

# REQUEST FOR INFORMATION

## REGIONAL BIKE SHARE SYSTEM & SHARED MOBILITY PROGRAMS IN MARIN & SONOMA COUNTIES

July 31, 2018



REQUEST FOR INFORMATION  
REGIONAL BIKE SHARE SYSTEM & SHARED MOBILITY SERVICES  
IN MARIN & SONOMA COUNTIES

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## **I. INTRODUCTION**

The Sonoma County Transportation Authority (SCTA) and Transportation Authority of Marin (TAM) are collaborating to deliver a bike share system that would operate at and around the Sonoma Marin Area Rail Transit (SMART) stations in both counties. Both SCTA and TAM operate as Transportation Sales Tax Authorities and Congestion Management Agencies in their respective counties. Both agencies plan to work together with the goal of providing high quality connections to SMART stations, employer sites, colleges, and other points of interest while increasing active transportation along the corridor.

TAM and SCTA have both worked to integrate carsharing at SMART station areas, and TAM is currently offering a shared ride pilot program to SMART stations in Marin County. Given the evolving and integrated nature of shared mobility services including bikeshare, carshare, rideshare, scootershare and other mobility services, TAM and SCTA are requesting information regarding the larger context of shared mobility as it relates to delivering a bike share system. In 2017, TAM and SCTA independently established carshare pods in San Rafael and Santa Rosa, providing shared mobility options for the local community and users of the SMART train. Additionally in 2017, TAM launched a pilot program supporting shared rides to and from SMART stations in Marin County using a \$5 off coupon code administered by Lyft, while TAM also provides on-demand ADA accessible services through a third party contractor for the pilot program.

## **II. BACKGROUND**

SCTA and TAM are requesting information to aid in the development and procurement for a bike share and shared mobility system along the SMART Corridor. The initial bike share system would operate through a pilot program at and around stations in San Rafael, Novato, Larkspur, Petaluma, Cotati, Rohnert Park, and Santa Rosa. This Request for Information (RFI) is intended to collect company information and to understand methods in order to estimate capital, operations and maintenance costs, and to evaluate options for bike share delivery models for planning purposes. This RFI represents a unique opportunity to provide input that may help shape a request for proposals. We invite all qualified vendors and others with experience and expertise in the design, construction, operation, and maintenance of a bike sharing program and related services to provide information on potential bike share system options.

## **III. PROJECT SUMMARY AND DESCRIPTION**

The SCTA/TAM regional SMART corridor bike share program, with funding provided by the Metropolitan Transportation Commission, involves many public and private partners from around the region.

The planned system for the grant application was developed to include a minimum of 80 bikes in Marin County and 80 bikes in Sonoma County. However, realizing that the bike share industry along with new Mobility as a Service (MaaS) models are evolving, the ultimate pilot system size and integration of bike share into the two counties can be refined depending on demand, cost, or any number of other factors.

The planned system is expected to consist of a sufficient network of bikes across the seven cities that will allow users to be able to locate and access a bike using an app on their smartphone.

Additional shared mobility and MaaS elements that support bike share, transit, and reduced single occupancy vehicles may be considered alongside the bike share pilot program. Responses to this RFI may include such services.

## IV. QUESTIONS; CONTACT PERSON; AND TIMEFRAME

Responses must be submitted by email to Scott McDonald at [SMcDonald@tam.ca.gov](mailto:SMcDonald@tam.ca.gov) no later than September 17, 2018.

### Timeline for RFI

- 7/31/2018 –RFI released
- 9/17/2018 – Deadline to submit responses to RFI
- 2019 – Contract to be developed with vendor based on future procurement process

If you would like to receive notifications regarding future procurements, including any potential updates to this RFI, please register your name, affiliation, and email address through the RFI webpage [scta.ca.gov/bikeshareRFI](http://scta.ca.gov/bikeshareRFI).

## V. TERMS AND CONDITIONS

THIS IS A REQUEST FOR INFORMATION (RFI) ONLY. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a commitment to issue an RFP in the future. This request for information does not commit SCTA and TAM to contract for any supply or service whatsoever. Further, SCTA and TAM are not seeking proposals and are not accepting unsolicited proposals at this time. Respondents are advised that SCTA and TAM will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the respondents' expense. Not responding to this RFI does not preclude participation in any future RFP, if any such RFP is issued. All submissions become SCTA and TAM property and will not be returned.

