



DATE: November 13, 2017

TO: Transportation Authority of Marin Programming & Projects Executive Committee

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager
Scott McDonald, Senior Transportation Planner

SUBJECT: MTC Bike Share Capital Program Grant Application Update (Discussion), Agenda Item No. 7

RECOMMENDATION:

Discussion Only.

TAM Staff will summarize the November 8th MTC Programming & Allocations Committee staff recommendation to fund a bike share program along the SMART Corridor in response to the joint application submitted by TAM and the Sonoma County Transportation Authority (SCTA).

For more details on MTC’s staff recommendation, please visit:

<http://mtc.legistar.com/gateway.aspx?M=F&ID=1f09a9c2-f864-4ab9-b02e-4cf9073ef864.pdf>

BACKGROUND:

Over the past several years, bike sharing has expanded with a range of vendors offering new and advanced system options. TAM has consistently explored funding to introduce bike sharing in Marin County with the first significant step completed in 2013, when TAM published the Marin County Bicycle Share Feasibility Study. Since then TAM staff identified \$270,000 in potential funding commitments from private sponsors (to cover future operating phase costs) and grant opportunities from MTC and the Air District (to fund the system launch and operating phase costs, respectively).

In April 2016, MTC announced a bike share grant program for introducing bike sharing around the Bay Area in suburban counties. Previous grants which TAM had looked into were for urban applications only. With \$2 million announced from federal CMAQ funds to test GPS “smart bike” systems, TAM partnered with the SCTA to submit a letter of interest in June 2016 for a SMART corridor system concept. Subsequently in April 2017, MTC requested a full application and TAM working with SCTA requested \$1,170,000 in funding for the capital and launch of a program located along the SMART corridor from Santa Rosa to Larkspur. The bikeshare system would add to the first-and-last mile options available to SMART users.

TAM staff was recently notified that MTC staff’s recommended option is to award \$1,024,000 for the capital and outreach costs to launch a 200-bike SMART corridor system (100 bikes in Marin and 100 bikes

in Sonoma County). MTC is taking on the administration of the federal grant and Caltrans local assistance process. The grant is assumed to provide sufficient resources to launch a bike share program, attending to primarily the capital cost needs. However, the local partners would need to commit to matching funds for at least the first year of operation. Note that multiple factors influence operations and maintenance of a bikeshare system which have not been fully determined at this point.

The potential conditions associated with this recommendation along with considerations to be discussed further with the Committee are outlined in the following section of this report.

DISCUSSION/ANALYSIS:

TAM staff will present an update of MTC discussions with the Programming and Allocations Committee on November 8th, 2017. MTC staff's recommended option, would grant approximately \$1M for launching a program with up to 200 bikes at and around SMART Stations from Santa Rosa to Larkspur. The grant program, will not cover ongoing operating costs. MTC expects at least a one-year pilot period of operations to test whether trips reach a .5 trip/bike/day ridership level, a minimum measure of success for suburban systems under the grant program.

If the program is successful beyond a pilot year, MTC requires a 3-year operation and funding plan for this grant. In the recommendation MTC staff note that dockless bicycle vendor operators offer these systems at no costs to cities. Therefore, operating assistance may not be needed in the future for a program in the North Bay. TAM and local jurisdictions developed the grant application based on dockless bicycle systems which use GPS enabled smart-bikes without traditional docking stations.

Working with technical consultant Toole Design under a contract with MTC, TAM and SCTA estimated during the operating phase that the full two-county system could be supported at a cost of roughly \$150,000 to \$360,000 per year depending on a variety of factors including farebox recovery, sponsorship support, and bike share operator costs.

However, while the industry is operated currently by international venture capital funded companies which often are willing to fund operations, if their approach changes over time TAM, SCTA, and MTC might be expected to coordinate other funding for future to cover operating costs. Funds TAM and SCTA have identified as potential funding sources include the Air District Transportation Fund for Clean Air (TFCA) Grant Program as an eligible source.

TAM and SCTA staff have held meetings with several agency partners in their respective counties to confirm partner support to implement a bike share program; these meetings included SMART, the Golden Gate Bridge Highway & Transportation District, City of Larkspur, City of San Rafael, County of Marin, and the City of Novato. Staff would continue to coordinate with these partners in the future on program implementation.

NEXT STEPS:

TAM is currently working with MTC and SCTA staff to determine the estimated schedule and what commitments would be required of local agencies, should the MTC Commission approve staff's recommendation. Any commitments identified will be presented to the full TAM Board in January 2018.

FINANCIAL CONSIDERATION:

To be determined.

