



Regional Bike Share Policy Steering Committee
Meeting Date: 3/10/2022

Agenda Item No: 2022-March-1

Subject: Bike Share and Shared Micromobility Operating Models Discussion

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

Issue: What are the opportunities, challenges, and trends regarding current operating models for the bike share and shared micromobility industry?

Recommendation: None; this item is for information only.

Background: Since the launch of bike share in the region in 2018, the industry has experienced several changes —including operator consolidation, declining bike share operations, increasing scooter operations, declining venture capital investments—that present an opportunity to examine our regional approach to bike share and how we want bike share to look in the coming years. While the full financial picture is not known, information from JUMP/Uber, from publicly-operated bike share systems, and from ongoing discussions with Lime, indicate that the economics around bike share systems are uncertain and the market is sorting out a sustainable business model.

Under these circumstances, the Bike Share Project Management Team (PMT) and Policy Steering Committee (PSC) have been discussing the various operating models for bike share systems, and the advantages and challenges associated with those models. Over the next few months, SACOG staff, in close coordination with city partners, will explore the potential for extending its agreement with Lime while simultaneously examining the potential to implement other bike share operating models in the region. This latter effort will consist of developing a Request for Proposals to solicit bids from the marketplace that offer various options for equity programs, user pricing, ridership levels, device types, fleet size, subsidy levels, and the region’s policy objectives for bike share in order to bring the committee options for a financially sustainable bike share system.

Discussion/Analysis: Staff will moderate a discussion with bike share leaders Eric Vaughan from RideKC Bike, and Steve Hoyt-McBeth from Portland Bureau of Transportation, who will share their insights about the opportunities, challenges, and trends regarding various operating models for bike share.