



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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**ACTIVE TRANSPORTATION WORKING GROUP: AGENDA**

*Amy Rein Worth, Chair*  
Cities of Contra Costa County

*Dave Cortese, Vice Chair*  
Santa Clara County

*Alicia C. Aguirre*  
Cities of San Mateo County

*Tom Acunbrado*  
U.S. Department of Housing  
and Urban Development

*Jason Baker*  
Cities of Santa Clara County

*Tom Bates*  
Cities of Alameda County

*David Campos*  
City and County of San Francisco

*Dorene M. Giacomini*  
U.S. Department of Transportation

*Federal D. Glover*  
Contra Costa County

*Scott Haggerty*  
Alameda County

*Anne W. Halsted*  
San Francisco Bay Conservation  
and Development Commission

*Steve Kinsey*  
Marin County and Cities

*Sam Liccardo*  
San Jose Mayor's Appointee

*Mark Luce*  
Napa County and Cities

*Jake Mackenzie*  
Sonoma County and Cities

*Julie Pierce*  
Association of Bay Area Governments

*Jean Quan*  
Oakland Mayor's Appointee

*Bijan Sartipi*  
California State  
Transportation Agency

*James P. Spering*  
Solano County and Cities

*Adrienne J. Tissier*  
San Mateo County

*Scott Wiener*  
San Francisco Mayor's Appointee

*Steve Heminger*  
Executive Director

*Alix Bockelman*  
Deputy Executive Director, Policy

*Andrew B. Fremier*  
Deputy Executive Director, Operations

**MEETING NOTICE**

Thursday, May 21, 2015  
9:30 a.m. – 11:00 a.m.  
101 8th Street  
Oakland, California 94607  
Claremont Conference Room, 2nd  
Floor

Staff Contact:

Conference Call-in #:  
888-557-8511  
Join code: 9971558

- |   |            |
|---|------------|
| 1. Introductions - All  | 9:30 a.m.  |
| 2. Bike Share Expansion Proposal: Motivate International, Inc. – Kevin Mulder will discuss the sole source proposal for bike share expansion. | 9:35 a.m.  |
| 3. One Bay Area Grant Cycle 2 – Doug Johnson will discuss the schedule and complete streets requirement for Cycle 2.                          | 10:00 a.m. |
| 4. Work Plan – The group will discuss the work plan for the group going forward.  | 10:30 a.m. |
| 5. Adjournment/Next Meeting – Please direct suggestions for future meeting topics to MTC Staff.   | 11:00 a.m. |

**Next Meeting:**

**Thursday, July 16, 2015\***

**\*Note: The ATWG meeting is the 3<sup>rd</sup> Thursday every other month starting in January**

*Members will alternate taking meeting notes and typing them up for distribution.*

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## *Memorandum*

TO: Administration Committee

DATE: May 6, 2015

FR: Executive Director

RE: Bike Share Expansion Proposal: Motivate International, Inc.

### **Background**

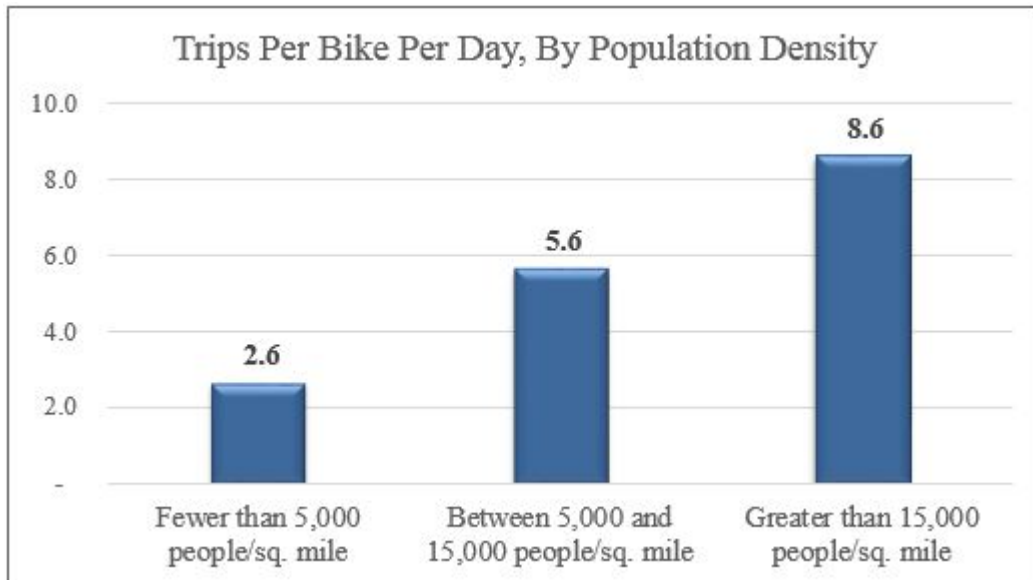
At your meeting on April 8, 2015, staff presented a bike share expansion proposal from Motivate International, Inc. (Motivate) which, if approved, would provide 7,000 bikes in Berkeley, Emeryville, Oakland, San Francisco, and San Jose by 2017 at no cost to the taxpayer. While the Committee voted to refer the item to the full Commission in May, staff was directed to report back to this Committee on several issues, including funding alternatives for pilot cities on the Peninsula and other potential expansions of the bike share program.

During the robust Committee discussion, there was concern expressed about what options may be available to new communities that become interested in bike share in the future. A similar concern was raised by the Bay Area Air Quality Management District's (BAAQMD) Mobile Source Committee, which voted to support the transfer of the pilot program and assets to MTC with a request that \$4.5 million in funding be set aside to expand bike share to emerging communities beyond the five cities included in the Motivate proposal. This Committee also asked for more detail in the following areas: (1) how the proposal would ensure compliance with the American with Disabilities Act; (2) substantiation of the sole source justification; and (3) options and timing for investing the more than \$16 million in federal and state funds that would not be needed to expand bike share should the Commission authorize a contract with Motivate.

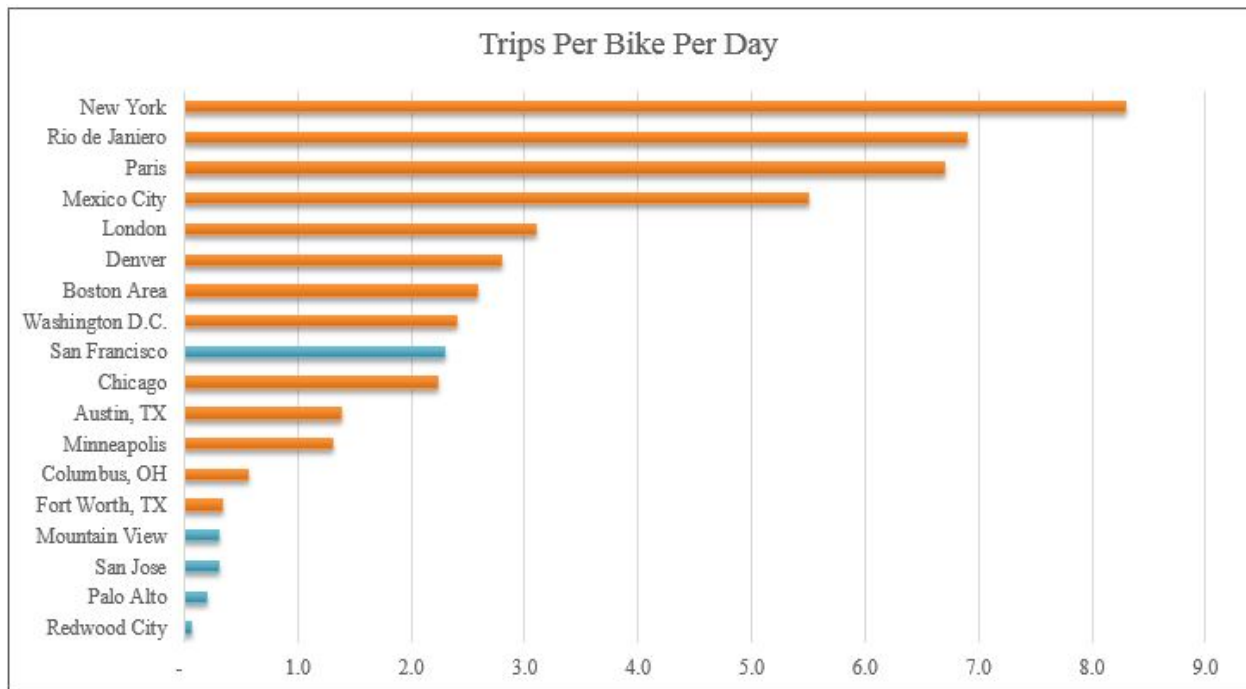
Staff is therefore submitting this report as an informational item for Committee review in advance of consideration of approval to enter into an agreement with Motivate at the May Commission meeting.

### **National and International Comparison on Bike Share**

Before providing responses to the issue areas, staff wanted to provide some additional helpful context about successful bike sharing in this country and abroad in hopes of putting a finer point on why Motivate chose to focus on five cities. A 2013 study of fourteen U.S. and international bike share systems shows positive correlation between population density and bike share usage. The chart below displays the average trips per bike per day for cities that have fewer than 5,000 people per square mile, between 5,000 and 15,000 people per square mile, and more than 15,000 people per square mile. For comparison, San Francisco has more than 15,000 people per square mile, and the other four proposed cities each have more than 5,000 people per square mile. The average population density for the entire Bay Area is a little more than 1,000 people per square mile.



The following chart compares the five pilot cities to other U.S. and international systems in terms of trips per bike per day:



### Proposal to Continue Bike Share in Pilot Cities

In response to Commissioner feedback and subsequent meetings with staff of the pilot cities, Motivate has offered terms regarding pricing, discounts, and sponsorship for Mountain View, Palo Alto, and Redwood City. Please note that the City of San Mateo has decided not to pursue bike share along these terms at this time. San Mateo officials instead requested consideration to redirect some of the \$1.3 million in funding capacity that would have gone into bike share in their community to other elements of their bike and pedestrian program.

The three remaining pilot cities would not be required to purchase new equipment, but would instead pay a monthly premium to cover the cost of retrofitting the existing pilot bikes and stations. If a city wants to expand, new equipment is priced to match the pilot program prices, plus 10%. Ongoing operations and maintenance for new equipment would cost \$100 per dock per month. The table below shows the proposed costs for these three cities.

