MEETING AGENDA

November 27, 2018 - 1:30 p.m.

Sonoma County Transportation Authority
SCTA Large Conference Room

**NEW MEETING LOCATION**
411 King Street
Santa Rosa, California 95404

ITEM

1. Introductions
2. Approval of Meeting Notes: September 25, 2018 - DISCUSSION / ACTION*
3. Public Comment
4. Roundtable Updates – Discussion
5. Notice of Elections for 2019 – Discussion*
6. Active Transportation Program, Cycle 4 Updates – Discussion
7. TFCA/TDA3 FY 18-19 Quarter 1 Report – Information*
8. Vision Zero and Data Dashboard Grant Application – Discussion*
9. Micro-Mobility Use Cases and Regulation, Staff Report and Presentation – Discussion*
10. Bike Share Updates - Discussion
11. Other Business / Comments / Announcements – Discussion
12. Adjourn – ACTION

*Materials attached
**Materials to be handed out

The next SCTA/RCPA meeting will be held December 10, 2018
The next CBPAC meeting will be held January 22, 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 411 King Street, 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 bicycling, 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 September 25, 2018

ITEM

1. Introductions

Meeting called to order at 1:30 by Vice-Chair Nancy Adams.

Committee members: Nancy Adams, Vice-Chair, City of Santa Rosa; Bobby Boinski, City of Healdsburg; Mona Ibrahim, Town of Windsor; Alejandro Perez, Town of Windsor; Steven Levenberg, citizen representative, City of Sebastopol; Wendy Atkins, City of Sonoma (via phone).

Guests: Sloane Pagal; Brittany Lobo, Sonoma County Department of Health Services.

Staff: Dana Turrey; Tanya Narath; Drew Nichols.

2. Approval of Meeting Notes: July 24th, 2018 - DISCUSSION / ACTION*

Approved as submitted.

3. Public Comment

N/A

4. Roundtable updates – Discussion

City of Healdsburg:

Bobby Boinski announced the near completion of the roundabout project. Recently, staff is reviewing existing bicycle route maps and identified areas that can be connected. Lastly, the City of Healdsburg has received a new Utility Conservation Specialist.

City of Santa Rosa:

Nancy Adams spoke on the painting of the new green bicycle lanes in Santa Rosa and on the crosswalks improvements throughout the city.

City of Sebastopol:

Steven Levenberg spoke on the activity with the repaving of Gravenstein Highway, including bike lane striping and painting of dashed green lanes. The City has received comments on the striping due to Caltrans painting the green lanes prior to striping vehicle lanes. The City is promoting a survey regarding pedestrian activity and safety elements pedestrians would like to see.

City of Sonoma:

Wendy Atkins reported on the City’s Community Services & Environment Commission research on a bicycle share program for the City of Sonoma.

Town of Windsor:

No updates present.

Sonoma County, Department of Health Services

Brittany Lobo announced the pedestrian and bicycle counts that are being done at 12 schools throughout the county. There are a mixture of manual and automated counts and the data can be shared when available which is expected toward the end of October. Furthermore, DHS is working on applying for a Caltrans Sustainability Community grant that

The Bicycle and Pedestrian Master Plan team is finalizing project list for the plan and an Open House is scheduled for November. The updated Plan is tentatively going to the Planning Commission in December and the Council in Feb or March. The public draft is anticipated to be published in November ahead of the open house.

...
would fund a Vision Zero planning project that would be countywide. This would be a two year planning process, and will engage the SCTA CBPAC and TAC.

Ms. Lobo also expressed an interest to partner with SCTA on the grant application to build a data dashboard to support Vision Zero data. DHS would promote this concept with the other local Bicycle Pedestrian Advisory Committees.

Nancy Adams spoke on previous action by the Santa Rosa City Council on vision zero.

Ms. Lobo added that through this grant DHS could provide resources to help lead the planning process rather than each city devoting their own resources independently.

