



DATE: December 14, 2023

TO: Transportation Authority of Marin Board of Commissioners

FROM: Anne Richman, Executive Director *Anne Richman*
Scott McDonald, Principal Transportation Planner

SUBJECT: Marin-Sonoma Bike Share Pilot Program Update, Agenda Item No. 7

RECOMMENDATION

No action is needed. This is a discussion item only.

BACKGROUND

In 2018, TAM and the Sonoma County Transportation Authority (SCTA) signed a cooperative agreement for the implementation of a bike share pilot program after receiving an \$826,000 grant from the Metropolitan Transportation Commission (MTC). The funding was to provide an opportunity to connect bike share with the Sonoma Marin Area Rail Transit (SMART) corridor in Sonoma and Marin counties with SCTA being the lead fiscal and contract agent. Following a competitive procurement process, in February 2020, SCTA approved a contract with Bolt Mobility (formerly Gotcha Mobility) for a scope of work including planning, launch, and operations of a 300 electric bike (e-bike) pilot program.

In 2022, as the program launch was in the final stage of planning, Bolt Mobility ceased communications with TAM and discontinued its operations, thus terminating the agreement to operate the program. Note that SCTA and TAM retained the full amount of grant funding, which can be used to set up a new program based on the procurement of a new operator.

Along with other transit and transportation services, the pandemic caused market challenges for bike share and micromobility companies, ongoing supply chain issues, and increasing operating costs. TAM staff worked closely with SCTA, MTC, and agencies involved in the original program development to consider an approach moving forward. Considerations included the timing of a new procurement process, whether a modified scope or program might be more viable, and whether alternative programs for first/last mile connections with transit should be considered. The ultimate desire from partnering agencies was to continue with a new procurement to pick up where the last program development left off and to renew the process leading to the launch of a bike share program.

DISCUSSION

In June 2023, TAM and SCTA initiated a new contractor procurement process by releasing a Request for Proposals (RFP) to implement and operate a bike share program. Four proposals were received in August 2023, and considered in the evaluation. The RFP review panel included staff from the following agencies: TAM, SCTA, MTC, City of Santa Rosa, City of San Rafael, and SMART. The panel elected to invite the two top-ranked bike share firms to interview. The panel unanimously recommended the selection of Drop Mobility as the operator of the Marin-Sonoma Bike Share Program based on the evaluation and interview results. Drop Mobility is headquartered in Toronto, Canada and operates in more than 25 cities in North America, with staff based in San Francisco.

Under the cooperative agreement formerly executed between TAM and SCTA, SCTA is authorized to enter into a contract with Drop Mobility as the lead fiscal and contract agent for the program. On December 11, SCTA staff is recommending their Board authorize the agreement with Drop Mobility in the amount of \$820,000. The remaining \$6,000 of the MTC grant amount will be retained for potential legal fees associated with the program as needed.

Program Scope with Drop Mobility

TAM and SCTA staff negotiated the scope of the program with Drop Mobility to develop and launch a program to include a fleet of 300 e-bikes. The initial system network will be established through a demand analysis and based on prior system planning done in conjunction with local cities. This will focus on areas connecting to and around SMART stations, based on prior public input, and other considerations to inform the final system configuration.

Staff from TAM and SCTA made progress on several elements of program development under the former contract with Bolt Mobility that may be transferred to the new program, including convening monthly working group meetings with all participating agencies to develop the program, collection of input through a public survey, review of technical demand analysis, coordination of station siting and permitting, and review of other program details.

The proposed Bike Share Pilot Program scope of work includes planning, procurement, launch, and two-years of operations of a system of 300 shared pedal assist e-bicycles (Class I e-bikes) and approximately 75 parking hubs with wayfinding and advertising signage. The initial system network would include modular bicycle parking racks for shared bicycles to lock. Under the agreement, Drop Mobility will design the service area and bicycle parking plan based on previous research, public and stakeholder input, market analysis, as well as previous and new site evaluations.

The system is expected to launch as early as summer 2024 and the operating period in the agreement is two years. The term of the agreement is through June 30, 2027 to accommodate any potential delays and align with the grant funding expenditure deadline. System operations after the two-year pilot could require additional funding for subsidies. The agreement includes a 90/10 revenue split, where Drop Mobility maintains 90 percent of the revenue and 10 percent is allocated to SCTA to reinvest in the system during or after the pilot.

