



**DATE:** November 1, 2016

**CATEGORY:** Unfinished Business

**DEPT.:** Public Works

**TITLE:** **Bay Area Bike Share Program**

### **RECOMMENDATION**

1. Direct staff to pursue an agreement with Bay Area Motivate, LLC (Motivate), to implement an expanded and upgraded bike-share program in Mountain View based on the terms offered by Motivate to the City of Palo Alto.
2. Direct staff to seek grants and sponsorships to support the program.

### **BACKGROUND**

At its October 25, 2016 meeting, the City Council was asked to approve three actions pertaining to the City of Mountain View's participation in the Bay Area Bike Share (BABS) Program:

1. Do not extend the term of the current agreement with Motivate for the City's participation in the BABS Program beyond the November 30, 2016 end date.
2. Direct staff to pursue an agreement with Bay Area Motivate, LLC (Motivate), to implement an expanded and upgraded bike-share program in Mountain View based on the terms offered by Motivate to the City of Palo Alto.
3. Direct staff to seek grants and sponsorships to support the program.

The Council unanimously approved the first action item (5-0-2; Kasperzak, Rosenberg absent), but continued the other two items to its November 1, 2016 meeting so that all seven Councilmembers could be present to discuss and vote on the other two staff recommendations.

A copy of the October 18, 2016 Council report is provided in Attachment 1.

## **ANALYSIS**

The proposed agreement the City of Palo Alto is negotiating with Motivate, particularly its requirement to offer similar terms to other Peninsula cities/entities, provides an important and unique opportunity for these agencies to work collaboratively and jump-start the creation of a robust, convenient, state-of-the-art, and interconnected bike-share program to address regional transportation and mobility challenges. This result would unlikely occur if each of the agencies pursued bike-share systems individually with different vendors and cost structures.

If directed by the Council, staff will begin discussions with Motivate to pursue an agreement to implement an expanded and upgraded bike-share program in Mountain View based on the terms offered to the City of Palo Alto. Staff anticipates returning to the Council with the results of these discussions in early 2017, along with a cost estimate for launching and operating the new bike-share system in the City, and funding options (e.g., grants, local sponsorships, etc.) for these costs.

Depending on how quickly an agreement can be reached with Motivate and the system equipment is ordered and manufactured, there may be a 12-month or more gap in bike-share services in Mountain View after the current equipment is removed in December 2016.

## **FISCAL IMPACT**

There is no fiscal impact directly associated with the approval of the above-listed recommendation. However, if approved, the capital costs to install a robust system is expected to be approximately \$1.0 million. There would also be ongoing operating costs that the City would expect to be covered by sponsorship revenue.

If the Council directs staff to pursue an agreement with Motivate to implement an expanded and upgraded bike-share program in Mountain View based on the terms offered by Motivate to the City of Palo Alto, staff will return to the Council with an estimated cost of the new system and funding proposal at the time the agreement is presented to the Council for review and approval. Staff would seek grants and/or sponsorships to underwrite a significant portion of the program.

## **ALTERNATIVES**

1. Based on the input received from Councilmembers during the October 25 discussion, staff could retain a consultant to develop a conceptual bike-share plan in advance of entering into discussions with Motivate to identify/define the

market(s) of potential bike-share program users, the recommended size of the bike-share system and potential station locations, operating and capital cost estimates, funding strategies, etc. This effort would likely take two to three months (after contract execution) and cost between \$25,000 and \$50,000.

2. Direct staff not to pursue an agreement with Motivate to implement an expanded and upgraded bike-share program in Mountain View based on the terms offered by Motivate to the City of Palo Alto, or seek grants or sponsorships.
3. Provide other direction to staff.

### **PUBLIC NOTICING**

Agenda posting, with copies to the City of Palo Alto, City of Redwood City, City of Menlo Park, City of San Mateo, Stanford University, Joint Venture Silicon Valley, Mountain View Transportation Management Association, Motivate, and Silicon Valley Bicycle Coalition.

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LF-MAF/7/CAM  
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Attachment: 1. [October 25, 2016 Council Report – Bay Area Bike Share Program](#)