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Ann Arbor's upcoming bike share program, planned for launch in summer of 2014, will include 14 stations and 125 bikes at locations in downtown Ann Arbor and the University of Michigan campus. The bike share system will offer a fully automated, public transportation system option for students, residents, employees, and visitors. Bike share is designed for short trips that allow users to access more of Ann Arbor more quickly, while leaving their vehicle parked during lunch or meetings. The bikes and stations are high quality, durable products that are meant to withstand the elements and frequent use, as each bike is intended for several trips each day. However, the stock equipment design lacks the fun, visual identity that Clean Energy Coalition (CEC), the owner/operator of bike share, intends for the program.

CEC seeks a local artist to join the bike share team and contribute to several areas of the Ann Arbor bike share project. Specifically, CEC proposes to work directly with the Art Commission to select a local artist to work on the program. The artist would fill an integral role within the planning and launch processes currently in motion. In addition to standard graphic design work for promotional purposes, the artist will have the opportunity to design a collection of maps to feature bike share stations and local elements. The artist would also participate in marketing meetings and other planning activities to ensure that art is a deliberate and consistent attribute of the bike share program.

The position will run from late winter through the summer launch of bike share. CEC hopes to embrace the city's vibrant culture of artists and creativity to design a unique identity for the bike share program, and commissioning a local artist is the ideal way to build this brand. This position would likely require 10-15 hours per week to attend partner meetings and produce the desired materials. CEC requests that the Public Art Commission cover the cost of the artist's time and materials needed to produce artwork for the program. CEC will offer office space, make connections to program partners, and serve in a project management role to provide as much guidance as needed.

Designs and artwork produced by this position will be displayed at several high-visibility public right-of-way locations. Some of the most prominent proposed sites include:

- The Farmer's Market at Kerrytown
- The plaza at East University Ave. and South University Ave.

- South University Ave. and Washtenaw Ave.
- Washington St. and Main St.
- North University Ave. and State St.

The bike share team at CEC knows the sheer joy that comes from cruising the city on two wheels. The goal in working with an artist is to help convey cycling's emotional power to the broader public. With your support, the imagery of Ann Arbor's most creative people could be incorporated into the city's most enjoyable mode of transportation.

Please see the following page for an illustration of a typical bike share station. At the right of the image is the map referenced above; each station will display a poster-sized map.

