



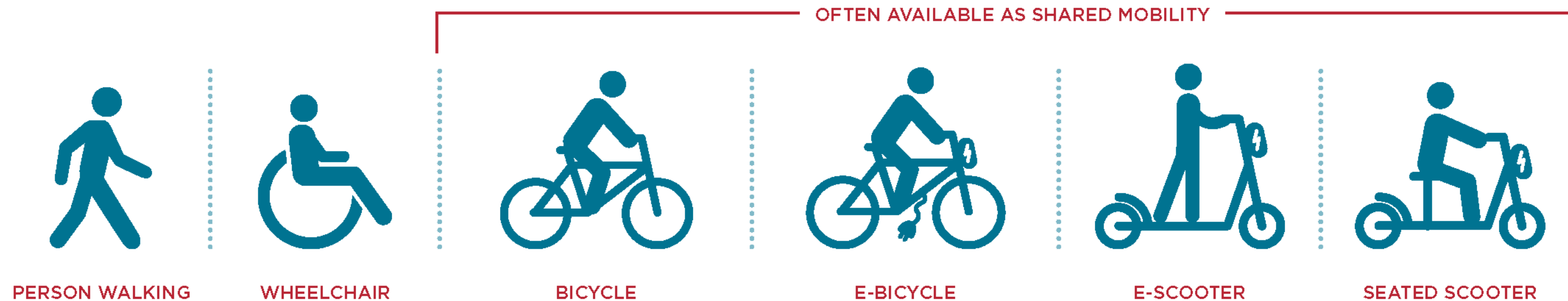
San Mateo County Shared Micromobility Feasibility Study and Implementation Plan

Resource Management and Climate Protection Committee
October 19, 2022



What is Shared Micromobility?

- Network of shared vehicles
- Quick and convenient option for short, one-way trips (usually 15-45 minutes)
- E-devices give an electric “assist” to help new and experienced bike riders get around more easily



