

APPENDIX A

STATEMENT OF WORK ***Ann Arbor Bike Share Party***

Purpose

The purpose of this Project is to 1) design, build, and operate a campus/downtown bike share program in Ann Arbor, Michigan over a three-year Initial Term; 2) enhance local and campus air-quality and congestion mitigation goals by installing bicycles and supportive infrastructure aimed at passenger vehicle trip-reduction; 3) build program awareness and ridership by promoting features and benefits; 4) measure results and document lessons learned to support future program expansion.

Statement of Work

- A. This Statement of Work ("SOW") is incorporated by this reference into the Agreement between the parties dated _____.
- B. This SOW describes the "Work" (as defined below) CEC agrees to provide to launch and operate a bike share program. The performance of this Work shall be evidenced by this SOW, as delivered to and acknowledged by the Bike Share Parties in writing (either physically or electronically).
- C. Contact for Questions. CEC's Work and the acceptance thereof by the Bike Share Parties is expressly governed by the terms and conditions contained or referred to in this Agreement. If the Bike Share Parties have any questions about the Work or the terms and conditions of this Agreement, the Bike Share Parties may contact the CEC Designated Representative at the CEC office.
- D. The Work. Under this SOW, CEC agrees to perform the activities in Subparagraphs E through G, altogether defined as the "Work":
- E. Deliverables for Bike Share Planning and Launch (detailed in Appendix B)
 - 1. Secure contract with City of Ann Arbor for local match
 - 2. Secure agreement between Clean Energy Coalition and Ann Arbor Transportation Authority for CMAQ funds
 - 3. Secure agreement between Clean Energy Coalition and University of Michigan for Operational Funding
 - 4. Contract with B-Cycle for Bike Share Equipment
 - 5. Conduct site selection, permitting and site preparation
 - 6. Hire and train program staff
 - 7. Initiate promotions and marketing
- F. Deliverables for Program Operations (detailed in Appendix B)
 - 1. Provide program oversight
 - 2. Lead marketing efforts and maintain program communications
 - 3. Manage field operations

4. Oversee and manage customer service
 5. Secure program sponsorships, grant funding and public/private investments in system and develop a sustainable funding model
- G. Dedicated Liaison. The Bike Share Party agrees to provide one dedicated liaison for its Project (“Liaison”). The Liaison may be the same person as the Bike Share Party’s Dedicated Representative. The Liaison shall be responsible for attending project stakeholder meetings and communicating with CEC during the Term of this Agreement to ensure completion of all Work.
- H. Bike Share Parties’ Financial Commitment. Listed below are the Bike Share Parties’ financial and in-kind commitments for the Initial Term:
- ✓ City of Ann Arbor
 - Providing \$150,000 toward Capital Expenditures which shall be used as the required 20% local match for the CMAQ grant
 - \$125,000 shall serve as the required local match for MDOT’s FY 2013 award of \$600,000
 - \$25,000 shall serve as the required local match for MDOT’s FY 2014 award of \$100,000
 - Providing use of public right-of-way granted through encroachment permits
 - ✓ *University of Michigan*
 - Providing \$600,000, \$200,000 annually, which shall be used to cover program operations for the first three years of program operations (2014-2016). \$30,000 which shall be made available for program planning if the City Council votes to approve the local match request.
 - Committing cash toward operational expenses
 - Providing in-kind marketing support and services
 - Providing technical support and right-of-way for stations placed on U-M property
 - ✓ AATA
 - Fiduciary for Grant Funds
 - Oversee RFP process for selection of bike share vendor (December 2012- April 2013)
 - Contributing advertising services in AATA publications