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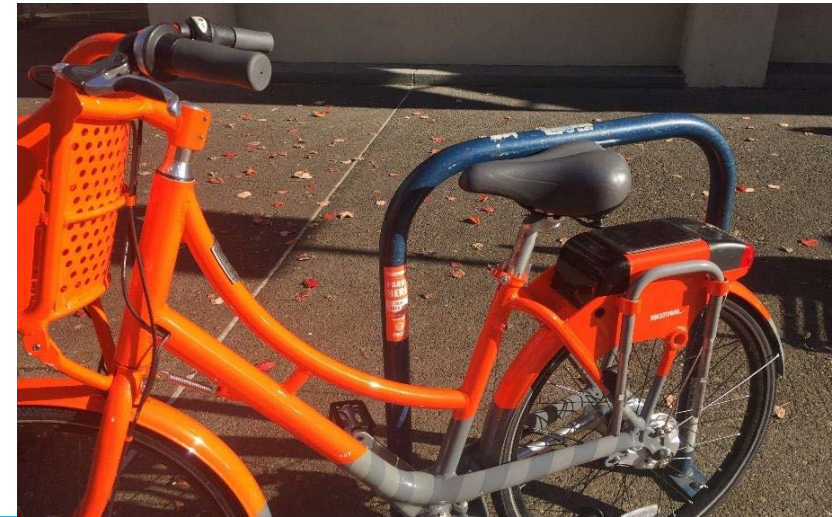
SMART Access Bike Share Pilot Program

SONOMA COUNTY TRANSPORTATION AUTHORITY

JULY 9, 2018

MTC Bike Share Grant Awarded

- MTC Bike Share Capital Grant Phase 1 for “emerging” suburban bike share systems
- 2016 – SCTA/TAM letter of interest
- 2017 – SCTA/TAM application submittal
- November, 2017 - \$826K Grant Awarded by MTC
- **July 2018 – SCTA/MTC Funding Agreement and SCTA/TAM Cooperative Agreement**
- **July 2018 – Grant funds become available**



Pilot Program Goals

- Support SMART ridership by providing new first and last mile option from stations
- Support VMT and GHG reduction goals
- Support economic development in Planned Development Areas
- Support reduced automobile dependency and healthy lifestyles
- Provide additional low-cost alternative transportation option in Communities of Concern



MTC Safety, Equity, and Bike Interoperability Requirements

- A service area that includes at least 20% within ¼ mile of a Community of Concern (COC), Community Air Risk Evaluation (CARE) Program Area, or in communities with a developed community based transportation plan for low income or disadvantaged communities;
- Use of Clipper as a membership identifier;
- Bicycle safety standards which meet or exceed International Organization for Standardization (ISO) 4210: Safety Requirements for City and Trekking Bicycles;
- Quarterly trip and membership data sharing with MTC; and
- Annual program data and analysis related to mode shift, safety, public health and equity.



