



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

Agenda Item No. 3g

TO: Operations Committee

DATE: June 1, 2012

FR: Executive Director

W.I.: 1226

RE: Contract Amendment - Bike to Work: Bay Area Bicycle Coalition (\$300,000)

This memorandum asks for Committee approval of a sole source contract amendment with the Bay Area Bicycle Coalition (BABC) in the amount of \$300,000 to continue to coordinate, promote, and implement Bike to Work (BTW) events in 2013, 2014 and 2015.

Background

Since 2004, MTC has approved sole source contracts with BABC to coordinate, promote, and implement BTW events. Prior to BABC involvement as the regional coordinator, regional and local (county) BTW events competed against each other, resulting in the duplication of programs and the inefficient use of resources. BABC has successfully overcome these challenges with a range of creative solutions, including (1) the creation of county implementation teams, (2) extensive coordination of local and regional sponsorships, and (3) the dedication of a portion of the regional budget for local expenses.

For the past eight years, BABC consistently exceeded annual program goals. MTC staff is quite satisfied with its performance:

- Beginning in 2006, BABC secured \$25,000 in sponsorships (e.g., corporate donations, both cash and in-kind) to purchase additional giveaway and promotional materials. Overall, sponsorship levels continue to increase. In 2011, the BABC secured \$58,000 in sponsorships.
- In cooperation with local teams, BABC successfully promotes the BTW event. As a result of its promotion efforts, each year BABC obtains substantial media coverage, including live interviews on every local television channel on the day of the event, and extensive newsprint coverage.
- BABC also extends the BTW message beyond the one-day BTW event through the "Team Bike Challenge". This month-long contest encourages people to cycle as much as possible throughout the month of May. Established in 2006, the contest produced 109 teams of commuters. In 2011, the contest produced 698 teams, a 540% improvement since 2006. Overall, the 2011 Team Bike Challenge participants reported riding more than 400,000 miles.

In addition to its regional coordination efforts, BABC also has a unique capability to deliver hundreds of local volunteers to support its programs. This capability allows BABC to leverage program resources which enables it to expand the BTW event to a greater scale. In regards to

2012 BTW events, BABC coordinated over 15,000 labor hours, including more than 8,000 volunteer hours.

Bike to Work 2013, 2014 and 2015

Historically, MTC has provided \$150,000 for the BTW event and recommends this same level of funding for next year. Since this program does not meet federal sole source requirements, local revenue sources (TDA) must be used to fund the program. To reduce the demand on local revenue sources, staff recommends reducing the funding to \$100,000 for the 2014 BTW event and \$50,000 for the 2015 BTW event. In 2016 and thereafter, staff recommends that MTC provide no financial support to the program and continue to provide non-financial support such as (1) promotion through 511/511.org, (2) outreach via the 511 employer program, (3) press releases, and (4) authorization to use the MTC and 511 logos. To assist BABC with preparing for this transition, staff recommends a graduated step down in funding over the course of the next three years. This phase-in will also allow staff to monitor sponsorship revenue on an annual basis and to further evaluate whether this revenue stream is sufficient to sustain the program. Given information MTC currently has concerning the annual increases in sponsorship revenue to date, and the continued upward trend in such revenue, staff projects that the BABC coordinated BTW events will be self-sustaining by 2016.

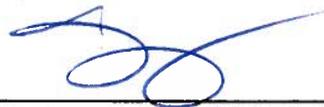
Over the next year, staff will monitor BABC's sponsorship outcomes. If the upward trend in sponsorship revenue does not continue, staff may recommend reconsideration of the graduated step down funding approach. To prepare for this possible outcome, staff will work over the next year to identify other available fund sources, and identify any necessary changes in contracting approach to support different funding requirements.

For the 2013, 2014 and 2015 events, BABC will continue to implement the same scope of work:

- Promote the 511.org Bicycling website as a year-round resource for bicycling information;
- Coordinate the BTW event at the regional and local levels;
- Coordinate implementation of activities via BTW Technical Advisory Committee (TAC);
- Dedicate a portion of the budget for local efforts; and
- Maintain a BTW website that can be accessed from 511.org.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract amendment with BABC to continue to coordinate, promote, and implement Bike to Work events in 2013, 2014 and 2015. The total amount requested is \$300,000. The amount requested for FY 2012-13 is \$150,000; the amount requested for FY 2013-14 is \$100,000; the amount requested for FY 2014-15 is \$50,000. All amounts are subject to the agency budget approval process.



Steve Heminger

SH:SH

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1226

Contractor: Bay Area Bicycle Coalition

Project Title: Bike to Work

Purpose of Project: Promote and encourage commuting by bicycle through regional Bike to Work events

Brief Scope of Work: Promote and coordinate regional Bike to Work events during FY 2012-13; FY 2013-14 and FY 2014-15.

Project Cost Not to Exceed: \$300,000 – this amendment
Total Contract before this Amendment = \$300,000
Total Contract Authorization after this Amendment = \$600,000

Funding Source: TDA

Fiscal Impact: \$150,000 included in the proposed FY 2012-13 agency budget; and subject to the annual budget approval processes, \$100,000 in FY 2013-14 and \$50,000 in FY 2014-15.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a sole source contract amendment with Bay Area Bicycle Coalition to continue to coordinate, promote, and implement the 2013, 2014 and 2015 Bike to Work events, as described above and in the Executive Director's memorandum dated June 1, 2012; and the Chief Financial Officer is authorized to set aside funds for such amendment, subject to the annual budget approval processes.

Operations Committee:

Jake Mackenzie, Chair

Approved:

Date: June 8, 2012