The program is expected to be provided through permit approvals to include the City of Santa Rosa, City of Rohnert Park, City of Cotati, City of Petaluma, City of Novato, City of San Rafael, City of Larkspur, Golden Gate Ferry, and SMART. Participating agencies and property owners will be confirmed along with their respective roles and responsibilities within the coming months. Staff representatives, which include public works and transportation professionals from the abovementioned agencies, will be coordinated with during the pilot program.

FISCAL IMPACTS

The MTC Bike Share Grant provides \$826,000 to SCTA and TAM for the implementation of a Bike Share Pilot Program, with STCA designated as the fiscal agent. A local match of 11.47% or \$94,700 is required and can be covered through in-kind staff time divided between SCTA and TAM. TAM and SCTA approved a Cooperative Agreement in July 2018, establishing a shared funding and project management arrangement of the grant award from MTC. This agreement is still in place and will apply to the new pilot program effort. The Cooperative Agreement dictated that the grant funding would equally benefit the bike share program in both Sonoma and Marin counties, and that TAM and SCTA staff would share program implementation and management responsibilities.

NEXT STEPS

TAM and SCTA staff will work with Drop Mobility on program development to launch the pilot program. This will also require working with Drop Mobility and the local agencies to finalize a service area analysis to confirm the public right-of-way necessary for bike share parking, along with the distribution of e-bikes, and necessary permit approvals. Staff will continue to provide progress reports to the TAM Board.

ATTACHMENTS

Attachment A – PPT Presentation

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Marin-Sonoma Bike Share Pilot Program Update

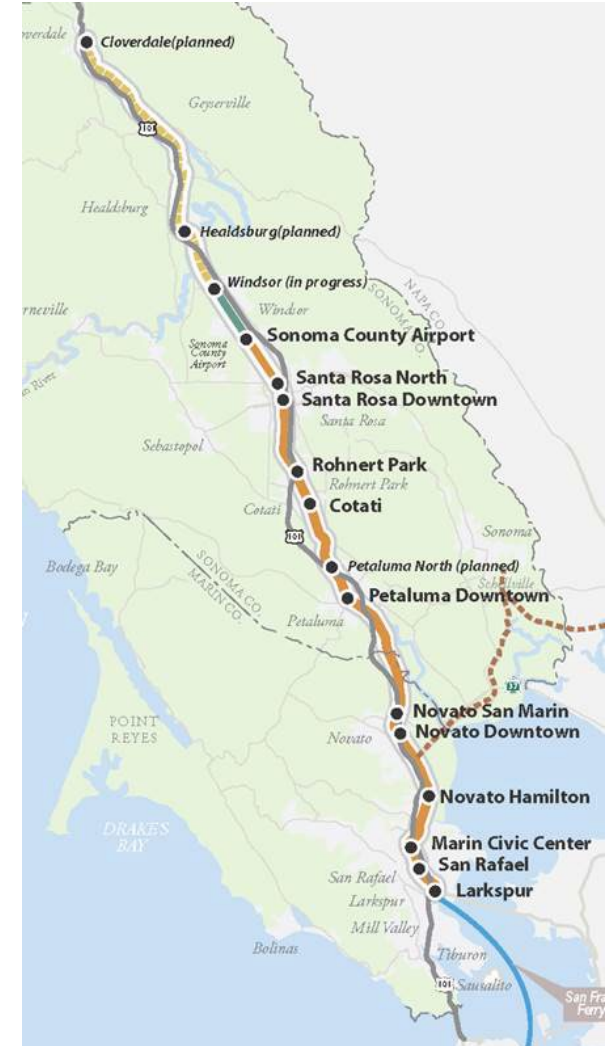
Transportation Authority of Marin

Board of Commissioners

December 14, 2023

Program Background

- Grant from MTC for \$826,000 for bike share program connecting to SMART in Marin and Sonoma counties
- Joint TAM and Sonoma (SCTA) oversight – with SCTA as funding/contract administrator for grant
- Prior Contract with Bolt Mobility for system with 300 electric bicycles in 7 cities along the SMART Corridor
- TAM, SCTA, SMART, GGBHTD, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, Larkspur participated in program development
- Bolt Mobility shut down business operations, TAM and SCTA worked on releasing a new Request for Proposals (RFP) to secure a new program operator



