

NORTH PORTLAND NEIGHBORHOOD SERVICES

Small Grants Program 2018 (NPNSG)

Section 1. Application Form Cover Sheet

APPLICANT INFORMATION

Project Title Hayden Island BikeNet

Neighborhood(s) Served: Hayden Island and surrounding neighborhoods

Organization: Hayden Island Neighborhood Association (HiNoon)

Grant Funds Requested: \$1,200

501c3 Status: Yes No

Fiscal Sponsor: Yes No

Project Coordinator(s) Sam Churchill

Email schurchill@gmail.com **Phone**
503.740.9209

Alternate Coordinator(s) if relevant:
Jeff Geisler

Email jeffgeisler@msn.com **Phone**
503.936.2425

Partner Organization: Hayden Island
Neighborhood Association



• **Have you received a small grant from NPNS before?** Yes No

• **How did you find out about this grant opportunity?** Word of mouth

Section 2.

Briefly describe the project and how the funds will be used as indicated in the budget. Use this space to provide a narrative of the project with relevant budget itemization.

Hayden Island BikeNet provides a bike-sharing services on Hayden Island. North Portland is not served by Nike's Biketown service. Currently, a 30 minute walk is required between Hayden Island and the Expo Center to get on the Yellow Max line at the Expo Center. In addition, a new \$1.5 billion Vancouver Waterfront development, along the Columbia River on the Washington side, will encourage visitors to explore the neighborhood.

Hayden Island BikeNet is an innovative, self-sustaining approach to bike sharing. Bike owners/operators are individual citizens who live in the neighborhood and want to make a little extra cash by renting out their bike. They pay only a flat \$25/month parking fee to the BikeHub.

Individuals and businesses provide and maintain their own bikes. They set their own rates using an existing service called Spinlister.com. The Spinlister app provides a map of bike availability, insurance, and connections to the owner. Bike owners and renters connect using this app.

The Spinlister app enables renters and rentees to transact business. Spinlister enables payment and insurance, listing bikes that are available. Spinlister creates a record of the transaction for increased security. Owners giving the lock combination to renters. For added security, bikes can be tracked by GPS for an extra \$20/month.

A budget of about \$1,200 would pay for the bike rack (\$400), four combination bike U-locks (\$140), four GPS bike trackers (\$180) promotional materials (\$120) and space rent for 6 months @\$50/mo (\$300). After 6 months it's anticipated BikeNet will be self-sustaining.

Section 3.

Explain how this project will meet one or more of the funding requirements: • Create and build community • Engage new and diverse communities • Sustain those involved • Strengthen existing programs • Increase community and neighborhood impact on public decisions and community life.

North Portland is disadvantaged with no bike sharing service. The free Spinlister app allows you visit a bike owner's residence to rent a personal bike, but that's very inconvenient. There's no central hub for bikes. Nike's [Biketown](#) does not serve most of North Portland. Their bikes must be returned to a designated bike rack to avoid a \$2 fee. Park a Biketown bike outside the service area and you'll be charged \$20.

The proposed North Portland Bike Hub is more convenient and safer for everyone. It's a community asset. Anyone could share their bike and earn money. Bike owners set their own rates and could stand to earn several hundred dollars a month. A typical rate might be \$10/day times 20 days a month.

Bikes must be returned to the hub, but it enables individuals and community entrepreneurs to flourish. Bikes can be tracked by GPS for added security.

Section 4.

Describe who will benefit from this project? How many people will be engaged? How will outreach be conducted? How will the project welcome diversity?

The Hayden Island Bike Hub is expected to benefit local residents and visiting tourists. Partners include Hi-Noon, the island-wide neighborhood association, which is the lead organization. We anticipate dozens of new people every month to become engaged in the community in this way, promoting engagement and appreciation of the neighborhood and its people.

Enabling individual entrepreneurship is one of the main goals of this project. A web pages and poster describing the bike sharing hub will be multi-lingual and multi-cultural and encouraging community engagement. We will reach out to both individuals with an extra bike that want to earn extra money from it and individuals who are seeking bike transportation for sightseeing or trips to and from the store or elsewhere.

The community bike sharing project will post news and information on a dedicated Facebook page as well as community chat boards such as NextDoor. Monthly meetings of the bike sharing program will be held at local establishments or public meeting rooms, with the primary goal to improve services to the community.

Up to four bikes would be supplied by end users in this proposal. BikeHub provides central parking space across from the Safeway Parking lot for \$25/month and will provide GPS tracking for another \$20/month. Bike owners are responsible for their own bikes, their fees, and their security, although they have access to the password protected GPS tracking system for \$20/month.

Section 5.

