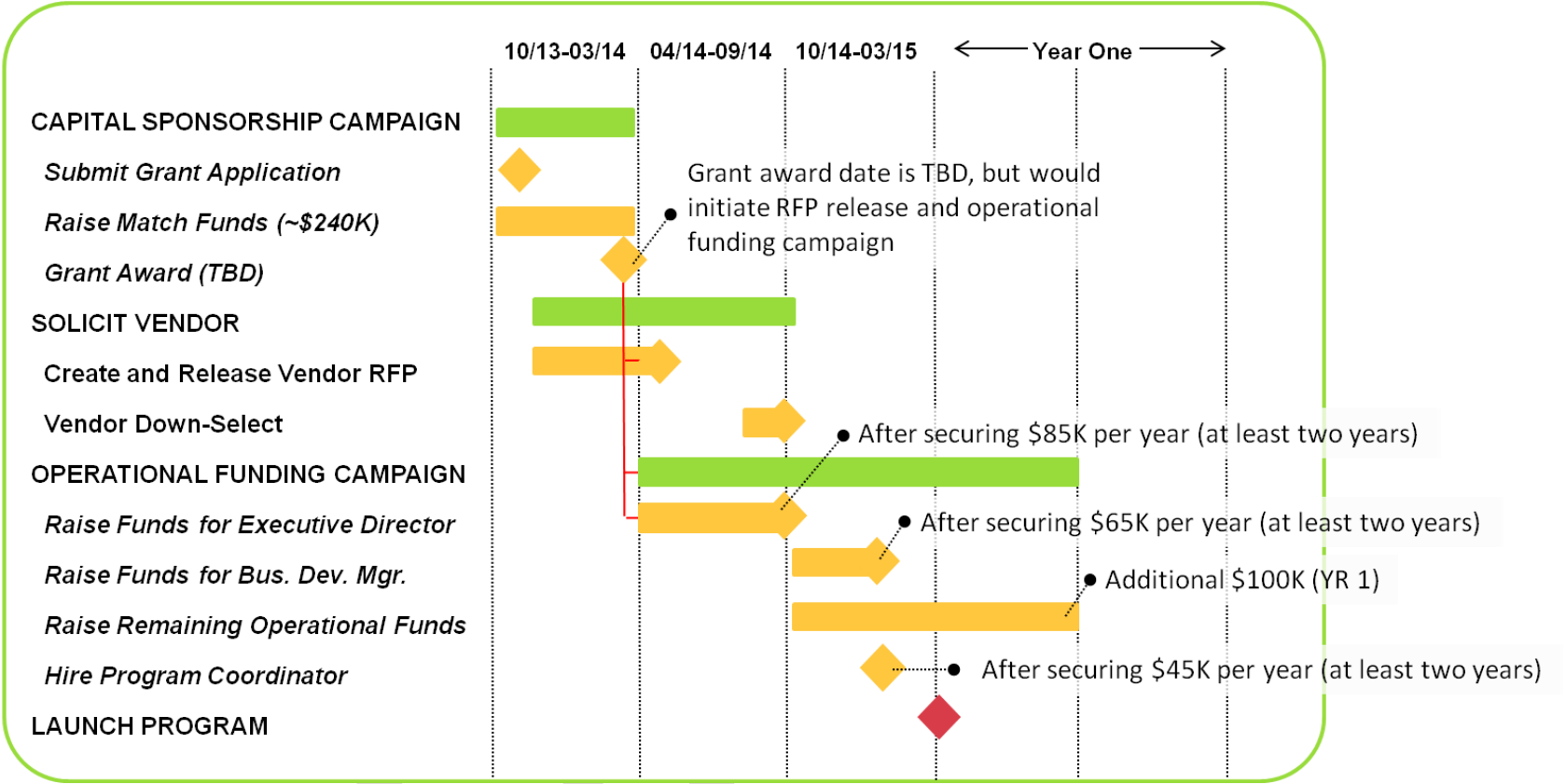
- Host committee portion of Cycling Summit
- All other programming outside of the bike share service area: advocacy, outreach, chapter program management, etc.

Bike Share Operational Model Budget	START-UP	YR 1	YR 2	YR 3	YR 4	YR 5
PROGRAM EXPENSES						
Annual Software Fee with Equipment Provider	\$0	\$44,000	\$44,000	\$44,000	\$44,000	\$44,000
Station Wireless Connectivity	\$0	\$11,000	\$11,330	\$11,670	\$12,020	\$12,381
Bike and Station Parts	\$0	\$7,200	\$9,550	\$9,837	\$10,132	\$10,436
Licenses & Permits	\$0	\$5,000	\$5,150	\$5,305	\$5,464	\$5,628
Merchant Account Fees	\$0	\$5,077	\$7,615	\$9,138	\$10,966	\$13,159
Professional Services (e.g. Marketing)	\$7,500	\$30,000	\$30,900	\$31,827	\$32,782	\$33,765
Legal / Accounting	\$1,000	\$500	\$515	\$530	\$546	\$563
G&A Payroll Costs (3 paid staff)	\$53,750	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
G&A Benefits & Taxes (assumed 30.5% of salary)	\$16,394	\$45,750	\$45,750	\$45,750	\$45,750	\$45,750
Equipment Depreciation	\$0	\$147,928	\$147,928	\$147,928	\$147,928	\$147,928
TOTAL OPERATIONAL EXPENSES	\$78,644	\$447,515	\$453,830	\$457,109	\$460,745	\$464,802
Cost Per Station	\$3,575	\$20,342	\$20,629	\$20,778	\$20,943	\$21,127
PROGRAM REVENUE						
Annual Membership Projection	N/A	666	998	1,198	1,438	1,725
24-Hour Membership Projection	N/A	6,606	9,910	11,892	14,270	17,124
Membership Revenue Estimate	N/A	\$145,052	\$217,579	\$261,094	\$313,313	\$375,976
Farebox Recovery	N/A	32%	48%	57%	68%	81%
Required Operational Funds to Raise	\$78,644	\$302,462	\$236,251	\$196,015	\$147,432	\$88,826