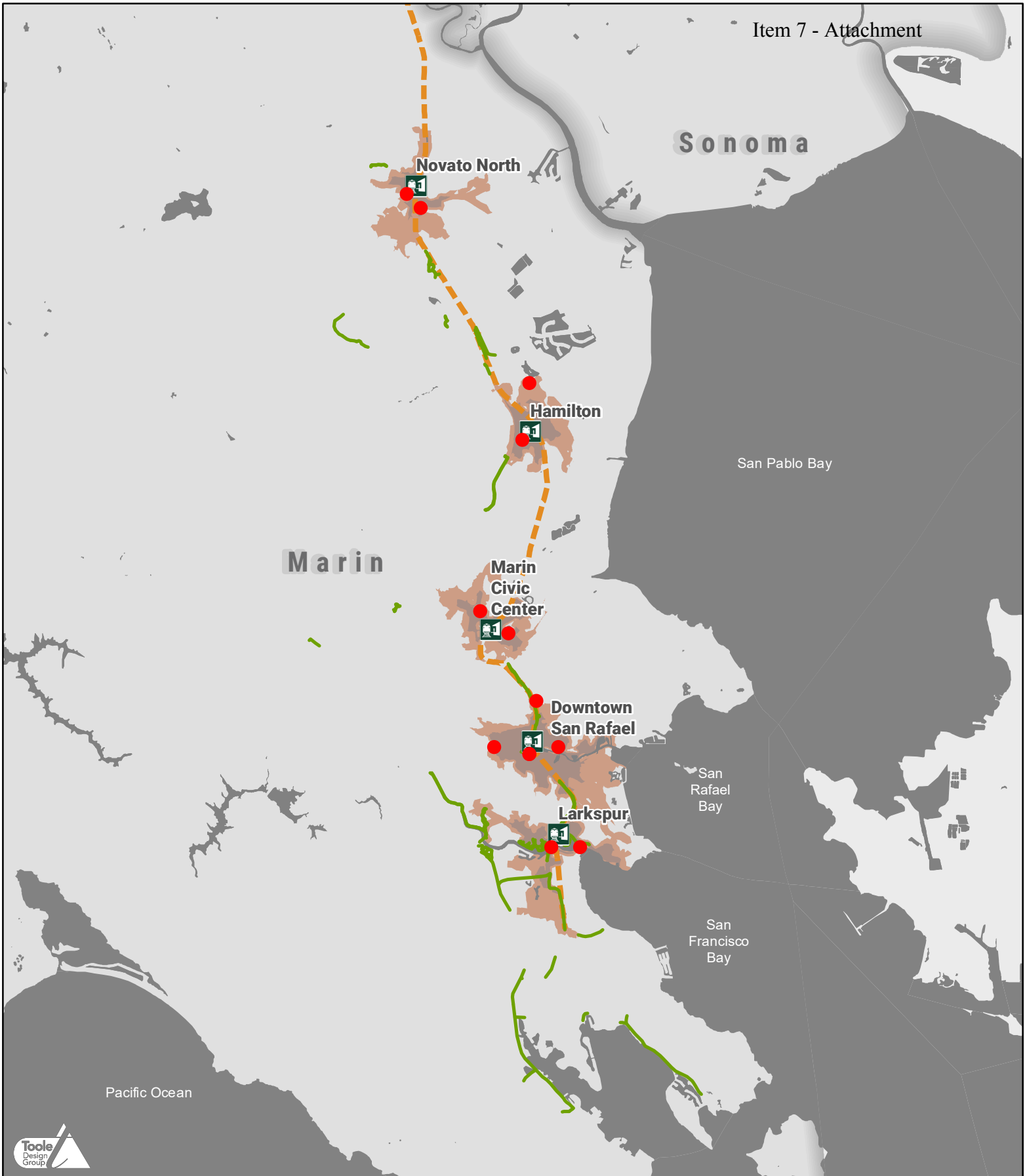
There is no financial impact associated with this item, since no action is taking place at this time. TAM staff will return with a full discussion of the financial considerations of starting a bike share program, including more information on potential funding necessary to support operations and maintenance of a bike share program, and a potential funding plan.






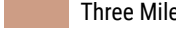
Note that while TAM staff reported an estimated local match of \$50,000 at the June 2017 Programming & Projects Executive Committee meeting, this match for the capital phase is no longer assumed under the proposal that MTC administer the grant on behalf of the bike share program. However, a commitment of future operating funds to be determined will likely be necessary.

ATTACHMENTS:

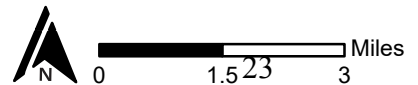
Attachment: General Network for Bike Share System in Marin

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-  SMART Stations
-  Rail Line
-  Off-Street Bicycle Facilities
-  Generalized Bikeshare Station Location
- Bikeshed**
-  Two Miles
-  Three Miles

Marin County Proposed Bike Share Station Locations



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