



PROJECT	San Mateo County Shared Micromobility Feasibility Study	ORGANIZER	Libby Nachman
SUBJECT	Ad Hoc Advisory Group Meeting #2	DATE	April 11, 2022
VENUE	Zoom Video Conference	TIME	2-3:30 pm

Alta Planning + Design

- Libby Nachman, Planning Associate, Project Manager
- Jean Crowther, Principal In Charge
- Charlie Simpson, Planner

Foursquare ITP

- Andy Zalewski, Senior Transportation Planner

C/CAG

- Kim Wever, Transportation Program Specialist, Project Manager
- Kaki Cheung, Program Director
- Audrey Shiramizu, Transportation Program Specialist



Ad Hoc Advisory Group Attendees:

- Andre Huff, Genentech
- Dan Provence, Caltrain
- Emma Shlaes, Commute.org
- Matthew Stafford, Meta
- Malcom Robinson, C/CAG BPAC
- Chanda Singh, San Mateo County Planning & Building
- Justin Horng, SamTrans
- Heath Maddox, BART
- Patrick Gilster, SMCTA
- Rick Nahass, Pacifica Climate Committee
- Robby Bancroft, Small business in Pacifica
- Matt Petrofsky, County of San Mateo Office of Sustainability
- La Trice Taylor, Samaritan House
- Jessica Ho, San Mateo Community College District Utility & Sustainability Specialist
- Sigalle Michael, City of Burlingame
- Grace Le, San Carlos
- Jessica Klion, Foursquare ITP
- Malahat Owrang, RWC Engineering
- Anthony Montes, Silicon Valley Bicycle Coalition

Agenda/Notes

Topic	Subtopics / Notes
1. Welcome, Introductions, & Recap of Last Meeting	
2. Agenda Overview	
3. Shared Micromobility Feasibility Analysis Summary	<ul style="list-style-type: none"> a. Draft Results b. Explanation and discussion of 5 determinants of feasibility: <ul style="list-style-type: none"> a. Plan & Policy Review b. Demand Analysis

Topic	Subtopics / Notes
	<ul style="list-style-type: none"> • Malcolm Robinson, C/CAG BPAC: Why low demand in areas that are more rural and have, for example, a mile to the nearest grocery store? Thinks there is an opportunity in these areas for a mode shift to use shared micromobility. Is there a model that doesn't rely on high density areas or where you have it for longer periods of time? (paraphrasing this) <ul style="list-style-type: none"> ○ Response to Malcolm from Heath Maddox (BART) via chat: Also, there could be demand in less dense areas for relatively short non-car trips (<1mile), but hard to meet that demand with SHARED micromobility. c. Barriers Analysis • Emma Shlaes, Commute.org: (From Chat) Though Caltrain is a barrier there are definitely lots of safe crossings of it for micromobility. 280 and 101 have less frequent crossings d. Equity Analysis • Malcolm Robinson, C/CAG BPAC: Asking if shared micromobility is typically expensive? Has never used bike share. In terms of equity, mentioned having to have a credit card...asking how we support equity? • (In response to Malcolm) <ul style="list-style-type: none"> ○ Emma Shlaes, Commute.org: Bay Wheels has options for those who are unbanked or don't have credit card...would highly support that ○ Heath Maddox, BART: (From chat) equity measures for payment are well documented in other communities a. Program Opportunity & Resource Analysis
<p>4. A Look Ahead / Discussion</p>	<ul style="list-style-type: none"> a. Establishing a Vision & Performance Measures (Alta) <ul style="list-style-type: none"> i. Vision discussion & Poll #1 <ul style="list-style-type: none"> • Matthew Stafford, Meta: Vision comment from poll was "Ubiquitous, affordable, well-maintained". Matthew elaborated and mentioned that the Bay Wheels was too expensive and that affordability is crucial for long-term viability. • Dan Provence, Caltrain: Density is important. (I think Dan means density of stations versus population). Affordable, having low-cost option • Anthony Montes (SVBC Organizer): Had a vision comment of "community-owned"... Anthony says it could mean that we are maximizing public space that is accessible and that the physical equipment may be owned by community b. Best Practices Review (Alta) <ul style="list-style-type: none"> ii. Discussion of various topics to consider for a best practices review (e.g. operational models, implementation process, funding mechanisms, etc.) iii. Poll #2 & #3 c. System Type & System Location(s) (Alta)