SCTA and TAM make no representations or warranties, expressed or implied, as to the accuracy or completeness of the information in the RFI, and nothing contained herein is or shall be relied upon as a promise or representation, whether as to the past or the future. The RFI does not purport to contain all of the information that may be required to evaluate the RFI and any recipient hereof should conduct its own independent analysis of SCTA and TAM and the data contained or referenced herein. SCTA and TAM do not anticipate updating or otherwise revising the RFI. However, this RFI may be withdrawn, modified, or re-circulated at any time at the sole discretion of SCTA and TAM. SCTA and TAM reserve the right, at its their discretion and without giving reasons or notice, at any time and in any respect, to alter these procedures, to change and alter any and all criteria, to terminate discussions, to accept or reject

any response, in whole or in part, to negotiate modifications or revisions to a response and to negotiate with any one or more respondents to the RFI.

SCTA and TAM are not and will not be under any obligation to accept, review, or consider any response to the RFI. This RFI is not an offer, but a request to receive a response. All responses to this requests for information received by SCTA and TAM become public records, subject to disclosure under the California Public Records Act (Gov. Code § 6250 et seq.).

## VI. RESPONSE CONTENT AND ORGANIZATION

**Form of responses:** Responses must be submitted by email to [SMcDonald@tam.ca.gov](mailto:SMcDonald@tam.ca.gov) no later than September 17, 2018.

**Respondents may respond to all or some of the questions listed under Section VII. For questions that may not be applicable to a particular respondent, please mark N/A.**

In addition to the specific questions in Section VII, respondents are encouraged to provide any additional comments or information on the proposed bike share program.

## VII. RFI QUESTIONS

Please address the following questions in your response. If you feel that a question is not applicable to you, please mark N/A.

### 1. Vendor Information

- a. Company name, address, email, and phone number for the respondent, along with a principal contact. Also, list contact information for key partners or subcontractors.
- b. Describe the type of services your company provides (including any subconsultants), e.g., bikeshare, scootershare, TNC, carshare, transportation planning, etc.

### 2. System Planning and Governance

- a. Describe the type of bicycles recommended for Sonoma and Marin counties (e.g., electric, non-electric, adaptive, cargo, gears).
- b. Describe the model for locking bikes at trip end and mid-trip (i.e., return to station/dock, lock to bike racks, self-locking flexible placement), and for locating bikes (e.g., smart bike, geo-locating technology, app-based, etc.).
- c. Describe the method for rebalancing bicycles, or other shared mobility vehicles, and parties responsible for rebalancing.
- d. Based on your typical approach and experience, how many shared bikes would you recommend providing connections to and from twelve (12) SMART stations in seven (7) cities?

- e. What type of non-financial support from public agencies do you require or typically receive?
- f. Explain how your company shares trip and membership data with lead agencies.
- g. Describe your approach to either promote, partner, or integrate through a Mobility as a Service (MaaS) platform, complementary mobility solutions to complement transit in Marin and Sonoma (i.e. car share, TNC services, integrated fares, trip planning software).
- h. What information, documentation, and clearances, if any, would you need to implement a bike share system (e.g., ridership forecasts, environmental clearance processes, ADA access, right of way and permitting processes, local issues and barriers, potential marketing and sponsorship partners)?
- i. What type of infrastructure do you require or recommend to optimize your system (e.g., bike racks, docking, charging, kiosks, etc.)?

### **3. Marketing & Sponsorships**

- a. Briefly describe your approach to marketing to potential riders, including users from disadvantaged communities.
- b. Describe your process for soliciting local or national sponsorships if this is proposed.

### **4. Budget/Cost**

- a. How do you charge users to access your typical bike share system and what are the typical costs to users?
- b. What costs, if any, are required to be covered by a public partner (e.g., bicycle purchasing, system leasing, ongoing operations fee, infrastructure purchasing/leasing/installation, etc.) and which entity collects user/member revenue?
- c. On what do you base your cost estimates for a launching and operating a bike share system (e.g., number of bikes, number of stations, station density)?

### **5. Additional Information and/or Comments**

Feel free to add or attach additional comments or information not covered in the responses above, including links to your systems.