Countywide Bicycle & Pedestrian Advisory Committee

MEETING AGENDA

July 24, 2018 – 1:30 p.m.
Sonoma County Transportation Authority
SCTA Large Conference Room
490 Mendocino Avenue, Suite 206
Santa Rosa, California 95401

ITEM

1. Introductions

2. Approval of Meeting Notes: May 22, 2018 - DISCUSSION / ACTION*

3. Public Comment

4. Roundtable updates – Discussion

5. Active Transportation Program, Cycle 4 Applications Due July 31, 2018 - http://www.dot.ca.gov/hq/LocalPrograms/atp/cycle-4.html - Information

6. TFCA/TDA3 FY 17-18 Quarter 4 Report – Information**

7. Bike Share Update
   7.1. SMART Access Program, Staff Report and Presentation – Discussion*
   7.2. Others – Discussion

8. Other Business / Comments / Announcements – Discussion

9. Adjourn – ACTION

*Materials attached
**Materials to be handed out

The next SCTA/RCPA meeting will be held September 10, 2018
The next CBPAC meeting will be held September 25, 2018

Copies of the full Agenda Packet are available at www.scta.ca.gov.

DISABLED ACCOMMODATION: If you have a disability that requires the agenda materials to be in an alternate format or that requires an interpreter or other person to assist you while attending this meeting, please contact SCTA/RCPA at least 72 hours prior to the meeting to ensure arrangements for accommodation. SB 343 DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Materials related to an item on this agenda submitted to the COUNTYWIDE BICYCLE & PEDESTRIAN ADVISORY COMMITTEE after distribution of the agenda packet are available for public inspection in the Sonoma County Transportation Authority office at 490 Mendocino Ave., Suite 206, during normal business hours.

Pagers, cellular telephones and all other communication devices should be turned off during the committee meeting to avoid electrical interference with the sound recording system. TO REDUCE GHG EMISSIONS: Please consider carpooling or taking transit to this meeting. For more information check www.511.org, www.GoSonoma.org.
COUNTYWIDE BICYCLE PEDESTRIAN ADVISORY COMMITTEE MEETING NOTES

Meeting Notes of May 22, 2018

ITEM

1. Introductions

Meeting called to order at 1:33 by Chair Jon Paul Harries.

Committee Members: Jon Paul Harries, Chair, City of Cotati; Nancy Adams, Vice-Chair, City of Santa Rosa; Eydie Tacata, City of Rohnert Park; Alisha O'Laughlin, Sonoma County Bicycle Coalition; Tina Panza, Sonoma County Bicycle Coalition; Elizabeth Tyree, Sonoma County Regional Parks; Steve Levenberg, Citizen Representative, City of Sebastopol; Wendy Atkins, City of Sonoma (via phone).

Guests: Dennis Battenberg, Chair, Sonoma County Transportation Authority Transit-Paratransit Coordinating Committee; Barry Bergman, W-Trans.

Staff: Dana Turrey; Chris Barney; Drew Nichols.

2. Approval of Meeting Notes: March 27, 2018 - DISCUSSION / ACTION*

Approved as submitted.

3. Public Comment

Dennis Battenberg, Chair of the Sonoma County Transportation Authority’s Transit-Paratransit Coordinating Committee, discussed the challenges of sidewalk construction in Santa Rosa, specifically commenting on a section of the sidewalk in northern Santa Rosa in which the temporary ramps were too steep for a wheelchair, or an individual with mobility challenges, to pass over. The sidewalk repair is now complete and temporary ramps were removed.

4. Roundtable updates – Discussion

City of Cotati:

Jon Paul Harries reported to the committee on continued work with the wayfinding program. The design options are currently being studied.

Mr. Harries promoted a survey that is available to the citizens through the City's Facebook page and is requesting feedback on design options.

City of Rohnert Park:

Eydie Tacata announced creek pathway replacements have started and discussed the difference between concrete and asphalt paved pathways. The City used Streetsaver to identify and prioritize which Class I pathways to repair.