City	Bikes	Docks	Cost per dock per month	Annual cost
Mountain View	54	117	\$112.50	\$158,000
Palo Alto	37	75	\$112.50	\$101,000
Redwood City	52	117	\$112.50	\$158,000
<b>Total</b>	<b>143</b>	<b>309</b>	<b>\$112.50</b>	<b>\$417,000</b>

If these cities reach agreements with Motivate, there are two primary ways to offset or reduce ongoing operating costs. First, cities will be able to offer recognition for local sponsors on one ad panel at each station, which has been shown to cover approximately half of a station’s annual cost. Second, cities would receive discounts for achieving the ridership levels shown below. Therefore, if a pilot city can attract a sponsor and maintain an average ridership of 1.5 trips per bike per day, it is likely that there would be no public funds required to continue the bike share program.

Trips per bike per day	Discount
1.0	25%
1.5	50%
3.0	100%

The cities have requested up to one year to explore sponsorship options as well as continue to refine service locations to see if they can improve system use before making a decision about whether to continue bike share at the costs noted above. Motivate has agreed to operate the current equipment in these cities through December 31 at no cost, and MTC staff proposes to subsidize the cities through June 30, 2016 for approximately \$200,000. Cities wishing to continue must notify Motivate by May 31; for cities that decide not to continue by this time, Motivate will plan to relocate the equipment in July 2016.

**Terms for Other Interested Bay Area Communities**

Motivate has established similar terms for any Bay Area community that would like to join the system after the 7,000-bike expansion is completed. The capital cost for new bikes is the same as for the pilot cities. For a typical configuration, full capital costs are approximately \$5,600/bike, plus \$4,000 per new station for installation activities. For example, five stations with 50 bikes would cost approximately \$300,000. Ongoing operations and maintenance would cost \$130 per dock per month, or just over \$150,000 annually in the five station example. The discount levels described above are available for all Bay Area cities based on ridership, and all cities will be able to capitalize on local sponsorship. In addition, and as described more below under funding, staff is proposing to set aside \$4.5 million in funding for capital expenses associated with emerging

communities interested in bike share. This would follow the installation of the 7,000-bike proposed expansion and would be conditioned on communities covering the ongoing annual operating costs through local funds, sponsorship, ridership discounts, or a combination thereof.

### **Compliance with the Americans with Disability Act (ADA)**

The term sheet has been revised to reflect how Motivate will comply with ADA requirements, including for both physical components of the system and the system website. The website and mobile app will utilize adaptive design and will be accessible and usable on desktop computers, tablets, and mobile devices. Ecommerce functionality will comply with Section 508 of the Rehabilitation Act of 1973. Station positioning protocol and individual station components will also comply with ADA requirements.

### **Sole Source Substantiation**

To expand on the April discussion of the compelling business reasons for entering into a sole source with Motivate, staff is quantifying the monetary savings for the Bay Area of this approach in the table below, which assumes 80% farebox recovery and no advertising or sponsorship revenue.

<b>Bike Share Cost Element</b>	<b>Estimated Annual Expenses</b>	<b>10-Year Value (2015 dollars, 3% discount rate)</b>
Capital cost for 6,300 expansion bikes / roughly 630 station sites	-	\$37.6 million
Annual operating and maintenance Cost above 80% farebox recovery	\$3.2 million	\$21.4 million
Staff oversight, marketing and contract management	\$1.0 million	\$6.7 million
<b>Total</b>	<b>\$4.2 million</b>	<b>\$65.7 million</b>

In addition to the approximately \$65 million value of the sole source contract for no public investment over the 10 year time period, the Motivate proposal also offers the opportunity to launch the robust 7,000 bike system quickly within 2.5 years, thereby attracting stronger usage earlier, in line with the Bay Area's aggressive greenhouse gas reduction targets. A pay-as-you go model at the level of investment to-date would likely require five or more years to complete.

### **Funding**

As described at the April Administration Committee meeting, fully private funding means that public funds originally intended for bikes and stations can instead be reprogrammed. The \$19.1 million that the Commission approved from 2012 to 2014 for the pilot and the continuation and expansion of Bay Area Bike Share includes both federal Congestion Mitigation and Air Quality Improvement (CMAQ) and state Active Transportation Program (ATP) funds as summarized in the table below.

<b>Program</b>	<b>Fund Source</b>	<b>Unreimbursed Amount (\$ in millions)</b>
STP/CMAQ Cycle 1: Pilot	CMAQ	\$2.7
STP/CMAQ Cycle 1: Expansion	CMAQ	\$2.7
STP/CMAQ Cycle 2 (OBAG): Expansion	CMAQ	\$6.0
Regional ATP Cycle 1: Expansion	ATP	\$7.7
<b>Total</b>		<b>\$19.1</b>

The ATP funds have strict timely use of funds as well as competitive process selection requirements. Therefore, to avoid loss of those funds and in line with the last month's discussion at the Programming and Allocations Committee meeting, staff recommends that \$7.7 million be allocated to ready-to-go contingency ATP projects. Additional detail is included in agenda item 4a on today's Programming and Allocations Committee agenda.

Staff further recommends directing \$4.5 million to address the concerns raised by several Commissioners as well as the BAAQMD Mobile Source Committee members (this may require a funding exchange given the sole source nature of the agreement with Motivate and federal rules). These funds would be set-aside for capital costs associated with bike share expansion in emerging communities. Staff would conduct a call for projects to solicit interest from communities in a timeframe to allow expansion to begin following installation of the 7,000-bike expansion. This funding level would support acquisition of an additional 750 bikes, roughly the size of the current pilot, in emerging communities.

In addition, staff is recommending that \$0.5 million in CMAQ be provided to the city of San Mateo to advance its bicycle and pedestrian program. Staff is proposing that the remaining \$6.4 million be subject to the broader discussion of priorities for OBAG2 as the Commission considers a draft framework next month at the Programming and Allocations Committee meeting.

### **Other Clarifications**


Further, based on questions by Commissioners and city staff, the term sheet has been revised to clarify the following areas:

- *Exclusivity:* Motivate has clarified the terms attached to this report to show that the proposed exclusivity provision only applies to public right-of-way in Berkeley, Emeryville, Oakland, San Francisco, and San Jose. Moreover, the exclusivity provision does not apply to an existing pilot electric bike share program, facilitated by City CarShare and planned for Berkeley and San Francisco. The approximately 90 electric bikes at 25 planned stations will be available only to members of City CarShare.
- *System Size:* Motivate has agreed to maintain a 2:1 dock-to-bicycle ratio in Mountain View, Palo Alto, and Redwood City during the extended grace period and continuing forward if those cities decide to continue with their current systems. Under current station configurations, a 2:1 ratio represents 155 bikes across these three cities. This adds 55 bikes to the original proposal for a total of up to 7,055 bikes across eight cities. If fewer than all three

pilot cities decide to continue, Motivate will deliver enough bikes to maintain a 2:1 ratio in the cities that continue bike share. If this requires fewer than 100 bikes, additional bikes will be placed among the original five cities to ensure that the system has at least 7,000 bikes.

- *Launch Timing:* Motivate has agreed to adjust launch timing deadlines to guarantee full expansion installation in the East Bay cities by the end of 2016, pending prompt approval and permits in hand according to the schedule dictated in the attachment. Launch deadlines for other cities are unaffected.
- *Station Siting:* Motivate has agreed to place at least 20% of stations in MTC's Communities of Concern (COC). The cities have expressed a desire to determine where the 20% will be placed, to which Motivate has agreed.

Staff welcomes additional feedback on the revised term sheet to ensure that this unique opportunity best addresses the Commission's concerns and the needs of the Bay Area going forward. As noted above, this proposal will be presented to the full Commission for approval on May 27<sup>th</sup>.



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Steve Heminger

**Attachment A**  
**Motivate-MTC Proposed Term Sheet**

This term sheet is intended to be used to facilitate discussions between the Metropolitan Transportation Commission (“MTC”) and Motivate International Inc. (“Motivate”) in order to develop a contract for the acquisition, launch and operation of a bike share system in the Bay Area.

<b>Contract Topic</b>	<b>Contract Terms</b>
Equipment Ownership	<p>If required by the FHWA, Motivate will be obligated to purchase the equipment initially acquired with federal funds according to the terms of the FHWA agreement.</p> <p>As currently outlined in the FHWA agreement, any item with a current per-unit FMV of less than \$5,000 will be transferred to Motivate at no cost. For items with a current per-unit FMV of more than \$5,000, the purchase price will be based on the share of federal funding for the project multiplied by the equipment’s FMV, as established by past sales of comparable equipment.</p>
System Size	<p>7,000-7,055 bikes total</p> <ul style="list-style-type: none"> <li>• 4,500 in SF</li> <li>• 1,000 in San Jose</li> <li>• 1,400 in East Bay (850 in Oakland, 100 in Emeryville, 400 in Berkeley, 50 TBD based on additional system planning analysis)</li> <li>• Between 100 and 155 to be determined: <ul style="list-style-type: none"> <li>- If Mountain View, Palo Alto, and Redwood City all decide to agree with Motivate and continue bike share, Motivate will provide 155 bikes among the three cities.</li> <li>- If one or two of the three pilot cities listed above decide to continue bike share, Motivate will provide enough bikes to maintain a 2:1 dock to bike ratio with the docks currently stationed in each city. If this is less than 100 bikes, Motivate will deliver enough bikes to another city to reach a program total of at least 7,000.</li> <li>- If none of the three pilot cities listed above decides to continue bike share, 100 bikes to be determined among SF, San Jose, and the East Bay.</li> </ul> </li> </ul>
Launch Dates	<p>Sites representing 25% of the total bikes for San Jose, East Bay and San Francisco should be approved and permitted by December 30, 2015. Motivate will install these bikes by June 1, 2016.</p>