How to use shared micromobility



Sign Up



Check Out



Ride



Lock

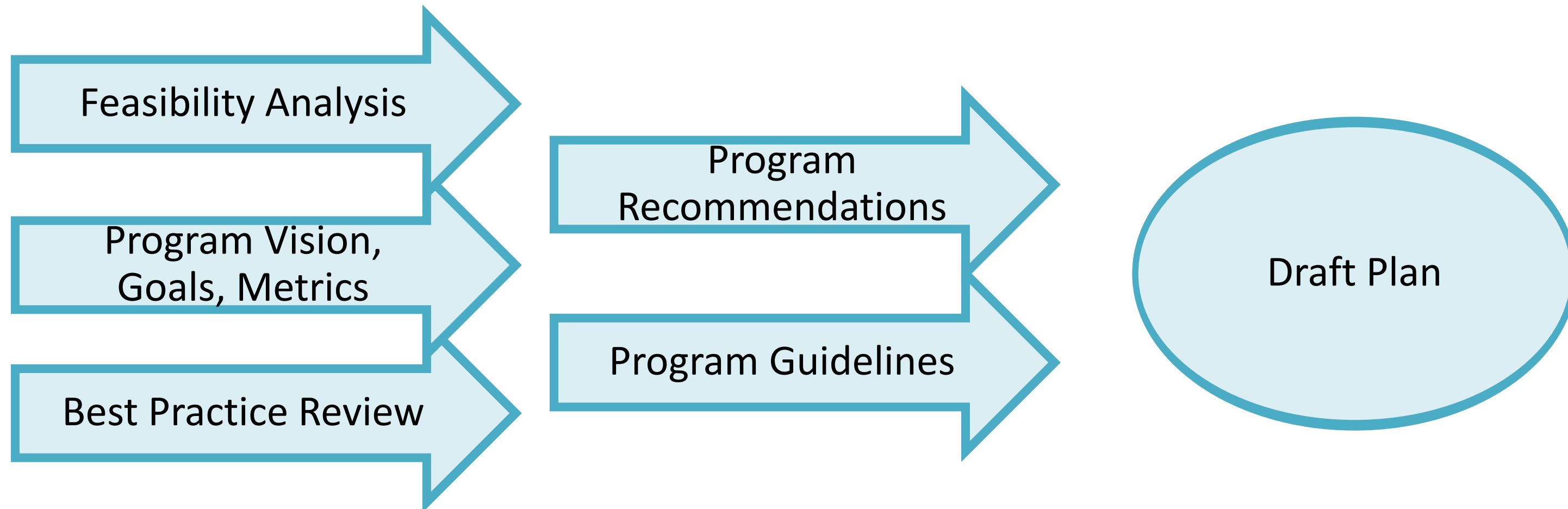
Proposed Program Goals

- Replace Motor Vehicle Trips
- Integrate with Transit
- Ensure the Program Benefits Everyone
- Enhance Mobility Options for Local Residents
- Create a Cost-Effective and Self Sustaining Program
- Support Economic Development
- Generate Positive Public Perception about the Program
- Support Tourism Opportunities