City of Santa Rosa:

Nancy Adams reported on the continuing progress on the City of Santa Rosa’s Bicycle and Pedestrian Master Plan update. The consultants will be studying the public outreach phase with an anticipated draft network recommendation for both bicycles and pedestrians to be completed in mid- to late June.

There will be a second open house scheduled in July.

The survey promoted to the residents, which contained an interactive map, has received around 1,200 responses and 700 responses through the interactive map.

Additionally, Ms. Adams announced the green pavement markings on the roadways will begin in the summer and staff continues pedestrian safety enhancements throughout the city.
City of Sebastopol:
Steve Levenberg introduced himself to the committee as the City of Sebastopol’s new citizen representative.

Sonoma County Bicycle Coalition:
Tina Panza announced the bicycle rodeo season will be ending. This is an after school program designed to educate children on bicycle safety.
Furthermore, this is the first, and last, year of Measure M funding for Safe Routes to School. SCTA will be submitting a Request for Proposals for the next cycle CMAQ funding.
Ms. Panza further discussed the lessons learned in terms of SCBC’s capacity for the Safe Routes to School Program. The SCBC served more schools this year than any other previous year. In the City of Santa Rosa alone, 16 schools were served and nine schools were served in the City of Petaluma.
Ms. Panza acknowledged the increase demand to serve more schools, but noted the limitations due to funding.
Alisha O’Loughlin spoke on Bike to Work month. The participation in this year increased noticeably, however it was the enthusiasm for Bike to Work is worth acknowledging.
There were more participants than the previous years, despite fewer energizer stations that were placed in more strategic locations.
Additionally, the Sonoma County Bicycle Coalition will be soliciting nominations for “Bike Friendly Businesses” and Ms. O’Loughlin expressed thanks to those who participated in the energizing stations.

County of Sonoma, Regional Parks:

Elizabeth Tyree announced there is no news to report since the previous meeting.

5. Bike Share Update
Dana Turrey updated this committee on the bicycle share grant awarded by MTC.
The final comments has been sent to MTC and staff will is developing a cooperative agreement with the Transportation Authority of Marin.
The agreement is set to be presented to the SCTA Board of Directors in July with a presentation on the next steps.
Furthermore, a Request for Information will be issued since the bicycle share industry is continuously advancing. The RFI is aimed to understand the bicycles models used, pricing structures, etc.
Ms. Turrey further explained the options Staff is considering. MTC has requested for a percentage of the bicycles to be place in Communities of Concern, and to use Clipper as an identifier to unlock the bicycles.
MTC is also requesting to include bicycle safety standards in the agreement, provide an annual program data and analysis on the mode shift, and to include a public outreach/marketing plan.
Alisha O’Loughlin asked the percentage required for the bicycles to be placed in the Communities of Concern.
Ms. Turrey responded that 20% of the program area must include the bicycles.
The committee continued discussing the definition of 20%.
More information to come and will be provided to the committee when available.
6. Active Transportation Program, Cycle 4 Call for Projects
   6.1. Final application forms available May 16
   6.2. Call for Projects and Application Technical Workshop/Webinar
   6.3. Update Disadvantaged Communities Map

The Call for Projects was issued May 16th.

This item was presented to the committee for their awareness. A flier was included in the agenda packet describing planned workshops in the Bay Area.

Chris Barney presented and described an updated map for disadvantaged areas which follows the ATP guidelines.

7. Caltrans District 4 Bicycle Plan

The final report has been issued and is available online for the committee’s review.

8. Rectangular Rapid Flashing Beacons

This item was included for informational purposes. Caltrans has listed an interim approval.

9. TFCA/TDA3 FY 17-18 Quarter 3 Report

Quarterly report for TFCA and TDA projects, all projects not fully expended since March.

Staff is available for questions.

10. Articles and Events of Interest

Bike Month discussed under updates by Alisha O’Loughlin, Sonoma County Bicycle Coalition.