<b>Contract Topic</b>	<b>Contract Terms</b>
Launch Dates (continued)	<p>Sites representing an additional 15% of bikes for San Jose, East Bay and SF should be approved and permitted by April 30, 2016. Motivate will install these bikes by October 1, 2016.</p> <p>Sites representing the remaining 60% of bikes for the East Bay should be approved and permitted by July 30, 2016. Motivate will install these bikes by January 1, 2017.</p> <p>Sites representing an additional 30% of bikes for San Jose and SF should be approved and permitted by November 30, 2016. Motivate will install these bikes by April 1, 2017.</p> <p>Sites for the remaining bikes in San Jose and SF should be approved and permitted by May 31, 2017. The remainder of bikes shall be installed no later than November 1, 2017.</p> <p>Delays in receiving permitted and approved sites by specified dates will result in extension of the installation dates in an amount equal to the delay.</p> <p>The above dates are based on completion of the contract with the MTC by July 31, 2015. If Motivate is negotiating in good faith and the contract signing occurs after July 31, 2015, the above dates will be extended by a duration equal to the difference between the contract signing date and July 31, 2015.</p>
Term	<p>10 year term, reduced to 5 years if Motivate does not achieve the aggregate bike target numbers described above (includes provisions for force majeure and siting issues) or if Motivate is in persistent and material breach of its contractual obligations as of the time renewal is considered in the fourth year.</p> <p>The contract may be extended for two additional five-year terms upon mutual agreement of the MTC and Motivate. If Motivate is in substantial compliance with the terms of the contract, MTC will engage in good faith negotiations to renew the contract on substantially equivalent terms one year prior to the expiration of the current term.</p> <p>MTC will provide notification of non-renewal no later than six months prior to the end of the term. If neither party provides no notice of non-renewal by six months, the contract should be extended for five years on the same terms.</p>

Contract Topic	Contract Terms
Exclusivity	<p data-bbox="545 331 1328 474">During the Term of this Agreement, Motivate shall have the exclusive right to operate a bike sharing program that utilizes public property and public right of way anywhere within San Francisco, Berkeley, Oakland, San Jose and Emeryville.</p> <p data-bbox="545 495 1412 667">The exclusivity provision does not apply to an existing pilot electric bike share program, facilitated by City CarShare and planned for Berkeley and San Francisco. The approximately 90 electric bikes at 25 planned stations will be available only to members of City CarShare.</p>
System Buy-In	<p data-bbox="545 709 1390 852">San Jose, San Francisco, Berkeley, Emeryville, and Oakland may contribute public funding for additional bikes and stations that are interoperable with the existing system. Costs to cities for purchasing, installing and operating the equipment is as follows:</p> <ul data-bbox="594 873 1393 1306" style="list-style-type: none"> <li>• Capital Equipment: Aggregate pricing for bike share solution as specified in the Air District contract + 10%. Adjusted annually by the producer price index.</li> <li>• Installation: \$4,000 per station, including site planning and drawings, growing at CPI.</li> <li>• Operations and maintenance of the equipment: \$100 per dock per month, growing at CPI</li> <li>• Motivate is obligated to maintain equipment purchased by the cities in a state-of-good repair throughout the term. At the end of the term, Motivate shall return the equipment to the city in good working order acknowledging that there is expected to be normal wear and tear from use.</li> </ul> <p data-bbox="545 1327 1367 1541">San Mateo and existing pilot cities other than San Francisco and San Jose that want to continue and/or expand existing system operations after the expiration of the BAAQMD contract can develop a new service agreement with Motivate using their own sources of funds. Costs to cities for purchasing, installing and operating the equipment is as follows:</p> <ul data-bbox="594 1562 1406 1890" style="list-style-type: none"> <li>• Existing equipment upgrade cost: \$12.50 per dock per month, growing at PPI.</li> <li>• New capital equipment: Aggregate pricing for bike share solution as specified in the Air District contract + 10%. Adjusted annually by the producer price index.</li> <li>• Installation of new equipment: \$4,000 per station, including site planning and drawings, growing at CPI</li> <li>• Operations and maintenance of the equipment: \$100 per dock per month, growing at CPI.</li> </ul>

<b>Contract Topic</b>	<b>Contract Terms</b>
<p>System Buy-In (continued)</p>	<ul style="list-style-type: none"> <li>- Price is reduced to \$75 per dock, adjusted by CPI, if an average of 1 ride per bike per day citywide occurs for a 12 month period</li> <li>- Price is reduced to \$50 per dock, adjusted by CPI, if an average of 1.5 rides per bike per day citywide occurs for a 12 month period</li> <li>- Price is reduced to \$0 per dock, adjusted by CPI, if an average of 3 rides per bike per day citywide occurs for a 12 month period</li> </ul> <ul style="list-style-type: none"> <li>• Motivate is obligated to maintain equipment purchased by the cities in a state-of-good repair throughout the term. At the end of the term, Motivate shall return the equipment to the city in good working order, acknowledging that there is expected to be normal wear and tear from use.</li> <li>• Cities are able to raise sponsorship to offset the costs of purchasing and operating the bike share system in their locality. Local sponsorship packages may include recognition of the sponsor on one side of one ad panel on the station. System naming rights, bike branding, and other branding of physical assets will be determined by Motivate in conjunction with title sponsor and in compliance with local advertising regulations. Local sponsors cannot be in the same category as the title sponsor, unless approved by Motivate.</li> <li>• Motivate will operate the current configurations of stations and docks, following the expiration of the BAAQMD contract, with enough bikes to provide a 2:1 ratio of bikes to docks, at no cost until December 31, 2015.</li> <li>• MTC will pay \$100 per dock per month to Motivate from January 1, 2016 through June 30, 2016 to maintain operations in the pilot cities.</li> <li>• Cities must decide whether or not to continue and/or expand bike share by May 31, 2016. Motivate will begin relocating equipment in cities that decide not to continue in July 2016.</li> </ul> <p>Subsequent to deployment of 7,000 bikes within San Francisco, San Jose, Oakland, Berkeley and Emeryville, other cities in the MTC region that want to participate in the regional bike share system can develop a service agreement with Motivate using their own sources of funds. Costs to cities for purchasing, installing and operating the equipment is as follows:</p>

Contract Topic	Contract Terms
<p>System Buy-In (continued)</p>	<ul style="list-style-type: none"> <li>• New capital Equipment: Aggregate pricing for bike share solution as specified in the Air District contract + 10%. Adjusted annually by the producer price index.</li> <li>• Installation: \$4,000 per station, including site planning and drawings, growing at CPI</li> <li>• Operations and maintenance of the equipment: \$130 per dock per month, growing at CPI.               <ul style="list-style-type: none"> <li>- Price is reduced to \$97.50 per dock, adjusted by CPI, if an average of 1 ride per bike per day citywide occurs for a 12 month period</li> <li>- Price is reduced to \$65 per dock, adjusted by CPI, if an average of 1.5 rides per bike per day citywide occurs for a 12 month period</li> <li>- Price is reduced to \$0 per dock, adjusted by CPI, if an average of 3 rides per bike per day citywide occurs for a 12 month period</li> </ul> </li> <li>• Motivate is obligated to maintain equipment purchased by the cities in a state-of-good repair throughout the term. At the end of the term, Motivate shall return the equipment to the city in good working order, acknowledging that there is expected to be normal wear and tear from use.</li> <li>• Cities are able to raise sponsorship to offset the costs of purchasing and operating the bike share system in their locality. Local sponsorship packages may include recognition of the sponsor on one side of one ad panel on the station. System naming rights, bike branding, and other branding of physical assets will be determined by Motivate in conjunction with title sponsor and in compliance with local advertising regulations. Local sponsors cannot be in the same category as the title sponsor, unless approved by Motivate.</li> </ul> <p>In addition, Motivate has the right to contract with private entities that want to provide funding for stations and bikes that are situated on privately-owned property.</p>
<p>Pricing</p>	<p>\$149 annual pass that can be increased no more than CPI + 2% annually.</p> <p>Annual pass can be paid in 12-monthly installments of no more than \$15.00</p> <p>All other pricing can be set at Motivate’s discretion.</p> <p>Motivate will offer a discounted pass set at 40% of the annual price. The discount will be available to customers who are eligible and enrolled in Bay Area utility lifeline programs. If participation</p>

<b>Contract Topic</b>	<b>Contract Terms</b>
Pricing (continued)	in the discounted program is below expectations, Motivate and MTC may mutually agree on other eligibility criteria so long as the eligibility is determined by a third-party.
Revenue Share	<p>User Revenue: 5% of user revenue above \$18,000,000 earned by Motivate (in accordance with GAAP) in any year will be paid to MTC. Amounts owed will be paid within 120 days of the end of the calendar year.</p> <p>Sponsorship Revenue: 5% of sponsorship revenue in excess of \$7,000,000 earned by Motivate (in accordance with GAAP) in any year will be paid to MTC. Amounts owed under the sponsorship revenue share agreement in years 1-5 will be deferred and paid in equal installments in years 6-10. For years 6-10, amounts owed under the sponsorship revenue share agreement will be paid within 120 days of the end of the calendar year.</p> <p>The revenue share hurdle will be adjusted for CPI starting in year 2.</p>
Brand Development and Sponsorship	<p>Motivate is responsible for identifying sponsors and developing system name, color, logo and placement of system assets. MTC, in consultation with the cities, will have approval rights over title sponsorship and branding.</p> <p>Motivate will abide by cities' existing guidelines and restrictions with regards to outdoor advertising. Motivate will not choose sponsors that are in age-restricted categories (alcohol, tobacco or firearms), products banned by the local government, or deemed offensive to the general public. Rejection of proposed sponsors by municipalities are limited to the grounds above.</p>
Advertising	Motivate will have the right to sell advertising on physical and digital assets. Advertising on physical assets are subject to local restrictions on outdoor advertising.
Siting	<p>Motivate to develop site locations, which will be prioritized based on demand. Motivate will also use city analyses and recommendations already developed where possible.</p> <p>If a city does not approve a proposed site location, they must provide an alternative within one-block.</p> <p>Motivate to provide a 20% minimum placement in communities of concern system-wide. Participating cities may designate other areas for 20% minimum placement instead of communities of concern.</p>

