



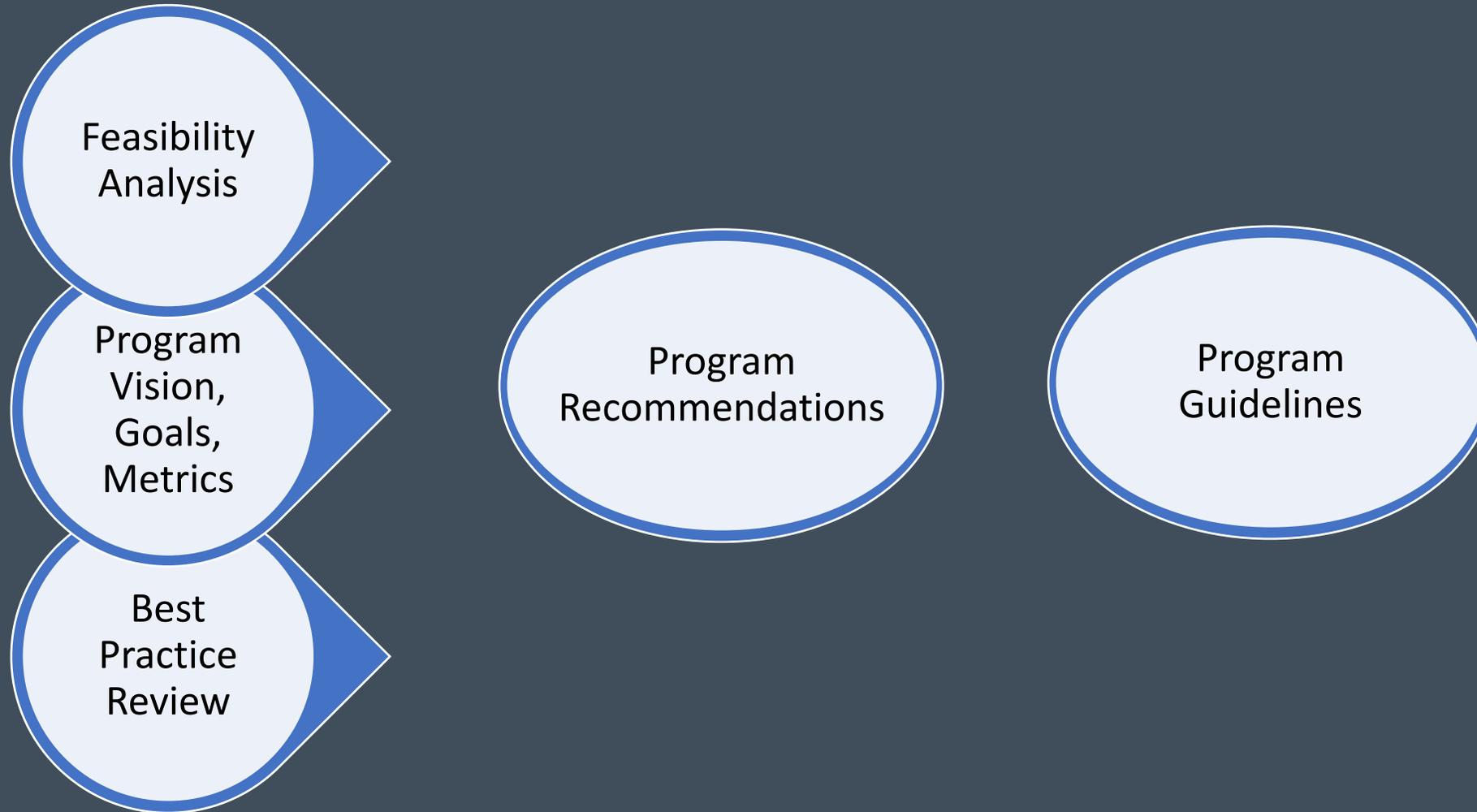
San Mateo County Shared Micromobility Feasibility Study