11. Other Business/Comments/Announcements

Dennis Battenberg inquired on the possibility to have a representative from the public works department to speak with the SCTA Transit-Paratransit Coordinating Committee. The committee had recently discussed sidewalk accessibility challenges.

Dana Turrey briefly spoke on the bicycle counts for SMART. Surveys are conducted on board by SMART and conductors do bicycle counts, which generally compromises roughly 10% of the ridership.

12. Adjourn

The committee adjourned at 2:49 p.m.
Staff Report

To:        Countywide Bicycle and Pedestrian Advisory Committee
From:   Dana Turrey, Transportation Planner
Item:  7.1 - SMART Access Bike Share Pilot Program Update
Date:    July 24, 2018

Issue:
What is the status of the SMART Access Bike Share Pilot Program?

Background:

MTC Grant

On November 15, 2017, the Metropolitan Transportation Commission (MTC) approved award of the Bike Share Capital Program Grant to the SCTA and the Transportation Authority of Marin’s (TAM) proposal for a bike share system focused around SMART Phase 1 Stations in Sonoma and Marin counties. MTC awarded SCTA and TAM a total of $826,000 for the proposed SMART Access Bike Share program based on the capital costs estimated in the proposal plus 18% for outreach. Approximately half of the grant funds would support the Sonoma County portion of the program and half would support the Marin County portion of the program.

Grant requirements include commitment to the following safety, equity, and inter-operability policies:

- 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.

Note that these requirements apply to the system as a whole, rather than individual agencies or jurisdictions.

Proposed Program

The SCTA/TAM grant application proposed a network of GPS enabled “smart bikes” located in both Marin and Sonoma Counties at SMART stations and key nearby destinations. Program goals include supporting train riders in getting to and from SMART stations, support vehicle miles traveled and greenhouse gas reduction goals, support economic development, provide a low-cost alternative transportation option, support reduced automobile dependency and healthy lifestyles, and provide the benefits of bicycle transportation without the barriers of maintenance, storage, or transporting a bicycle on transit.
Program Implementation

Due to the rapid evolution in bike share models and technology, SCTA and TAM plan to begin the procurement process with solicitation of vendor information through a joint Request for Information (RFI). SCTA and TAM will then convene a two-county policy steering committee, made up of elected officials from the seven cities included in the proposed system, to review the responses to the RFI and determine preferred elements to include in a Request for Proposals (RFP). The goal of the RFI process is to confirm the latest technologies, models, and costs basis for bike share vendors. The policy steering committee would advise vendor procurement after receiving responses to an RFP.

SCTA and TAM will develop a Public Outreach and Marketing Plan, per commitment outlined in the MTC Funding Agreement. Public outreach and station and/or service area planning will be conducted after vendor procurement. Program planning and implementation will be conducted in collaboration with a local agency and transit district technical advisory committee. SCTA and TAM will develop a framework for ongoing evaluation and program expansion.
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

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

1. Cooperative/Funding Agreements, Release RFI – July 2018
2. Policy Steering Committee review responses to RFI, develop policies for RFP – Fall 2018
3. Release RFP
4. Policy Steering Committee reviews proposals and recommends vendor – Spring 2019
5. Procurement for equipment and operations services, station planning consultant
6. Finalize funding plan and seek additional grants and sponsorship, if needed
7. Finalize outreach and marketing plans, and develop a process for future entities to join
8. Public and stakeholder outreach
9. Station and site planning
10. Deployment
11. Evaluation and Expansion

Funding Framework

<table>
<thead>
<tr>
<th>Project Tasks</th>
<th>Reimbursement Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1, 2 &amp; 3: Outreach Plan, Implementation, Reporting and Evaluation</td>
<td>$126,000</td>
</tr>
<tr>
<td>Task 3: Capital Purchase / Lease*</td>
<td>$700,000</td>
</tr>
<tr>
<td>Total MTC Funding:</td>
<td>$826,000</td>
</tr>
</tbody>
</table>

- 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