<b>Contract Topic</b>	<b>Contract Terms</b>
Siting (continued)	<p>Motivate will work together with cities on community engagement and outreach as part of the station siting process, including necessary business associations and city meetings.</p> <p>Motivate can relocate or resize underperforming stations while maintaining minimum placements in communities of concern.</p> <p>Motivate will hire planning and engineering firms to minimize the cities' costs and resources related to planning. Motivate will discuss staff time requirements with each city and determine ways to reduce demands on staff. If staff time exceeds estimates due to errors or omissions or by Motivate or its contractors, Motivate will reimburse cities for reasonable and documented direct staff time related to these issues.</p> <p>Cities to provide estimates on costs of permits within seven days of signing term sheet. If costs of permits are significant, Motivate will seek a waiver on permit costs given the public benefits of the project. If Motivate and Cities cannot reach agreement on a waiver, Motivate may consider reimbursing actual direct costs incurred by the city to provide the permit (e.g, a field visit by an inspector).</p>
Security Fund	<p>Motivate will provide \$250,000 into a Security Fund account controlled by MTC prior to the installation of the first new station. The Security Fund shall serve as security for the faithful performance by Motivate of all obligations under the contract.</p> <p>MTC may make withdrawals from the Security Fund of such amounts as necessary to satisfy (to the degree possible) Motivate's obligations under this Agreement that are not otherwise satisfied and to reimburse the MTC or cities for costs, losses or damages incurred as the result of Motivate's failure to satisfy its obligations.</p> <p>MTC shall not make any withdrawals by reason of any breach for which Motivate has not been given notice and an opportunity to cure in accordance with the Agreement.</p> <p>If funds are withdrawn from the Security Fund, Motivate will be required to replenish the Security Fund to an amount equal to \$250,000 on a quarterly basis.</p> <p>Interest in account accrues to Motivate. 90 days after the end of the term, any remaining funds will be returned to Motivate.</p>

<b>Contract Topic</b>	<b>Contract Terms</b>
Liability	Motivate shall defend, indemnify and hold MTC and its officers and employees harmless, to the fullest extent permitted by law, etc. Similar indemnities for cities.
Default	Termination and default clauses include the option to require Motivate to remove equipment, assign or transfer equipment and IP to a third party. IP assignment is limited to the extent needed for a third-party to maintain and operate the system.
Data	<p>All data owned by Motivate. Cities granted a non-exclusive, royalty free, perpetual license to use all non-personal data.</p> <p>Monthly Reports shall be provided for each of the above KPIs and other system data, to be determined.</p>
Responsibilities of Motivate	<p>Brand development, station siting, design, permitting, purchase of equipment and software, installation of bikes and stations, station relocation, equipment replacement, bike share safety training, monthly operating meetings with MTC and cities, marketing, sales and sponsorship, operations and maintenance of system including customer service.</p> <p>Station relocation by public agencies will require reimbursement of costs incurred by Motivate. However, if a newly installed station is found to be unsuitable by a city for its location, the city may request within 30 days of installation the relocation of a station at Motivate's cost. The number of available free station moves is equal to 10% of the installed station base less any prior moves. For example, if a city has 100 stations installed, they have a total of 10 free station moves less any free station moves used to date. If the system grows to 200 stations, they then have 20 station moves less any station moves used to date.</p>
Site Design and Planning	<p>Motivate will hire a planning and engineering firm with experience in the specific locality to do surveying, site design and permit submission. Motivate will solicit input from each city to help determine its planning and engineering partners.</p> <p>Motivate will hire a community relations firm to assist with organizing and hosting community meetings and to conduct outreach to local residents and businesses.</p> <p>Motivate will use commercially reasonable efforts to subcontract the work to DBEs where possible.</p> <p>Each municipality should provide a point of contact to coordinate the community engagement efforts and the permitting process.</p>

<b>Contract Topic</b>	<b>Contract Terms</b>
Marketing	<p>MTC, in consultation with the cities, has final approval of marketing plans and activities.</p> <p>MTC, in consultation with the cities has approval over marketing and outreach plans for low-income communities, non-native English speaking populations, and disadvantaged communities. Motivate must do outreach and marketing in Spanish, Chinese and Vietnamese. MTC retains the ability to conduct outreach and program support in low-income and Limited English Proficiency neighborhoods.</p> <p>Motivate’s other marketing activities must comply with MTC and local standards for decency and not offend the general public. Motivate will not advertise or promote any products in prohibited categories (tobacco, alcohol, etc.).</p>
Parking Meter Revenue	<p>Motivate must make best effort to avoid taking metered parking spaces. If a city requires reimbursement of lost parking meter revenue for a given site, the city must also provide an alternative site location within one city block that is not sited in metered parking areas. Motivate can choose to locate in either site.</p>
KPIs	<p>Key Performance Indicators:</p> <ol style="list-style-type: none"> <li>1. Rebalancing: no station will remain full or empty for more than 3 consecutive hours between 6AM and 10PM.</li> <li>2. Bicycle Availability: the number of bikes available for rent on an average, monthly basis shall be at least 90% of all bikes in service.</li> <li>3. Station Deactivation, Removal, Relocation, and Reinstallation: as notified by MTC, perform the necessary action within the number of days in the established schedule for each task.</li> <li>4. Station/Bike Maintenance, Inspection &amp; Cleaning: check each bike and station at least once per month and resolve each issue within a given time frame.</li> <li>5. Program, Website, and Call Center Functionality: the system, website, and call center shall each be operational and responsive 24/7, 365 days a year.</li> </ol> <p>Liquidated damages related to KPIs may not exceed 4% of annual user revenue for the year.</p>



<b>Contract Topic</b>	<b>Contract Terms</b>
Transition of Project from Bay Air Quality Management District (BAAQMD) to MTC	Subject to Air District Board approval, BAAQMD, MTC and Motivate will cooperatively develop a plan to effectuate the transfer of the project from the BAAQMD to MTC. The plan will provide for the implementation of new pricing, the continuation of existing memberships, the transfer of system data, the transfer of assets, and any other provision to ensure a seamless transfer and provide Motivate with the ability to operate the system under the MTC contract.
Resolution of Terms with BAAQMD	<p>Resolution includes:</p> <ul style="list-style-type: none"> <li>• Motivate will settle all outstanding claims with the Air District for the amount of \$150,000.</li> <li>• Air District agrees to release funds withheld for billed expenses and to pay all legitimate past and documented unbilled expenses totaling \$582,872 less the \$150,000 settlement amount.</li> <li>• On a go-forward basis, Motivate will be paid for all eligible reimbursable costs per month to the maximum amount of one twelfth of the Annual Operations Fee, or \$136,638.67 per month. Cost caps within categories will not be relevant.</li> <li>• This agreement will resolve prior SLA claims and any other prior potential claims that could be asserted through the date of Settlement</li> </ul>
Americans with Disability Act (ADA) Provisions	In implementing and operating the bicycle sharing system, Motivate shall comply with all applicable requirements of the Americans with Disabilities Act, Section 508 of the Rehabilitation Act of 1973, and all other applicable federal, state and local requirements relating to accessibility for persons with disabilities, including any rules or regulations promulgated thereunder. Such compliance shall extend to the location and design of system equipment and related facilities as well as the system website and any mobile application for the system.

Mayor Jeff Gee  
Vice Mayor Rosanne Foust

Council Members  
Alicia Aguirre  
Ian Bain  
Diane Howard  
Barbara Pierce  
John Seybert



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mail@redwoodcity.org  
www.redwoodcity.org

April 24, 2015

Hon. Dave Cortese  
Chair and MTC Commissioner Representing Santa Clara County  
President, Santa Clara County Board of Supervisors  
70 West Hedding Street  
Tenth Floor – East Wing  
San Jose, CA 95110

RE: Bay Area Bike Share Expansion Proposal: Motivate International, Inc.

Dear Mr. Cortese:

On April 2, 2015 the City of Redwood City (City) learned that the Metropolitan Transportation Commission's Administration Committee planned to discuss, at its April 8 meeting, a proposal received from Motivate International, Inc. The proposal outlines Motivate's recommendation to expand the existing Bay Area Bike Share pilot system from 700 bicycles to 7,000 bicycles using no public funds. Per the proposal, the current bike share pilot project cities of Redwood City, Palo Alto, and Mountain View are excluded, but may "buy-in" at their own cost.

Redwood City and the cities between San Francisco and San Jose form critical links in the Bay Area's transportation networks, including the Bay Area Bike Share system. This is particularly true for Peninsula cities along the Caltrain line, including the bike share pilot cities of Redwood City, Palo Alto, and Mountain View. As with any transportation system, it's important to provide access and connections at both the beginning and end of the user's trip (first and last mile).

Up and down the Peninsula, Redwood City and our neighbors to our north and south are bringing significant transit-oriented developments to our city centers, collectively enabling thousands of new residents and employees to connect to local and regional transit. For example, an additional 1,635 apartments are being constructed within a half mile of Redwood City's Caltrain station. One third of these units are completed, with the balance to be finished and occupied within one year. Additionally, Box, Inc. is moving its corporate headquarters to Redwood City. The new office, currently under construction and adjacent to Redwood City's Caltrain station, will bring an additional 1,200 employees to downtown Redwood City later this year.

The timing of the Bay Area Bike Share pilot was a bit early for Redwood City given our downtown development timeline, but nonetheless the City joined the team and dedicated significant staff time to all phases of the pilot program, including planning, design, development, launch, and ongoing operations. Throughout the 5-year pilot process our staff contributed input, ideas, and feedback to

support the program and help ensure its success, laying the groundwork for other cities to join the post-pilot expansion throughout the Bay Area.

Given Redwood City's considerable investment of resources, and in light of our downtown development schedule (new construction to be completed in early 2016), we ask to remain a bike share partner for one year beyond the end of the pilot program, at no "buy-in" cost to Redwood City. This one-year period is needed to evaluate the options and considerations for moving ahead with the sole-source agreement proposed by Motivate. Given Motivate's post-pilot target launch date of June 2016 (initial expansion), this should not impact or overlap with the expansion.

The proposal being considered is a non-solicited sole-source (non-competitive) proposal received from the current operator of the bike share pilot program. Many challenges, problems, and delays were encountered throughout the design, development, launch, and operation phases of the pilot program. Therefore, we additionally recommend and request that MTC staff coordinate with the pilot partners and the Bay Area Air Quality Management District to ensure that the contract terms build from lessons learned during the pilot program, in order to:

- Protect the public interest and investment in the program to date
- Identify and address operational shortcomings experienced during the pilot
- Outline alternatives for cities who choose to buy into the system, e.g. allow those cities to use sponsor revenue to subsidize local costs

We appreciate your attention to this matter and thank you in advance.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Gee", written in a cursive style.

