

Marin-Sonoma Bike Share Pilot Program

Santa Rosa Downtown Sub-Committee

March 4, 2021

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

Grant Framework

- Joint Marin (TAM) and Sonoma (SCTA) program oversight
- Focused around SMART stations and key destinations, including downtowns, employment centers
- 7 cities along the SMART Corridor included in the grant program
- Participating agencies include Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, Larkspur, SMART, Golden Gate Transit, and may expand to include additional partners
- Network established through technical analysis, input from Working Group and public engagement



**Marin-Sonoma SMART Access Bike Share Program
Vicinity Map - Proposed Station Areas**

Process to Date



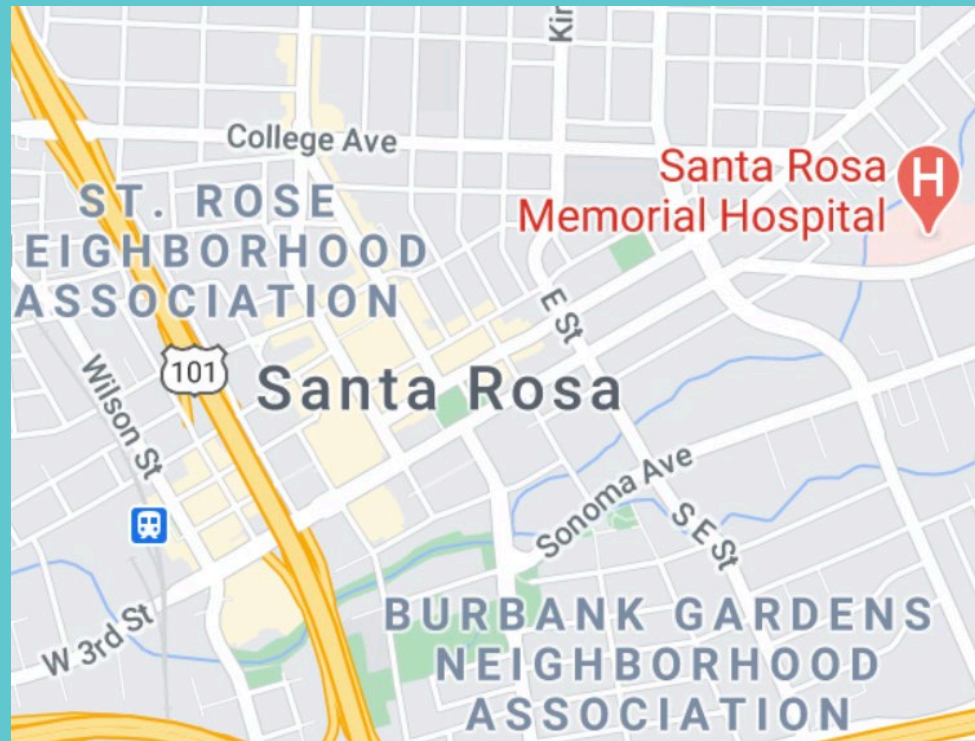
Program Specifics



- Bolt Mobility, LLC
- 300 e-bikes
- 3-year pilot program
- Station-based system
 - Modular bike racks and stenciled parking hubs
 - Smart bicycles – locate with app
 - Unlock with app or Clipper® card
- Pricing and memberships include
 - Pay as you go
 - Monthly
 - Bulk purchase
 - Student
 - Low-Income

Public Survey

- Distributed through email, newsletters, and social media platforms
- Open February 24 through March 19
- www.scta.ca.gov/bikeshare



In Progress



- Public survey on hub locations
- Presentations to committees
- Finalize coordination agreement
- Prepare council agenda package
- Finalize technical demand analysis
- Public input summary

Summary of Next Steps



- Participating Agencies obtain approval for operations
- Confirm general hub locations and bicycle distribution, in-field site planning and permitting
- Locate local warehouse space, begin local hiring process
- Push website live, implement marketing campaign
- Install station equipment, prepare bicycles for service, activate customer service support, hold launch events

Thank you!



CONTACT

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