



## *MEMORANDUM*

**TO:** Honorable Mayor and City Council  
**FROM:** Ryan Russo,  
Director, DOT  
**SUBJECT:** Bike Sharing Program Update  
**DATE:** December 12, 2017

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City Administrator Approval  
/s/

Date:  
**12/13/17**

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### INFORMATION

The purpose of this memorandum is to respond to a public request for information about the City's bike sharing program. The bike share program operating in the City known as Ford GoBike is part of a regional partnership with the Metropolitan Transportation Commission (MTC), the cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose, and the bike share operator, Bay Area Motivate, LLC (the Operator). The contracts governing this partnership include an intergovernmental Coordination Agreement between MTC and the five participating cities, a Program Agreement between MTC and the bike share operator, and a Franchise Agreement between the City of Oakland and Bay Area Motivate, LLC to operate the bike share system in Oakland. The Coordination Agreement and Franchise Agreement are available on the City's Bike Share website (<http://bit.ly/2hKn6Kj>).

On July 2, 2015, the City approved Resolution No. 85715 C.M.S., adopting a Bike Sharing Policy and authorizing the City Administrator to negotiate and enter an intergovernmental Coordination Agreement with the Metropolitan Transportation Commission (MTC). The Coordination Agreement does not specify any exchange of funds between the City of Oakland and the Operator, except for City staff time reimbursement for permit review, fees (see Attachment A-4) and potential revenue sharing and liquidated damages. The fees noted in Attachment A-4 may be charged to the City, or other parties, by the Operator for specific discretionary tasks such as moving a bike share station.

The Coordination Agreement details shared revenue to be disbursed to the City by MTC if certain regional revenue targets are met. The shared revenue section of the Coordination Agreement states that if MTC receives revenue from the Operator in each Contract Year, MTC will distribute the shared revenue per the following formula: 20% to MTC for administration of the program, 80% to be split between the Participating Cities (Oakland, Berkeley, Emeryville, San Francisco and San Jose). The Participating Cities will share revenue per this formula: The share of docks in each Participating City will count for 70% of the allocation, and the share of trips in each Participating City will count for 30% of the allocation.

On February 2, 2016 the City approved two ordinances and a resolution related to bike share: Ordinance No. 13355 C.M.S., granting a Franchise Agreement to Bay Area Motivate, LLC. to operate a bike share program, Ordinance No. 13354 C.M.S. to amend the Municipal Code to allow for encroachment of a bike sharing station and to amend the Master Fee Schedule to establish new fees for bike share encroachment permits, and Resolution No. 85965 C.M.S. authorizing the City Administrator to accept and appropriate any shared revenue and liquidated damages from the bike share program.

The city is responsible for actively managing its public parking supply and valuable curb space, and balancing diverse, often competing, needs of Oakland's visitors, merchants, commuters and residents. The City's parking supply is also managed to achieve the City's adopted policies, goals and agreements, including the Bike Sharing Policy and the City's Franchise Agreement with the bike share Operator.

When the implementation of the bike sharing system is complete, a total of approximately 80 to 90 paid on-street vehicle parking spaces will be converted to bike sharing stations providing parking for more than 400 bikes. Parking at these locations is not 'lost', but rather redistributed – valuable curb space is better utilized and instead of parking on street, drivers may choose to park off-street, in garages or lots, or choose another option altogether, like transit, carshare, or bikeshare. Staff will try to identify nearby locations for meters to be relocated to minimize the impact of the bike sharing system on meter revenues. The total net loss of parking meter revenue cannot be determined until the system has been completed and meter revenues can be compared to previous years.

The City recognizes the practice of bike sharing as a beneficial mode of transportation that reduces demand for private vehicles, decreases per capita greenhouse-gas emissions, and creates more affordable mobility options for all of Oakland's residents. Bicycle trips, including those by shared bicycles, emit no greenhouse gasses or air emissions. The City's Energy and Climate Action Plan (Resolution No. 84126 C.M.S.) calls for a 36% reduction in greenhouse gas emissions and 20% reduction in vehicle-miles traveled from 2005 levels by 2020. The City, through its "Alternative Modes Policy" (Resolution No.73036 C.M.S.) supports transportation alternatives to private, single-occupant vehicles.

For questions please contact Michael Ford, acting Parking & Mobility Division manager, at (510) 238-7670.

Respectfully submitted,

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Ryan Russo,  
Director of Transportation