



Regional Bike Share Policy Steering Committee

March 10, 2022, at 3:30 – 5:00 p.m.
SACOG Zoom Meeting

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

Members of the public are invited to observe the live stream over the internet at:

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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.

(3:30) Roll Call: Ayala, Guerrero, Harris, Schenirer, Trost, and Chair Frerichs

(3:35) 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.

(3:40) Information

1. Bike Share and Shared Micromobility Operating Models Discussion (Ms. Bradbury)

(4:45) Other Matters

(4:55) Next Meeting and Adjournment

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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.