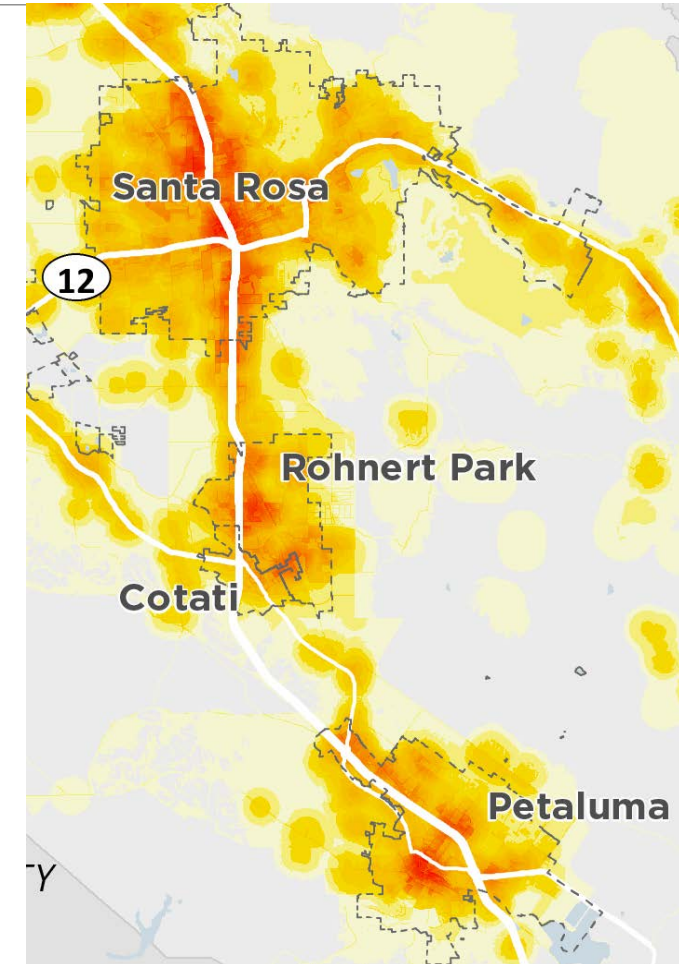
SMART Access Framework

- Joint Marin (TAM) and Sonoma (SCTA) program
- Focused at SMART Phase 1 stations and key destinations, including downtowns, colleges/universities, employment centers, etc.
- 160+ bicycles in 7 cities along the Highway 101 corridor
- Project partners include SMART, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, Larkspur
- Public outreach to further prioritize siting after vendor selection



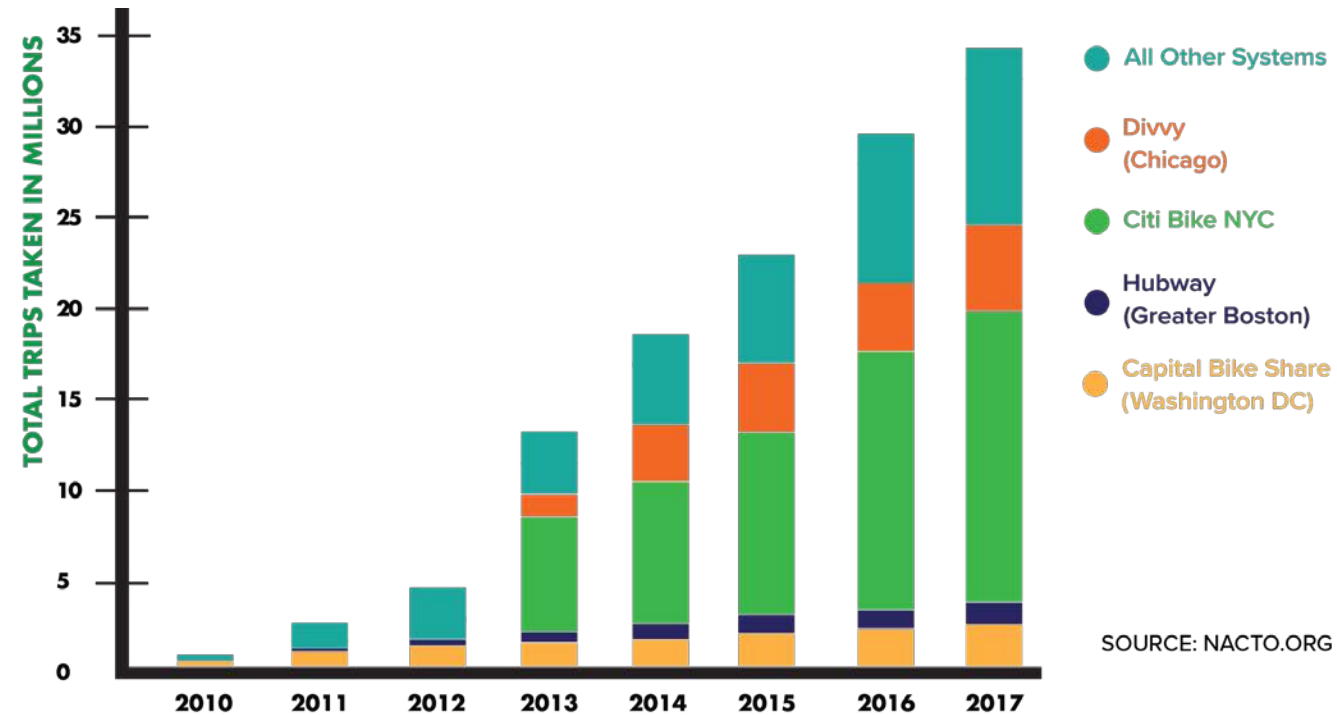
Sonoma Network Concepts

- Siting based on local requirements, feasibility study, public and stakeholder input
- Partner city assistance with public outreach
- Couplets or clusters around SMART stations
- Bike Share Zones may be developed to allow for flexible placement of bikes at racks rather than fixed locations for pick up and drop off



State of the Bike Share Industry

- Rapid increase in systems and riders
- More than 120 North American cities have launched bike share systems
- 22% of Bay Area cities surveyed have bike share systems, over 14% plan to launch in the next 6-months
- Increase in dockless and electric bicycles
- Some venture capital backed dockless systems have folded
- Cities requiring permits, lock-to mechanisms, geo-fenced service areas, data sharing, etc.
- Bike share integration with other mobility services, i.e., Uber acquisition of Jump Bike Share and Lyft acquisition of Motivate



