



## MTC Bike Share Capital Program Letter of Interest

Kevin Mulder, Project Manager

RE: Application for Bike Share Capital Program

[kmulder@mtc.ca.gov](mailto:kmulder@mtc.ca.gov)

### **Applicant Information:**

Project Title: Marin-Sonoma SMART Access Bike Share Program

Name of Applicants: Transportation Authority of Marin & Sonoma County Transportation Authority

Project Manager: Derek McGill, Planning Manager; Transportation Authority of Marin -  
[dmcgill@tam.ca.gov](mailto:dmcgill@tam.ca.gov) - (415) 419-1523

Project Partners: Sonoma County Transportation Authority (SCTA), City of San Rafael, City of Novato, County of Marin, City of Petaluma, City of Cotati, City of Rohnert Park, City of Santa Rosa.

### **Project Description:**

The Marin-Sonoma SMART Access Bike Share Program (“the project”) is an innovative network of 180 GPS enabled and Clipper® card ready “smart bikes” located in both Marin and Sonoma Counties at SMART (train) stations and surrounding key destinations. TAM and SCTA are partnering to offer a consistent, user friendly and cost effective bike share system as a first/last-mile connection around SMART stations to support the largest fixed rail investment in the history of our counties. Eighty bikes will be located at and around four SMART stations in Marin County, and 100 bikes will be located at and around five SMART stations in Sonoma County.

The purpose of the project is to improve station access for those within biking distance to increase SMART Ridership. Bike Share will also provide an additional mobility option for commuter and mid-day trips, similar to transit services by using an under 30-min low cost fare

The proposed “smart bikes” for the system would be similar to the “Social Bicycles” (“SoBi”) system that reduces the size and cost of infrastructure needs including docking stations and has a similar if not lower operational cost than the traditional bike share systems. This model offers a flexible, modular and scalable system based on individual station needs, including a range of kiosks, signage and docking stations. The system also provides real time active GPS for precise data reporting and is smartphone enabled. The system also will be set up to allow for Clipper® card usage, and offers flexible membership options, including a new, innovative, low-cost, under

of the culture of biking in Marin and Sonoma counties. These sponsorship pledges include: Clif Bar, Bon Air Center, Marin Sanitary Service, Mike's Bikes, Woodlands Markets, United Markets, College of Marin, Pacific Union, Marin General, Navitas Naturals, Wilderness Trail Bikes, Good Earth Natural Foods, Marin Municipal Water District, Fairfax Plaza, and Kaiser Permanente. See attached PDF for additional details.

**Funding:**

Estimated Project costs that include Capital and Planning, Engineering and Design are \$1,140,159. (See attached Preliminary Funding Model for a detailed breakdown of estimated costs). This breaks down as follows:

Capital Costs	\$844,563
Planning, Engineering, Design (15% of Capital costs):	\$126,684
Project Management (10% of Capital costs):	\$84,456
Insurance, Legal, Administrative (10% of Capital costs):	\$84,456
<b>Total Grant Amount:</b>	<b>\$1,009,383</b>
Local Match 11.47%	\$130,776

Funds generated from short-term and annual memberships will be applied directly to Program Turn-Key operating costs of an estimated \$150 per bike. (See attached Preliminary Funding Model). Additionally, private sponsorship contributions to the system could be dedicated for operations (see Local Support section above).

**Data Collection and Evaluation:**

As a method of tracking ridership numbers, routes, and miles traveled, GPS-enabled bikes that include tracking technology will be utilized. Reductions in GHG and PM emissions savings will be included in the Data Collection and Evaluation component of the project. These data collection and evaluation metrics will be discussed and planned for early on with the selected program operator. Additionally, surveys to determine increases in SMART passengers will be determined through surveying and data collection.

Thank you for your consideration of this proposed SMART Access Bike Share program. If you have any questions, please contact Derek McGill, Planning Manager; Transportation Authority of Marin at [dmcgill@tam.ca.gov](mailto:dmcgill@tam.ca.gov) or (415) 419-1523.

**Attachments:**

Preliminary Site map, Preliminary Site list and, Preliminary Funding spreadsheet, Letters of support

## Preliminary Scope and Siting

### Sonoma County Sites

Jurisdiction	Location	Bikes	Kiosks	Info Panel
Santa Rosa	Railroad Square SMART	10	1	
	Courthouse Square	10		1
	Sebastopol Rd/West Ave	0		1
	Mendocino Ave/7th St	0		1
	Memorial Hospital /Montgomery Dr/Sotoyome St	0		1
	North Santa Rosa SMART	6	1	
	SRJC/Mendocino/ McConnell	10		1
	County Admin Center	4	0	1
	<i>Subtotal:</i>		40	2
Petaluma	Downtown SMART / Lakeville St/ E Washington St	10	1	
	Petaluma Blvd/ Western Ave	10		1
	D St/ First St	4		1
	4th St/ D St	4		1
	<i>Subtotal:</i>		28	1
Rohnert Park	Rohnert Park Expressway/ SMART	10	1	
	Sonoma State University (SSU)	10		1
	State Farm Dr/ Professional Center Dr	0		
	Commerce Blvd/ Avram Ave	0		
	<i>Subtotal:</i>		20	0
Cotati	E Cotati Ave/ SMART	8	1	
	Downtown Old Redwood Hwy/ E Cotati Ave	4		1
	<i>Subtotal:</i>		12	1
<b>Total</b>		<b>100</b>	<b>4</b>	<b>11</b>

