



Transportation Committee

Meeting Date: March 5, 2020

Agenda Item No. 9

Approve Marketing and Outreach Contract for the Regional Bike Share Project

Action

Prepared by: Sabrina Bradbury

Approved by: Matt Carpenter

Attachments: Yes

1. Issue:

Whether to contract for marketing and outreach services to assist city bike share partners in addressing bike and scooter parking and safety issues.

2. Recommendation:

That the Transportation Committee recommend that the board approve the release of a Request for Proposals for marketing and outreach for the regional bike share project and delegate authority to the executive director to negotiate and execute a contract with the selected vendor.

3. Background/Analysis:

On November 21, 2019, the SACOG Board of Directors approved a revised scope and budget for the Regional Bike Share program. This included funding to address a lack of micromobility device parking in disadvantaged and low-density areas, to launch a joint data sharing and monitoring project among the cities, and to address parking complaints through education and outreach efforts, and through piloting parking innovations in low-density areas. The approved budget includes up to \$135,000 for a consultant to develop and implement innovative marketing strategies and materials aimed at changing riding and parking behaviors of bike share and scooter share users. Attachment A is the draft scope of work for a marketing and outreach contract. Attachment B is the revised scope and budget approved in November 2019.

4. Discussion/Analysis:

With the launch of the bike and scooter share in the region, city staff have identified challenges with parking, safety, and rider education. Partner cities (Davis, Sacramento, and West Sacramento) continue to receive complaints about improperly parked bikes and scooters that are creating Americans with Disabilities Act issues as well as general safety issues. We have found that devices are parked improperly even when parking is available nearby. Additionally, many bike share and scooter share users do not realize that California State Law prohibits people from riding scooters on sidewalks but allows local jurisdictions to set their own regulations regarding bicycling on sidewalks (some jurisdictions allow bicycling on sidewalks while others do not).

The Bike Share Project Management Team is requesting that the Board approve the release of an RFP and delegate authority to the executive director to negotiate and execute a contract for a consultant to carry out these education and outreach efforts.

5. Fiscal Impact/Grant Information:

The SACOG board awarded \$3.9 million for the regional bike share project. This action is within the approved budget.

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

Goal 2 : Connected Communities

Objective 2: Support innovative mobility options that develop equitable, accessible transportation options for all residents.