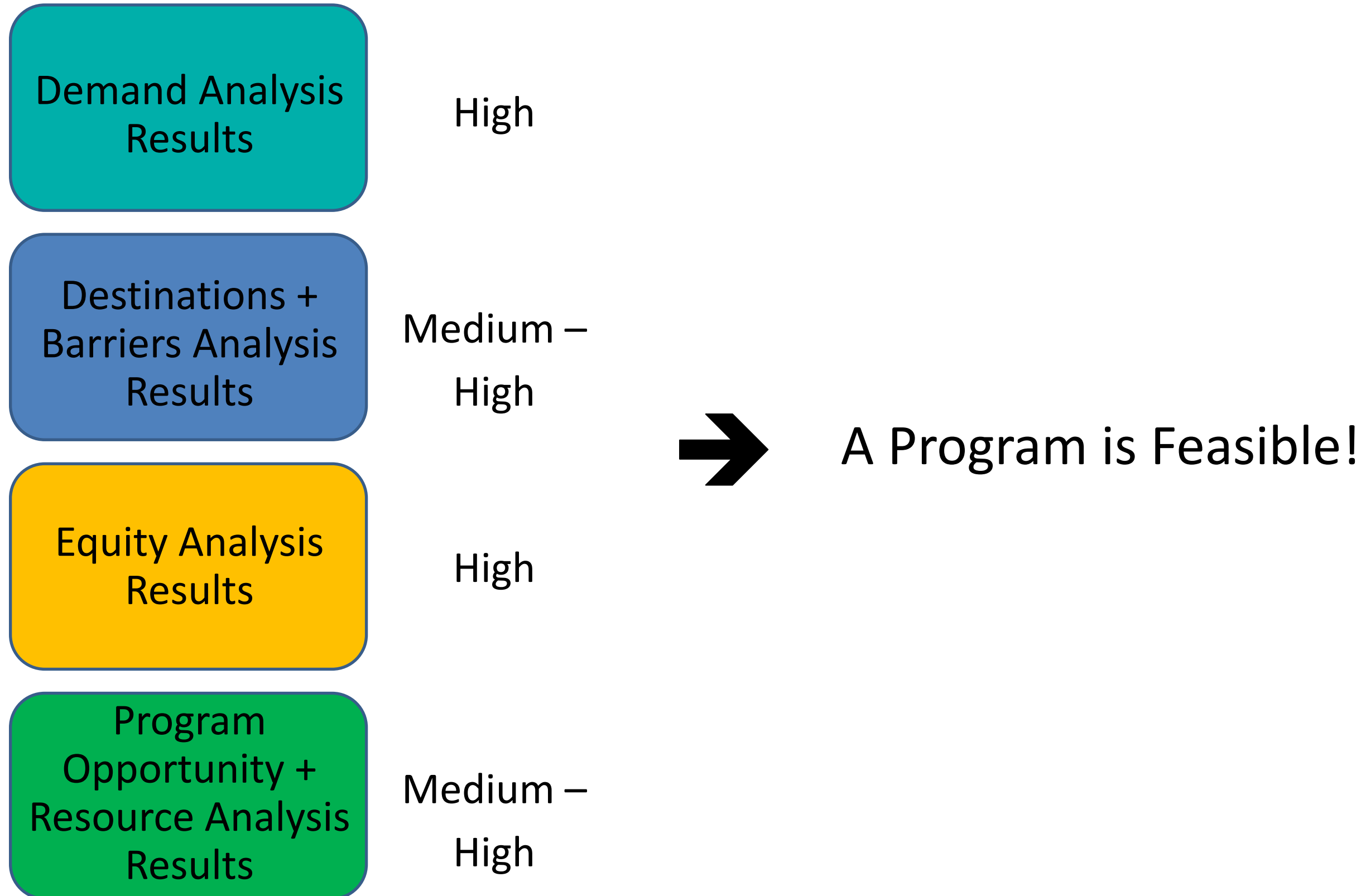




Project Overview



Program Feasibility



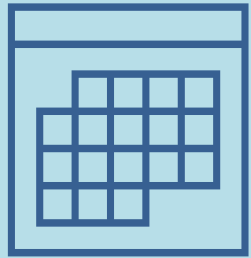
Proposed Program Structure



Governed by a Committee
Consisting of Participating
Jurisdictions



Centrally Managed by
Program Manager



Limited-Period Pilot
Program



RFP Procurement of Vendor

Recommended Program Manager

- C/CAG is the recommended program manager
 - Countywide program scope