### Marin County Sites

Jurisdiction	Location	Bikes	Kiosks	Info Panel
San Rafael	Downtown SMART	20	1	0
	Canal Neighborhood Bellam	10	0	1
	Marin Civic Center SMART	10	1	0
	Marin Civic Center	5	0	1
	Northgate Shopping Center	5	0	1
	<i>Subtotal:</i>		50	2
Novato	Hamilton SMART	10	1	0
	Bel Marin Keys Business Park	5	0	1
	San Marin/Atherton SMART	10	1	0
	Downtown Novato	5	0	1
<i>Subtotal:</i>		30	2	2
<b>Total</b>		<b>80</b>	<b>4</b>	<b>5</b>



**Judy Arnold, Chair**  
Marin County Board of Supervisors

June 10, 2016

**Barbara Pahre, Vice Chair**  
Golden Gate Bridge,  
Highway/Transportation District

Kevin Mulder, Project Manager  
Metropolitan Transportation Commission  
Bay Area Metro Center  
375 Beale Street, Suite 800  
San Francisco, CA 94105-2066

**Jim Eddie**  
Golden Gate Bridge,  
Highway/Transportation District

**Debora Fudge**  
Sonoma County Mayors and  
Councilmembers Association

Dear Mr. Mulder,

**Eric Lucan**  
Transportation Authority of Marin

SMART's offers our strong support of the Transportation Authority of Marin's and Sonoma County Transportation Authority's letter of interest as part of the application for MTC's Bike Share Capital Program. SMART has a commitment to support sustainable transportation options and access for all members of our community, and Bike Share is a key tool in supporting SMART operations in both counties.

**Jake Mackenzie**  
Sonoma Mayors and Councilmembers  
Association

**Stephanie Moulton-Peters**  
Marin Council of Mayors and  
Councilmembers

Bike Share supports both first mile and last mile access to SMART stations and supports our station area plans and locally elected Priority Development areas. By providing a unified and consistent system in both Marin and Sonoma Counties, Bike Share supports the residents and employees in either county who ride SMART. Since SMART represents the single largest transit investment in the North Bay's Transportation network and is scheduled to begin revenue operations in 2016, integrating SMART services into the existing transportation network is critically important to the continued sustainability of our transportation system. This is why we support the letter of interest to fund Bike Share systems and will work with our partners as the program is developed and implemented.

**Gary Phillips**  
Transportation Authority of Marin

**David Rabbitt**  
Sonoma County Board of Supervisors

**Carol Russell**  
Sonoma Mayors and Councilmembers  
Association

**Kathrin Sears**  
Marin County Board of Supervisors

**Shirlee Zane**  
Sonoma County Board of Supervisors

MTC's Bike Share Program funding will ensure that access to the largest regional investment in transit in the North Bay will be available and effectively managed to maximize modal shifts from single-occupant vehicle travel to transit and other alternatives.

**Farhad Mansourian**  
General Manager

Sincerely,

Farhad Mansourian  
General Manager

C: Judy Arnold, Chair  
Barbara Pahre, Vice Chair

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Sonoma County Transportation Authority  
Regional Climate Protection Authority

June 15, 2016

Kevin Mulder, Project Manager  
Metropolitan Transportation Commission  
Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

RE: Marin-Sonoma SMART Access Bike Share Capital Program Application

Dear Mr. Mulder:

I am writing in support of the joint Sonoma-Marin SMART Access Bike Share Capital Program application.

The Sonoma County Transportation Authority (SCTA) and Regional Climate Protection Authority (RCPA) encourage non-motorized transportation programs as a means of reducing greenhouse gas emissions, reducing congestion, and supporting the health and economic vitality of our community. Support for bike share in Sonoma County has been established in SCTA/RCPA's planning documents, including the Transportation Mode Shift Plan, Comprehensive Transportation Plan, Climate Action 2020, and Countywide Bicycle and Pedestrian Master Plan, as well as MTC's draft SMART Integration Plan. To further prepare for this effort, SCTA recently completed a draft Bike Share Feasibility Study as part of the Transportation Mode Shift Plan.

The proposed SMART Access Bike Share program will provide necessary last-mile connections from SMART, which will help ensure the success of the SMART system and encourage an overall shift toward low carbon transportation. The Bike Share Capital Program provides a unique opportunity for SCTA, the Transportation Authority of Marin (TAM), and cities along the first phase of the SMART corridor to create a partnership for the purpose of establishing a seamless bike share system in the North Bay. A SMART Access Bike Share Program will introduce a new transportation option that will complement existing and planned bicycle infrastructure and transit service. The SCTA/RCPA is enthusiastic about this opportunity and appreciates your consideration of this project for funding.

Sincerely,

A handwritten signature in black ink that reads "Suzanne Smith". The signature is written in a cursive, flowing style.

Suzanne Smith  
Executive Director