

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: NANCY ADAMS, TRANSPORTATION PLANNER
TRANSPORTATION & PUBLIC WORKS DEPARTMENT
SUBJECT: COORDINATION AGREEMENT WITH BOLT MOBILITY, THE
SONOMA COUNTY TRANSPORTATION AUTHORITY,
TRANSPORTATION AUTHORITY OF MARIN, AND PARTNER
AGENCIES TO IMPLEMENT A REGIONAL BIKE SHARE
PROGRAM

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution: 1) approve and authorize the City Manager or his designee to execute a Coordination Agreement between the City of Santa Rosa, Bolt Mobility (Bolt), the Sonoma County Transportation Authority (SCTA), Transportation Authority of Marin (TAM), and other regional city and governmental Participating Agencies related to Bolt's operation of a Marin-Sonoma Bike Share Program within the City; and 2) delegate authority to the City Manager or his designee to negotiate and execute any amendments to the Coordination Agreement or further permits or other documents necessary to implement the Marin-Sonoma Bike Share Program.

EXECUTIVE SUMMARY

Approval of the Coordination Agreement relates to Bolt Mobility's (Bolt) operation of a Bike Share Pilot Program in Santa Rosa involving SCTA, TAM and other regional governmental agencies in a public-private for a 36-month term, with optional annual renewals through April 13, 2025. The pilot program will be funded through a Metropolitan Transportation Commission (MTC) grant, sponsorship, and usage fees. The Bike Share Pilot Program operates within both public and private rights-of-way, to be granted as necessary through siting of bike parking and encroachment and other City permits. Staff also requests that Council delegate authority to the City Manager, or designee, to negotiate and execute any amendments to the Coordination Agreement between Bolt, SCTA, TAM, and other partner jurisdictions, or further permits or other documents as may be necessary to implement the Marin-Sonoma Bike Share Pilot Program. The Bike Share Program is funded with an MTC grant to SCTA and TAM, and

COORDINATION AGREEMENT WITH BOLT MOBILITY, THE SONOMA COUNTY
TRANSPORTATION AUTHORITY, TRANSPORTATION AUTHORITY OF MARIN, AND
PARTNER AGENCIES TO IMPLEMENT A REGIONAL BIKE SHARE PROGRAM
PAGE 2 OF 4

City funds are not committed to the program under the Coordination Agreement for the Pilot Program.

BACKGROUND

In August 2018, MTC awarded SCTA (grantee) and TAM (grantee) a \$826,000 Bike Share Capital Program grant for the Marin-Sonoma Bike Share Program to support expansion of bicycle access and facilitate multimodal transportation in connection with existing transit operators. Each Participating Agency (sometimes referred to as program partners) within Sonoma and Marin counties must enter into the Coordination Agreement with Bolt, SCTA, TAM and the other Participating Agencies to implement the Bike Share Program. SCTA will function as the fiscal agent, while SCTA and TAM will cooperatively manage some aspects of the program, with the City managing other aspects of the relationship with Bolt. The project partners in Marin County include San Rafael, Novato, and County of Marin. The partners in Sonoma County include Cotati, Petaluma, Rohnert Park and Santa Rosa.

Program goals:

- To encourage and support the expansion of bicycle use through bike sharing
- To facilitate multimodal transportation with local transit
- To address first/last mile connections for commuters who use Sonoma-Marín Area Rail Transit (SMART) and other transit systems

In April 2020, a Program Agreement was signed by SCTA with Gotcha Mobility LLC as the vendor for the Marin-Sonoma Bike Share Program. The Program Agreement was subsequently reassigned to Bolt Mobility after their acquisition of Gotcha Mobility LLC. Bolt will provide 300 or more electric assist bikes and will establish station hubs for bike share parking throughout the participating jurisdictions.

PRIOR CITY COUNCIL REVIEW

On June 20, 2017, the City Council, by Resolution No. RES-2017-106, supported the SCTA/TAM grant application for the MTC Bike Share Capital Program.

ANALYSIS

Implementation of the Bike Share Program will result in the deployment of shared, pedal-assisted electric bicycles concentrated near the City's two Sonoma-Marín Area Rail Transit (SMART) station areas and other activity centers, such as Downtown and Santa Rosa Junior College. Bikes will be available for short-term rentals for point-to-point trips through a mobile application.