Jeffrey Gee, Mayor  
City of Redwood City

C: City Council, Redwood City  
Bob Bell, City Manager  
MTC Commissioners  
Steve Heminger, Executive Director, MTC



April 7, 2015

Steve Heminger (transmitted via email)  
Metropolitan Transportation Commission  
101 Eighth Street  
Oakland, CA 94607

Subject: MTC Administration Committee Agenda Item 4: Bike Share  
Expansion Proposal: Motivate International, Inc.

Dear Mr. Heminger,

Motivate's proposal to expand bike sharing could be an extraordinary opportunity to establish bike share as a meaningful transit system for the Bay Area. We share MTC's enthusiasm and support moving ahead with negotiations to expand the regional bike share program.

Because we only learned of Motivate's proposal on April 2, 2015, we are unable to provide detailed input at this time. However, we encourage MTC to address the following points as you refine your term sheet and negotiate a contract with Motivate:

- Identify how the key performance indicators and contract terms reflect lessons learned during the pilot program. The staff report includes information on the system costs and number of trips taken, but it does not provide background on the performance of Motivate, previously Alta Bicycle Share, in terms of delivering the service.
- Clarify what it means for Motivate to be the 'exclusive supplier and operator of bike share in the Bay Area.' Smaller communities, corporate campuses, universities or similar entities may find the cost to buy into this system to be cost-prohibitive, requiring them to pursue a different system within their jurisdictions.
- Determine how the current pilot cities (those not selected for the expansion program) can preserve their public investment in the pilot.
- Identify the cost and process for the current pilot cities to buy into the system, keeping in mind:
  - A considerable investment of staff resources have gone into designing, developing, launching, and operating the pilot program and siting existing stations.

- Non-expansion, pilot cities wanting to continue service would have the existing equipment sold to Motivate, only to have to pay to have the equipment put back.
- Smaller communities' ability to subsidize capital and/or operating costs could be compromised if Motivate has exclusive rights to sell advertising and is entitled to all sponsorship revenue.
- The cost to provide service and the revenues associated with it will depend on usage.
- Identify the process by which Bay Area Bike Share members who live or use the system in Redwood City would be notified of its departure and when the system would be removed.

Although the current bike share system in Redwood City has not been used as extensively as we would have liked, it is important that our ability to participate in the system is preserved. Similarly, all Bay Area communities should be able to reap the benefits of bike sharing, where and when it may be appropriate – and the contract terms should reflect this.

Thank you for your consideration and I look forward to continued communication with your staff to ensure that we leverage our experience in the bike share pilot project to get the best possible bike share system for the Bay Area.

Sincerely,



Jessica Manzi, PE  
Senior Transportation Coordinator

cc: Administrative Committee members  
Dr. Robert B. Bell, City Manager - Redwood City  
Jeff Gee, Mayor - Redwood City  
Alicia Aguirre, Redwood City Councilmember & MTC Commissioner

---

**From:** Vanessa Warheit  
**Date:** April 27, 2015 at 3:27:03 PM PDT  
**To:** [abockelman@mtc.ca.gov](mailto:abockelman@mtc.ca.gov),  
**Cc:** [rafael.rius@cityofpalo.org](mailto:rafael.rius@cityofpalo.org)  
**Subject:** Please continue (and extend) bike share in Palo Alto

Dear MTC,

I am writing to urge you to continue, and to expand, the bikeshare program in Palo Alto. I have used citibikeshare in NYC, and would happily use it here in Palo Alto if it were available in my neighborhood. Currently, I commute to San Francisco using my bicycle, and despite the hassle of hauling it up and down steps, I usually bring my bicycle on board (in part because the train schedules mean I don't always get off at the same station - and also because there aren't enough bikeshare stations in San Francisco). If there were a bicycle station near my home, somewhere in the College Terrace neighborhood, I would use the bikeshare to get to the train station (and possibly to get to other local amenities as well).

I firmly believe that it's impossible to assess a bikeshare program's viability without fully implementing it - which means placing the facilities in neighborhoods and shopping districts, and not simply at large employers. I encourage you to make the program more extensive in all cities where it's been introduced.

Many thanks,

Vanessa Warheit  
Palo Alto resident

**From:** tracy c  
**Date:** April 28, 2015 at 5:13:45 PM PDT  
**To:** "[abockelman@mtc.ca.gov](mailto:abockelman@mtc.ca.gov)" <[abockelman@mtc.ca.gov](mailto:abockelman@mtc.ca.gov)>

**Subject:** Redwood City Bikeshare program  
**Reply-To:** tracy c <[tracylynn85@yahoo.com](mailto:tracylynn85@yahoo.com)>

Dear people,

I was interested to hear that MTC has proposed defunding the bike share program in Redwood City, Palo Alto and Mountain View, forcing those cities to pay to keep the program going. As a 16 year Caltrain/bike commuter I would say that the bike share program is not worth those cities' money, since the program isn't a solution to most people's commute.

In my case, I found that the program was too limited in geography to be useful. That is, it didn't go anywhere near my workplace. Until the end of last year, I worked in Redwood Shores and commuted via Caltrain. I needed a bike to get to my job from the train station. The nearest bike share docking station to my work was at the Redwood City Caltrain station, approximately 3.5 miles away from my work. I couldn't have used one of those bikes even if I had an account, because there was no docking station near my workplace to check the bike back in to. I needed my own bike to get me to work from Caltrain, then from Caltrain back home in the evening. Bike share wasn't a workable solution.

Also, I don't believe that a formal bike share program is the real solution to overcrowded bike cars on Caltrain. Expanding capacity for people to bring their own bikes on the trains is the solution.

Best regards,

Tracy Corral  
San Jose



## CITY OF EMERYVILLE

INCORPORATED 1896

1333 PARK AVENUE  
EMERYVILLE, CALIFORNIA 94608-3517

TEL: (510) 596-4300 FAX: (510) 596-4389

RECEIVED

MAY 11 2015

BAY AREA TOLL AUTHORITY

May 5, 2015

Ms. Alix Bockelman  
Deputy Executive Director, Policy  
Metropolitan Transportation Commission  
101 Eighth Street  
Oakland, CA 94607

### **SUBJECT: East Bay MTC Bay Area Bike Share Negotiations**

Dear Ms. Bockelman:

In response to the MTC Administration Committee Memo of April 1, 2015, the East Bay cities of Berkeley, Oakland, and Emeryville met to discuss our concerns with the current negotiations with the private contractor, Motivate. This letter summarizes Emeryville's concerns with the current negotiations. While the East Bay Cities have formed a consensus on several issues, and have similar questions on several others, each city will provide their own concerns in separate memos. We look forward to discussing these issues further, either individually or as a group.

#### 1. Advertising

We appreciate the contract language that states all advertising shall be subject to local restrictions. We believe Motivate should be aware that while we desire bike share in Emeryville, advertising on kiosks is not permitted under our sign regulations.

#### 2. Buy-In Costs Specific to Infill Stations and Expansion Areas in Participating Jurisdictions

The City of Emeryville is very interested in increasing the density of station locations in Emeryville for functional saturation. The proposed costs for the operations and maintenance for equipment providing additional density in already-served cities is higher than the proposed cost for cities joining the regional system. We ask that those costs be more equitable across jurisdictions, so that the reductions in cost for stations that generate certain numbers of rides per bike per day be offered to the already-served cities as well as the newly-added jurisdictions.



### 3. Clipper Card Interoperability

Motivate has indicated that their bike share system will be compatible with Clipper cards. This is highly desirable, and we ask that the MOU reflect a performance standard to meet this goal.

### 4. Insurance

The memo states that Motivate will indemnify local jurisdictions. This must be supplemented by a requirement that Motivate provide and maintain general and automobile liability insurance policies naming the local jurisdictions as additional insured, with policy limits of no less than \$1,000,000 per occurrence. Motivate must also provide evidence of workers compensation coverage and provide a waiver of subrogation.

### 5. Routine Maintenance and Temporary Relocations

The City of Emeryville typically requires parties with encroachments in the right of way to temporarily relocate any such encroachment for routine maintenance such as repaving, utility relocation etc. The contract should include language to allow local jurisdictions to require these temporary relocations at Motivate's sole cost.

### 6. No Net Cost

Motivate should operate in the respective cities at no net cost to the host cities in terms of staff time spent on planning and implementing the system. This position is in accordance with the Motivate/MTC draft terms of agreement language ("Cost Not to Exceed \$0.") In that spirit, the East Bay cities agree that Motivate should provide funding for all demonstrable net costs, which include permit fees; city staff time spent launching and managing bike share issues for the duration of the project, and may include lost parking revenue in some cities. In Emeryville, staff support for Bike Share is exclusively funded by the City General Fund, and the future lack of Bike Share as a TFCA-eligible activity raises additional concerns about ensuring that Emeryville doesn't incur costs for permitting or site selection.

### 7. Revenue Sharing

The current language states that MTC and Motivate would be the parties to the revenue sharing agreement. Is it MTC's intention that revenue sharing would be distributed to each city via the MTC-City agreements, as a potential funding source to defray local agency staff costs, or for other Bike Share-related expenses?

### 8. Exclusivity

In the memo, MTC is proposing Motivate will be the exclusive supplier and operator of bike share in the Bay Area. What is the legal definition of "exclusive" under these

terms? We are concerned that other mobility sharing programs could be blocked from adding bicycle elements to their operations by this agreement.

For example, what if a university or corporate campus wanted to establish an on-campus bike sharing program for their own students and faculty? Emeryville is concerned with the possible impacts of the exclusivity clause on private bike share systems such as the City of Emeryville's system for City staff, or Pixar's system for their staff's use both on- and off-campus.

#### 9. Equity

The City of Emeryville will be serving and served by stations in West Berkeley and West Oakland. Siting of stations in these adjacent Communities of Concern will create a synergy and may optimize Emeryville site locations.

#### 10. Air Quality District TFCA Funding

The Air Quality District has indicated that due to the air quality underperformance of the SFMTA bike share pilot, bike share may no longer be an eligible TFCA expenditure category. If this is the case, only currently-allocated TFCA bike share funds will be allowed to be spent and no new allocations will be allowed. While this issue is not directly related to a specific proposed provision of the MTC-Motivate contract, it may affect the ability of cities to staff the Bike Share expansion to the East Bay, since bike share staff in Berkeley and Oakland are currently paid using TFCA funds. If TFCA funds are no longer available for use to pay local agency staff costs, this places additional emphasis on #1 and #2 above in other cities as it does currently in Emeryville, particularly the ability of local agencies to recapture staff costs through profit-sharing from MTC/Motivate and/or through permit fees; recapturing revenue loss from paid parking spaces; and/or Motivate directly funding ongoing local staff costs.