2023 RFP Timeline

- RFP Released in June 2023
- Responses to RFP received in August 2023
- Interviews in October 2023
- RFP panel selected Drop Mobility as the top-ranked operator/proposer
- Contract negotiations November 2023
- SCTA staff recommendation to approve contract with Drop Mobility 12/11/23

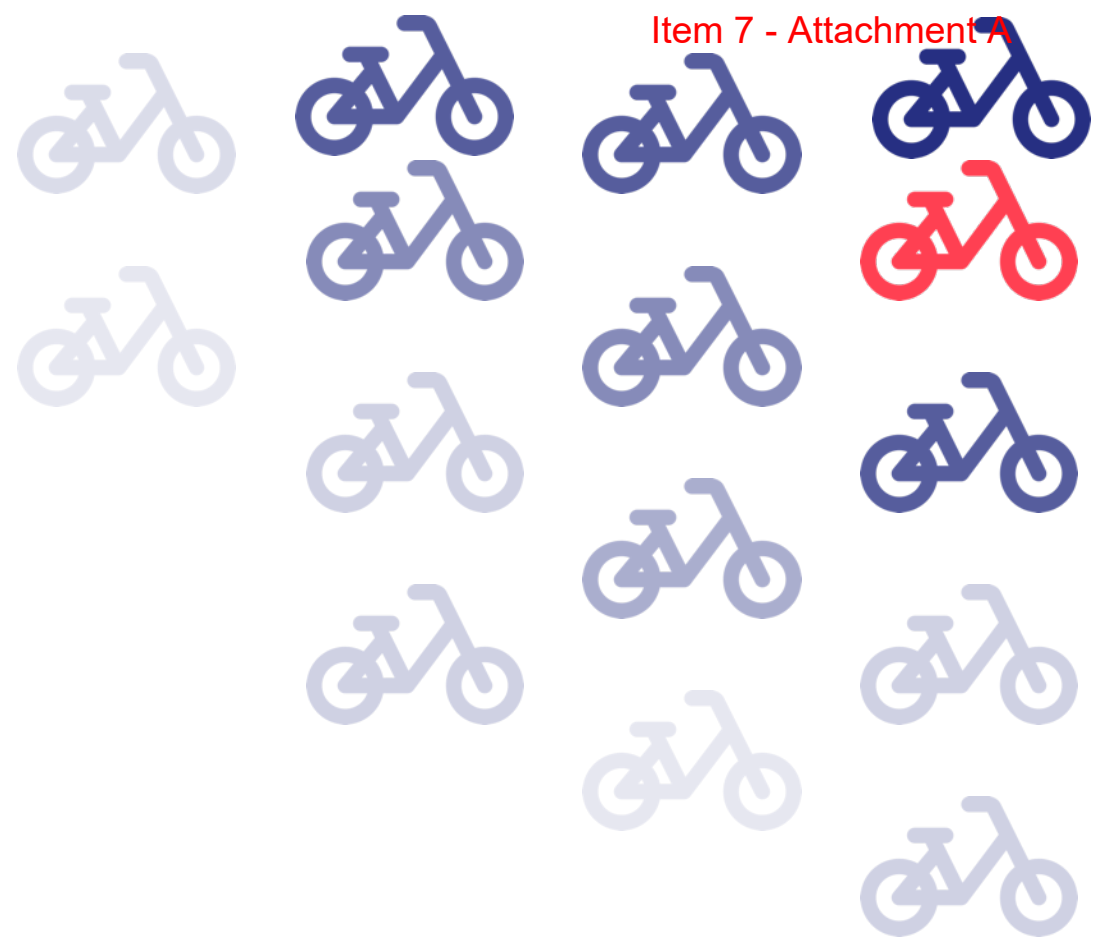
Scope of Work Overview

- Establish program operating team, warehousing facilities, and call center
- Service area and parking hub planning, with encouragement to utilize previously-approved parking hubs
- Outreach, marketing and public relations
- Pricing and memberships: Pay as you go, Monthly, Annual, Equity program
- Provide and maintain hardware, equipment, software, app, website, and data reporting
- System rebalancing and maintenance
- Minimum operating period of 2 years

Other Program Details

- Two-year pilot with opportunity to extend
- Operator owns system and assets for two-year pilot period
- GPS-equipped e-bikes
- Includes disadvantaged communities in service areas
- Data sharing
- Working Group to guide implementation and local permitting