5. Complete Streets Checklists

Dana Turrey spoke on the regional program. This is a requirement for the ATP grant.

SCTA is sharing this with the committee for their awareness, and is accepting public comments.

Staff requests the committee to review the checklists and provide comments.

6. Bike Share Updates

Dana Turrey updated the committee on the SCTA/Transportation Authority of Marin grant for a bicycle share program along the SMART corridor.

Ms. Turrey recalled the process in applying for the MTC grant, noting the focus on the SMART rail stations. The application is only for Phase 1 of the system, and intend to create a mechanism to expand.

The Request for Information was released at the end of July, five submittals were received from bike share companies, and additional applications were received from planning and consulting firms.

The most significant question resided on the use of docked, dockless systems. All submittals, however, were for bike share systems that have lock-to mechanism.

Bobby Boinski spoke on Zagster bike share program in Healdsburg. No improper parking issues have been reported so far.

Sloane Pagal, Climate Corps. AmeriCorps fellow with the Santa Rosa Junior College district, added that a bike share program is great service for students to get to and from the Junior College, and asked about the potential service areas.

Ms. Turrey responded that the Junior College was specifically called out as a key location in the application, but the precise service areas are to be determined.

Steven Levenberg asked at what point are bicycle share programs self-sustaining. Ms. Turrey responded that most bicycle share programs require subsidies.

7. TFCA/TDA3 FY 17-18 Quarter 4 Report

This item describes projects that have not been fully expended as of June 30, and is for the committee’s information.

8. Articles and Events of Interest

8.1. California Clean Air Day is October 3, 2018

8.2. Car Free Day is September 22, 2018

Included for the committee’s interest.

9. SCTA Relocation to 411 King Street is planned in October 2018.

Please note that the next SCTA CBPAC will be held in a new location.

10. Other Business/Comments/Announcements
W-Trans: spoke on active transportation resource center and promoted a notice of webinars to circulate to the group.

11. Adjourn
   The committee adjourned at 2:20 p.m.
Staff Report

To: Countywide Bicycle & Pedestrian Advisory Committee
From: Dana Turréy, Transportation Planner
Item: CBPAC Officer Elections for 2019
Date: November 27, 2018

Issue:
The election of Chair and Vice Chair of the Countywide Bicycle & Pedestrian Advisory Committee (CBPAC) for 2019 is noticed for the CBPAC meeting scheduled on January 22, 2019.

Background:
The committee’s purpose is to provide technical assistance to the Sonoma County Transportation Authority (SCTA) related to bicycle and pedestrian planning and funding. The CBPAC meetings serve as a forum for the exchange of information about bicyclist and pedestrian issues and to coordinate efforts countywide.

Officers: SCTA’s Ordinance No.3 requires that a Chair and Vice Chair be elected at the first meeting of the year to lead the CBPAC during the calendar year. Officers must be members of the CBPAC. There are no other requirements or term limits. Incumbent and/or additional nominations, including self-nomination, from the pool of members may be made for either office at the January meeting or earlier.

Jon-Paul Harries, City of Cotati staff member, has been Chair during 2018. Nancy Adams, City of Santa Rosa staff member, has been Vice Chair during 2018.

Organization: The officers elected in January are to accept responsibility for conducting the CBPAC meetings, as well as representing the CBPAC before the SCTA Board and at other venues as necessary.

Meetings: There are to be approximately six regular meetings of the CBPAC in 2019. Additional meetings may be scheduled, or meetings cancelled, according to need. Meetings are open to the public.

Membership: The membership of CBPAC is designated as up to twenty (20) members, based on the ten (10) jurisdictions of Sonoma County (the County and its nine city/town entities). Each jurisdiction may appoint a staff person and a resident representative. Regional and other agencies that may send representatives are considered ex-officio, non-voting members.