The City of Emeryville is looking forward to being a part of this proposed addition to transit in the region. Thank you very much for your attention to these issues.

Sincerely,



Sabrina Landreth  
City Manager

CC: Maurice Kaufman, Public Works Director  
Charles S. Bryant, Community Development Director  
Michael Biddle, City Attorney  
Nancy Humphrey, Environmental Programs Analyst  
Amber Evans, Community Development Coordinator

# Bike Share Expansion Proposal

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MTC ADMINISTRATION COMMITTEE

MAY 13, 2015

# Motivate Proposal – Summary

## System size

- 7,000+ bikes

## Bikes by city:

- Berkeley – 400
- Emeryville – 100
- Oakland – 850
- San Francisco – 4,500
- San Jose – 1,000
- 50 additional bikes TBD in East Bay
- Up to 155 additional bikes TBD in current pilot cities, pending individual city decisions



# Follow-up – April Administration Committee and BAAQMD Board

## Pilot cities

- Extension and pricing

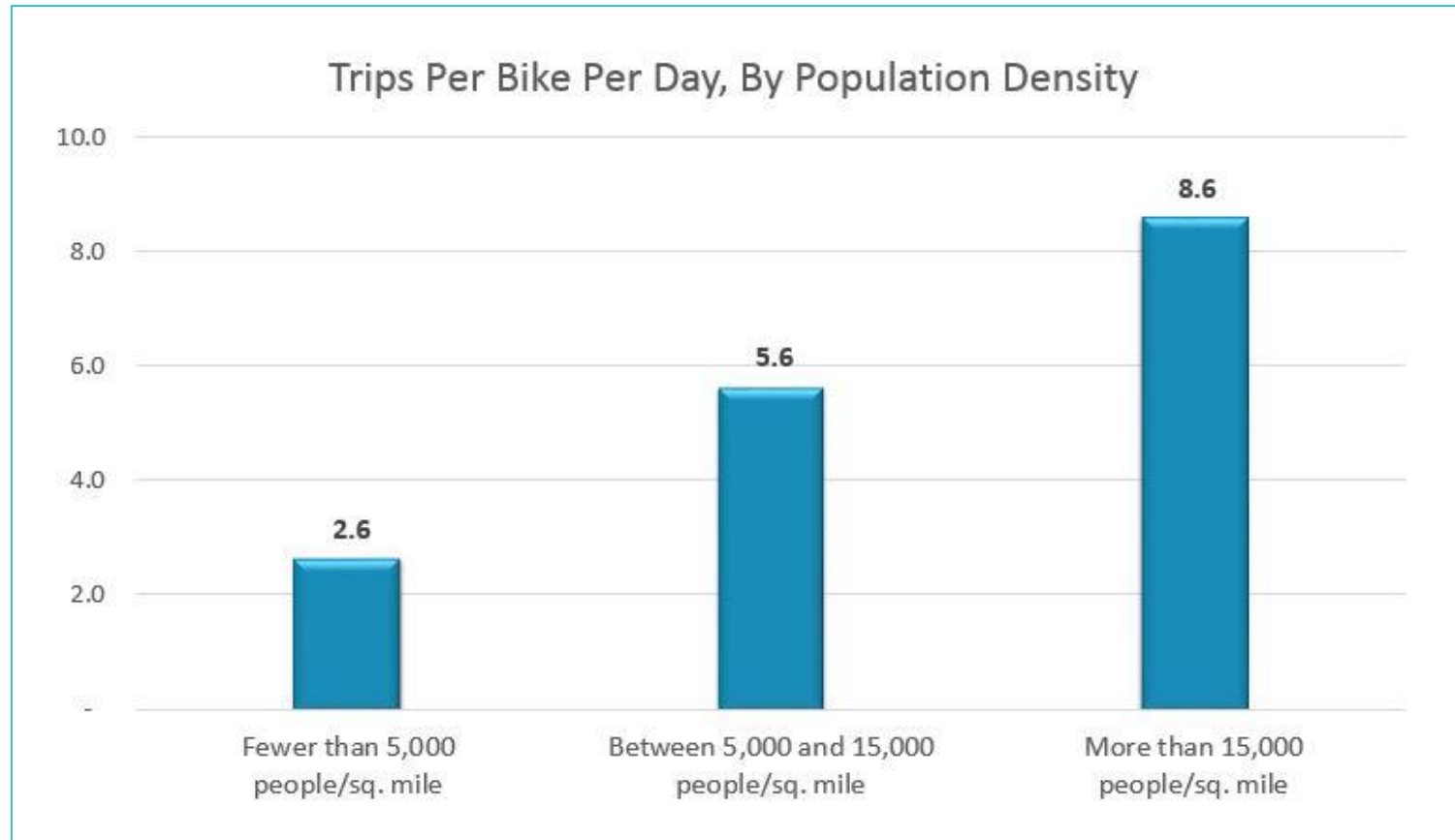
## Emerging communities

- Pricing and funding

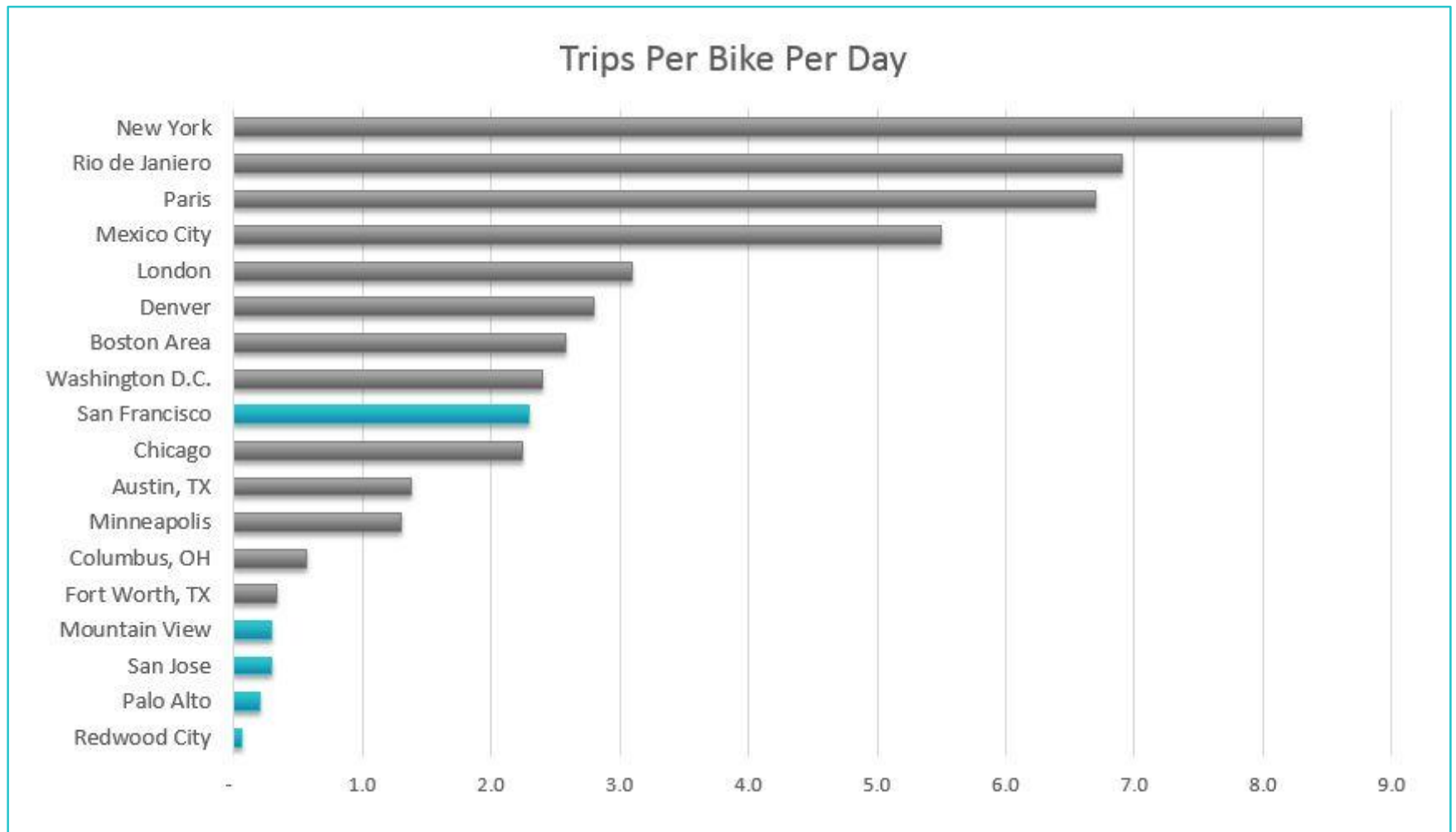
## Other concerns

- Compliance with Americans with Disability Act (ADA)
- Sole source justification
- Options for investing unreimbursed federal and state funds

# National and International Comparisons



# National and International Comparisons



# Motivate Proposal – Pilot Cities

## Existing pilot cities extended through June 30, 2016

- Ongoing operations subsidy required post-June 2016, but no capital cost to continue

## Updated term sheet based on Committee input

- Pricing follows the Air District contract with discount and sponsorship opportunities

City	Annual Cost
Mountain View	\$158,000
Palo Alto	\$101,000
Redwood City	\$158,000

Trips/bike/day	Discount
1.0	25%
1.5	50%
3.0	100%



# Motivate Proposal – Emerging Communities

## Proposed \$4.5M from MTC for future bike share

- For capital purchase, at pilot program prices + 10%
- Ongoing cost of \$130 per dock per month required
- Same discount and sponsorship opportunities available

System Size	Capital Cost	Annual Operating Cost
5 stations, 50 bikes	\$300,000	\$150,000



# Motivate Proposal American with Disabilities Act (ADA)

## Motivate to comply with ADA requirements

- All website and mobile applications
- Station and kiosk locations
- Station component design



# Sole Source Justification

- Approximately \$65 million value over 10 years
- 7,000-bike system launched in 2.5 years

