

E-BIKE SHARE UPDATE AND REGIONAL COLLABORATION



Nevada County Board of
Supervisors
August 23, 2022



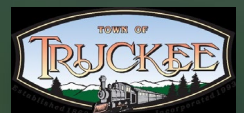
Overview of Presentation

- Introduction and Program Overview
- Procurement Process and Vendor Selection
- Planning Process
- Site Selection
- 2023 Program Launch and Details



General Plan Guiding Principles

- Minimize the negative impacts of transportation infrastructure upon Truckee's community character, local neighborhoods, and the environment.
- **Work cooperatively with adjacent jurisdictions** to address regional traffic issues.
- Reduce automobile travel demand to reduce impacts on the Town's roadway system, lessen the need for new or expanded road facilities to accommodate increased demand, and decrease pollutants emissions from automobiles.
- Provide a safe, comprehensive, and integrated system of trails and bikeways as a key component of the circulation system.
- Promote a safe and efficient transit system, including both bus and rail, to reduce congestion, improve the environment, and provide viable alternatives to the automobile.



E-Bike Share – Goals

- Connections to Transit – “First Mile/Last Mile Solution
- Reduce Vehicle Mile Traveled
- Additional Alternative Transportation Option
- Enhance Economic Vitality and Quality of Life 😊



Procurement Process and Vendor Selection

- Eight (8) Proposals Received
 - Five (5) Dockless
 - Two (2) with Docking Stations
 - One Non-Responsive
- Eight (8) Person Evaluation Committee
- Unanimous Decision on Docking Station Business Model with BCycle as Most Qualified Vendor



Typical Operating Models

- **Most Common –**
 - Privately owned and operated (under contract with municipality)
- **Other Models**
 - Publicly owned and privately or nonprofit operated
 - Nonprofit owned and operated
 - Hybrid



Key Elements of RFP

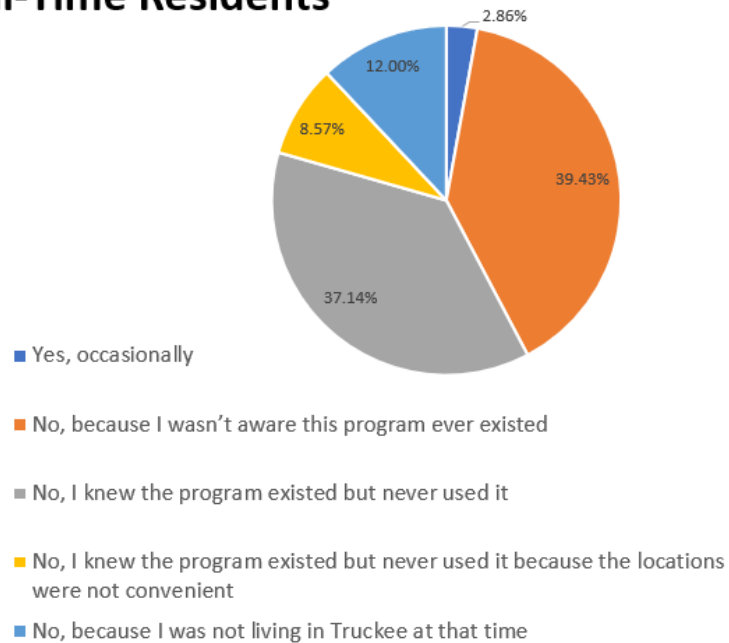
Solicit RFP with the Following Tasks:

- Bikeshare Program Planning
- Bikeshare Charging Site and Network Design
- Proven Program implementation
- Maintenance and Asset redistribution Plan
- Pricing and Security of Financial Transactions
- Marketing and outreach experience, including engagement of local bike shops and proven experience with equity programs

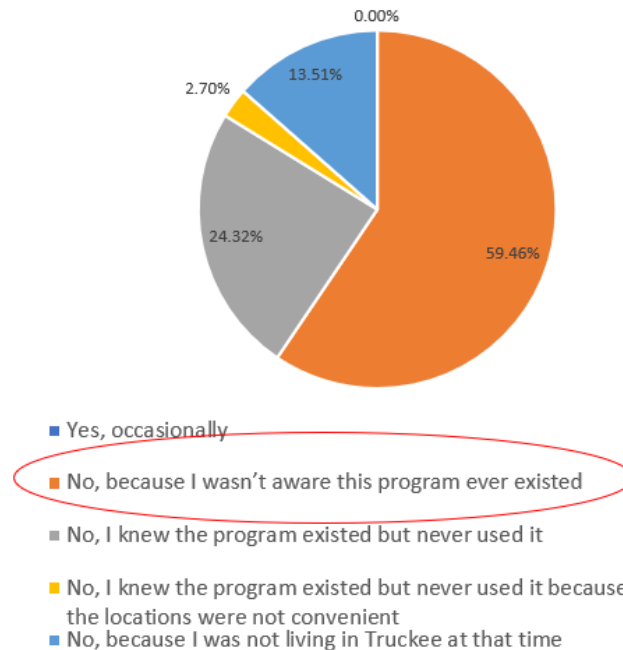


Did you ever use the bike share program that was offered in Truckee a few years ago (2017-2019)?

