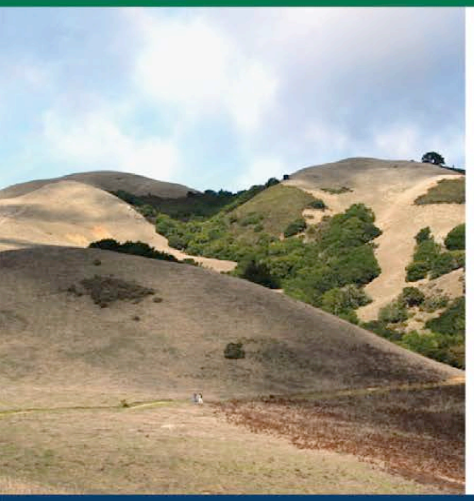
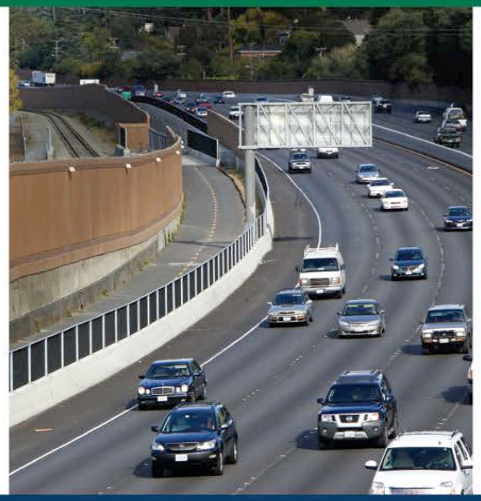




Marin-Sonoma Bike Share Pilot Program

TAM Board Meeting
February 27, 2020

Transportation Authority of Marin

Making the Most out of Marin Transportation Dollars

Bike Share Pilot Program Goals

- Support transit ridership by providing new first and last mile option near SMART stations
- Support VMT and GHG reduction goals
- Support Marin employers and employees
- Provide additional alternative transportation option for the public
- Reduce automobile dependency

Program Overview

- Joint Marin (TAM) and Sonoma (SCTA) program oversight
- Focus at SMART stations and key destinations, including downtowns and employment centers
- 300+ bicycles in 7 cities along the SMART Corridor, may include additional properties or jurisdictions based on demand analysis
- Participating agencies: SMART, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, Larkspur, and may expand to include additional partners
- Demand analysis and input from Technical Advisory Committee (TAC) and public outreach to establish network
- MTC Grant $826k, in-kind match from SCTA/TAM