 - Proven ability to build consensus across jurisdictional boundaries
 - General support from the C/CAG Board on the project concept
 - Program's ability to reduce vehicle miles traveled

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)



Pilot Program

Criteria for Potential Pilot Program Service Areas:

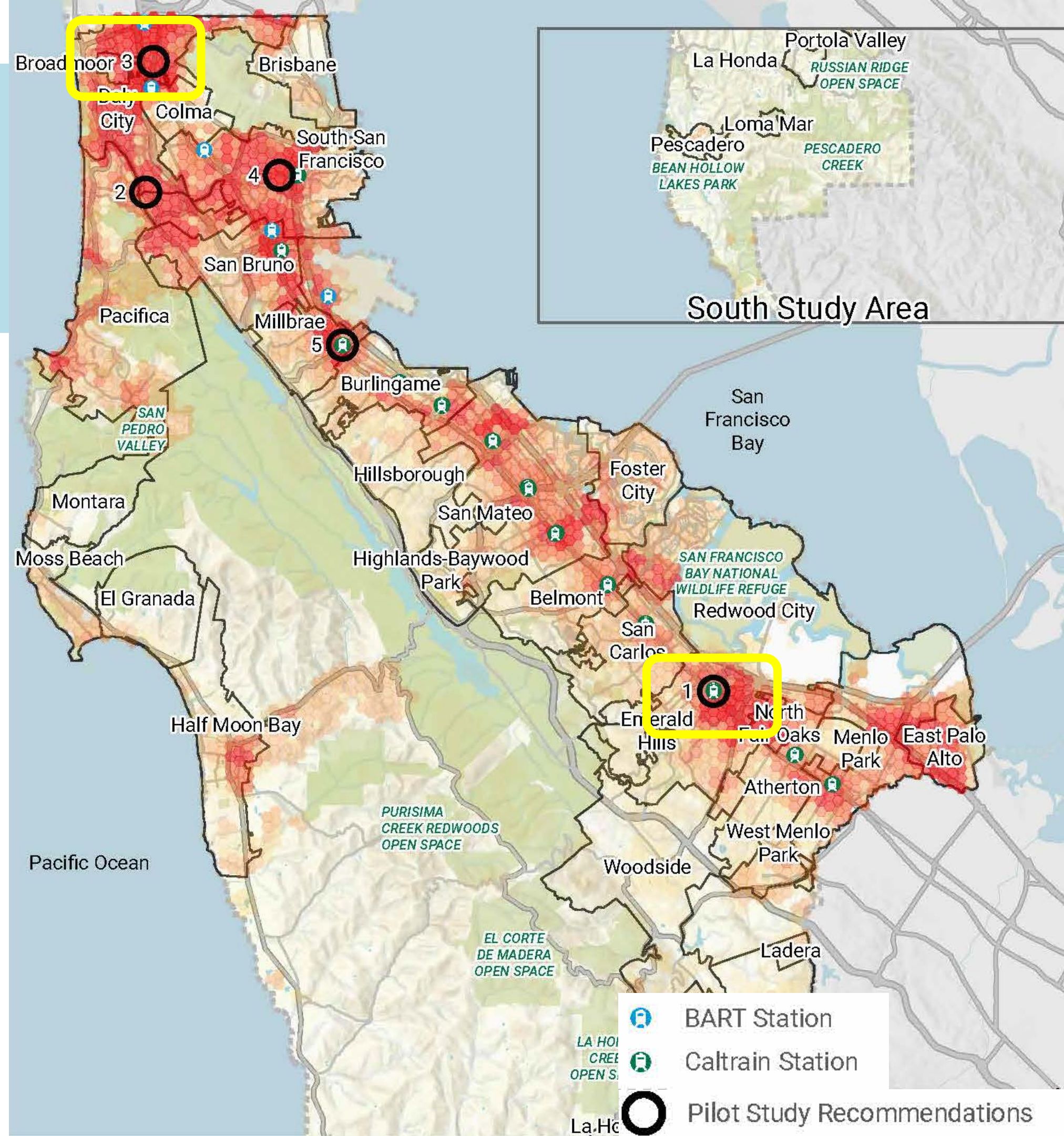
- Equity Focus Areas
- Proximity to Transit
- Proximity to Barriers
- Demand