Your end-to-end
micromobility
partner



drop

Introducing Drop Mobility

- 10+ years building micromobility in cities
- Operating in 25+ markets and growing
- Flexible hardware + software product offerings
- Extensive supply chain network
- Turn-key solutions provider (end-to-end)
- White labeled brand
- Sustainable and phased deployment approach
- Experience working with transit and nonprofit operators
- Flexible pricing and equity solutions



powered by **drop**

Partnership approach

Sonoma County Communities: Cotati,
Petaluma, Rohnert Park, Santa Rosa.

Marin County Communities: Larkspur, Novato,
San Rafael.

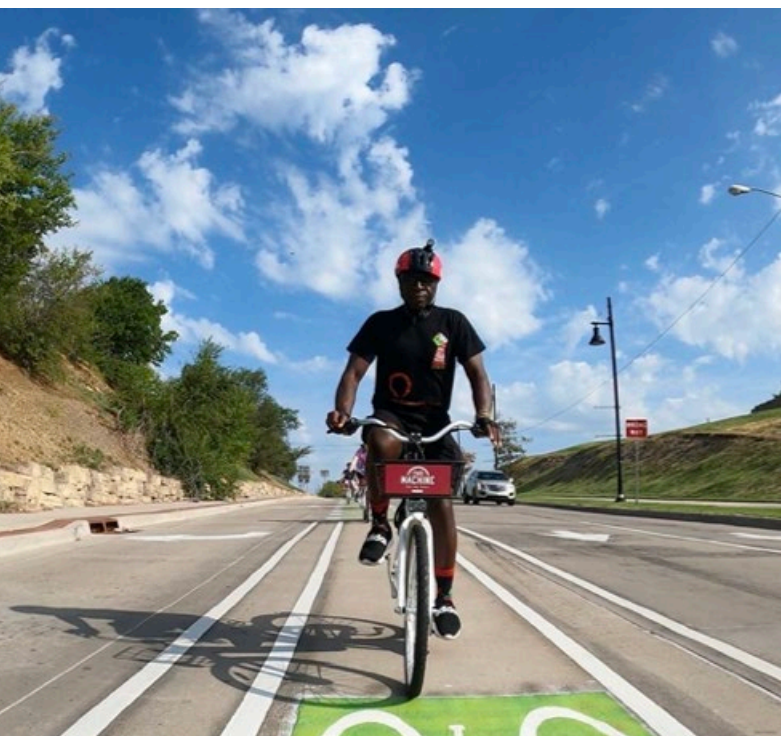


Sonoma County Transportation Authority
Regional Climate Protection Authority





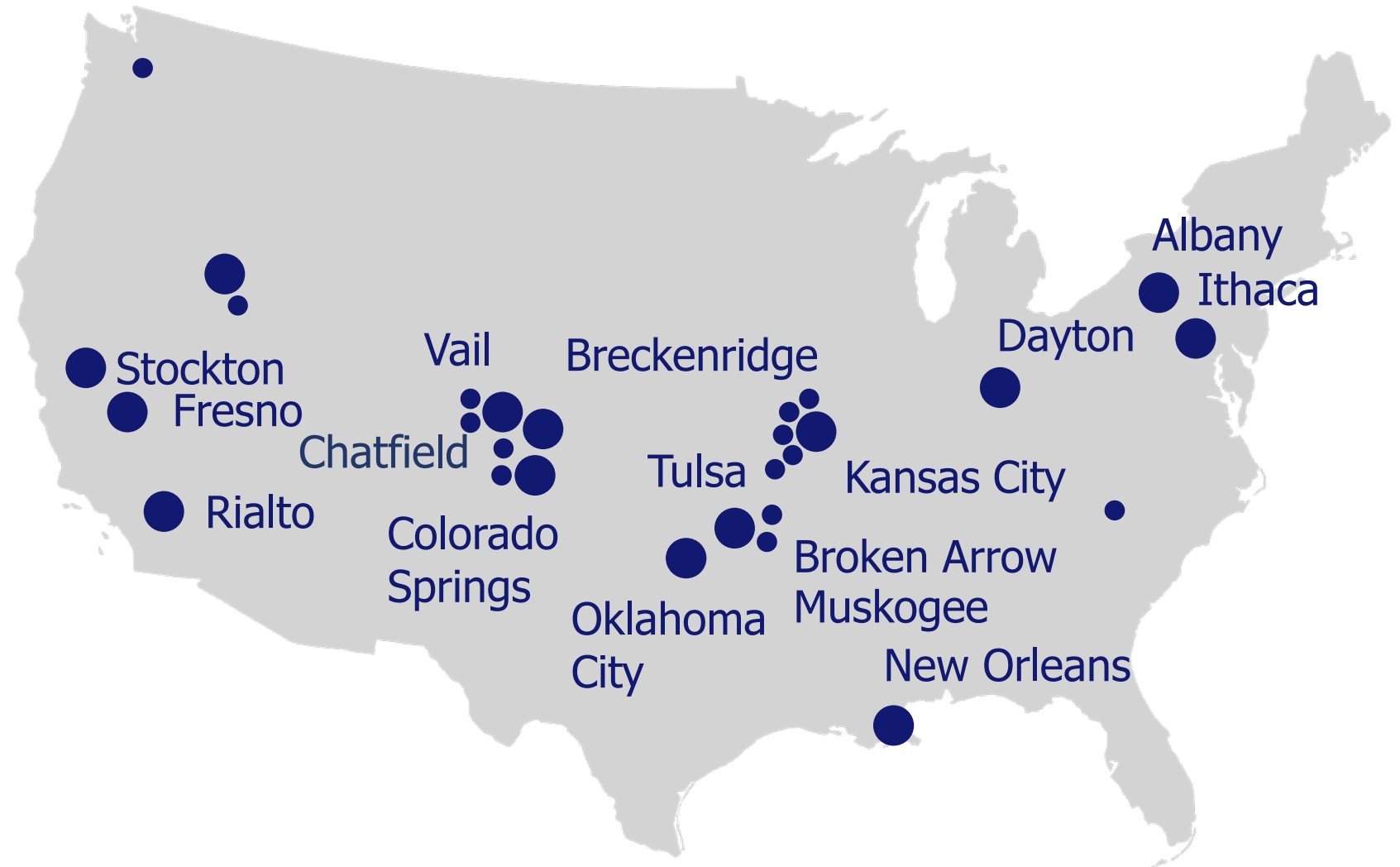
Item 7 - Attachment A



Other Drop Markets

30+ contracts

25+ launched

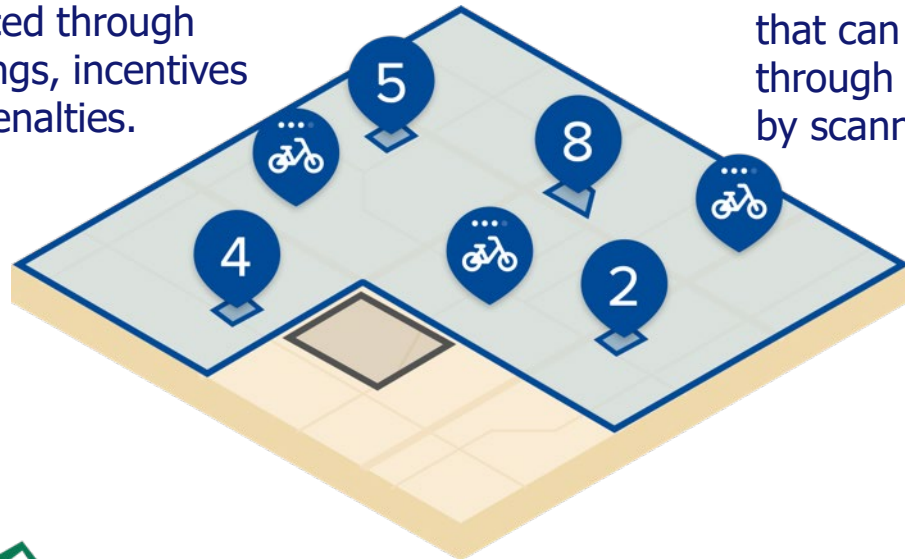


Hub based operating model

Mobility “hubs” or “stations” for parking, tethering and picking up e-bikes increase **reliability** of finding a vehicle and organization.