Voting: Each member, excluding non-voting members, shall have one vote on any matter to come before the committee for a vote. SCTA, however, recommends the CBPAC reach consensus on issues. If consensus is not reached, a minority opinion report can and should be made at the SCTA Board meeting if the issue is to go to the Board for a decision.

Action Noticed for January 22, 2019:
Voting members are requested to attend at the January 22, 2019 meeting to elect CBPAC Officers for service on the CBPAC in 2019.
Staff Report

To: Countywide Bicycle and Pedestrian Advisory Committee
From: Dana Turréy, Transportation Planner
Item: Quarterly Status Report of TDA3 and TFCA Projects –FYE 2019 Q1
Date: November 27, 2018

**Issue:** This report provides the status of TDA3 and TFCA projects not yet fully expended as of September 30, 2018. Projects in red have upcoming expiration dates.

**Transportation Development Act, Article 3 (TDA3) Projects:**

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Project</th>
<th>ID</th>
<th>Programmed Amount</th>
<th>Funds Expended</th>
<th>Funds Remaining</th>
<th>Funds Expire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa</td>
<td>Montecito Boulevard Bike Enhancements</td>
<td>17-0010-01</td>
<td>$40,000</td>
<td>$38,548.62</td>
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<tr>
<td>Santa Rosa</td>
<td>Citywide Green Bike Lane Transition Enhancements</td>
<td>17-0010-02</td>
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<tr>
<td>Santa Rosa</td>
<td>Citywide Pedestrian Enhancements</td>
<td>17-0010-03</td>
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<td>Bicycle Safety Education Campaign</td>
<td>17-0010-04</td>
<td>$50,000</td>
<td>$25,958.08</td>
<td>$24,041.92</td>
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<tr>
<td>Sonoma County - RP</td>
<td>West County Trail – Forestville</td>
<td>17-0010-05</td>
<td>$200,000</td>
<td>$0.00</td>
<td>$200,000</td>
<td>6/30/2019</td>
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<tr>
<td>Sebastopol</td>
<td>Class 2 and 3 - Local Streets, Class 2 - SR 116</td>
<td>17-0010-06</td>
<td>$8,842</td>
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<td>$8,842</td>
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<td>Cotati</td>
<td>Bicycle and Pedestrian Wayfinding Signage</td>
<td>18-0010-01</td>
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<td>$0.00*</td>
<td>$90,000</td>
<td>6/30/2020</td>
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<tr>
<td>Santa Rosa</td>
<td>Bicycle and Pedestrian Master Plan Update</td>
<td>18-0010-02</td>
<td>$192,392</td>
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<td>$192,392</td>
<td>6/30/2020</td>
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<tr>
<td>Petaluma</td>
<td>Pedestrian and Bicycle Upgrades, Crystal Lane and Edith Street</td>
<td>18-0010-03</td>
<td>$79,283</td>
<td>$0.00*</td>
<td>$79,283</td>
<td>6/30/2020</td>
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<tr>
<td>Santa Rosa</td>
<td>E Street Class II Bike Lanes</td>
<td>19-0010-01</td>
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<td>$0.00</td>
<td>$90,000</td>
<td>6/30/2021</td>
</tr>
<tr>
<td>Windsor</td>
<td>Crosswalk Installation and Improvements – Brooks Rd South, and US101 NB Onramp</td>
<td>19-0010-02</td>
<td>$219,124</td>
<td>$0.00</td>
<td>$219,124</td>
<td>6/30/2021</td>
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</tbody>
</table>

*reimbursement pending*
Project costs must be incurred prior to the TDA3 expiration date (typically June 30). Sponsors must submit invoices no later than August 31 for any funds expiring June 30. Please submit invoices to MTC Accounts Payable acctpay@bayareametro.gov, and copy SCTA (Dana Turréy dana.turrey@scta.ca.gov).

