Regional Bike Share Pilot Program
Request For Proposals
February 4, 2019
AGENDA

1. Grant Award
2. Pilot Program Goals
3. Early Planning and Coordination
4. Request for Information
5. **Request for Proposals**
6. Proposal Evaluation
7. Next Steps
• **MTC Bike Share Capital Program**
  - Phase I of grant for “emerging” suburban bike share systems – outside of Bay Area Bike Share program
  - 2016 – SCTA/TAM joint letter of interest
  - 2017 – SCTA/TAM application submittal
  - November 2017 - $826K Grant Awarded by MTC
  - July 2018 – SCTA approved MTC Funding Agreement and SCTA/TAM Cooperative Agreement
Pilot Program Goals

- Support SMART ridership by providing new first and last mile option from stations
- Provide low-cost alternative transportation option
- Support VMT and GHG reduction goals
- Support reduced automobile dependency and healthy lifestyles
- Support economic development
Early Planning and Coordination

- Bike Share Feasibility Study, *Shift Sonoma County* 2016
- Regional coordination - MTC Working Group, SACOG
- North American Bike Share Association
- Partner agency staff coordination
Early Planning and Coordination

State of the 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% nearing launch
• Increase in dockless and electric bicycles
• Some venture capital backed dockless systems have folded or consolidated
• 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
## Request for Information: Summary of Responses

<table>
<thead>
<tr>
<th>Company</th>
<th>Service</th>
<th>Service 2</th>
<th>Bike Types</th>
<th>Locking</th>
<th># of Bikes</th>
<th>Public $*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jump/ Uber</td>
<td>Bike share</td>
<td>Scooter share</td>
<td>E-bike</td>
<td>Lock-to</td>
<td>350-2,000</td>
<td>$0</td>
</tr>
<tr>
<td>Motivate/ Lyft</td>
<td>Bike share</td>
<td>Scooter share</td>
<td>E-bike</td>
<td>Lock-to</td>
<td>350</td>
<td>$675,000 + outreach</td>
</tr>
<tr>
<td>Zagster/ Pace</td>
<td>Bike share</td>
<td>Scooter share</td>
<td>Pedal, adaptive</td>
<td>Lock-to</td>
<td>300</td>
<td>$0 + sponsorship</td>
</tr>
<tr>
<td>Gotcha</td>
<td>Bike share</td>
<td>Scooter share</td>
<td>E-bike, pedal</td>
<td>Lock-to</td>
<td>200-300</td>
<td>$0 + sponsorship</td>
</tr>
<tr>
<td>PBSC/ Shift Transit</td>
<td>Bike share</td>
<td>Transit app, RFID</td>
<td>E-bike, pedal</td>
<td>Docked, modular</td>
<td>160, 24 stations</td>
<td>$530,000 - $670,000 + outreach</td>
</tr>
<tr>
<td>AMG</td>
<td>Planning, Tech</td>
<td>Outreach, Contracts</td>
<td></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>Alta</td>
<td>Planning, Design</td>
<td>Outreach, Contract</td>
<td></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Costs to public agencies were not clearly defined in some submittals and may include assumptions about sponsorship subsidies, monthly operating costs, etc.*

scta.ca.gov
Request for Proposals

- One year pilot program
  - Exclusive agreement with one operator
  - Intention to sustain program long term
- Operator owns system and assets
- Minimum of 300 GPS-equipped smart bikes
- Service areas and policies would be refined in coordination with selected vendor
• Requirements for data sharing and privacy, safety standards, geographic equity, and shared mobility integration

• Shared mobility integration with existing services
  – e.g., trip planning, co-location, fare integration, promotion

• Optional task for expanded shared mobility
  – e.g., TNC services, scootershare, carshare, etc.
Proposal Evaluation

• Review committee
  – Staff representing SCTA, TAM, MTC, SMART, Santa Rosa, and San Rafael

• Evaluation
  – System quality, sustainable business model, system management, customer service, data collection, relevant experience
Nest Steps

• Vendor selection – late spring / early summer
• Establish agreements with each jurisdiction/property – summer
• Outreach and marketing – summer / fall
• Service area and bike parking planning – summer / fall
QUESTIONS?

THANK YOU!