Provide a simple timeline for your project, including your expected start and completion dates and any major project milestones.

TIMELINE:

Nov-Dec, 2017: Upon notification of award, information describing the “Bike Hub” project, its goals and ways to become involved will be posted on community Facebook pages such as Hayden Island Chit-Chat, Next Door and Ni-Noon.

Jan-Mar, 2018: Anyone interested will be encouraged to join the bike sharing committee. A work plan is formed after reviewing options for bike security and tracking, locations, interest and operational structure. A bi-lingual website is created with instructions for both potential bike sharers and renters.

April-May 2018: Signs are created and placed around the island for an initial rollout in late May. A soft launch is planned in April using the combination U-Locks and GPS trackers. Local media is invited to an launch event in late May. Press kits are available for interested parties.

Section 6.

Explain how collaborating organizations or partners will be involved in the successful implementation of the grant project. Include a contact name, phone, and email for each partner organization, if relevant.

Partners include Hi-Noon, the island-wide neighborhood association, is the lead organization. Ni-Noon's chairman is Jeff Geisler, Ph: 503.936 2425, Email: jeffgeisler@msn.com.

Space rent agreements would be made with Hayden Island Marinas such as Columbia Crossing (<http://www.columbiacrossings.com>) or McCuddys Marinas (<http://mccuddysmarina.com/hayden-island-moorage>) which both have parking spaces available and a potential clientel.

Other partners include individual neighborhood associations including the four different moorages on the island, a variety of comdominium HOAs and the Manufacture Home HOA, with over 450 housing units, chaired by Patrick Castro, 503.289.1900 (castri.pbc@gmail.com)

Section 7.

Describe how you will implement your project if not fully funded. What are the priorities for this project?

If not fully funded, we may forgo the GPS and combination bike locks, providing only bike-share parking for a flat \$25/month. People who put their bike in the bikeshare rack would get a small 4x6" sign with a picture of the bike, the day rate, the owner of the bike, and their phone number.

A QR code links to a dedicated webpage for that bike with a reservation chart and contact information. People then call the owner and arrangements are made between the owner and the renter. Spinlister may be used, but the transaction may more likely be direct from renter to the owner who may live in the local moorage or HOA.

Generating an average revenue of \$40/month for each bike (\$25 rent +\$15 for GPS), means 4 bikes generate \$160/month or about \$1800/year. Costs include GPS tracking (total of \$40/month) and space rent (total of \$50/month) for a total of \$1,080/year. It should be self-sustaining after year one, generating at least \$100/month for the non-profit operator, affiliated with the neighborhood association or HOA.

Key costs, as well as the \$50/month space rental fee for 6 mos (\$300), would include the following:

- Bike storage stands (\$350) <https://goo.gl/sNvuDG>
- Combination U-Lock (\$28) <http://a.co/aYjph4l>
- GPS bike tracker (\$45) <http://a.co/8gIkgw7>

Section 8.

What impact will the project have on the North Portland community after the requested grant funds have been used?

We expect the Hayden Island Bike Hub to have a permanent and positive affect on the neighborhood and the surrounding community. It enables residents to easily get to the Yellow Max line without a car. Light rail does not go to Hayden Island. It also enables visitors from Waterfront Vancouver to explore the nearby neighborhoods and provides a unique opportunity for neighborhood residents to discover the joys and responsibilities of an entrepreneurial venture.

The cost of creating a this bike hub is low. Maintenance costs are minimal because bike owners provide the bikes and are responsible for their security.

Connecting from Hayden Island to the Yellow Max line is faster and cheaper on a bike. The Bike Net Hub expected to provide sustaining revenue by providing individuals with an entrepreneurial opportunity.

Budget

Note: The budget must relate to the narrative in the above sections. Total Requested Funds column must match the Grant Funds Requested in Section 1 of the application.

Item/Service/Expense	Requested Funds	Donated Services	Total
Volunteer Services: Related to administration, contractors, and staff.	--	50 hrs @ 22.75/hr: \$1,135.00	\$1,135.00
Paid Services: Parking fees for 6 months, etc.	\$350.00	--	\$350.00
Materials: Bike rack, Bike Locks, GPS Tracker	(1) Bike Rack - \$350 (4) U-bolt Locks @\$30/each - \$120 (4) GPS Trackers @\$45each - \$180	--	\$650.00
Other: Signage, promotion, installation equipment, misc.	\$120	--	\$120.00
TOTAL	<u>\$1,120.00</u>	\$1,135.00	<u>\$2,255.00</u>

Matching Resources: Donated services and materials can include estimated dollar amount of in-kind donations and/or general volunteer hours at \$22.75 per hour.