Transportation Fund for Clean Air (TFCA) Projects, County Program Manager Fund:

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Project</th>
<th>ID</th>
<th>Programmed Amount</th>
<th>Funds Expended</th>
<th>Funds Remaining</th>
<th>Funds Expire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa Public Works</td>
<td>Public Access EV Chargers, Courthouse Square</td>
<td>17-SON-02</td>
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<td>$21,839.27*</td>
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<td>Sebastopol Public Works</td>
<td>Local Streets Bicycle Gap Closures</td>
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<td>$50,000.00</td>
<td>$0</td>
<td>$50,000.00</td>
<td>12/08/2018</td>
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<tr>
<td>Santa Rosa CityBus</td>
<td>Trip Reduction Incentive Programs</td>
<td>18-SON-01</td>
<td>$280,817.00</td>
<td>$72,749.01</td>
<td>$216,768.53</td>
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<td>Transit Marketing</td>
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<td>Sonoma County Transit</td>
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<td>$168,543.00</td>
<td>12/07/2019</td>
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<td>Emergency Ride Home</td>
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<td>Sonoma County Transit</td>
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<td>Sonoma County TPW</td>
<td>EV Chargers – Airport</td>
<td>19-SON-04</td>
<td>$39,000</td>
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<td>$39,000</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*reimbursement pending

Final Reports for TFCA projects completed before June 30, 2018, and Interim Reports for all open projects are due in October 2018.

Please submit all TFCA invoices by June 24 for any expenses incurred in that fiscal year.

Please contact Dana Turréy at dana.turrey@scta.ca.gov with any questions.
Staff Report

To: SCTA/RCPA Board of Directors

From: Tanya Narath, SCTA/RCPA Data Specialist
      Chris Barney, Senior Transportation Planner

Item: 4.2.1 – Application for Caltrans Planning Grant to create a data dashboard

Date: November 5, 2018

Issue:
Information only.

Background:

Data Dashboard Project Overview

SCTA/RCPA are consistently developing valuable data products to support transportation, climate, and other planning activities in Sonoma County and the San Francisco Bay Area Region. Storage and distribution of these data products and background data and information is currently done on an 'ad hoc' basis generally attached to specific project needs. There has been recent interest in accessing and using these data products more broadly.

Our agencies wish to develop more efficient methods for storing and cataloging the data and data products that are produced, and wish to develop better methods and tools for accessing, displaying, and distributing this data and associated data products. To this end SCTA/RCPA are planning to develop a Data Dashboard that will provide an effective framework to maintain and store data and data products, display and distribute this information, and to ensure that valuable data content is available to the public, elected officials and decision makers, and planning, transportation, engineering, and climate protection staff.

Data Dashboard Project Goals

1. Make SCTA/RCPA data products more accessible and visible to a wide variety of stakeholders. This improved access to data will make it easier for stakeholders to measure progress and provide input on key initiatives such as the SCTA’s Comprehensive Transportation Plan and the RCPA’s Climate Action 2020 and Shift Sonoma County plans.

2. Present data in formats that are accessible and meaningful to community members and organizations representing disadvantaged communities in Sonoma County. By presenting local data in an accessible and understandable format, SCTA/RCPA will help facilitate more informed and effective discussions regarding plans to address housing and transportation needs in the county.

3. Improve the ability of local planners, policy makers, and the community at large to understand the current state and trends related to SCTA and RCPA projects (e.g. climate change, housing, transportation, etc.). For example, the SCTA is leveraging the data it compiles for the Sonoma County...
Travel Model to provide more detailed information on housing inventory, capacity, and the impacts of local land use decisions on transportation and climate change goals.

4. Implement a technology framework that is sustainable and can easily accommodate additional data sets and indicators in the future.

**Application for FY 2019-20 Caltrans Sustainable Communities Grant Program**

In preparation for submitting an application to the FY2019-20 Caltrans Sustainable Communities Grant Program for the Data Dashboard project, SCTA/RCPA staff have reviewed feedback from SCTA’s FY2018-19 application that was not selected for funding by Caltrans. Caltrans staff noted that SCTA’s application could be strengthened by addressing safety, increasing community engagement with a focus on disadvantaged communities, and describing how the sharing of SCTA/RCPA data would lead to more concrete programs.

