



# San Mateo County Shared Micromobility Feasibility Study

C/CAG Bicycle and Pedestrian Advisory Committee



July 28, 2022

# AGENDA

- Shared Micromobility Draft Recommendations Summary
  - Governance
  - Program Costs
  - Plan Development
  - Potential Pilot Locations
- Next Steps

# Recommendation Development





# Program Recommendations

# Governance and Management

- Multijurisdictional Program
- Contract out to one or more private, third-party operators
- Single organization as the program manager, with support from other organizations in specialized roles
- Individual jurisdictions opt into the program
- Establish a Governance Committee
- Establish a process for Escalating Complaints and Issues



# Governance and Management

## Key Factors for Governance Recommendation:

- Reduce duplication of effort among jurisdictions.
- Address the expertise gap
- Achieve greater economies of scale.
- Balance local control with region coordination.
- Provide riders a seamless journey irrespective of jurisdictional boundaries



# Program Manager Responsibilities

<b>Primary Responsibilities (lead role)</b>	<b>Secondary Responsibilities (optional role or delegated to a partner)</b>
Pre-Procurement	Program Monitoring & Data Management
Procurement	Marketing & Community Engagement
Coordination	System Planning
Contract Management	Fundraising & Grant Management
Manage Issues	
Public Communication	

# Program Costs by Scenario

Scenario	Approximate Annual Operating & Capital Costs
No Action	<ul style="list-style-type: none"><li>• Capital: none</li><li>• Operating: Unknown</li></ul>
Regional Program Oversight & Contract Management	<ul style="list-style-type: none"><li>• Capital: Minimal</li><li>• Operating: \$100,000 - \$150,000 per year</li></ul>
Subsidized System	<ul style="list-style-type: none"><li>• Capital: Minimal</li><li>• Operating: \$200,000 - \$250,000 per year</li></ul>
Fully Publicly Owned System	<ul style="list-style-type: none"><li>• Capital: Major (\$1.6 million in start-up costs; (\$2,500 per vehicle*; \$2,500 per parking location)</li><li>• Operating: \$650,000 per year</li></ul>

*\*All scenarios assume 500 bicycles and limited new infrastructure for parking locations/hubs.*



# Program Scenario Recommendations

## Scenario 2 Recommendation:

*(Regional Program Oversight & Contract Management)*

- Procure private operator through a **competitive RFP**
- **Public costs limited** to procurement, oversight, & contract management

## Scenario 3 Recommendation:

*(Subsidized System)*

- Above items + **negotiate a program subsidy** in return for operator guarantees

# System Type

- Preferred vehicle type: E-bikes
- Option to include manual bikes and/or e-scooters as determined by individual jurisdictions
- Preference for a Hybrid or Dockless system, though Docked is also feasible (determined by chosen operator)





# Plan Development

# Program Implementation

## Phase 1 Pilot Program:

- 1 of 5 Potential Pilot Program Service Areas
- Service area will be contiguous where it covers multiple jurisdictions
- 500 vehicles per Pilot Program Service Area
- 50 stations/hubs (if a docked or hybrid system is chosen) per Service Area
  - 1.6-2.0 designated parking spots per bike/scooter
  - 16 hubs per square mile in high density locations