C/CAG Board of Directors



September 15, 2022

Deliverables Thus Far



Program Feasibility

Demand Analysis
Results

High

Destinations +
Barriers Analysis
Results

Medium -
High

Equity Analysis
Results

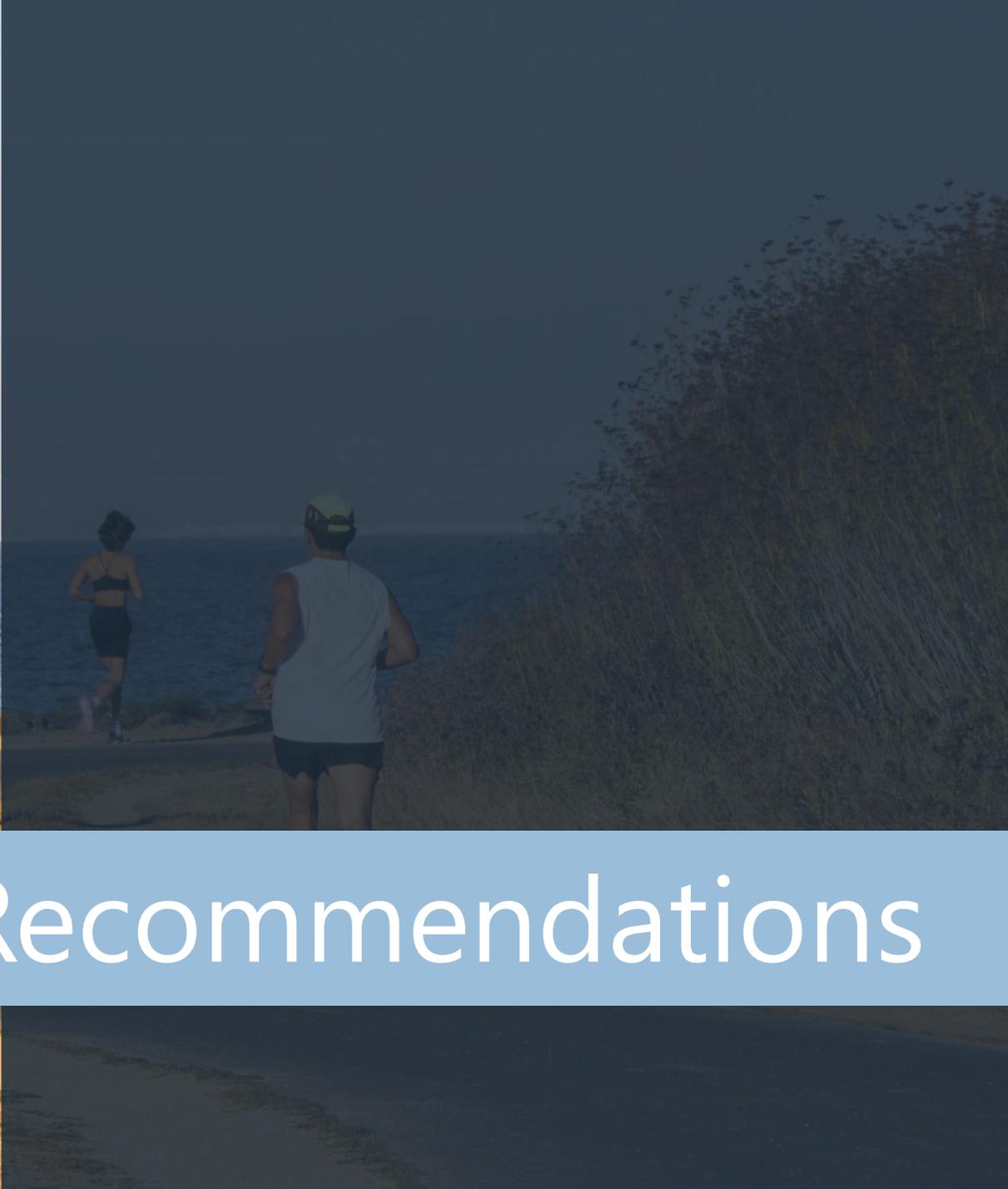
High

Program
Opportunity +
Resource
Analysis Results

Medium -
High



A Program is Feasible!



Program Recommendations

Recommended Program Model



Governed by a Committee
Consisting of Participating
Jurisdictions



Centrally Managed by
Program Manager



Limited-Period Pilot
Program



RFP Procurement of
Vendor

Governance



- Jurisdictions would opt into a pilot program
 - *Goal to keep pilot geographically contiguous*
- Pilot would be at least a 1 to 2 years commitment
- Governing body composed of jurisdictions would function like a board, coming to binding decisions on the program
- The governing body would discuss program issues, share lessons learned, and resolve problems

Program Manager



- Centralized program manager
- Responsible for day-to-day management and interjurisdictional coordination
- Manager yet to be identified but ideally an organization with county-wide responsibilities
- Possible candidates for program manager:
 - C/CAG
 - SamTrans
 - San Mateo County Government

RFP Procurement



- Single vendor
 - Exclusivity provides greater stability for operator
 - Single vendor easier to manage for pilot
- Preferred approach over a simple permit program
 - Competitive
 - Allows vendors to propose solutions and provide input
 - Enables jurisdictions to assess the total value of proposers