Process to Date

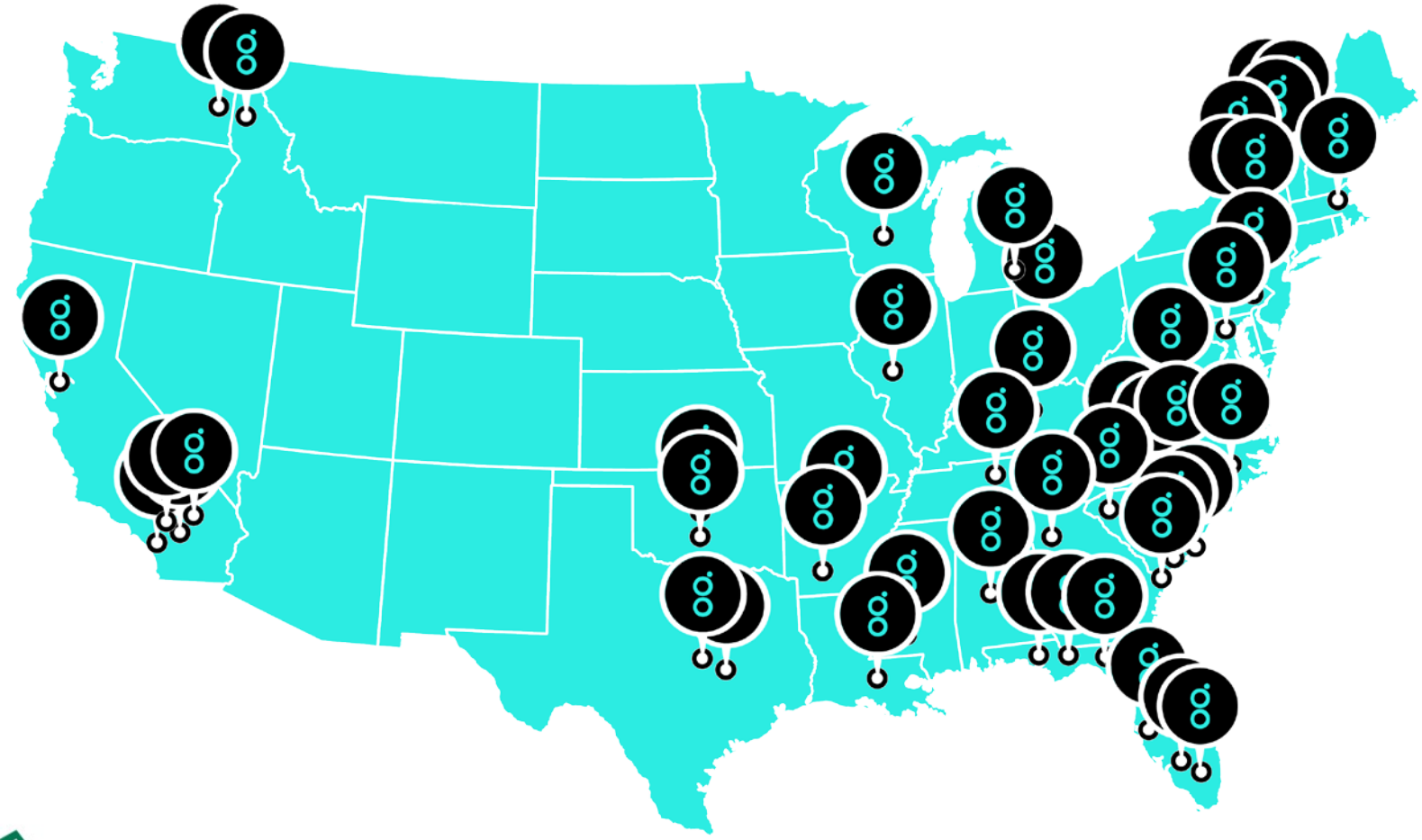
Bike Share Procurement Process

- Eight proposals submitted by Bike Share Operators
- Three companies were selected for interviews
- Review Panel included staff from TAM, SCTA, Santa Rosa, Petaluma, San Rafael, Novato, SMART
- Gotcha Mobility was recommended by the review panel

gotcha

MARIN-SONOMA BIKE SHARE PROGRAM

gotcha

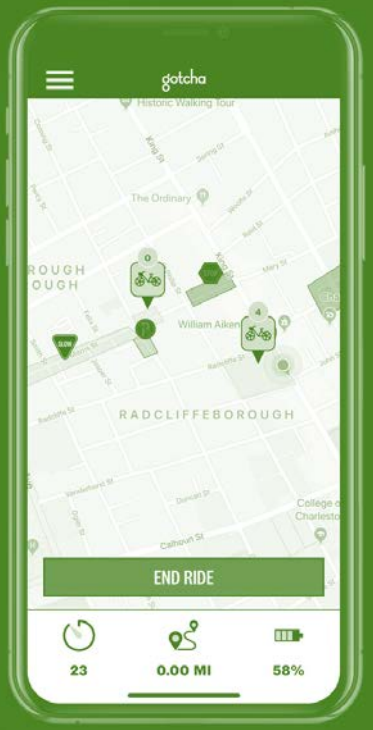


gotcha

FIND YOUR E-BIKE.

UNLOCK AND HELMET UP.

RIDE ON.



LOCK UP AND END YOUR RIDE IN THE APP.

PROGRAM IMPLEMENTATION

PHASE ONE:

- Execution of legal agreement*
- Execution of coordination agreement*
- Gain board approval*
- Confirm asset count
- Set recurring meeting schedule to initiate project planning
- Conduct heat map analysis
- Identify key stakeholders for community outreach
- Post local job openings
- Initiate preliminary site planning

*Denotes pivotal milestone

PHASE TWO:

- Solidify rider pricing
- Complete site planning*
- Initiate community outreach
- Gain required operational approval*
- Submit required site permits for approval*
- Order station equipment*
- Develop customized marketing materials
- Kick-off interview process for full-time positions
- Explore local warehouse spaces and secure rebalancing vehicles
- Finalize launch event details
- Initiate sponsorship planning

PHASE THREE:

- Push website live
- Hire and on-board full time team members*
- Kick-off interview process for part-time team members
- Outfit local warehouse space
- Implement marketing campaign
- Schedule asset delivery and install station equipment
- Troubleshoot technology
- In-market final assembly, safety inspection, and decal installation
- Activate customer service support
- Deploy assets / push system live
- Hold launch event

PHASE FOUR: LAUNCH!

gotcha

Contractor Scope of Work Summary

- $826k Contract for launch and 3-year pilot program
- Deployment of 300 e-bikes
- Optional task to add 50 additional e-bikes
- Sponsorship and advertising revenues to be collected by contractor to assist with operations
- Hiring local staff
- Warehousing facilities and call center
- Service area and parking hub planning
- Pricing and memberships include: Pay as you go, Monthly, Bulk purchase, Low-Income option
- Provide and maintain hardware, equipment, software, app, and website

Contractor Scope of Work Summary

- Set up physical sign-up locations
- Safety program, including free or discounted helmets for members
- Equity Program with discounted memberships
- System rebalancing and maintenance
- Ongoing marketing and customer service
- Data reporting

Role of Technical Advisory Committee

- **Purpose:** coordinate activities of the program and make decisions when appropriate
- **Makeup:** one designated staff representative from each of the coordinating agencies and one from each participating agency
- **Meetings**: held regularly through launch and as needed during operations
- **Near-term Goals:** TAM, SCTA, TAC and Gotcha to establish cooperative agreement defining: roles and responsibilities of entities, sample staff reports, and resolutions for agencies to join as participating agencies
- **Ongoing Goals:** Work together on permitting and promotion of the program through launch and operations

Summary of Next Steps

- February-Summer 2020 – Participating Agencies Develop Coordination Agreement for Permitting, System Operations, Site Planning
- From Summer 2020 until Program Launch - Final Program Development through TAC Review, Launch Event for Program
- Operation of 3-Year Pilot Program
- Program to be evaluated by TAC and adjusted as needed based on demand

Questions