



Regional Bike Share Policy Steering Committee
Meeting Date: 1/28/2022

Agenda Item No: 2022-January-**1**

Subject: Approve Amendment to Bike Share Budget

<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Consent	<input type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Sabrina Bradbury			Approved by: Kirk Trost		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

Issue: What budget amendments are needed to reflect the next iteration, and strategic direction, of bike share in the region?

Recommendation: The Project Management Team (PMT) recommends that the Policy Steering Committee (PSC) recommend that the SACOG Board approve 1) pausing previously approved expenditures to focus on preparing a request for proposals for bike share and/or micromobility services in the Sacramento region, and 2) spending up to \$25,000 on a consultant to assist in the procurement process, if needed.

Background: Below is a brief timeline of major bike share activities/events in the Sacramento region:

- December 2013: SACOG board awarded \$3.9 million to the Sacramento Metropolitan Air Quality Management District to implement a bike share system in three cities (Davis, Sacramento, and West Sacramento).
- April 2015: SACOG became lead agency and advanced the project as a publicly owned/private operated hub-based bike share system.
- February 2017: Social Bicycles, Inc. (SoBi) selected to implement a publicly-owned regional, hub-based system. The system was to be publicly owned but operated by SoBi under a revenue sharing agreement.
- May 2017: SACOG enters into a Program Agreement with SoBi (now JUMP/Uber); the Agreement shifted the regional approach to a public-private partnership under which SoBi owned and operates the bike share system, but agreed to certain service level requirements, advertisement and sponsorship revenue sharing, and the implementation of an equity plan.
- May 2018 – March 2020: The Regional Bike Share system launched and saw strong ridership.
- March 2020: JUMP suspended operations due to the local stay-home orders.
- May 2020: Lime acquired Uber's ownership interest in JUMP.

- August 2020: PSC and SACOG Board approved assignment of the Program Agreement to Lime.
- November 2020: PSC and SACOG Board approved an extension to the Program Agreement with Lime.
- January 2021 – Present: Lime continues to operate the bike share system.
- December 2022: The Program Agreement is scheduled to expire, unless extended.

Discussion/Analysis: In 2019, the PSC and SACOG Board approved spending remaining bike share funds on parking investments, pilot parking solutions, a data dashboard, and outreach activities. Attachment A is the previously approved budget amendment. While some additional parking has been installed and a data dashboard established, much of the work was paused due to the pandemic and change in operator. In September 2020, bike share relaunched in Sacramento and West Sacramento, with ongoing conversations for a relaunch in Davis.

The extension of the Program Agreement with Lime has provided an opportunity to maintain bike share operations in the near term and test ridership during the pandemic. During this time, the PMT has continued to evaluate the potential that our current operating model has, as well as the potential that other operating models have, in meeting our policy objectives of:

- Equity: providing an equitable system that increases access to transportation options;
- Environment: reducing vehicle miles traveled and greenhouse gas emissions; and
- Economy: providing a civic amenity that enhances economic vitality.

To advance this analysis further, the PMT recommends issuing a request for proposals for the following reasons:

- The current operating model provides insufficient incentives for private operators to meet public policy goals.
- There has been a recent increase in the number of private operators offering e-bikes and other device types beyond standard e-scooters as part of their shared micromobility fleets.
- The systems that appear to be most successful in achieving policy goals are those with operating models that are supported with public and/or sponsorship funding.
- Soliciting proposals will provide the PMT and PSC with more detailed information about what the marketplace is willing to bring to our region to maximize our opportunity for creating a system that better meets our goals, and to understand how certain market conditions, like exclusivity, would impact the finances and operations of a system.

Issuing a request for proposals would not preclude partners from amending and/or extending the Program Agreement with Lime. After soliciting information from the marketplace for various operating models and pricing structures, the PMT would bring options back to the PSC for consideration with recommendations on next steps. This would include recommendations on any additional changes to the bike share budget. In the interim, the PMT recommends pausing previously approved expenditures, except for completing the installation of additional bike parking in the City of Sacramento and continuing to fund the data dashboard services.