



CITY OF SOMERVILLE, MASSACHUSETTS
OFFICE OF STRATEGIC PLANNING AND COMMUNITY DEVELOPMENT
KATJANA BALLANTYNE
MAYOR

GEORGE J. PROAKIS
EXECUTIVE DIRECTOR

MEMORANDUM

TO: Alan Inacio, Director of Finance & Administration, OSPCD

FROM: Justin Schreiber, Transportation Planner, Mobility Division, OSPCD

DATE: February 16th, 2022

RE: BlueBikes New Station Sponsorship Pricing Documentation

The following is a breakdown of how the current pricing was developed for the sponsorship cost for a new BlueBikes bikeshare station. The equipment and installation prices are based on the City's existing bikeshare operation contract. The prices for a new station sponsorship are based on a standard 19-dock station – if different and/or additional equipment is chosen for a specific station sponsorship, for example a larger station, the additional equipment costs are added to the total sponsorship cost.

The operations and maintenance contribution is intended to partially offset the costs of keeping the station in a state of good repair over the sponsorship period as well as the costs and value of offering discounted memberships for sponsor employees, staffing a on-site promotional event, and offering sponsor acknowledgement on the program map, station, and program website.

New Station Sponsorship: \$75,000 for a 6-year term (based on a 19 dock station)

Item	Cost
19-dock station	\$40,362.30
11 Bicycles	\$13,353.12
Station installation	\$2,500.00
Operations & Maintenance Contribution	\$18,784.58
Grant Total	\$75,000.00