



# BIKE SHARE PILOT PROGRAM



City Council Meeting

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# BACKGROUND

## Policy Context

- Bike Ped Master Plan 2018
  - 5% bicycle/pedestrian mode share by 2025
- Climate Action Plan 2012
  - Improve transport options which increases availability of alternatives to SOV and reduce VMT

# BACKGROUND

- Downtown Subcommittee - March 3, 2021
- BPAB - March 18, 2021

# BACKGROUND

## Grant Framework

- Regional Sonoma and Marin pilot program
- Funded through joint Sonoma (SCTA) and Marin (TAM) grant from MTC and overseen by SCTA and TAM
- Focused near SMART stations and key destinations, including downtowns, employment centers
- 7 cities along the current SMART Corridor included in the grant program
- Network established through technical analysis, public engagement, and Working Group input

# BACKGROUND

## Program Goals

- Support ridership by providing new first and last mile option from SMART stations and major bus hubs
- Support VMT and GHG reduction goals
- Support economic development
- Provide additional low-cost alternative transportation option for the public
- Support reduced automobile dependency and healthy lifestyles

# BACKGROUND

## Program Overview

- Bolt Mobility, LLC
- 300 e-bikes throughout system
- 3-year pilot program
- Station-based system
  - Modular bike racks and virtual parking hubs (bollards and pavement decals)
- Smart bicycles – locate with app
  - Unlock with smartphone or RFID card
  - Members can link Clipper® card to rider profile to unlock
- Pricing and memberships include
  - Pay as you go, Monthly, Bulk purchase, Student, Bolt Forward (equity plan)

# BACKGROUND

## Network Overview

- Parking plan and bicycle distribution established through technical analysis, public engagement, and City guidance
- Online public survey open from February 24 through March 19
  - Distributed through email, newsletters, and social media platforms
  - Received nearly 500 responses throughout the system

# Coordination Agreement

- Defines roles and responsibilities of Participating Agencies, Operator, and Coordinating Agencies (SCTA and TAM) as it relates to coordination, permitting, data sharing, notices, site plans, parking, operation, maintenance, insurance, indemnification, etc.
- Draft has been reviewed by legal counsels of all parties to agreement



# Site Permits

- Bolt will work with City to identify a Site Plan with specific parking hub sites within the public right-of-way
- Participation in grant-funded program requires City to waive any permit fees for installation of equipment and operations

# ENVIRONMENTAL

- Project is Categorically Exempt pursuant to CEQA Guideline Section 15301 because it consists of the repair and minor alteration of an existing public facility involving no expansion of an existing use
- Bike share parking racks are weighted and do not involve any permanent infrastructure

# NEXT STEPS

- Confirm general hub locations and bicycle distribution
- In-field site planning and permitting
- Bolt to secure a facility and personnel for maintenance and operations
- Push website live, implement marketing campaign
- Install station equipment, prepare bicycles for service, activate customer service support, hold launch events

# STAFF RECOMMENDATION

- Give Bolt Mobility the right to operate shared electric bicycles within the City of Santa Rosa during three-year pilot period
- Authorize City Manager or designee to
  - Enter into a Coordination Agreement between the City of Santa Rosa, Operator, SCTA, TAM, and other participating jurisdictions and transit districts
  - Sign all required permits for installation of designated bike share parking and other documents necessary to implement the Program

# QUESTIONS