



Transportation Committee

Meeting Date: August 4, 2022

Agenda Item No. 4

Approve Amendment to Bike Share Technical Expert Agreement

Consent

Prepared by: Nicole Porter

Attachments: No

Approved by: Kristina Svensk

Referring Committee: Not Applicable

1. Issue:

Consideration of an amendment to the Bike Share Technical Expert Agreement with Steer.

2. Recommendation:

The Bike Share Policy Steering Committee (PSC) unanimously recommends that the Transportation Committee recommend that the SACOG Board approve an amendment to the Bike Share Technical Expert Agreement to expand the scope of work, increase the contract budget to \$100,000, and delegate authority to the executive director to negotiate and execute the amendment.

3. Background/Analysis:

In February 2022, the PSC and SACOG Board approved a staff recommendation to spend up to \$25,000 on consultant services to assist Regional Bike Share partners in developing a Request for Proposals (RFP) for the next iteration of bike share in the region. The Bike Share Project Management Team (PMT) planned to use this RFP process to gather detailed information about what the bike share and shared micromobility marketplace is willing to bring to our region to maximize our opportunity for creating a system that better meets our goals, and to understand how certain market conditions, like exclusivity, would impact the finances and operations of a system. This effort is to inform the next iteration, and strategic direction, of bike share in the region.

4. Discussion/Analysis:

In June 2022, SACOG released an RFP to identify a bike share technical expert to assist partners in developing a solicitation for a bike share system that would be narrow enough in scope to attract a broad array of proposals, but broad enough to collect detailed information about various operating models and associated costs, benefits, opportunities, and challenges of those operating models. The PMT selected Steer as the bike share technical expert to assist with this work.

During initial discussions with Steer, the PMT discovered that this process would benefit from a more thorough research effort prior to the development of an RFP for a bike share system. Steer has substantial experience developing public-private partnership (P3) agreements for shared micromobility systems and an important learning from their experience involves developing a solicitation that is very specific about the operating model, available budget, and required service levels of the regional system. If the RFP is too broad in scope, it may not result in quality proposals from the marketplace and will likely not provide the detailed information partners are seeking. Given this information, the PSC recommends expanding the scope of work

for Steer to complete an existing conditions analysis, operating model analysis, and market sounding analysis to inform the development of the RFP. This will enable the PMT to bring options back to the PSC and SACOG Board for various operating models, pricing structures, and financing opportunities for consideration, with recommendations on next steps for developing an RFP. This would include recommendations on any additional changes to the bike share budget.

5. Fiscal Impact/Grant Information:

The SACOG board awarded \$3.9 million for the regional bike share project. This action would authorize spending up to \$100,000 on consultant services to complete an existing conditions analysis, operating model analysis, and market sounding analysis to inform the development of the RFP. Expenditures would remain within the approved budget amount.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal	2 : Connected Communities
	<p>Objective 2: Support innovative mobility options that develop equitable, accessible transportation options for all residents.</p> <p>Objective 3: Prioritize cost-effective transportation investments that enhance mobility while improving safety, air quality, and the condition of transportation infrastructure and assets.</p>