Based on Caltrans’ feedback, STCA/RCPA staff have identified an opportunity to strengthen this year’s application by collaborating with the Department of Health Services (DHS) on a Vision Zero planning project for Sonoma County. Vision Zero is a strategy adopted by cities such as San Francisco and Portland to eliminate all traffic fatalities and severe injuries by a goal date.

One of the foundational elements of successful Vision Zero projects is a robust data framework which provides the analysis and sharing of data required to identify safety opportunities and priorities. SCTA/RCPA’s Data Dashboard project will provide this essential data analysis and data sharing platform for the Sonoma County Vision Zero planning project. While injury and crash data from various sources will constitute the initial data included in the Data Dashboard, the dashboard will be designed to incorporate additional SCTA/RCPA data over time.

SCTA/RCPA staff recently presented a draft scope of work for the combined Vision Zero/Data Dashboard project to Caltrans District 4 staff and received positive feedback on the concept. As a result, SCTA/RCPA will partner with DHS and submit one application to Caltrans requesting funding for the combined project. SCTA will be the lead agency and DHS the sub-applicant on the grant application. The final grant application is due on November 30, and grant awards are anticipated for release by Caltrans in spring of 2019.

**Policy Impacts:**
None.

**Fiscal Impacts:**
None.

**Staff Recommendation:**
Information only.
Travel in cities is becoming more multimodal and many people are depending more on a menu of mobility options. Cities can help reach goals of reduced congestion, parking demand, pollution and GHG emissions, and more convenient and affordable transportation by relying more on micro-mobility solutions such as shared and private bikes, electric bikes, scooters, etc. These solutions support the Shift Sonoma County Low Carbon Transportation Action Plan by offering clean multimodal options for residents and visitors.

As new micro-mobility options emerge, cities often grapple with effectively matching options with travel purposes and regulating the private companies that are providing these services. This memo provides a brief overview of 1) use cases for micro-mobility modes, 2) regulating free-floating bikeshare and scootershare, and 3) current and upcoming programs in Sonoma County.

Use Cases for Micro-Mobility and Shared Micro-Mobility

Micro-mobility is inherently multi-modal and can help people move away from the more common choice to use a privately owned vehicle for most trips. No one mode of micro-mobility is likely to solve our transportation issues on its own, but when coupled with other modes can provide efficient alternatives to driving alone. For example, transit or carshare can be used for longer trips to complement micro-mobility.

Personal Bikes and E-Bikes

Personal bikes have been around since the 1850’s and today’s varieties are an excellent form of transportation for home-based trips of three miles or less. Personal bikes are generally purchased to meet the size and riding preferences of the owner. Traveling by bicycle is fun and provides the health benefits of physical activity.

Electric bikes (e-bikes) allow users to get around more quickly and with less effort than a regular bike. E-bikes make it easier to climb hills and travel without sweating or exhaustion, extending the distance most people are willing to ride and making a good alternative to a car. The most common e-bike is a Type-1 E-bike, or “pedelec,” meaning the motor only engages when the pedals are turned and assisted speeds are capped at 20-mph. Personal e-bikes work well for home-based trips and include models that work well for transporting groceries and children.