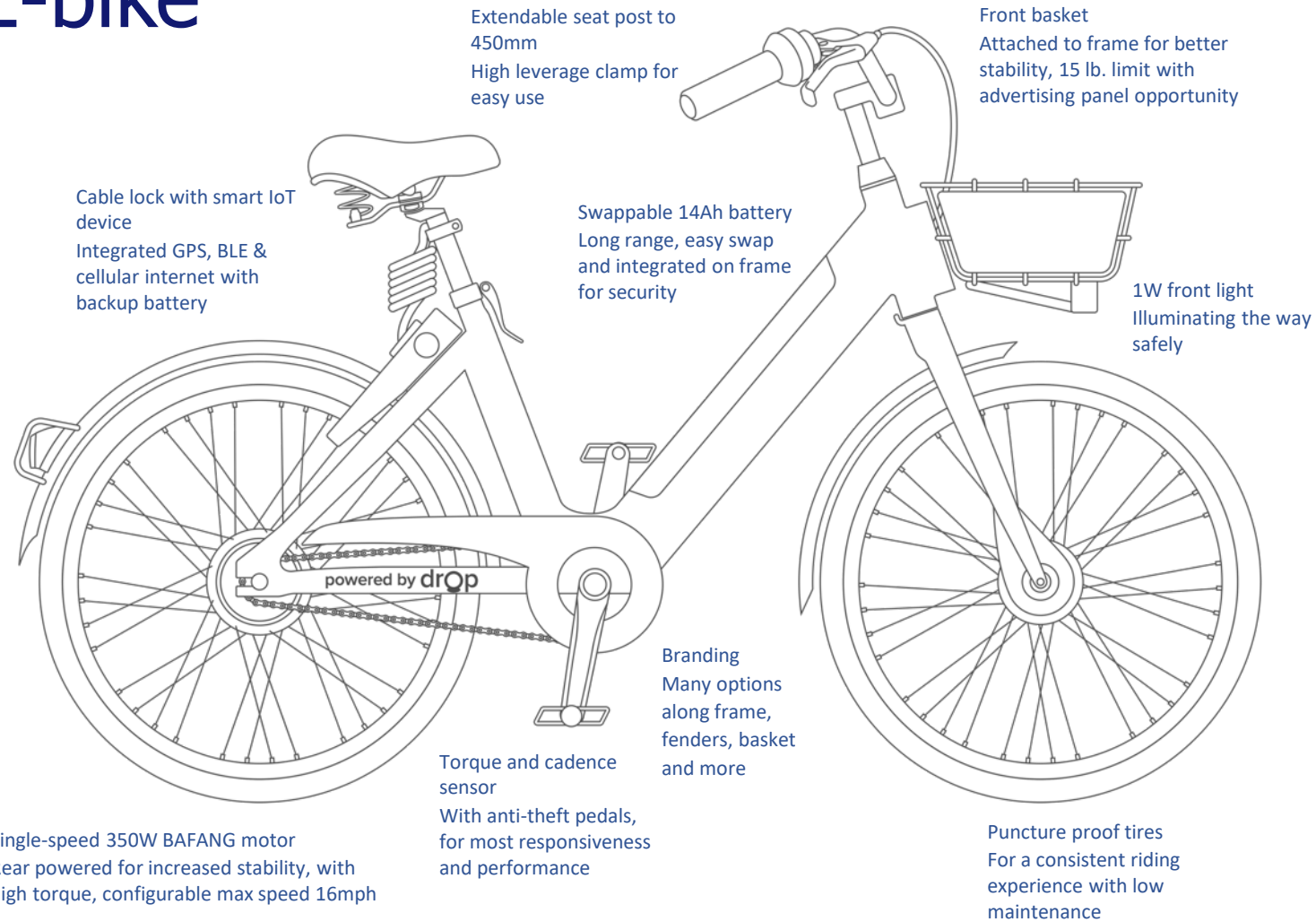
Coverage area is clearly defined and communicated to users on their apps. Enforced through warnings, incentives and penalties.

GPS tracked vehicles that can be unlocked through smartphones by scanning a QR code.



Hub stations with way finder signage.

