

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
March 18, 2021

SUBJECT

Regional Bike Share Pilot Program
Update

ISSUE

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

STAFF PRESENTER

Dana Turrey, Sonoma County
Transportation Authority

RECOMMENDATION

This item is for Board discussion. No
action is required. The Board may
consider establishing an Ad Hoc
Subcommittee to monitor the pilot
program.

BACKGROUND

In late 2017, the Metropolitan Transportation Commission (MTC) awarded the Sonoma County Transportation Authority (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. After adopting a funding agreement with MTC, SCTA and TAM released a request for information (RFI) to confirm the latest technology and system structure for the program. SCTA issued a request for proposals (RFP) to procure a bike share vendor for the Sonoma and Marin SMART Access Bike Share Pilot Program in 2019. Eight proposals were received and evaluated by a seven-member evaluation panel. The evaluation panel unanimously recommended awarding the contract to Gotcha Mobility, LLC. After Bolt Mobility acquired Gotcha's assets and hired on the management team that SCTA and TAM had been working with in December 2020, the agreement was assigned to Bolt.

The scope of work in the program agreement, approved by SCTA in early 2020, includes planning, procurement, launch, and operations of a system of 300 or more shared pedal electric assist bicycles (e-bikes). The initial system network will include modular bicycle parking racks for shared bicycles to lock or a combination of modular racks and virtual hubs. The pilot operating period in the agreement is for three years with options to extend on an annual basis through April 2025.

SCTA and TAM have been working with the operator in coordination with City of Santa Rosa, City of Rohnert Park, City of Cotati, City of Petaluma, City of Novato, City of San Rafael, City of Larkspur, SMART, and Golden Gate Transit to oversee planning and development of the program. Each participating agency will confirm their participation through a coordination agreement and local approval process.

An online public survey was launched in February 2021 to seek community input on the locations of bike share parking hubs. The survey has been promoted through stakeholder email lists, program webpages, social media outlets, newsletters, and other venues. The survey will be open through March 19, 2021 and the results will be utilized in conjunction with

a technical demand analysis to identify zones of interest. Further refinements may be made based on the portion of the 300 bicycles allocated to each contiguous service area.

Bolt will work with each participating jurisdiction to determine appropriate sites for hubs within the prioritized zones of interest. Hub locations will first be sought in public right-of-way, but private right-of-way may be explored if necessary. Once siting is confirmed, Bolt will develop site plans and obtain right-of-way permits from each participating agency or private property. Additional public engagement, marketing, and events are planned in the months leading up to the launch of the system.

ANALYSIS

Hub locations and number of bicycles in each jurisdiction are yet to be determined. Membership options will include pay-as-you-go; monthly memberships; and discounted memberships for students, low-income memberships, and bulk purchases. Membership fees are yet to be determined.

Per the Board Bicycle and Pedestrian Master Plan Update 2018 (BPMPU 2018) implementation priorities, the Board may consider establishing an Ad Hoc Subcommittee to monitor the Bike Share pilot program.

RECOMMENDATION

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