Topic	Subtopics / Notes
	<ul style="list-style-type: none"> iv. Overview of system types v. Poll #4 & #5 <ul style="list-style-type: none"> • Heath Maddox, BART: In quasi-suburban context, it may be hard for the program to be self-sustaining because of the lack of density, it will be costly....maybe the program should be thought of as more of supporting economic development...it will take money (in response to cost effective and self-sustaining program goal being #1 in the system type poll) <ul style="list-style-type: none"> ○ Emma Schlaes, Commute.org: Agrees with Heath’s comments about self-sustaining program...from chat: True, I don’t think any bike share is self-sustaining • Kim Wever, C/CAG: Saw safety as a priority from folks and that should be a priority when considering system type. Jurisdictions may not want shared micromobility at all, which would affect a seamless system in terms of location (such as Atherton). • Malcolm Robinson, C/CAG BPAC: Thinks mode shift is important (replace motor vehicle trips wasn’t good enough wording for them) • Rick Nahass, Pacifica Climate Committee: <ul style="list-style-type: none"> ○ A lot of flat trails that run along the coast. Wondering if those trails play a part in our analysis. ○ Lots of people drive to the coast, so bike share may not be supporting climate but would be supporting tourism/economic development. d. Business Plan & Financial Analysis (Foursquare ITP) <ul style="list-style-type: none"> vi. Overview of topics covered in future business plan & financial analysis (e.g. Governance, Operations, Funding, Technology) <ul style="list-style-type: none"> • Malcolm Robinson, C/CAG BPAC: Are there community-based models for vendors that aren’t solely profit-based? e. Develop Program Guidelines and Regulatory Framework (Foursquare ITP) <ul style="list-style-type: none"> vii. Defining the deliverable & Poll #6 <ul style="list-style-type: none"> • Malcolm Robinson, C/CAG BPAC: Thinks we should have a flexible system depending on the area of the County
<p>5. Next Steps</p>	<ul style="list-style-type: none"> • Kaki Cheung, C/CAG: Asked if there was a point before June where they would ask for feedback/input. <ul style="list-style-type: none"> ○ Matthew Stafford said if something was available sooner, then it would be nice to review (Matt Petrofsky says if its available; Emma Shlaes and Rich Nahass agrees; Heath Maddox fine to wait but would like to review before meeting

Poll Responses

Poll #1 Using three words, describe your vision for a shared micromobility program in San Mateo County. (please use hyphens between words if you are submitting a phrase, e.g. a-safe-place)



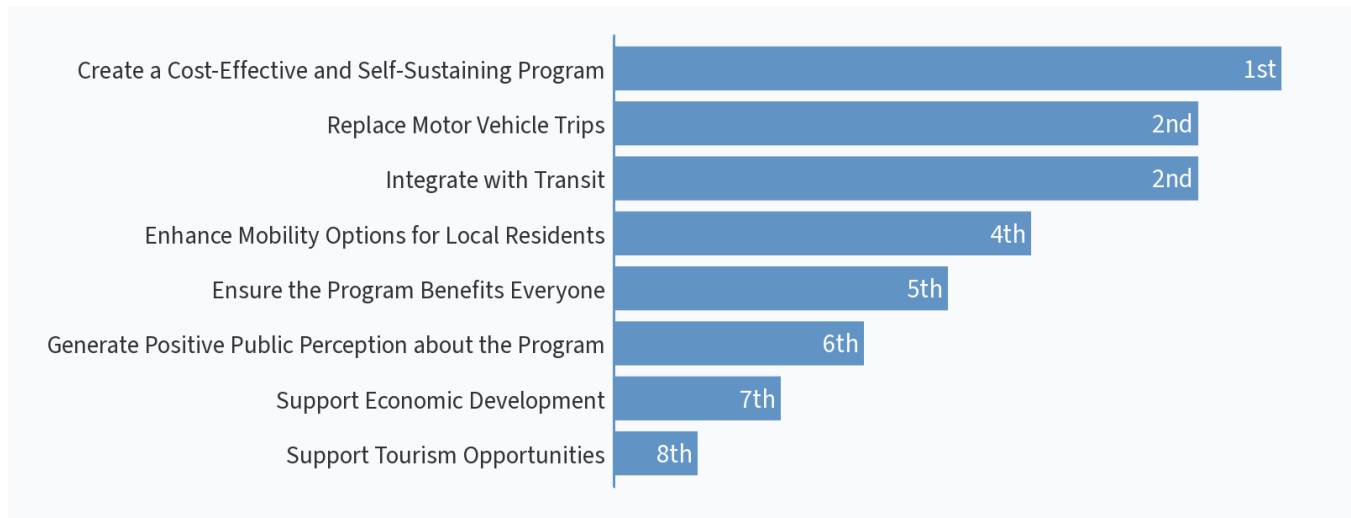
Poll #2 Please rank these possible topics in order of interest for the study team to investigate to inform a program in San Mateo County.