Pilot Program



- Limited-period pilot (e.g. 1-2 years with option years)
- Pilot is an opportunity to work through program issues and refine management and contracting processes
- Reduces degree of commitment by jurisdictions and program manager
- Would (hopefully) conclude with recommendations for a permanent program approach

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)



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 Implementation

Criteria for Potential Pilot Program Service Areas:

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



Program Implementation

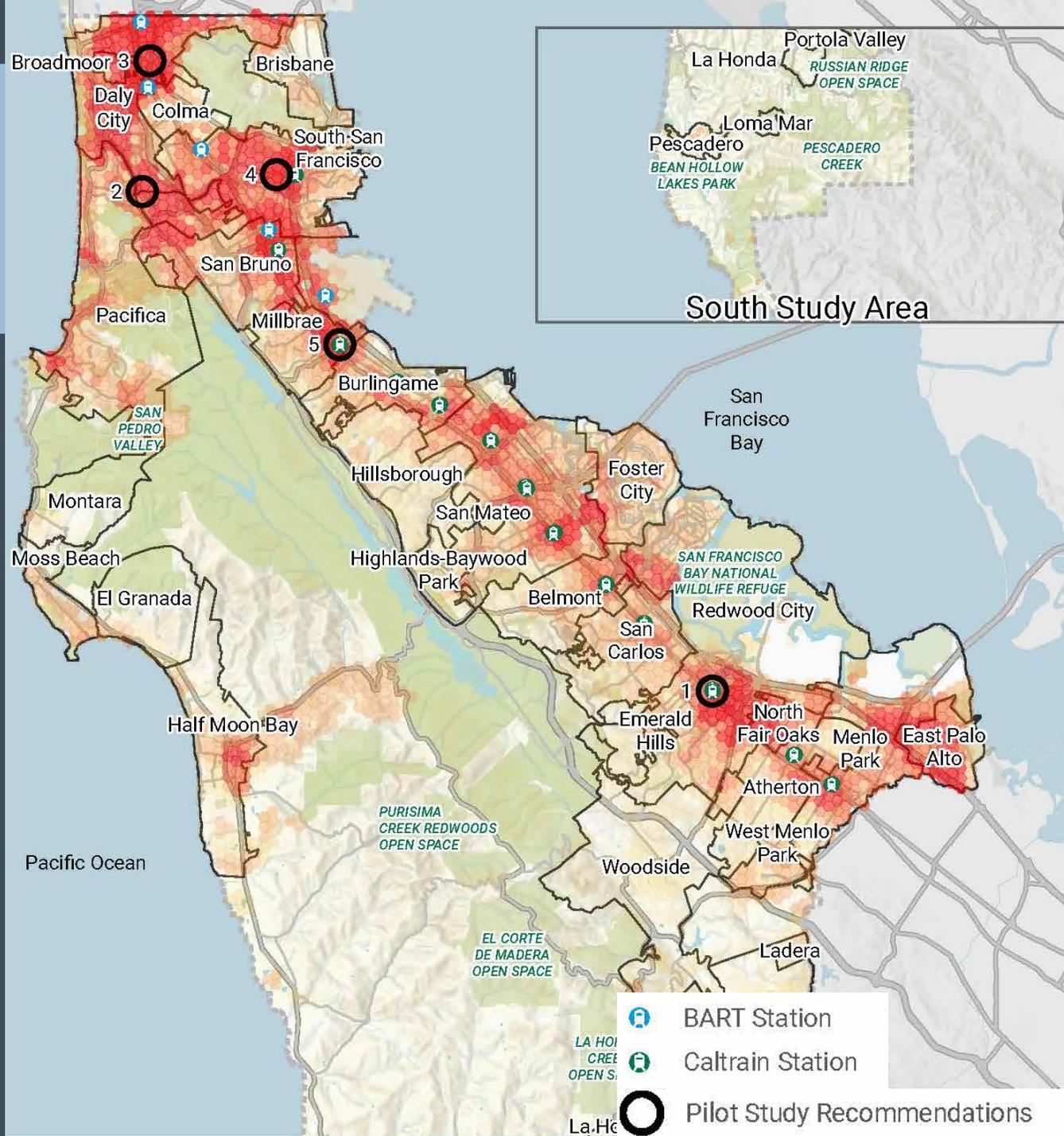
Phase 1 Pilot Program:

