

Bike Share *Bulletin*

April 24, 2013

The Business Plan is Underway!

Fehr & Peers has been retained by the Sacramento Metropolitan Air Quality Management District to conduct a business plan for a regional bike share system. On Tuesday, April 23, the consultant met with the Technical Committee to finalize a scope of work. In the coming weeks, Fehr & Peers will report back regarding:

- An overview of North American bike share infrastructure, technologies, and governance structures
- Possible sites for bike share stations, with a likely targeted initial launch area of the Central City, West Sacramento and Davis
- Demand and density analyses related to housing and employment centers
- Technology integration with transit systems or a future Bay Area bike share system
- An equity report to assess opportunities and challenges facing potential users who lack credit cards or smartphones
- An assessment of initial capital costs and ongoing operational expenses; business models in use in the USA; triple bottom-line return on investment regarding the economic, social and environmental benefits of a bike share program

Be on the lookout for a “Meet the Consultant Happy Hour” announcement!

Cap-to-Cap trip a big success for bike share!

Cap-to-Cap is the annual Metro Chamber trip that sends hundreds of the region's business, political and community leaders to Washington, D.C. each year to advance the region's interests. This year, thanks to **Kaiser Permanente** and some enthusiastic bike share volunteers, program participants were provided with free passes and instructions for using the remarkably successful Capital Bikeshare program. Up to 100 of the contingent tried the program and enjoyed the efficient, fun, and healthy mobility that bike share provides while making the rounds in the nation's capital from April 13-16. Special thanks to Cap2Cap attendees and bike share enthusiasts Tara Thronson (Valley Vision), John Lane (Teichert), and Erik Johnson (SACOG) for their help in coordinating this effort!

Outreach

We presented an overview of our efforts to the Metro Chamber Transportation Committee and at a special event co-sponsored by the Downtown Sacramento Partnership and Midtown

Business Association. We've spoken to Sierra Health Foundation regarding their interest in ensuring access to the bike share system for low-income individuals who would derive significant health benefits from a bike share system.

Bonus: [Is 2013 the Year of Bike Share?](#)

Background

Bike Share is an innovative public transit system that provides **efficient first- and last-mile connections** for users of bus and rail systems as well as **handy mobility for urban residents and tourists**. [Hundreds of such systems](#) are now deployed in cities around the world.

A **collaboration** among the following agencies-- Sac Metro AQMD, RT, Capitol Corridor JPA, SACOG, City of Sac, City of West Sac, City of Davis, Yolo Solano AQMD, UCD, Yolo County Transportation District—has funded a **bike share business plan** that will investigate the potential for bike share in an initial launch area including most of the Central City, portions of West Sacramento, and Davis, with criteria established for subsequent expansion. Sac Metro AQMD is coordinating an Executive Committee of representatives of those agencies to explore issues of **governance** for a prospective bike share system, including the proper mix of private, public and nonprofit sector participation in system ownership and operations, along with possible coordination with a future Bay Area bike share system integrated with Amtrak. A Technical oversees the work of the business plan consultant who will make recommendations regarding bike share kiosk locations, fee structures, sponsorship models, etc. The plan is expected to be completed by early- to mid- summer, with a goal of being ready to go to SACOG (or to private investors) with a request for capital funding by late summer.

For more information:

Chris Morfas, Sac Metro AQMD. 874.2876, 420.8000, cmorfas@airquality.org (Executive Committee/governance/ outreach)

Joseph Hurley, Sac Metro AQMD, 874.2694, jhurley@airquality.org (Technical Committee/business plan)