Poll #3 What other best practices would you like the study team to investigate to inform a program in San Mateo County?

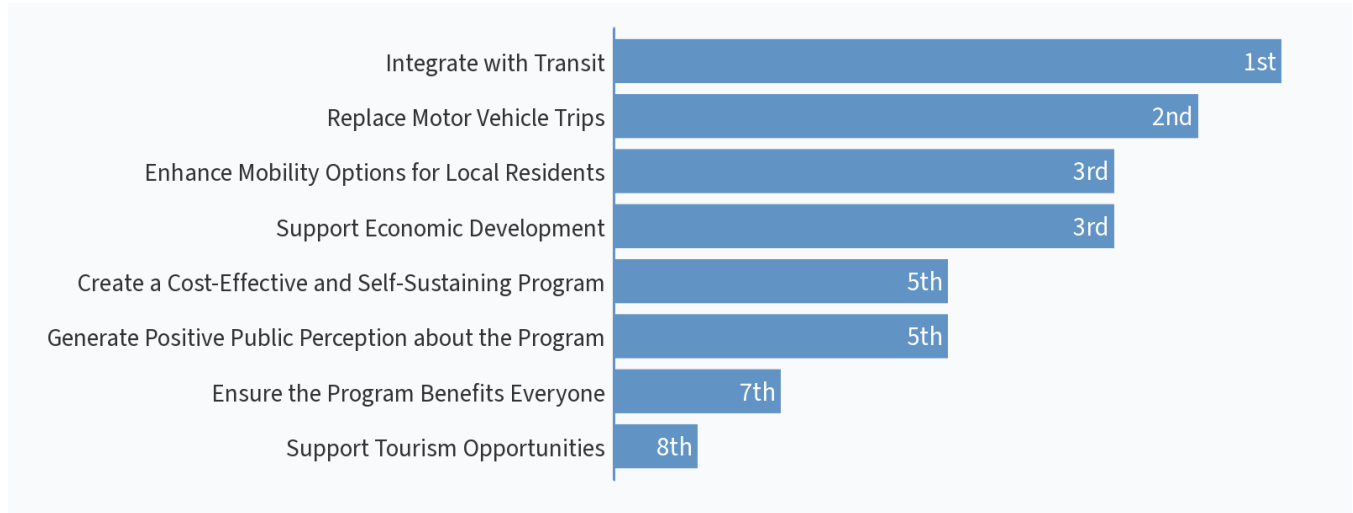
- full cycle lifespan of devices
- how to creatively fund program if no funding is available
- Safe usage on streets with higher speeds v low speed bike lane usage
- Minimal profiteering by potential vendors
- fare integration with transit
- partnerships with transit
- back up plan if company goes away
- docked v. dockless options, local business/community involvement, rebalancing, liability, guaranteeing longevity/long-term reliability to foster mode shift
- Climate and Environment Education - trails usage in non-dense areas
- Municipal subsidies in Washington DC to keep prices low
- Success cases around the world - U Bike in Taiwan is super successful, affordable and reliable that has been incorporated in a lot of people every day life since launch.
- Leasing option
- long term vs. short term loan
- Local business and community support
- rebalancing best practices, operations specifically at transit stations
- alternative bike share like tricycles for people of alternate abilities
- scooters vs. bicycles
- marketing and outreach

Poll #4 Select the top three program goals that should be prioritized when considering system type.





Poll #5 Select the top three program goals that should be prioritized when considering system location.



Poll #6 Do you have a top regulatory concern for micromobility?

- Geo fencing
- geofencing
- data sharing/security
- CPSC
- Sidewalk / ADA access
- sideWALK clutter
- sidewall clutter
- Helmet requirements
- Making sure vehicles meet state and federal standards.
- Lack of stable public sector funding
- safe parking
- Vehicle distribution
- Clear vision from SMC leadership on program goals, and support for mode shift
- Fossil fuel energy being used in the maintenance and/or administration of devices.
- Different regulations in different jurisdictions leading to confusion for customers