Bike Share Cost Element	Estimated Annual Expense	10-Year Value (2015 dollars, 3% discount rate)
Capital cost for 6,300 expansion bikes & stations	-	\$37.6 million
Annual operating & maintenance cost above 80% farebox recovery	\$3.2 million	\$21.4 million
Staff oversight, marketing, & contract management	\$1.0 million	\$6.7 million
<b>Total</b>	<b>\$4.2 million</b>	<b>\$65.7 million</b>

# Redirecting State and Federal Monies

Program/Fund Source	Unreimbursed Amount (In Millions)
Active Transportation Program (ATP)	\$7.7
STP/CMAQ	\$11.4
<b>Total</b>	<b>\$19.1</b>

**ATP \$7.7M recommended for scored contingency list**

**STP/CMAQ \$11.4M recommended as follows:**

- \$4.5M for approximately 750 bikes & 75 stations in future emerging communities through call for projects/interest
- \$0.5M for San Mateo bike & pedestrian program
- \$6.4M subject to broader OBAG2 discussion



# CITY OF MOUNTAIN VIEW

Office of the Mayor and City Council • 500 Castro Street • Post Office Box 7540 • Mountain View, California 94039-7540  
650-903-6305 • FAX 650-903-6039

May 8, 2015

Supervisor Adrienne J. Tissier, Chair – Administration Committee  
Metropolitan Transportation Commission  
County of San Mateo  
400 County Center  
Redwood City, CA 94063

Dear Chair Tissier:

The City of Mountain View was disappointed to learn recently that the Metropolitan Transportation Commission (MTC) plans to expand its existing Bay Area Bike Share Program without the continued participation of three of the Program's original pilot cities – Mountain View, Palo Alto, and Redwood City.

A decision to eliminate Mountain View from an expansion of the Bay Area Bike Share Program at this time would not only be unfortunate, but more importantly, premature. As noted in the April 1, 2015 memorandum from Steve Heminger to the MTC's Administration Committee, the City of Mountain View generated the second highest number of trips per day per bike during the initial pilot period, second only to the results achieved in San Francisco.

It is important to note that Mountain View achieved this success with only limited resources (seven Bike Share stations and 70 bicycles) and without the benefit of the full build-out of the pilot program. The additional stations and bicycles planned for deployment in Mountain View as part of Phase Two of the pilot program would have added additional stations and bicycles in the City's North Bayshore Area – one of the most dynamic employment centers in Silicon Valley and home of such iconic companies as Google, LinkedIn, Intuit, and Microsoft.

A decision to eliminate Peninsula cities from the expanded Bay Area Bike Share Program would undermine the good work Mountain View and other cities are doing to aggressively respond to the challenges of providing effective last-mile connections for their residents, businesses, and commuters.

We appreciate the efforts of the MTC staff over the past month to seek input from, and advocate for, the pilot cities. The proposal in front of you on May 13 is a significant improvement. Having said that, the City requests the MTC complete the planned pilot program and deploy the agreed-to number of additional stations and bicycles in Mountain View.

If the MTC is unable or unwilling to agree to fully build out the pilot program with all the planned stations, Mountain View requests the following:

- The ability to relocate as many as three existing stations to other locations in Mountain View at no cost.

Chair Adrienne J. Tissier

May 8, 2015

Page 2

- Continued receipt of station and bicycle usage data.
- MTC negotiate with Motivate on the cities' behalf regarding:
  - The potential for reduced monthly bicycle dock operations and maintenance charges if ridership levels meet/exceed the lowest ridership levels of any of the cities participating in the expanded program.
  - Problem solving potential conflicts that may arise from its sole source and title sponsorship agreement with Motivate and local sponsorship opportunities, and/or local procurement requirements.
- MTC assistance in identifying other bike-share or other last-mile options, and potential funding sources, if the Peninsula cities' continued participation in the Bay Area Bike Share Program is determined to be not viable at the end of the extended pilot period.

The City of Mountain View supports the expansion of the Bay Area Bike Share Program and requests that the MTC continue to work with Peninsula cities and advocate on their behalf to ensure their interests are fully addressed during future discussions with Motivate regarding the expansion of the Bay Area Bike Share Program.

Sincerely,



John McAlister  
Mayor

JMcA/DHR/7/MGR  
001-05-06-15L-E

cc: Alix Bockelman, Deputy Executive Director, MTC  
MTC Board of Directors  
Karen Holman, Mayor, City of Palo Alto  
Jim Keene, City Manager, City of Palo Alto  
Jeffrey Gee, Mayor, City of Redwood City  
Bob Bell, City Manager, City of Redwood City  
Santa Clara Valley Transportation Authority  
City Council  
CM, PWD, TBM



METROPOLITAN  
TRANSPORTATION  
COMMISSION

**Agenda Item 5**

Joseph P. Bort MetroCenter  
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## *Memorandum*

TO: Policy Advisory Council

DATE: May 6, 2015

FR: Craig Goldblatt

RE: One Bay Area Grant Program Cycle 2 Proposal

### Background

The inaugural One Bay Area Grant Program (OBAG 1) was approved by the Commission in May 2012 (MTC Resolution No, 4035) to better integrate the region's federal highway funding program with California's climate statutes and the Sustainable Communities Strategy (SCS). OBAG supports Plan Bay Area, the region's SCS, by directing investments into the region's priority development areas, rewarding housing production, and providing a larger and more flexible funding program to deliver transportation projects. The successful outcomes of this program are outlined in the "One Bay Area Grant Report Card" which was presented to the MTC Planning Committee in February 2014. ([http://files.mtc.ca.gov/pdf/OBAG\\_Report\\_Card.pdf](http://files.mtc.ca.gov/pdf/OBAG_Report_Card.pdf))

OBAG 1 projects are nearing completion and there are now two years remaining of the OBAG 1 cycle (FY 2012-13 through FY 2016-17); therefore, it is time to begin discussing the upcoming funding cycle (OBAG 2) with stakeholders and the MTC Commission. This will provide sufficient lead time for regional program managers and county Congestion Management Agencies (CMAs) to design programs and select projects to use funds in a timely manner within the five-year period of OBAG 2 (FY 2017-18 through FY 2021-22).

### Recommendations

Considering the positive results achieved to date in OBAG 1 and to extend the time frame to implement and track the effectiveness of OBAG towards meeting its policy goals, staff is recommending only minor revisions for OBAG 2. Listed below are principles that are guiding the proposed program revisions:

**1. Maintain Realistic Revenue Assumptions:**

OBAG 2 funding is based on anticipated future federal transportation program apportionments. To avoid a shortfall, a conservative flat-line revenue projection sets the size of the program with a total of five years to get closer to maintaining near OBAG 1 funding levels.

**2. Support Existing Programs and maintain Regional Commitments as First Priority Recognizing Revenue Constraints:**

The OBAG Program as a whole is expected to face declining revenues from \$825 million in OBAG 1 to \$750 million in OBAG 2. Therefore, staff is recommending no new

programs and to strike a balance among the various transportation needs that were supported in OBAG 1. Generally, funding levels remain at status-quo.

- The regional pot of funding decreases by 9%. With the exception of planning activities and escalation, programs are either maintained or decreased from their OBAG 1 funding levels.
- While the OBAG 2 county program decreases by 8%, this is somewhat offset by the addition of Federal-Aid Secondary Program (FAS), where appropriate / applicable, to the CMA local decision-making process, which was not part of OBAG 1.

Additionally, Transportations Enhancements (TE) revenues included in the OBAG 1 revenues are no longer available to the CMAs for programming since this fund source was eliminated under MAP 21 and folded into the new State Active Transportation Program.

The proposed OBAG 2 funding levels for the regional and county programs are presented below. See Attachment 1 for more details on these programs and a comparison with the OBAG 1 fund cycle.

#### **Proposed OBAG 2 Funding**

<b>Programs</b>	<b>OBAG 2 Proposed Funding (million \$, rounded)</b>
<b>Regional Planning Activities</b>	\$10
<b>Regional PDA Planning and Implementation</b>	\$20
<b>Pavement Management Program</b>	\$9
<b>Priority Conservation Area Program</b>	\$10
<b>Climate Initiatives</b>	\$22
<b>Regional Operations Programs</b>	\$160
<b>Transit Priorities Program</b>	\$182
<b>County CMA Program</b>	\$338
<b>OBAG 2 Total</b>	<b>\$750</b>

### **3. Support the Plan Bay Area's Sustainable Communities Strategy by Linking OBAG Funding to Regional Needs Housing Allocation (RHNA), Housing Production, Affordable Housing, and Smart Growth Goals:**

There are proposed to be few changes to policies in OBAG 2, which have worked well in OBAG 1. (See Attachment 2.)

- PDA Investment targets stay constant: 50% for the four North Bay counties and 70% for the remaining counties.
- PDA Investment Growth Strategies, now fully completed, should play a stronger role in guiding the County CMA project selection and be aligned with the countywide plan update cycle.



- The county OBAG 2 distribution formula is revised slightly to further weight past housing production against future RHNA housing commitments; and affordable housing shares within each of these categories will be increased by 10%. (Population 50%; Housing Production 30%; and Housing RHNA 20%, with housing affordability at 60%). Also the OBAG 2 county fund distribution formula now uses ABAG's most recently updated RHNA and housing production data. The resulting county shares are summarized in the table below.

County	OBAG 1 Actual Distribution	OBAG 2 Proposed Formula
<b>Alameda</b>	19.6%	20.8%
<b>Contra Costa</b>	14.1%	13.1%
<b>Marin</b>	3.3%	2.5%
<b>Napa</b>	2.3%	1.4%
<b>San Francisco</b>	12.0%	14.4%
<b>San Mateo</b>	8.3%	8.6%
<b>Santa Clara</b>	27.3%	28.7%
<b>Solano</b>	6.0%	4.6%
<b>Sonoma</b>	7.3%	5.9%

- 4. Continue Flexibility and Local Transportation Investment Decision Making:**  
 OBAG 2 continues to provide the discretion and the same share of the funding pot (40%) to the CMAs for local decision-making. Also, two regional programs, Safe Routes to Schools and the Federal-Aid Secondary programs, have been consolidated into the OBAG county program with funding targets to ensure that these programs continue to be funded at specified funding levels.
- 5. Cultivate Linkages with Local Land-Use Planning:** As a condition to access funds, local jurisdictions need to continue to align their general plans' housing and complete streets policies as part of OBAG 2 as required by SB 375 and other state laws. Those jurisdictions that have not updated their circulation element after 2010 to meet the State's Complete Streets Act requirements will need to adopt a complete streets resolution per the MTC model used for OBAG 1, if they have already not done so. (See Attachment 2.)
- 6. Continue Transparency and Outreach to the Public Throughout the Project Selection Process:** CMAs will continue to report on their outreach process as part of their solicitation and selection of projects for OBAG. Each CMA will develop a memorandum addressing outreach, coordination and Title VI.