Type-1 e-bikes may use Class-I bike paths like the SMART pathway. While riding bicycles on sidewalks is discouraged, most cities in Sonoma County do not have ordinances prohibiting this behavior.
California has adopted clear standards for classifying e-bikes through California Electric Bike Policy (http://peopleforbikes.org/blog/new-e-bike-law-passes-in-california/):

<table>
<thead>
<tr>
<th>VEHICLE TYPE</th>
<th>PEDAL OPERATED</th>
<th>MAXIMUM MOTOR-ASSISTED SPEED (MPH)</th>
<th>MINIMUM AGE (YEARS)</th>
<th>DRIVER’S LICENSE</th>
<th>LICENCE PLATE</th>
<th>HELMET</th>
<th>BIKEWAY ACCESS</th>
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</thead>
<tbody>
<tr>
<td>BICYCLE</td>
<td>YES</td>
<td>N/A</td>
<td>N/A</td>
<td>NO</td>
<td>NO</td>
<td>17 AND UNDER</td>
<td>YES</td>
</tr>
<tr>
<td>TYPE 1 E-BIKE</td>
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<td>20</td>
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<td>17 AND UNDER</td>
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<td>17 AND UNDER</td>
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<td>TYPE 3 E-BIKE</td>
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<td>N/A</td>
<td>16</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>

**Bikeshare and e-bikeshare**

Bikeshare systems provide on-demand access to a network of publicly rentable bicycles. Bikeshare eliminates the barriers to owning and maintaining or traveling with a personal bike and is an effective solution for “first/last mile” connections to transit. Bikeshare works best in city centers and university areas where there are a mix of uses and high pedestrian traffic.

Students and residents who work and/or live near city centers and universities often make up the highest portion of bikeshare users. E-bikeshare is gaining popularity in the US and Europe as e-bikes extend the distance users are willing to ride, help avoid sweaty commutes, and make it easy to get up hills. E-bikeshare systems use the Type-1 e-bikes described above.

Traditional bikeshare systems are **dock-based** allowing users to pick up and return bikes from docks located throughout the service area. These docks include technology that locks the bicycles and facilitates bicycle rental and return.

Bikeshare systems using **smart-bikes** that either have a “lock-to” mechanism or are “free-floating” are emerging rapidly due to lower implementation costs and system flexibility. Smart-bikes are generally locked and unlocked using a smartphone app or a card. **Lock-to** bikeshare systems use bikes with the GPS for locating bikes, payment, and locking technology on the bike and include a lock that can be used at proprietary or public bicycle racks. **Free-floating** bikeshare also uses bikes with the GPS, payment, and locking technology on the bike but locks only to itself, enabling the bike to be parked anywhere.

**Scootershare**
Scootershare systems provide on-demand access to a network of publicly rentable electric scooters. Scootershare can be more attractive than bicycles for quick trips around town due to the ease of use and comfort people feel using them in any attire. Like bikeshare, scootershare works best in city centers and university areas where there are a mix of uses and high pedestrian traffic, and are an effective solution for “first/last mile” connections to transit. Most scootershare systems are **free-floating**, meaning that they use a smartphone app to lock and unlock the scooter to itself and can be located by GPS. Some **lock-to** scootershare systems are in development but are not currently common.

Electric scooters and scootershare fall under Section 21235 of the California Vehicle Code, which requires a valid driver’s license or learners permit, helmet use if you are under 18 years of age, a speed limit of 15 mph; prohibits riding on the sidewalk, riding on highway with a speed limit over 25 mph unless in a bike lane, and taking the full lane.

**Regulating Free-Floating Bikeshare and Scootershare**
Free-floating bikeshare and scootershare have drawn the attention of media and local leaders due to cases where they have obstructed sidewalks and driveways, piled up in the public right of way, or been involved in pedestrian collisions.

Local governments have the authority to regulate operations of shared mobility within the public right of way. Many cities use a local license, contract, or permit instrument to regulate bikeshare or scootershare, and companies are often now working with municipalities before dropping off equipment. Local licenses, contracts, or permits are often used to regulate which areas of a city shared bikes or scooters may park, which company or group of companies may operate, how long a company may operate, how many bikes or scooters may operate, what level of customer service is required, what data is required, what type of equity programs are required, etc.

Proper parking of free-floating bikes and scooters can be encouraged though in-app education and notifications. Some systems impose user fees for improper parking, and include pavement stencils indicating preferred parking areas and other infrastructure solutions.

