



ORGANIZATIONAL STRUCTURE



PUBLIC	NON PROFIT	PRIVATE
WHO		
<p>City and County of Honolulu State of Hawaii Federal Government</p>	<p>Bikeshare Hawaii Donors, Grant Funders, Supporters</p>	<p>Secure Bike Share Hawaii LLC</p>
FUNDING / INVESTMENT		
<ul style="list-style-type: none"> • Startup funding • Public property for bikeshare station locations • Federal grants for equipment and planning 	<ul style="list-style-type: none"> • Startup funding • Ongoing financial support to the non-profit • 20% match for federal funds 	<ul style="list-style-type: none"> • Equipment funding • Operations expense • Lost, stolen and damaged equipment
INITIAL OBJECTIVES		
<p>Feasibility of bikeshare for Honolulu.</p> <p>Determination of bikeshare organizational structure.</p> <p>Establish a bikeshare program without major public funding.</p>	<p>To create and manage a bikeshare system on behalf of the City to benefit the community.</p> <p>Contribute to state and city energy, sustainable transportation, health, and equitable mobility goals.</p>	<p>Build a success story to create an opportunity to win bikeshare operations in other markets.</p> <p>Demonstrate operations excellence and deliver highly efficient public service.</p> <p>Garner return on investment.</p>
PRIMARY FUNCTIONS		
<ul style="list-style-type: none"> • Monitor the non-profit • Permit and deny bikeshare station locations • Serve as the applicant and admin for federal grants 	<ul style="list-style-type: none"> • Achieve the requirements set by the city grant agreement • Lead community outreach • Manage the private operator • Location planning • Set pricing for fares and memberships • Create Employer and Visitor Plans • Consumer marketing and branding • Consumer website and Biki App • Secure grants and donations • Develop partnerships and programs to support community initiatives 	<ul style="list-style-type: none"> • Maintenance • Rebalancing • Customer service • System technology • Equipment inventory
REVENUE SHARE		
<ul style="list-style-type: none"> • General Excise taxes on all applicable fares and income goes back to State. • City saves the expense risk of owning and operation. 	<ul style="list-style-type: none"> • Bikeshare Hawaii receives a portion of fare revenue when a threshold is met. To date, this threshold has not been met. • Profit must be reinvested into providing bikeshare for community benefit in accordance to regulations. 	<ul style="list-style-type: none"> • Fare revenue helps offset operating costs and equipment financing. • Bikeshare Hawaii receives a portion of fare revenue when a threshold is met. To date, this threshold has not been met.

HOW DOES HONOLULU COMPARE TO OTHER BIKESHARE CITIES?

TRADITIONAL MODEL How Cities Typically Fund Bikeshare	VS	HONOLULU MODEL How Biki is Funded
<ul style="list-style-type: none"> • Using tax payer dollars, the City buys the bikeshare equipment. • Also using taxpayer dollars, the City hires a for-profit operator to run the system for them. • Similar to TheBus. 		<ul style="list-style-type: none"> • The City helps start up a non-profit to set up the system and manage an operator. • The non-profit plans to sustain itself through grants, donations and fare revenues. • The for-profit operator receives fare revenue to help offset operations and equipment financing costs.
COST TO THE CITY		
All equipment, all ongoing operating costs, any lost parking revenue.		Initial startup funds and lost parking revenue.
EXISTING MODELS		
		

Mission Statement

The mission of Bikeshare Hawaii is to provide the public with high quality, convenient, reliable and affordable bikeshare services that enhance community health and livability, strengthen our public transportation system, and connect people to where they live, work and play throughout Hawaii nei.

Why was this model selected?

The selection of Biki's administrative non-profit structure was based upon the recommendation provided in the June 2014 Honolulu Bikeshare Organizational Study, funded and commissioned by the City and County of Honolulu. The Study is available on our website, GoBiki.org/About-Us.

The administrative non-profit was the recommended organizational type due to minimal public sector risk, ability to attract private support, and ability to expand operations to lower demand neighborhoods and, eventually, other counties.