

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
4	05/13/13	Open	Action	05/03/13

Subject: Whether or not to delegate authority to the General Manager/CEO to Execute a Memorandum of Understanding with the Sacramento Metropolitan Air Quality Management District to assist in the development of a Bike Share Business Plan

ISSUE

Whether or not to execute a Memorandum of Understanding with the Sacramento Metropolitan Air Quality Management District (SMAQMD) and authorize the expenditure of \$20,000 to assist in the development of a Bike Share Business Plan.

RECOMMENDED ACTION

Adopt Resolution No. 13-05-____, Delegating Authority to the General Manager/CEO to Execute a Memorandum of Understanding with the Sacramento Metropolitan Air Quality Management District for the Bike Share Business Plan.

FISCAL IMPACT

Budgeted:	Yes	This FY:	\$	20,000
Budget Source:	Operating	Next FY:	\$	
Funding Source:		Annualized:	\$	
Cost Cntr/GL Acct(s) or Capital Project #:	CC:11, #630003	Total Amount:	\$	20,000
Total Budget:	\$ 20,000			

DISCUSSION

Regional Transit (RT) and its transportation partners have been meeting and discussing the opportunities associated with a bike share program for the Sacramento region. Bike share is a transportation program for facilitating short-distance point-to-point trips. In the transit context, bike share complements transit by providing “first mile” and “last mile” connections to/from transit hubs. Bike share is a strategy that can assist regions in reducing traffic congestion, vehicle miles of travel (VMT), and the associated greenhouse gas (GHG) emissions.

The outcome of these initial meetings has been recognition of the need for a Business Plan to address key questions and issues, address the feasibility and viability of a bike share system, and identify locations for bike share stations in the region. Developing a strategy for implementing and overseeing a bike share program, if appropriate for the region, will be an outcome documented in the Business Plan. August 2013 is the expected completion of the Business Plan.

Approved:

Presented:

Final 05/08/13

General Manager/CEO

Principal Planner

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As the lead agency, the SMAQMD has worked with its partners, including RT, to develop a mechanism for retaining a private consultant to address these questions and issues and prepare the Business Plan. The Memorandum of Understanding (MOU) formalizes this relationship with RT and the \$20,000 financial commitment is one of multiple agency financial commitments used to fund development of the Business Plan.

Contributors to the development of the Bike Share Business Plan are:

Organization	Contribution
Capitol Corridor	\$20,000
City of Davis	\$5,000
RT	\$20,000
SACOG	\$10,000
City of Sacramento	\$10,000
SMAQMD	\$20,000
UC Davis	\$5,000
City of West Sacramento	\$5,000
YCTD	\$5,000
Yolo-Solano AQMD	\$5,000
TOTAL	\$105,000

The Business Plan will address the following:

- Provide an overview of the required infrastructure, organizational options, and emerging technologies;
- Develop density analysis and key generators leading to locations for docking stations and conducting an equity analysis;
- Develop estimates of operating and capital costs, funding options, and pricing structures;
- Complete a “docking station” site analysis of 60+ potential locations in the region leading to a phasing of implementation;
- Assess and document the liability, ordinance, and policy issues associated with implementing a bike share program in the region along with recommendations;
- Document “Best Practices” in use in other communities and their application to the Sacramento region;
- Develop evaluation methodologies for on-going assessments of the bike share program and the benefits it is providing to the region; and
- Document how the bike share program can and will help the region achieve its mobility, health and air quality improvement goals.

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Bike share programs are presently operating in over 15 communities in the United States ranging from Washington DC, to Boulder and Denver, CO, Minneapolis MN, and Broward County and Miami Beach, FL. The programs in place range in size from a few dozen bikes to over 1,000 with the median number approximately 275 bikes. A number of regions/communities are in various stages of implementing bike share programs including, Seattle, the San Francisco Bay Area, Los Angeles, and New York City with bike share programs having up to several thousand bikes for customer use.

Bike share serves the “first and last mile” for trips that are typically work or errand related and/or are sightseeing/leisure related. Typical fee structures are free for the first 30 minutes, \$1 to \$3 for the next hour, \$5 to \$8 for the day, \$15 to \$60 for a monthly or quarterly membership, and \$40 to \$85 for an annual membership. Local residents typically purchase annual and quarterly/monthly memberships, while daily fees target occasional users, visitors and tourists. All fees are paid via credit cards at the docking stations. “Next generation” smart phone applications are being implemented most recently. Competitive pricing encourages turnover of the bicycles and increased usage for short-term/distance trips.

The management and administration of bike share programs in the United States range from non-profits to public/private partnerships to for-profit owner/operators to joint powers authorities to a single agency managing. Each of these options will be explored further and the pros and cons will be documented in the Business Plan along with a recommendation for the Sacramento region.

RESOLUTION NO. 13-05-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

May 13, 2013

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO EXECUTE A
MEMORANDUM OF UNDERSTANDING WITH THE SACRAMENTO METROPOLITAN
AIR QUALITY MANAGEMENT DISTRICT FOR THE BIKE SHARE BUSINESS PLAN**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the General Manager/CEO is hereby authorized to execute a Memorandum of Understanding with the Sacramento Metropolitan Air Quality Management District for the development of a Bike Share Business Plan and to provide funding in the amount of \$20,000 as RT's contribution to the development of the Business Plan.

PATRICK HUME, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary