



San Mateo County Shared Micromobility Feasibility Study

C/CAG CMP Technical Advisory Committee

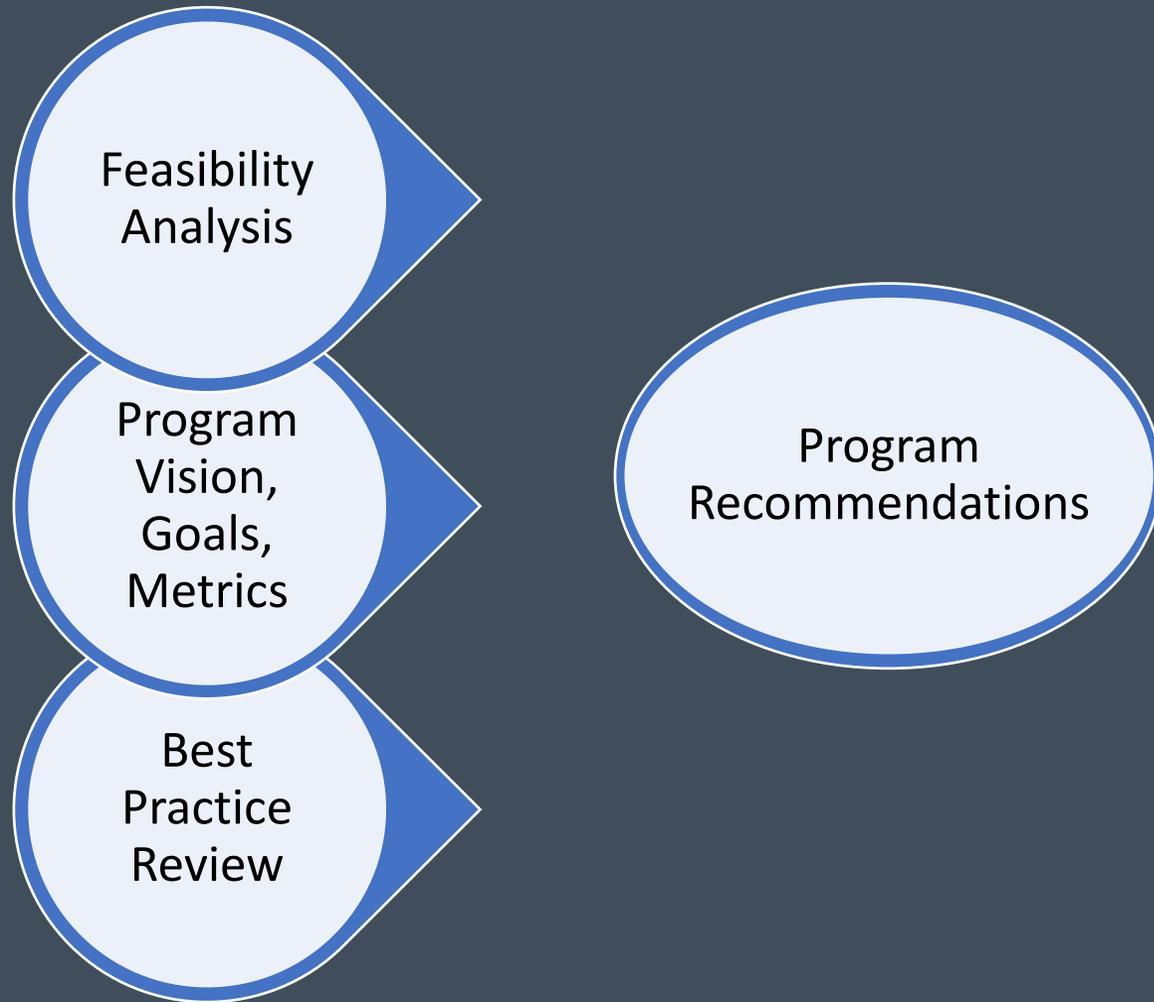


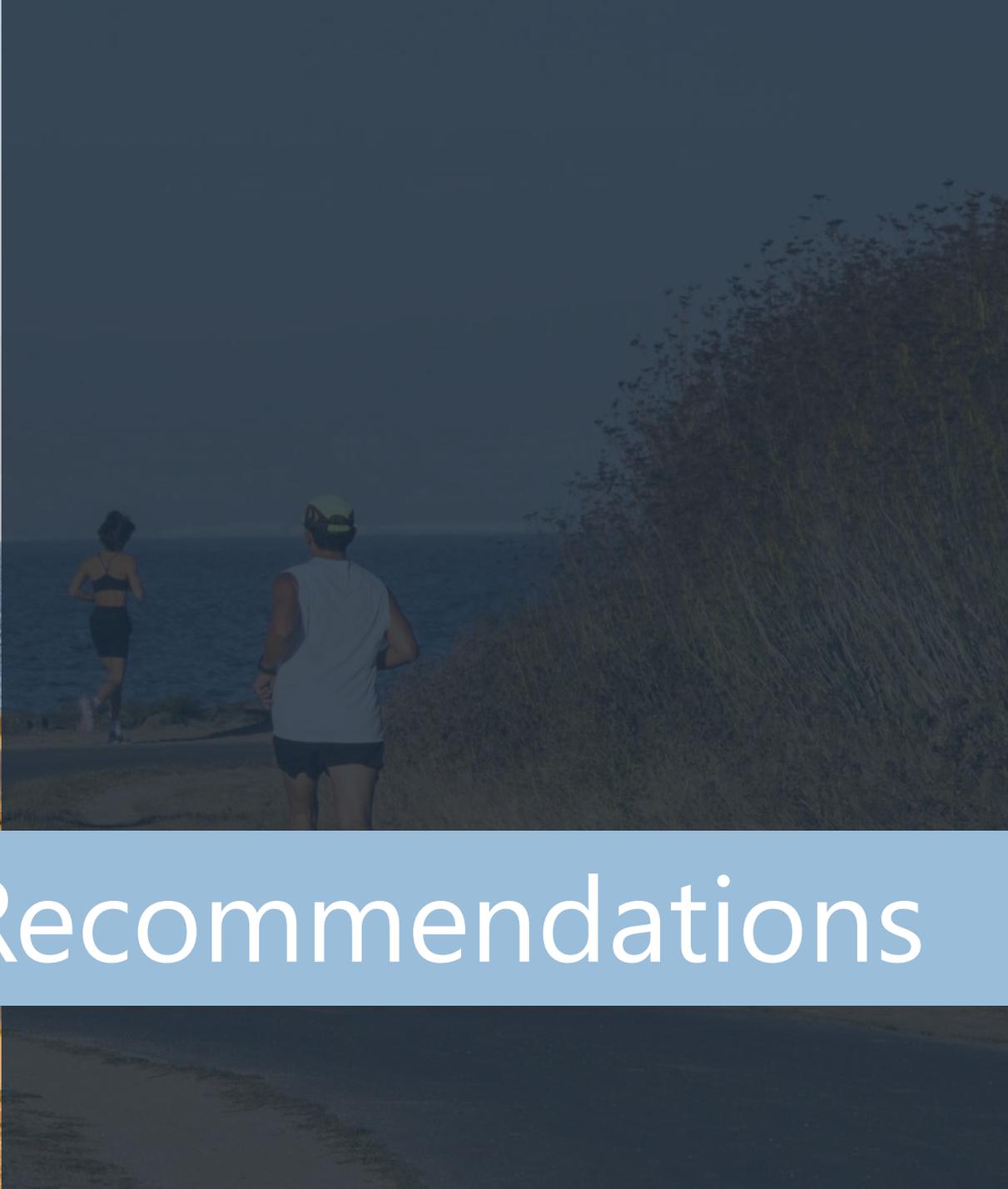
August 18, 2022

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

Primary Responsibilities (lead role)	Secondary Responsibilities (optional role or delegated to a partner)
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
1)	No Action	<ul style="list-style-type: none">• Capital: none• Operating: Unknown
2)	Regional Program Oversight & Contract Management	<ul style="list-style-type: none">• Capital: Minimal• Operating: \$100,000 - \$150,000 per year
3)	Subsidized System	<ul style="list-style-type: none">• Capital: Minimal• Operating: \$200,000 - \$250,000 per year
4)	Fully Publicly Owned System	<ul style="list-style-type: none">• Capital: Major (\$1.6 million in start-up costs; (\$2,500 per vehicle*; \$2,500 per parking location)• Operating: \$650,000 per year

**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:

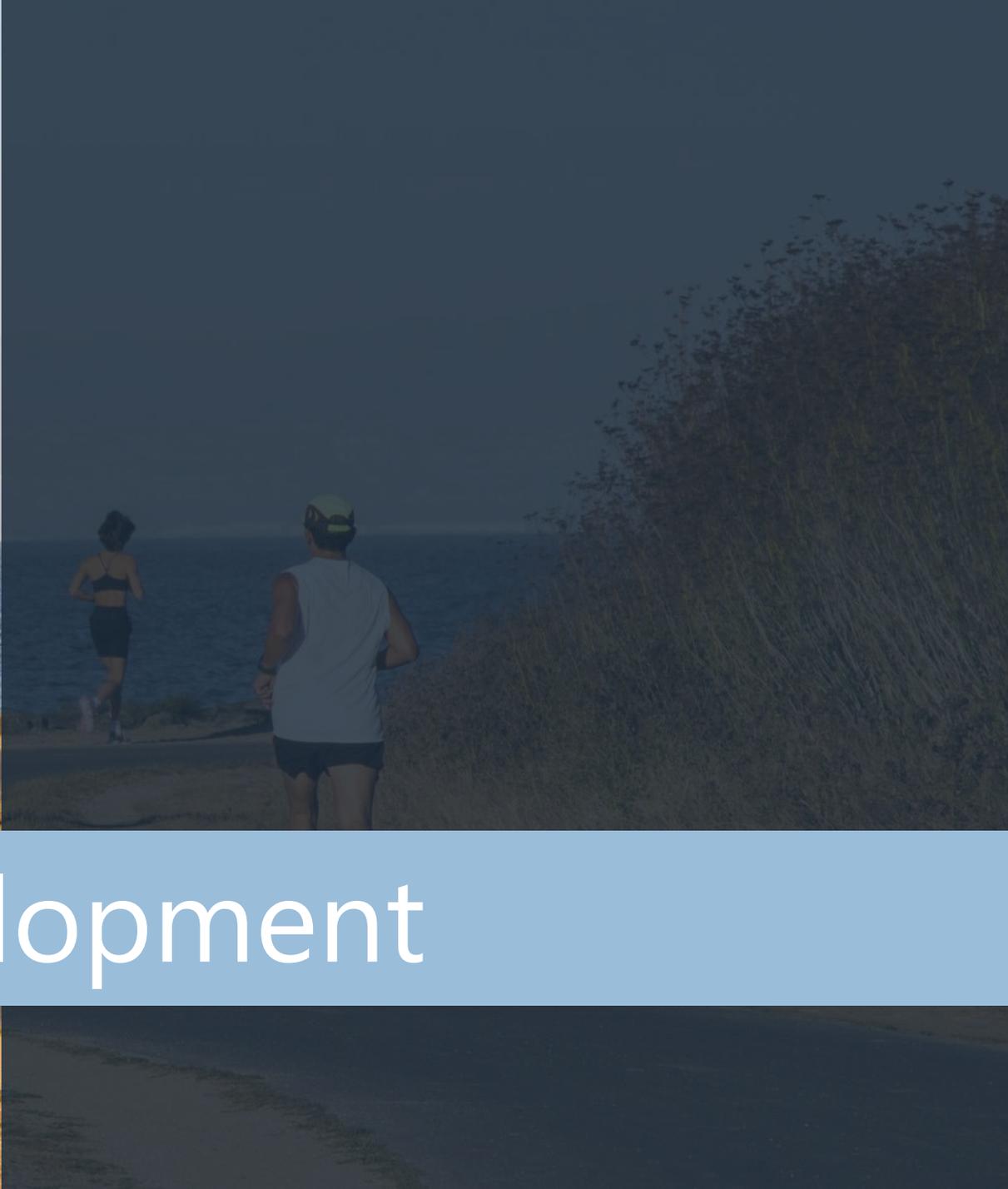
(Subsidized System)

- 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

Criteria for Potential Pilot Program Service Areas:

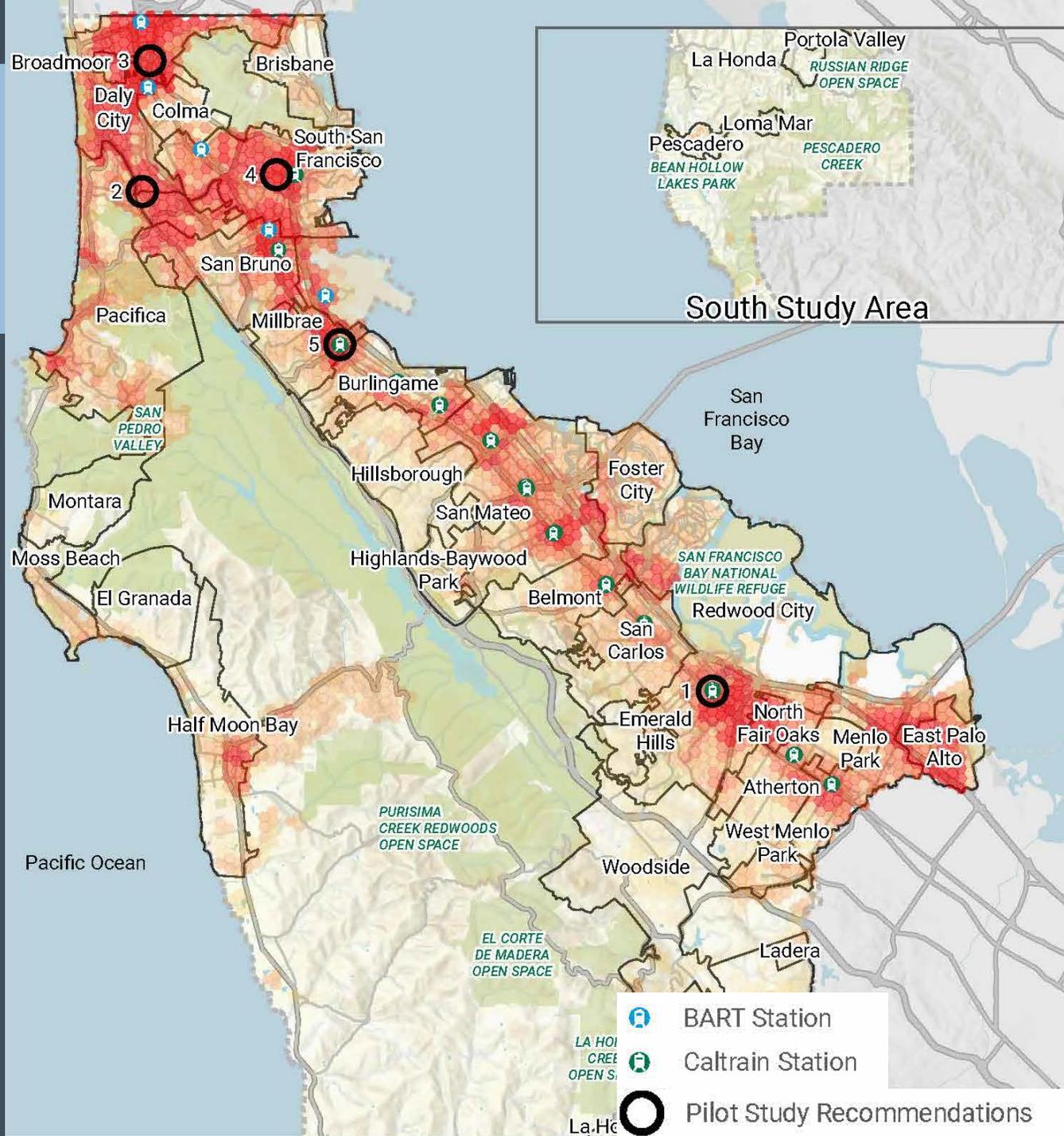
- Equity Focus Areas
- Proximity to Transit
- Proximity to Barriers
- Demand



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



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

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) by Thursday, September 1st at 5pm
- Draft Implementation Plan and Program Guidelines
 - September Committee Meetings
 - To recommend Board approval at their October meeting



THANK YOU. QUESTIONS?

C/CAG

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