

FACTSHEET

TITLE: Resolution adopting proposed NEBRASKA DEPARTMENT OF ROADS SPONSORSHIP POLICY FOR THE BIKE SHARE PROJECT, requested by the Director of Planning.

SPONSOR: Planning Department

BOARD/COMMITTEE:

STAFF RECOMMENDATION: Approval

FINDINGS OF FACT:

1. This is a request to adopt the Nebraska Department of Roads Sponsorship Policy for the Bike Share Project.
2. History:
 - Conducted a day-long workshop in 2014 in conjunction with the Association of Students of University of Nebraska to educate key stakeholders on Bike Share and other programs across the country.
 - The Lincoln-Lancaster County Planning Department applied to the NDOR for a Congestion Mitigation and Air Quality Grant (CMAQ) in the amount of \$600,000, with total project costs of \$750,000.
 - The Planning Department was awarded the total requested funding amount for federal Fiscal Year 2016.
 - The MPO Officials' Committee amended the Transportation Improvement Program (TIP) to include the Bike Share Project in November 2015.
 - The Planning Department has secured local partnerships for the required local match of the CMAQ grant, in the amount of \$150,000. In addition to the receiving the necessary match funds, an additional \$223,334 in funding has been allocated towards the operations and maintenance of the Bike Share Project with the sponsorship funds.
 - On February 29, 2016, the City Council voted 7-0 to approve the Bike Share Agreement between the City of Lincoln and the Nebraska Department of Roads, adopted by Resolution No. A-89518.
3. The Bike Share Project's CMAQ Grant and combined local matching funds in the amount of \$750,000 will be used to design and implement the first phase of the public bike sharing project, including equipment, technology/software, and installation/related services.
4. Major points of proposed policy:
 - With the adoption of the agreement between the City of Lincoln and the Nebraska Department of Roads, the City of Lincoln is required to have a sponsorship policy in place for the bike share project.
 - The Nebraska Department of Roads Sponsorship Policy provides direction on sponsorship logos/signage within the public right-of-way.

FACTSHEET PREPARED BY: Geri Rorabaugh

DATE: April 12, 2016

REVIEWED BY: David Cary, Director of Planning

DATE: April 12, 2016