Pilot Program Options

The following multijurisdictional markets are candidates for the pilot:

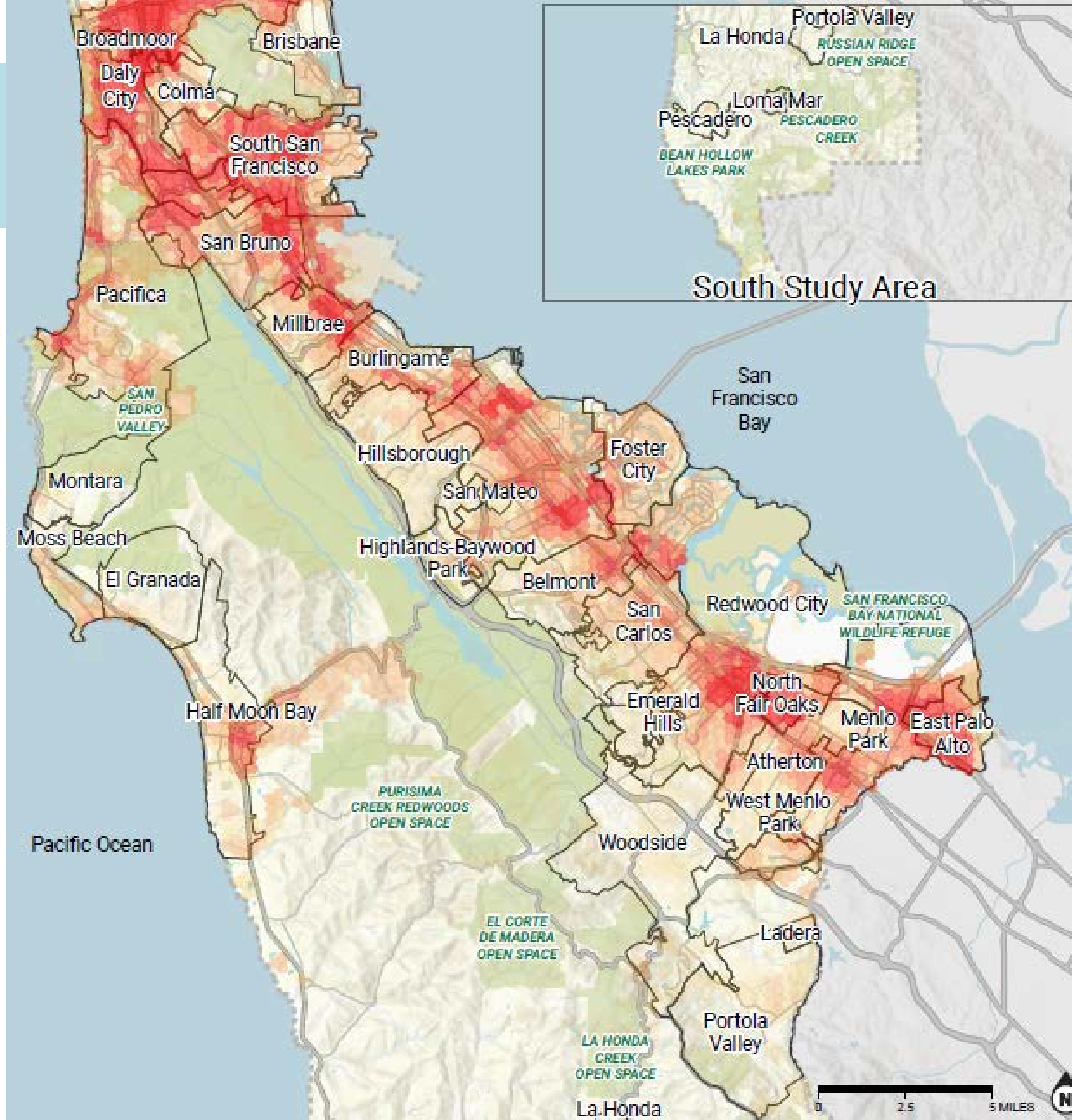
- **Redwood City & North Fair Oaks**
- Daly City, Pacifica, South San Francisco, & San Bruno
- **Daly City, Broadmoor, & Colma**
- South San Francisco & Unincorporated San Mateo County
- Millbrae & Burlingame



Phase 2

Phase 2 should consider:

- Other 3-4 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 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: ~\$62,500 • Operating: \$200,000 - \$220,000 per year • Evaluation: \$50,000 per year
3)	Subsidized System	<ul style="list-style-type: none"> • Capital: ~\$62,500 • Operating: \$300,000 - \$320,000 per year • Evaluation: \$50,000 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

Draft Program Timeline



Timeline	Description
Winter 2022	<ul style="list-style-type: none">• Approve Implementation Plan
Spring 2023	<ul style="list-style-type: none">• Recruitment of new shared micromobility staff• Establish governance committee
Summer 2023	<ul style="list-style-type: none">• Adopt committee bylaws• Enter into a joint agreement between all participants
Summer/Fall 2023	<ul style="list-style-type: none">• Secure funding to launch pilot program• Release procurement documents to select operator
Winter 2023	<ul style="list-style-type: none">• Execute contract with operator
2024-2026 (2-year pilot)	<ul style="list-style-type: none">• Launching shared micromobility services• Meet regularly to discuss program management issues• Provide ongoing reporting

What's in the Draft Plan?

1. Executive Summary
2. Existing Conditions
3. Vision & Goals
4. Best Practices
5. Recommendations
6. Program Guidelines
7. Next Steps

Appendix A: Feasibility Memo

Appendix B: Plan & Policy Review

Appendix C: Vision / Goals /
Performance Metrics Memo

Appendix D: Best Practices Memo

Appendix E: Program
Recommendations Memo

Appendix F: Program Guidelines &
Regulatory Framework Memo

Next Steps

- Draft Plan was released October 13
 - Comments due on November 7
- Present to city councils of recommended pilot sites
- Present Final Plan for Adoption in December
- Confirm participation from pilot jurisdictions





THANK YOU. QUESTIONS?

C/CAG

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