- 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

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



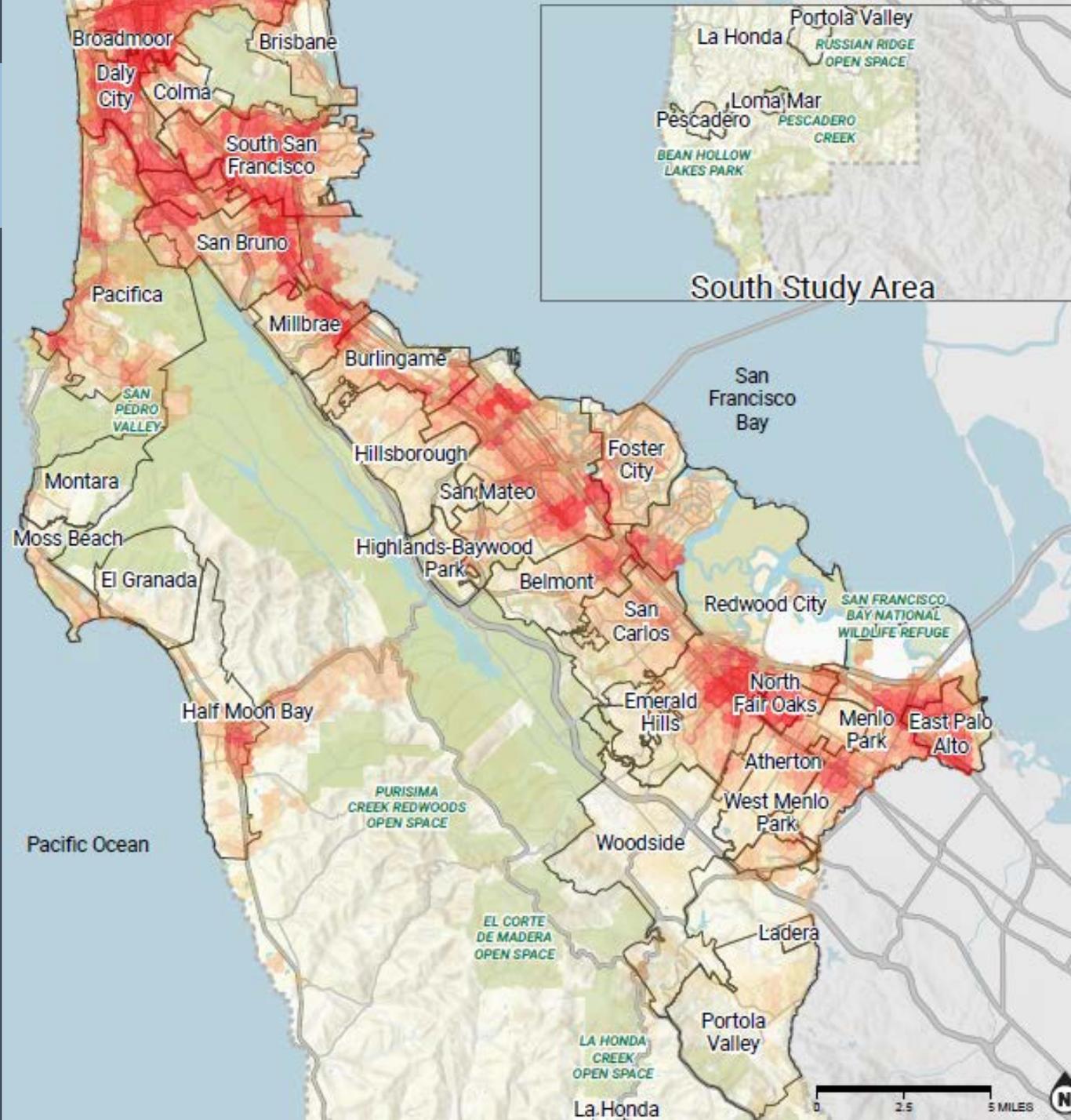
Phase 2 System Expansion

- 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

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





Program Guidelines

Background

- Guidelines = technical requirements of vendor contract.
- Outline contract requirements, service level agreements, and responsiveness.
- Study team has developed recommended requirements based on:
 - *Existing local regulations*
 - *Regional standard practice*
 - *Project goals and objectives*
 - *Industry best-practice*



Program Guidelines

Recommended Program Guidelines include the following topics:

- *Vehicle Requirements*
- *Rider, Age, and Helmet Regulations*
- *Fleet Size and Distribution*
- *Parking Regulations*
- *Insurance Requirements*
- *Data Sharing*
- *Vehicle Maintenance Requirements*
- *Customer Service & Complaints*
- *Equity*
- *Enforcement*
- *Program Fees & Subsidies*
- *User Fees*



Program Development

Key Unknowns

- Some of the key decisions to be made:
 - 1) Who will manage the program?
 - 2) Recruit jurisdictions to participate in the pilot.
 - 3) Sources and total amount of funding available.