COORDINATION AGREEMENT WITH BOLT MOBILITY, THE SONOMA COUNTY
TRANSPORTATION AUTHORITY, TRANSPORTATION AUTHORITY OF MARIN, AND
PARTNER AGENCIES TO IMPLEMENT A REGIONAL BIKE SHARE PROGRAM
PAGE 3 OF 4

Customers will be able to ride bikes and end trips at any designated hub within a service area to be defined by Bolt in coordination with the City. Bolt will relocate bikes (known as “system rebalancing”) as needed to ensure sufficient bike distribution throughout the service area.

When not in use, bikes will be required to be parked at designated hubs within the service area. Bolt will install multiple “station hubs,” which will include modular bike racks and/or parking demarcated with bollards and pavement decals for use by Bolt bikes only. Station hubs may also include signage and system information. Station hub locations will be determined through a technical analysis, public input, and City guidance. Bolt’s system rebalancing efforts will prioritize station hubs with high demand, which will make locating bikes more predictable and convenient for customers.

Once operations begin, electronic data will be collected and analyzed through Bolt’s database. This information will be used to streamline service, adjust parking if necessary, and improve system management. All data will be available for Participating Agencies, through SCTA and TAM, to monitor goals and key performance indicators. Bolt will procure and set-up all hardware and software necessary for operations. Bike racks and other parking delineations installed for this purpose will remain property of Bolt.

The implementation of the Bike Share Program is supported by policies in the City’s Bicycle and Pedestrian Master Plan Update 2018 and the Climate Action Plan that call for increased bicycling to reduce traffic congestion and greenhouse gas emissions and improve public health. Bike share supports increased transit usage by connecting people with their destinations.

The attached Coordination Agreement has been reviewed by the City Attorney’s Office. The Cooperative Agreement that SCTA/TAM and Bolt require the City to execute to participate in the Bike Share Pilot Program does include some unfavorable provisions and lacks some of the standard terms, conditions and protections the City typically insists upon in the City’s standard contracts to best protect the City’s interests. Among other issues, the Cooperative Agreement requires Bolt to indemnify the City and other Participating Agencies; however, that indemnity does not extend to: (1) instances where Bolt is complying with certain written requirements or directives from a Participating Agency; or (2) the condition of public property outside a hub that is not controlled by Bolt. In those instances, the Coordination Agreement requires Participating Agencies to step up and indemnify one another. In addition, assignment of the Coordination Agreement to another entity that acquires Bolt is permitted without the consent of Participating Agencies. City staff are familiar with these provisions and nevertheless believe that the benefits associated with the Cooperative Agreement outweigh the legal Risks associated with some of its non-standard terms. As the City and SCTA/TAM further define roles and responsibilities in management of the Bike Share program within Santa Rosa, staff will consider whether additional permitting requirements may be

COORDINATION AGREEMENT WITH BOLT MOBILITY, THE SONOMA COUNTY
TRANSPORTATION AUTHORITY, TRANSPORTATION AUTHORITY OF MARIN, AND
PARTNER AGENCIES TO IMPLEMENT A REGIONAL BIKE SHARE PROGRAM
PAGE 4 OF 4

beneficial to address any unique aspects or risks associated with the Program in Santa Rosa.

FISCAL IMPACT

Approval of this agreement does not have a fiscal impact to the General Fund. The Bike Share Program will be funded through a grant from MTC that was awarded to SCTA and TAM.

ENVIRONMENTAL IMPACT

This project is Categorically Exempt pursuant to CEQA Guidelines Section 15301 because it consists of the repair and minor alteration of an existing public facility involving no expansion of an existing use.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On March 18, 2021, the Bicycle and Pedestrian Advisory Board (BPAB) received an update on the pilot Bike Share Program from SCTA staff.

On March 3, 2021, SCTA staff presented an update on the pilot Bike Share Program to the Downtown Subcommittee.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A - Bike Share Coordination Agreement

CONTACT

Nancy Adams, Transportation Planner, nadams@srcity.org, 707-543-3910