More specific details of recommended revisions and funding levels in OBAG 2 can be found in the attachments.

Policy Advisory Council  
Memo - One Bay Area Grant Program Cycle 2 Proposal  
Page 4

### **Next Steps**

MTC Staff will present the OBAG 2 framework along with recommended revisions to various MTC advisory and working group meetings in May and June. The OBAG 2 proposal will then be presented to the Programming and Allocations Committee in June for their information and comment. This will be followed by additional outreach over the summer and fall. The final proposal is anticipated to be presented to the Commission in November for adoption, which will subsequently kick off the CMAs' project solicitation. (See Attachment 3 for full schedule.)

MTC staff is looking forward to discussing the next cycle of OBAG with you and to consider your suggestions for improvements to this program.

Attachments

CG: CG

J:\COMMITTEE\Policy Advisory Council\Meeting Packets\2015\05\_May\_2015\05a\_OBAG2 Initial Proposal Adv Council Memo May.doc

May 13, 2015

Attachment 1 - Revised

OBAG 2 Program Considerations		OBAG 1	OBAG 2
Regional Programs – REDUCE by 9%			(millions)
<b>1. Regional Planning Activities – MAINTAIN funding with 2% escalation</b>			
<ul style="list-style-type: none"> <li>Continue regional planning activities for ABAG, BCDC and MTC at current levels, with 2% escalation from final year of OBAG 1</li> </ul>	\$8	\$10	
<b>2. PDA Planning and Implementation - MAINTAIN at OBAG 1 funding level</b>			
<ul style="list-style-type: none"> <li>Maintain Regional PDA Planning and Implementation at OBAG 1 levels</li> <li>Possibly rebrand to TOD Planning</li> </ul>	\$20	\$20	
<b>3. Pavement Management Program - MAINTAIN at OBAG 1 funding Level</b>			
Administered by MTC	\$9	\$9	
<ul style="list-style-type: none"> <li>Maintain PMP implementation and PTAP at OBAG 1 funding level</li> </ul>			
<b>4. Priority Conservation Area (PCA) - MAINTAIN at OBAG 1 funding Level</b>			
<ul style="list-style-type: none"> <li>Maintain OBAG 1 Programs: \$5M North Bay &amp; \$5M Regional Program</li> <li>Reduce match requirement from 3:1 to 2:1.</li> <li>MTC funding to be federal funds. Support State Coastal Conservancy to use Cap and Trade and other funds as potential fund source for federally ineligible projects.</li> </ul>	\$10	\$10	
<b>5. Climate Initiatives Program - MAINTAIN at OBAG 1 funding level</b>			
<ul style="list-style-type: none"> <li>Maintain climate initiatives program to implement the SCS</li> </ul>	\$22	\$22	
<b>6. Regional Operations – REDUCE by 13%</b>			
<ul style="list-style-type: none"> <li>Freeway Performance Initiatives, Incident Management, Transportation Management System, 511, Rideshare</li> <li>Focus on partnerships for implementation, key corridor investments, and challenge grant to leverage funding</li> </ul>	\$184	\$160	
<b>7. Transit Priorities Program – REDUCE by 10%</b>			
<ul style="list-style-type: none"> <li>BART Car Phase 1</li> <li>Clipper Next Generation System</li> <li>Transit Capital Priorities (TCP), Transit Performance Initiatives (TPI)</li> </ul>	\$201	\$182	
	\$455	\$413	
<b>Local Programs</b>			
❖ <b>Local PDA Planning – CMAs to fund at their discretion</b>			
Eliminate Local PDA Planning as a separate program.			
<ul style="list-style-type: none"> <li>PDA planning eligible under County program.</li> </ul>	\$20	-	
❖ <b>Safe Routes to School (SRTS) - MAINTAIN SRTS Program. Redirect to CMAs</b>			
Managed by CMAs. Provide Safe Routes To School grants to local jurisdictions.			
<ul style="list-style-type: none"> <li>Maintain Safe Routes to School – Add to county shares.</li> <li>Use OBAG formula rather than school formula</li> <li>\$25M minimum not subject to PDA investment requirements.</li> <li>Counties may opt out if they have their own county SRTS program</li> </ul>	\$23	-	
❖ <b>County Federal-Aid Secondary (FAS) – REDIRECT program to CMAs</b>			
Managed by CMAs. Provide FAS funding to Counties.			
<ul style="list-style-type: none"> <li>Fully fund county FAS requirement (\$2.5 M per year). Funding not included in OBAG 1 because FAS requirement had been previously satisfied.</li> <li>Farm to market projects eligible.</li> <li>\$13M guaranteed minimum not subject to PDA investment requirements</li> </ul>	-	-	
	\$43	-	
<b>County CMA Programs – REDUCE by 8%</b>			
❖ <b>County CMA Program</b>			
<ul style="list-style-type: none"> <li>Local PDA Planning optional through CMA County OBAG Program</li> <li>SRTS included in County OBAG program (use OBAG formula)</li> <li>FAS included in County OBAG program (use FAS formula)</li> <li>County CMA 40% base OBAG program</li> </ul>	-	-	
	-	\$25	
	-	\$13	
	\$327	\$300	
	\$327	\$338	
<b>Program Total</b>	\$825	\$750	

May 13, 2015

## Attachment 2

### OBAG 2 County Program Considerations

#### ❖ County Generation Formula

- Continue existing PDA investment targets of 50% for North Bay counties and 70% for all others.
- Adjust county generation formula. Maintain population weighting factor while increasing housing production weighting factor, with housing affordability (very low and low) increased in weighting within both the Housing Production and RHNA.

#### OBAG Distribution Factors

	Population	Housing Production	Housing RHNA	Housing Affordability
OBAG 1 (Current)	50%	25%	25%	50%
OBAG 2 (Proposed)	50%	30%	20%	60%

#### ❖ Housing Element

- HCD Certified Housing element by May 31, 3015

#### ❖ General Plan Complete Streets Act Update Requirements

- For OBAG 1, jurisdictions required to have either a complete streets policy resolution **or** a general plan that complied with the complete streets act of 2008 as January 31, 2013.
- For OBAG 2 jurisdictions are currently required to have the general plan circulation element comply with the Complete Streets Act of 2008 prior to January 31, 2016.

For OBAG 2, modify the requirement for funding:

- **Resolution or Plan (somewhat similar to OBAG 1):** Jurisdictions must have either a complete street policy resolution **or** a circulation element of the general plan updated after 2010 that complies with the Complete Streets Act. This modified approach focuses on the local complete streets resolution while acknowledging the jurisdictions that have moved forward with an updated circulation element in good faith of OBAG 2 requirements.

#### ❖ PDA Investment and Growth Strategy

- Currently OBAG requires an annual update of the PDA investment and growth strategy. For OBAG 2, require an update every four years with an interim status report after two years. The update would be coordinated with the countywide plan updates to inform RTP development decisions. The interim report addresses needed revisions and provides an activity and progress status.

#### ❖ Public Participation

- Continue using the CMA self-certification approach and alter documentation submittal requirements to require CMA memorandum encompassing three areas: outreach, coordination and Title VI.

May 13, 2015

Attachment 3

<b>OBAG 2 Tentative Development Schedule</b>	
<b>May 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Outreach</b> <ul style="list-style-type: none"> <li>• Refine proposal with Bay Area Partnership and interested stakeholders</li> <li>• Policy Advisory Council / ABAG</li> </ul> </li> </ul>	
<b>June 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Present Approach to Programming and Allocation Committee (PAC)</b> <ul style="list-style-type: none"> <li>• Outline principles and programs for OBAG 2</li> <li>• Approve complete streets requirement</li> </ul> </li> </ul>	
<b>July-October 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Outreach</b> <ul style="list-style-type: none"> <li>• Finalize guidance with Bay Area Partnership and interested stakeholders</li> <li>• Policy Advisory Council</li> </ul> </li> </ul>	
<b>November 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Commission Approval of OBAG 2 Procedures</b> <ul style="list-style-type: none"> <li>• November Programming &amp; Allocations Committee (PAC)</li> <li>• Commission approval of OBAG 2 procedures &amp; guidance</li> </ul> </li> </ul>	
<b>December 2015 - September 2016</b>	
<ul style="list-style-type: none"> <li>• <b>CMA Call for Projects</b> <ul style="list-style-type: none"> <li>• CMAs develop county programs and issue call for projects</li> <li>• CMA project selection process</li> <li>• County OBAG 2 projects due to MTC (September 2016)</li> </ul> </li> </ul>	
<b>December 2016</b>	
<ul style="list-style-type: none"> <li>• <b>Commission Approval of OBAG 2 Projects</b> <ul style="list-style-type: none"> <li>• Staff review of CMA project submittals</li> <li>• Commission approves regional programs &amp; county projects</li> </ul> </li> </ul>	<p><b>NOTE:</b> 2017 TIP Update: December 2016</p>
<b>February 2017</b>	
<ul style="list-style-type: none"> <li>• <b>Federal TIP</b> <ul style="list-style-type: none"> <li>• TIP amendment approval</li> </ul> </li> </ul>	
<b>October 2017</b>	
<ul style="list-style-type: none"> <li>• <b>First year of OBAG 2 (FY 2017-18)</b> <ul style="list-style-type: none"> <li>• On-going planning and non-infrastructure projects have access to funding</li> </ul> </li> </ul>	<p><b>NOTE:</b> Plan Bay Area Update: Summer 2017</p>
<b>October 2018</b>	
<ul style="list-style-type: none"> <li>• <b>Second year of OBAG 2 (FY 2018-19)</b> <ul style="list-style-type: none"> <li>• Capital projects have access to funding</li> </ul> </li> </ul>	
<b>END</b>	

May 13, 2015

Attachment 1 - Revised

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