# Program Implementation

## Criteria for Potential Pilot Program Service Areas:

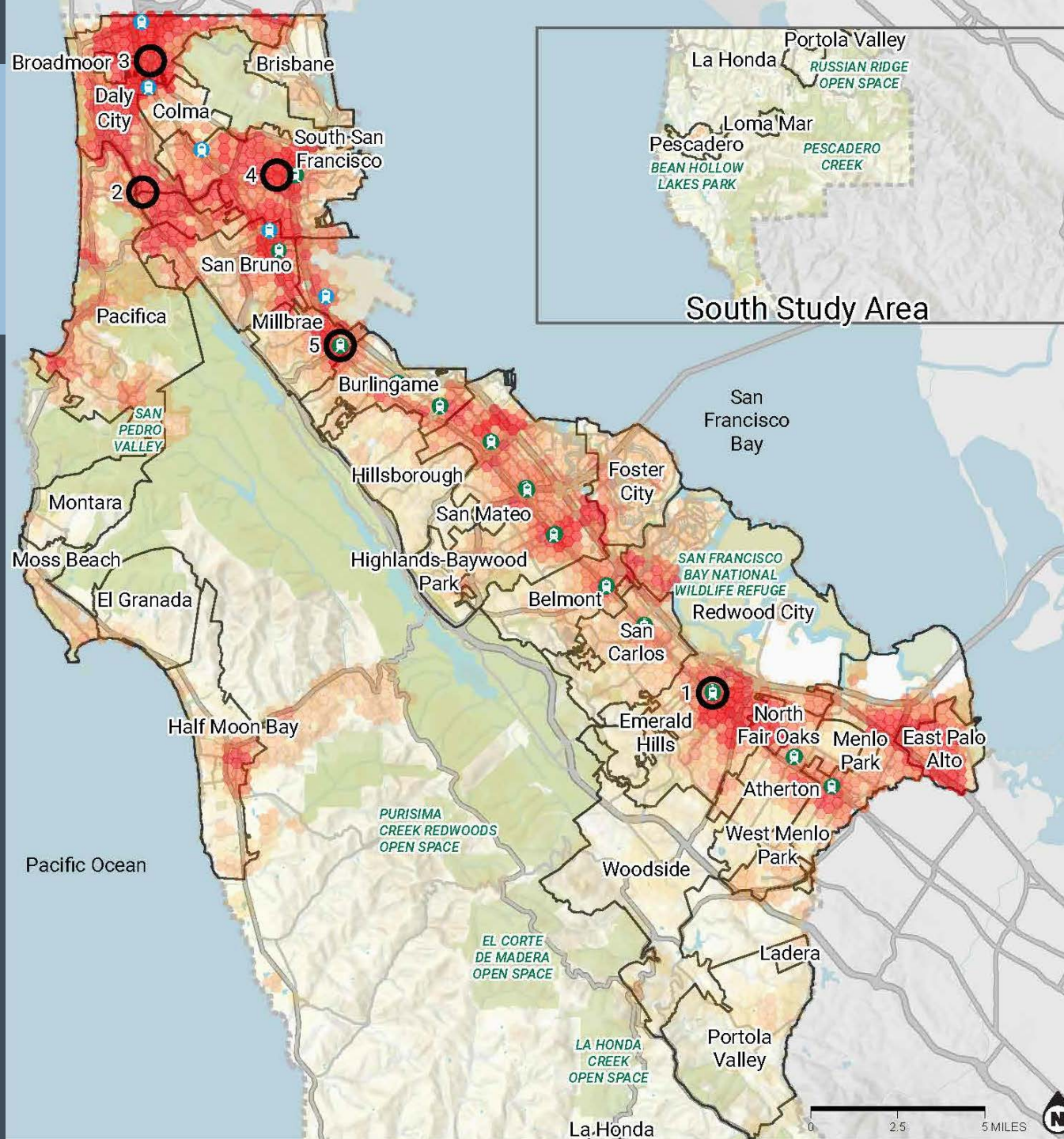
- Equity Focus Areas
- Proximity to Transit
- Proximity to Barriers
- Demand



# Pilot Program Options

ONE of the following multijurisdictional markets:

- Redwood City & North Fair Oaks
- Daly City, Pacifica, South San Francisco, & San Bruno
- Daly City & Broadmoor
- South San Francisco & Unincorporated San Mateo County
- Millbrae & Burlingame



# Phase 2 System Expansion

- Expand based on factors such as:
  - Ridership
  - Funding
  - Infrastructure
  - New indicators of demand
  - Political will/agency capacity
- Satellite program in **coastal communities**
  - Consider alternate service models

# Phase 2 System Expansion

## Phase 2 should consider:

- Other 4 pilot program options
- Expansion to jurisdictions adjacent to initial Phase 1 Pilot Program
- Other high-scoring areas from the pilot analysis, such as:
  - East Palo Alto / Menlo Park
  - San Mateo / Foster City
  - San Bruno / Millbrae / South San Francisco



# NEXT STEPS

- Draft Program Recommendations feedback
  - Today or submit via email to Kim Wever ([kwever@smcgov.org](mailto:kwever@smcgov.org)) by Friday, August 5<sup>th</sup> at 5pm
- Draft Implementation Plan and Program Guidelines
  - August/September Committee Meetings
  - To recommend Board approval at their October meeting



# THANK YOU. QUESTIONS?

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