Operational costs offset by partners: bike maintenance, redistribution, storage, call center maintenance, and office expenses (over \$100K in annual savings)

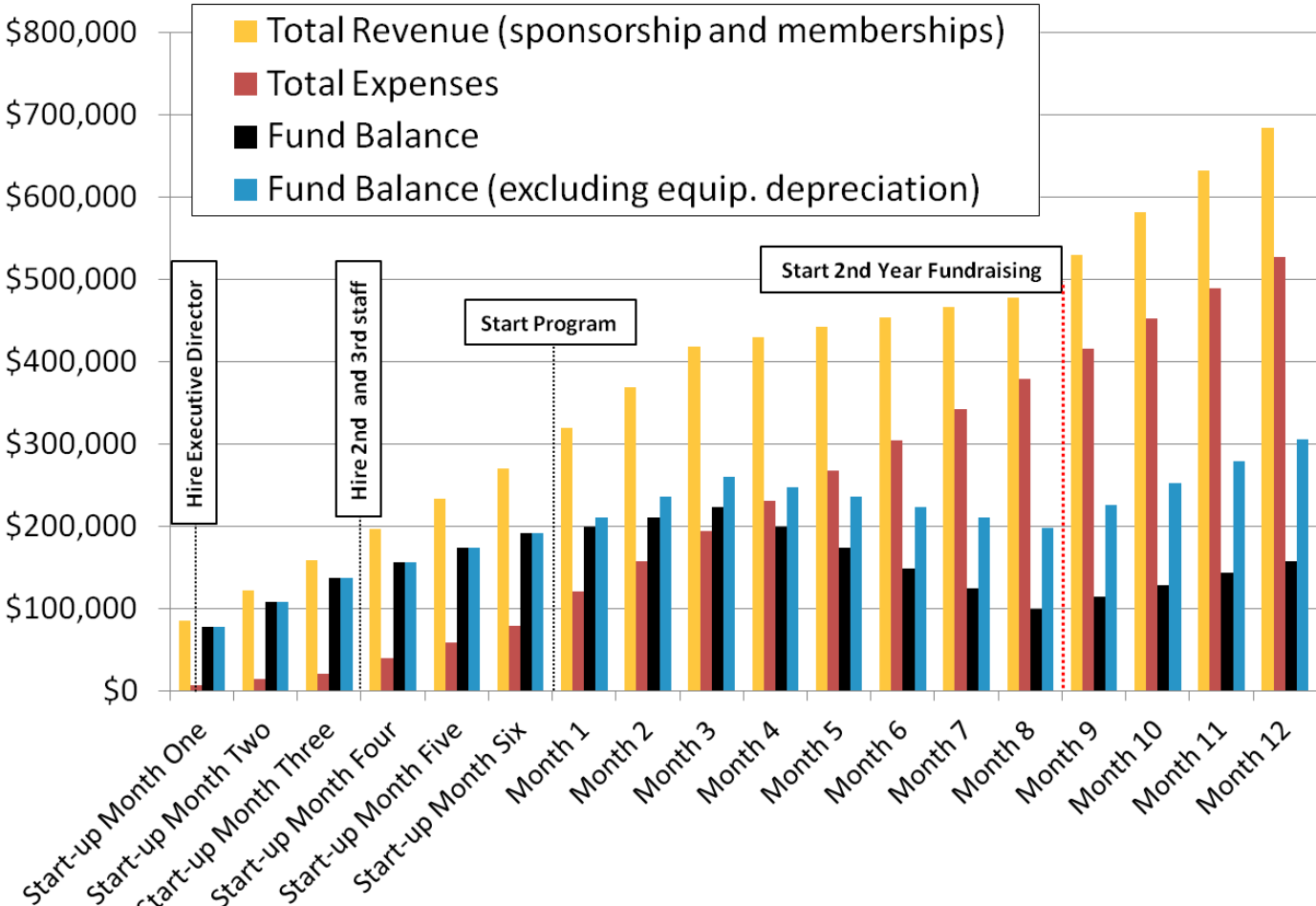


Bike Share Launch Timeline (Preliminary)



Notes: staff funding levels include benefits and taxes; operational funds could come from sponsorship and/or bike share membership revenue

Start-up and Year One Projected Cash Flow



Note: All funding totals are over an 18 month period (start-up through year one)