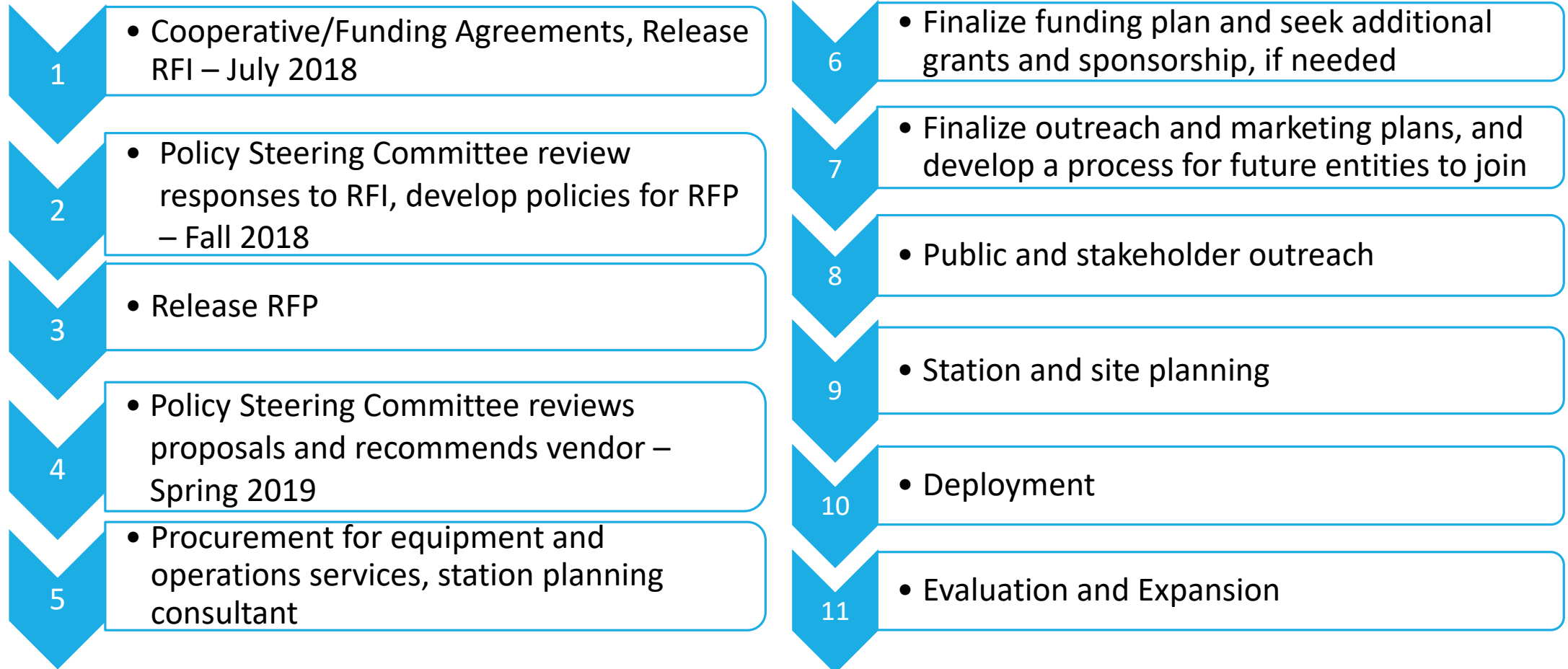
SOURCE: NACTO.ORG

Program Implementation Outline

- Request for Information (RFI) – Confirm latest technologies, models, and cost basis
- Develop two-county **policy steering committee** to review RFI responses and determine preferred elements to include in Request for Proposals
- Procure vendor with **policy steering committee** coordination
- Conduct public outreach to seek input on service areas
- Implement program with guidance from a local agency and transit district **technical advisory committee**
- Evaluate program effectiveness and expansion opportunities



Detailed Action Plan



Funding Framework

Project Tasks	Reimbursement Total
Task 1, 2 & 3: Outreach Plan, Implementation, Reporting and Evaluation	\$126,000
Task 3: Capital Purchase / Lease*	\$700,000
Total MTC Funding:	\$826,000

- Local match of 11.47% or \$94,700 required, may be in-kind
- Sponsorship and additional grants (i.e., TFCA) may be required for unfunded operating costs
- Responses to Request for Information will help determine potential unfunded costs



Thank you!