E-bike



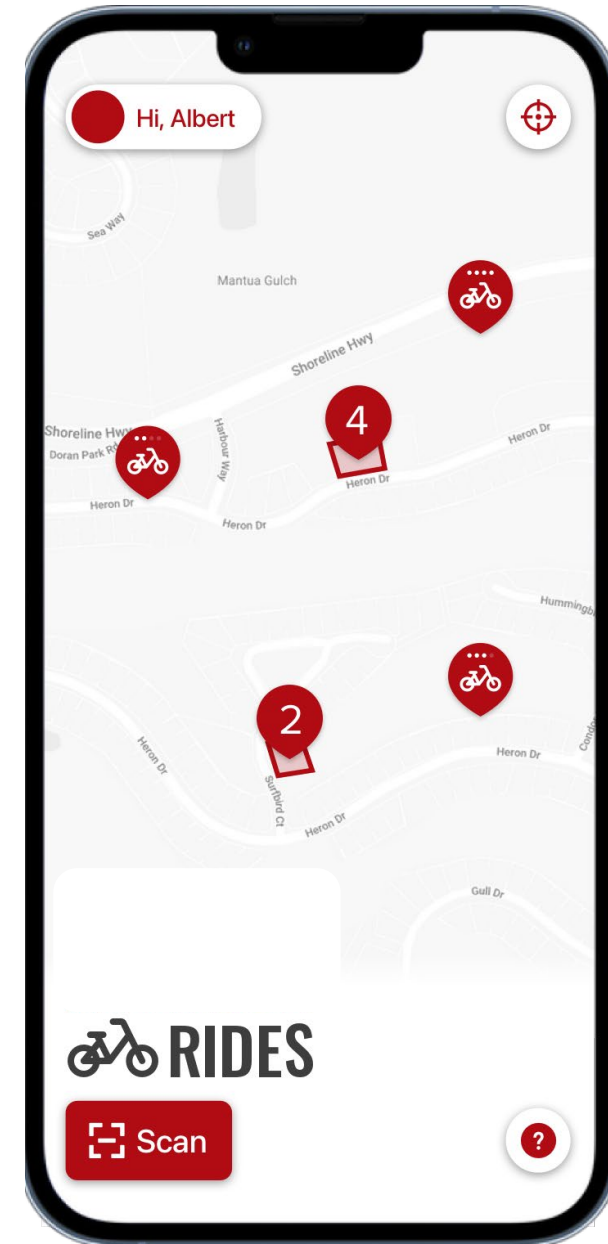
Drop
Model-E201L

- 26" puncture-proof (airless) tires
- 36V 14Ah swappable batteries
- 5hr to full charge
- Custom keyed lock to swap battery
- 40+ mile (60+ km) range
- Shimano front and rear brakes
- 16 mph (25 km/h) max speed
- Seat post extends 450mm
- Internet connected smart lock
- Lock-to cable mechanism
- Solar-powered rear light & reflector
- Front fork limits oversteering
- All-weather kickstand
- BAFANG 350W motor
- Less than 60 lbs
- All aluminum frame and assembly
- ISO4210 and CFR1512 certified