Mitigating Risk

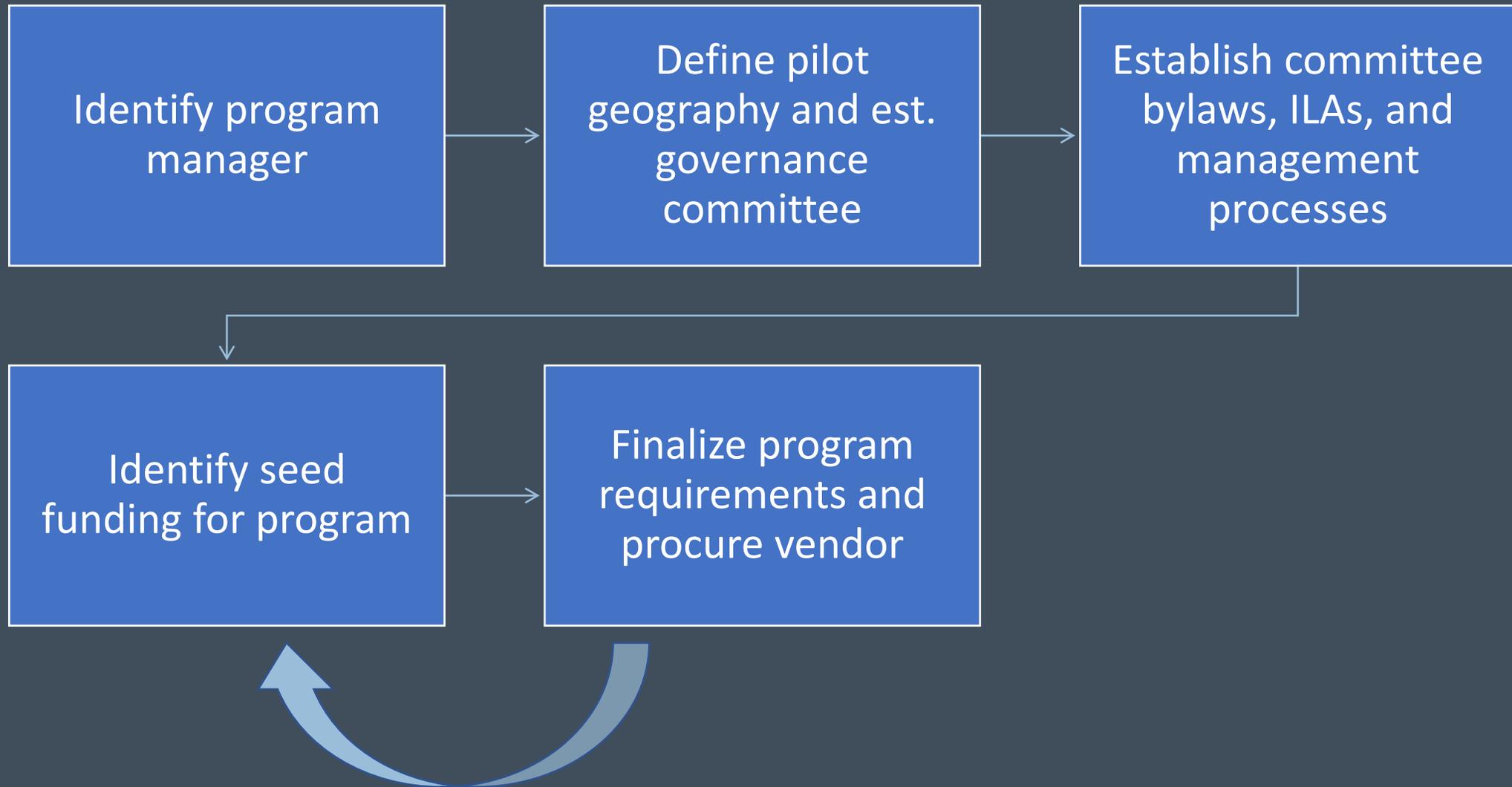
- **Potential Risk**

- Jurisdiction Liability
- Operator Exit
- Jurisdiction Departure
- Funding Shortfall

- **Mitigation Strategies**

- Strong program requirements and procedures
- RFP due diligence and operator qualifications / track-record
- Fair and clear enforcement mechanisms
- Diversified funding
- Minimize Costs

Next Steps



THANK YOU. QUESTIONS?

C/CAG

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