Full-Time Residents



Part-Time Residents and Visitors



E-bikes +

Flexible docked bike share +

Community focus +

Great local operations +

Sustainable, Scalable, Best-in-Class Bike Share

BCycle



Docking Station Siting Considerations

- Land Ownership
- Potential User
- Geographic Coverage
- Physical Opportunities/Constraints
- Adjacent Land Use/Activity Centers



Preliminary Site Identification

Town

- RR Museum
- Donner State Museum
- Truckee Trails Trailhead
- Bridge & Jibboom
- Dolomite Way
- LIPRR
- Burger Me
- Donner Pass Road
- Truckee Town Hall
- Legacy Trail
- Truckee Pines
- Spring & Donner
- Mountain Home Center (Dow...)
- Jax at the Tracks
- Truckee River Legacy Trailh...
- Rue Ivy
- Rainbow & 99
- Old Brockway

Private

- Raley's
- FiftyFifty Brewing
- Tahoe Donner Rec Center
- Tahoe Donner Association
- Donner Creek Mobile Home ...
- Donner & Vista
- Village Green
- Cedar House
- Best Western
- Hampton Inn
- Glenshire HOA
- Glenshire General Store
- Pioneer Commerce Center
- Coachland RV Park
- Sierra Meadows HOA
- Columbine Road
- Henness Flat

Other Governmental Agencies

- Bike Park
- River Regional Park
- Tahoe Forest Hospital
- West End Beach (A)
- West End Beach (B)
- TDPUD
- Truckee Donner Rec Center
- Golf Course
- Truckee Airport



Refined Phase 1 Sites

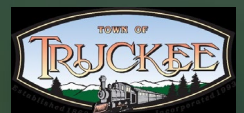
STATION MAP

TRUCKEE



2023 Launch Tasks

- Finalize Agreement with Vendor
- Overcome Supply Issues and Receive Remaining Bikes
- Work with Vendor on Partnerships (Branding, Program Management, Regional Opportunities)
- Develop Pre-launch Marketing Campaign and Ongoing Outreach Plan
- Set up Monitoring and Evaluation Program



2023 Launch Tasks

Phase 1 - Town Controlled Property and Right-of-Way

- Permitted via 2 Party Agreement between Town and BCycle
- Early Summer 2023

Phase 2 – Public Agency Facilities Locations

- Allowable under current Public Facilities Zoning and Authorized via 2 Party Agreement between Agency and BCycle
- Mid Summer 2023

Phase 3 – Private Commercial

- Summer 2024
- Requires Amendment to Development Code



How Do We Measure Success

■ System Utilization

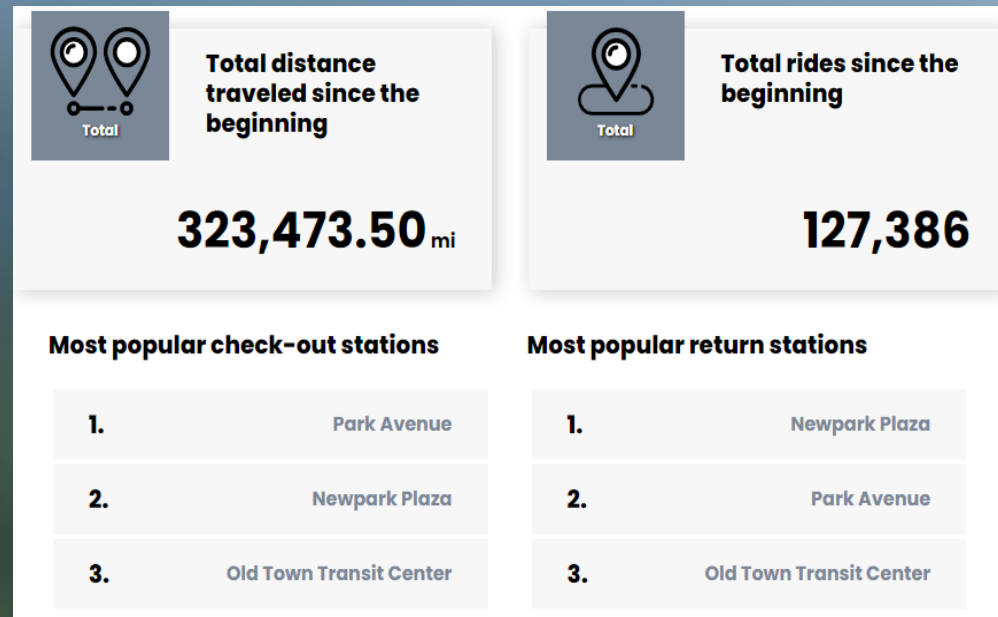
- # of Rides
- # of Users
- Trip Length and Duration
- Time of day
- Trips per device per day
- Station Utilization

■ Rider Characteristics

- Demographics
- Trip Purpose (work, rec, etc.)

■ Customer Experience

- bikes and stations availability
- Complaints and Service Calls
- Responsiveness of Clutter Abatement and Rebalancing



Questions

