

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
February 21, 2019

SUBJECT

Regional Bike Share Pilot Program
Update

ISSUE

The Board will receive an update of the
Regional Bike Share Pilot Program.

STAFF PRESENTER

Dana Turrey, Sonoma County
Transportation Authority (SCTA)

RECOMMENDATION

This item is for Board discussion. No
action is required.

BACKGROUND

In 2017, the Metropolitan Transportation Commission (MTC) awarded SCTA and the Transportation Authority of Marin (TAM) \$826,000 in funding from the Bike Share Capital grant program. SCTA and TAM's joint proposal envisioned a regional bike share system focused around Sonoma Marin Area Rail Transit (SMART) stations in Sonoma and Marin counties.

In February 2019, the SCTA Board authorized SCTA staff to issue a request for proposals (RFP) to procure a bike share vendor for the Sonoma and Marin SMART Access Bike Share Pilot Program. Proposals are due by March 29, 2019.

The RFP describes an operator-owned system of 300 or more GPS-equipped smart bikes (each bike includes a locking mechanism and transaction terminal) that are available on-demand 24 hours a day, seven days a week, through a range of membership options. The bike share operator would be responsible for installing a system, conducting marketing and outreach, and maintaining and operating the program. To address growing opportunities in shared mobility, the scope of work includes coordination with other shared mobility programs including coordinated trip planning, co-location of services, integrated fare or membership programs, and promotion. Integration of additional complementary shared mobility programs is included as an optional task. The initial agreement with the bike share operator and partner agencies would be for a one-year period with the intention of developing a sustainable ongoing program.

ANALYSIS

The program and policies outlined in the RFP include a baseline for standards. The number and type of bicycles, service areas, member fees, integration with other mobility services, business model, additional shared mobility services, and other program details will be determined through the RFP and vendor negotiation. Service areas will also be informed through public outreach.

RECOMMENDATION

This item is for Board discussion. No action is required.