



Community and Economic Development

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Scope of Work: Corvallis Bikeshare & Micromobility Plan

Introduction

Oregon Cascades West Council of Governments, in partnership with the City of Corvallis and Oregon State University, will be designing a bikeshare or micromobility system for the Corvallis community. This system will replace the original Pedal Corvallis bikeshare system, which operated from June 2016 – April 2020. The new system will integrate updated technology and industry standards, while building from the lessons learned from the original system.

The scope of work below outlines the steps OCWCOG staff will take to re-design the bikeshare system and procure a vendor.

Phase I: System Plan

The first phase involves re-establishing how a bikeshare system should look for the Corvallis community and could expand both within the city and overall region in the future.

Task 1: Goal Setting

Establish system goals through a robust community engagement process. System goals will be applied to outcomes and metrics for evaluating system success.

- Community survey
- Focus groups with specific populations (disability advocates, Latinx community, OSU students, etc.)
- Workshop with BPAB members

Engagement: Review of survey by stakeholders and CAMPO TAC

Deliverables: Survey results, focus group results, system goals

Task 2: Analyze System Area

Identify the service area of the system. This will take into account the system goals, industry best practice, and financial feasibility. Implementation may have a phased approach, and phased expansion areas will be considered.

Engagement: Review of draft implementation and phasing by stakeholders and CAMPO TAC

Deliverables: Finalized Implementation and Phasing Plan

Task 3: Determine System Type

Determine the best system type to achieve established goals and implementation. Variables include docked vs dockless bikes, conventional pedal bikes vs electric assist bikes, and whether or not e-scooters should be included. Public input will be a large factor in answering these questions as well.

- Same public input methods as Task 1 (done simultaneously)

Engagement: Review of draft plan with stakeholders and CAMPO TAC

Deliverables: Corvallis Bikeshare Plan

Task 4: Station Siting (if applicable)

If a station or hub-based system is the best fit given system goals and public input, a significant portion of the system plan will be determining station locations and design.

Phase II: Business Plan and Sponsorship Agreements

Once a Bikeshare Plan is approved, OCWCOG staff will develop a three year business plan to determine a range of costs for initial start up, ongoing operations, and future expansion of the system. This information will provide a cost background to use in approaching sponsors and selecting vendors.

- A range of funding costs for system start up, ongoing operations and future expansion
- A minimum of three years outline on roles of OCWCOG, partners, and vendor
- Sponsorship development – Develop a variety of sponsorship levels that provide tangible benefits to sponsors and can contribute sustainable funding for the system. This could include title sponsorship or exclusive membership options.
- Outreach to potential sponsors – Contact potential sponsors, collaboratively develop sponsorship options for a range of support levels.

Engagement: Review of business plan with stakeholders and CAMPO TAC

Deliverables: Corvallis Bikeshare Business Plan

Phase III: Vendor RFP

- RFP Creation and Release – Develop and release vendor RFP according to OCWCOG policies.
- Vendor Contacts – Engage with potential vendors as allowed through OCWCOG’s RFP policies.
- Vendor Selection – Select a vendor that offers the desired system type and is best suited to achieve the system goals.

Phase IV: System Launch and Marketing

- Staff hiring – If applicable, hire mechanics, operational staff, and support staff. Mechanical and operational activities may alternatively be contracted to a local bikes shop or a bikeshare operations company.
- Equipment Delivery and Installation – Coordinate and oversee the delivery and installation of equipment by the selected vendor.
- Website – Develop a website that will share comprehensive information about the system, coverage area, prices, membership options, “how to use” info, and FAQs.
- Social Media – Develop a social media presence that can share promotional and system update information.
- Launch events and promotions – Plan a system launch event/celebration. Coordinate media message through print, radio, and social media.