Local governments can also help curb riding on sidewalks, and encourage safe speeds on multi-use paths and helmet use through educational materials, group rides, and helmet incentive programs. Helmet use and riding on sidewalks are typically a greater concern for e-bikeshare and scootershare.

The National Association of City Transportation Officials recently released guidance on regulating and managing bikeshare and scootershare: [https://nacto.org/home/shared-active-transportation-guidelines/](https://nacto.org/home/shared-active-transportation-guidelines/).

**Current and Upcoming SCTA and RCPA Programs**

**Santa Rosa Carshare Pilot Program**
SCTA launched a carshare pilot program with Zipcar in Santa Rosa in August 2017. The program is subsidizes marketing, free first year memberships, and some operations costs through a grant from the Metropolitan Transportation Commission (MTC) using Congestion Mitigation and Air Quality (CMAQ) funding. Zipcars can be
Sonoma Marin Bikeshare Pilot Program

SCTA, in partnership with the Transportation Authority of Marin (TAM), were awarded a grant from the Metropolitan Transportation Commission (MTC) for implementation of a bikeshare system focused around SMART Phase 1 Stations in Sonoma and Marin counties. In September, SCTA and TAM received responses to an RFI for bikeshare and related services. SCTA and TAM are using the responses to the RFI to develop recommended system requirements and evaluation criteria for review by partner agencies. SCTA and TAM expect to release an RFP in spring 2019. Once a bikeshare vendor is selected, SCTA and TAM will work with the vendor to conduct public outreach and further design the system. Should e-bikes be included in the bikeshare program, they would be limited to Type-1 e-bikes to ensure personal and public safety.

E-Bike Incentive Program

RCPA was awarded a grant from the Bay Area Air Quality Management District’s 2018 Climate Protection Grant program to develop and implement an e-bike incentive program in the portion of Sonoma County that falls within the district. This program includes development of an outreach and marketing campaign as well as building partnerships with participating local bike retailers. The project is designed to increase e-bike use in Sonoma County by addressing two key barriers to adoption: (1) the lack of awareness about e-bikes and (2) the price premium for e-bikes over conventional bicycles. The program will provide a financial benefit to individuals who purchase an e-bike. The requirements for the e-bike program would limit incentives to Type-1 e-bikes to ensure personal and public safety. The incentive program is expected to launch in the spring of 2019 and wrap up in the fall.

Current Programs Not Operated by SCTA and RCPA

Sonoma State University partnered with Zipcar to host two vehicles on campus in early 2016. [https://www.zipcar.com/universities/sonoma-state](https://www.zipcar.com/universities/sonoma-state)

Healdsburg partnered with Zagster in early 2018 to launch the first bikeshare system in Sonoma County. Bike Share at Healdsburg currently includes 40 bikes at seven stations in central Healdsburg. [http://bike.zagster.com/healdsburg/](http://bike.zagster.com/healdsburg/)

Basin Street Properties partnered with Zagster to deploy bicycles at their Redwood Business Center Petaluma and Stony Point Road Santa Rosa properties for tenant and employee use.
Micro-mobility Use Cases and Regulation

Image Sources: Venturebeat, Harry Thomas Flower/Shutterstock; Curbed, Shutterstock; Ars Technica, Erick Bangerman

Overview

- **Use cases** for micro-mobility options
- **Benefits** of micro-mobility
- **Challenges** with micro-mobility
- **Local government oversight**
- Regulation and education for **operations**
- Regulation and education for **parking**
- **SCTA/RCPA programs**
Private Mobility vs. Shared Mobility

- Private mobility
  - Personal vehicle
  - Bikes
  - E-Bikes

- Shared mobility
  - Public transit
  - Carpool/Vanpool
  - Carshare
    - Bikeshare
    - E-Bikeshare
    - E-Scootershare
Benefits of Micro-mobility

- More mobility choices
- Improve efficiency
- Reduce traffic congestion
- Reduce climate and air quality impacts
- Reduce transportation costs
- Light and small; therefore, easier to adopt and innovate

Micro-mobility Challenges

- Riding on sidewalks
- E-bikes and e-scooters riding over 15mph on bike paths and parks
- Helmet use
- Unpermitted companies
- Shared dockless bikes/scooters may obstruct sidewalks and ADA access when parked
Electric Bike Standards

http://peopleforbikes.org/blog/new-e-bike-law-passes-in-california/

Electric Bike Research

How do e-bikes and pedestrian interact? What is the public's perception of e-bikes?