**Additional customizations
and vehicle types available**

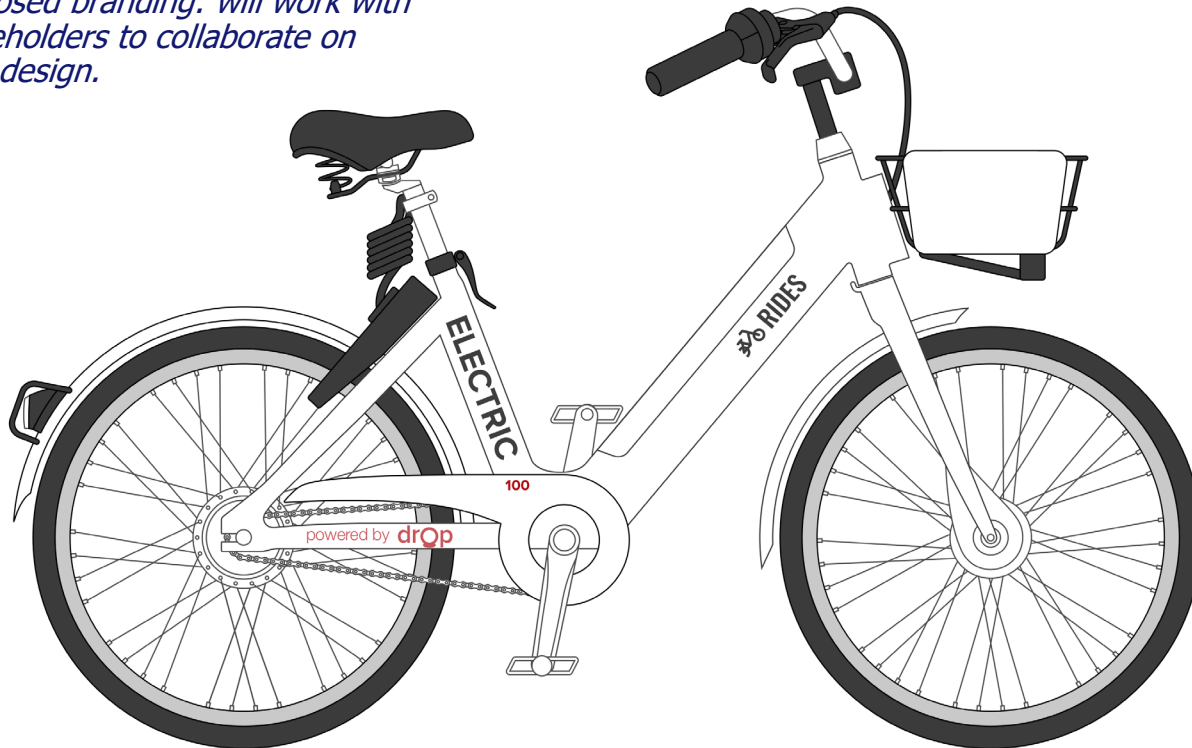
Branded user apps & dashboard

- Users are able to easily and efficiently find bike locations
- Rebalancing creates dependability
- App not necessary to unlock

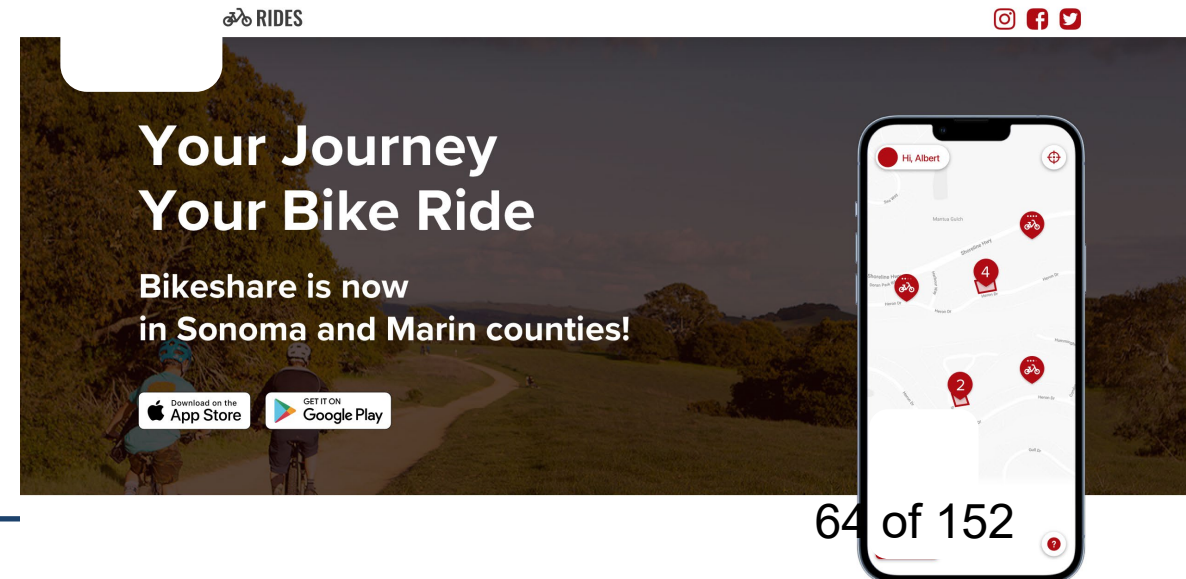


System summary

Proposed branding: will work with stakeholders to collaborate on final design.



- Phased expansion beginning with 300 e-bikes
- 75 hubs along the SMART train line
- White label app and software
- Turn-key operations solution
- Collaboration with stakeholders and community
- Marketing, outreach and events
- Customer service
- Equity program
- Transit integration
- Working in a partnership mindset



Questions?

Thank you!