



## Regional Bike Share Policy Steering Committee

January 28, 2022, at 3:00 – 4:00 p.m.  
SACOG Zoom Meeting

Members of the public are invited to observe the live stream over the internet at:  
<https://us06web.zoom.us/j/84045680727>.  
Webinar ID: 840 4568 0727  
or phone in: 888 475 4499 (Toll Free), Webinar ID: 840 4568 0727.

Timed items are estimates only and may be taken up by the committee at any time.

*The Policy Steering Committee may take up any agenda item at any time, regardless of the order listed. Public comment will be taken on the item at the time that it is taken up by the committee. We ask that members of the public complete a request to speak form, submit it to the clerk of the committee, and keep their remarks brief. If several persons wish to address the committee on a single item, the chair may impose a time limit on individual remarks at the beginning of the discussion. Action may be taken on any item on this agenda.*

**(3:00) Roll Call:** Ayala, Frerichs, Guerrero, Harris, Schenirer, Trost

**(3:05) Public Communications:** Any person wishing to address the committee on any item not on the agenda may do so at this time. After ten minutes of testimony, any additional testimony will be heard following the action items.

### **(3:10) Action**

1. Approve Amendment to Bike Share Budget (Ms. Bradbury)

### **(3:15) Information**

2. Bike Share and Shared Micromobility State of the Industry Discussion (Ms. Bradbury)

### **(3:45) Other Matters**

### **(3:55) Next Meeting and Adjournment**

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**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
<b>Prepared by:</b> Sabrina Bradbury			<b>Approved by:</b> Kirk Trost		
<b>Attachments:</b> <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.

## Revised Bike Share Budget Proposal

Task	Total Cost	Staff Costs	Hard/Consultant Costs	Description
Data sharing and monitoring	\$100,000	\$40,000	\$60,000	This would fund software costs and staff time (for city partners and SACOG) to establish a portal that all partners would be able to access for micromobility data analysis and 1-2 years of monitoring related to service level agreements and transportation planning. This would allow partners to leverage each other's resources by sharing in the costs of ongoing data collection and analysis through a single portal rather than paying for individual portals or services.
Pilot various parking innovations in low-density areas	\$175,000	\$25,000	\$150,000	Parking for micro-mobility devices in residential single-family and low-density areas has proven to be a challenge. This would fund a consultant, staff time (for city partners and SACOG) and parking infrastructure costs related to piloting and evaluating options in residential and low-density areas. Results of these parking pilots would inform the type of parking infrastructure that should be purchased and installed in various communities within the service area to address equity and accessibility concerns.
Education and outreach on parking	\$150,000	\$15,000	\$135,000	Cities are dealing with ongoing complaints around inappropriate parking and riding of shared bikes and scooters on sidewalks. This would fund consultant costs and staff time to launch an education and outreach effort aimed at shared micromobility users across the service area. This work would be completed in partnership with JUMP and other micromobility providers.

Task	Total Cost	Staff Costs	Hard/Consultant Costs	Description
Bike parking infrastructure and installation	\$550,000	\$125,000	\$425,000	<p>Informed by the findings of the parking pilots and analysis, this would fund staff time (for city partners), additional parking equipment and installation costs in low-income and residential areas. This is a not-to-exceed budget – it is possible that some of this funding would not be needed if solutions like painted drop zones are found to be effective compared to purchasing physical racks. Approximately 20% of the total budget of \$550,000 would be used to identify appropriate, ADA compliant locations to site parking and prepare work orders.</p> <p>Breakdown by city*:</p> <p>City of Davis                      \$238,000</p> <p>City of Sacramento              \$212,000</p> <p>City of West Sacramento      \$100,000</p> <p>*The proposed breakdown by city reflects additional funds for Cities of Davis and West Sacramento because Davis opted to give most of the wave racks purchased for initial launch to City of Sacramento after determining the wave racks were not ideal for the Davis community. This allowed City of Sacramento to install additional parking in the initial launch phase of this project.</p>
Project Management and Administration	\$50,000	\$50,000	\$0	This would fund appropriate staff time to manage and administer the above tasks.
<b>Total</b>	<b>\$1,025,000</b>	<b>\$255,000</b>	<b>\$770,000</b>	



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

**Agenda Item No: 2022-January-2**

**Subject:** Bike Share and Shared Micromobility State of the Industry Discussion

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<b>Prepared by:</b> Sabrina Bradbury			<b>Approved by:</b> Kirk Trost		
<b>Attachments:</b> <input type="radio"/> Y <input checked="" type="radio"/> N					

**Issue:** What are the current trends in the bike share and shared micromobility industry?

**Recommendation:** None; this item is for information only.

**Background:** The bike share and shared micromobility industry continues to be a dynamic place with new device types, operating models, pricing structures, and ridership trends shaping local systems.

**Discussion/Analysis:** Staff is in the process of confirming guest speakers to join in a conversation about the opportunities, challenges, and trends we are seeing in the industry and offer insights into the factors that cities and regions should be considering when planning and expanding their local systems.