- 80% of survey respondents agreed that electric bicycles have positive aspects.
- 82% of respondents believe that a pedal assist e-bike where the motor power stops at 20mph is still classified as a bike. This drops to 67% when the speed at which the motor power stops is 28mph.
- 65% said replacing car trips was a main reason to get an e-bike.
- People with disabilities rode e-bikes even though 59% had reduced ability to ride a standard bike.
- 74% didn't need a shower after an e-bike trip.


https://npms.trec.pdx.edu/media/project_files/E-bikes_in_North_America.pdf
Electric Bike Research

How do e-bikes speeds compare to classic bicycle speeds?

- The average and maximum speed of electric bikes were only slight higher (approximately 3 mph) than that of conventional bikes.
- On shared-use path facilities, conventional bicycle users had slightly higher speeds than e-bike users, 7.8 mph versus 6.8 mph.
- Conventional bikes also have slightly higher average top speeds across all roadway segments, 16.0 mph for conventional bicycle users versus 15.8 mph for e-bike users.

Initial studies show that e-bikes are indeed faster on average than conventional bicycles but well within the design standards of bicycle facilities.

Speed is a concern for all types of bicycles regardless of whether they are conventional or electric.


Bikeshare and Scootershare

Dock-based  Lock-to smart bike  Free floating smart bike

https://ppms.trec.pdx.edu/media/project_files/E-bikes_in_North_America.pdf
Local Government Oversight of Shared Bikes/Scooters

- Local governments have the authority to regulate operations within the public right-of-way
- Bike share and/or scooter share are regulated through a local license, permit, or contract
- License, permit, or contract may:
  - Dictate where shared bikes/scooters may park
  - Whether one or more companies may operate
  - How long company may operate
  - Require company to hold insurance and indemnify city
  - Dictate operations, maintenance, customer service standards, data, etc.

Operations – regulation and education

- Individual cities can decide whether or not biking on the sidewalk is allowed, in which parts of the city, and for whom.
- E-scooters are not permitted on sidewalks
- Speed limit signs on multi-use paths and in parks
- Sidewalk stencils
- Shared bikes/scooters may use in-app notifications
  - discourage riding on sidewalks
  - encourage helmets
- Group rides for new systems or new riders

Image Source: Santa Monica Next
Parking – regulation and education

- In-app education and notification
- Fees for improper parking
- Parking stencils
- Additional bike racks
- Lock-to requirements
- Group rides for new systems or new riders

SCTA / RCPA Programs

- Santa Rosa Car Share Pilot
- Sonoma Marin Bike Share Pilot
- Electric Bike Incentive Program
Small Vehicle Standards for Shared Use

- Safety standards, ISO, CPSC, state, and local
- Electric-assist small vehicles - maximum motor-assist speed of 15mph
- Front and back lights that are always on
- Identification number
- Ability to remotely lock-down individual small vehicles when necessary

Alternatives to car ownership by trip length

- **Micromobility** 0-5 miles
  - Bikes & scooters
  - Motivate, Lime, Jump, Spin/Skip, Razor

- **Medium distance** 5-15 miles
  - Ride sharing
  - Uber, Lyft, Via, Getaround, Turo

- **Long distance** 15+ miles
  - Car sharing
  - Maven, Getaround, Turo

60% of trips in the US
25% of trips in the US
15% of trips in the US

Source: NHTS