WASHOE COUNTY

Integrity Communication Service

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STAFF REPORT
BOARD MEETING DATE: April 24, 2018

DATE: Wednesday, April 18, 2018

TO: Board of County Commissioners

FROM: Kate Thomas, Assistant County Manager,
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THROUGH: John Slaughter, County Manager
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SUBJECT: Recommendation to approve a joinder agreement between Washoe County and Neutron Holdings, Inc., dba LimeBike, to join under NRS 332.195 and 244.188, LimeBike's franchise agreement with the City of Reno to implement a pilot program for providing the public with a dockless-bike-sharing transportation system within the Truckee Meadows. (All Commission Districts.)

SUMMARY

Recommendation to approve a joinder agreement between Washoe County and Neutron Holdings, Inc., dba LimeBike, to join under NRS 332.195 and 244.188, LimeBike's franchise agreement with the City of Reno to implement a pilot program for providing the public with a dockless-bike-sharing transportation system within the Truckee Meadows.

Approval of this action will allow Washoe County to join and use the existing franchise agreement between LimeBike and the City of Reno, entitled "Franchise Agreement (Dockless Bike Share System)." The Franchise Agreement was approved by Reno City Council on April ___, 2018, and is attached as Exhibit A and is incorporated in the joinder approved by the Washoe County Commission. There is no fiscal impact.

Washoe County Strategic Objective supported by this item: Safe, Secure and Healthy Communities

PREVIOUS ACTION

On January 9, 2018 the Washoe County Board of County Commissioners approved staff to pursue a regional dockless bike share pilot program.

On March 13, 2018, the Washoe County Board of County Commissioners approved an Interlocal agreement between the City of Reno, the Regional Transportation Commission (RTC), the City of Sparks, Washoe County and the University of Nevada Reno, Regarding Implementing a Regional Bike Share System.

AGENDA ITEM # _____

BACKGROUND

In 2015, RTC finalized a Bike Share Feasibility Study to explore bike share options in the Truckee Meadows. The complete 2015 Bike Share Feasibility Study is available on the RTC website.

On August 11, 2017, a community Bike Share Forum was held to identify potential interest in using public-private partnerships to implement bike share. More than 60 participants, including public officials, reviewed the study and provided an overview of bike share. The Bike Share Forum resulted in strong support for implementing a bike share system in the Truckee Meadows and there was a consensus to invite vendors to an Industry Review. Following the forum, a meeting of the RTC, City and County attorneys was held to initiate coordination regarding bike share-related issues.

On November 2-3, 2017, RTC hosted a Bike Share Industry Forum at CENTENNIAL PLAZA. The purpose of the forum was to learn more about the alterative bike share operating models and equipment, and to inform regional decision-making about the type of program that would be best suited to the Truckee Meadows. The forum supplements information in the Bike Share Feasibility Study, which was completed before the privatized dockless bike share business model became available in the United States.

The review panel recommended a dockless bike share pilot program for the Truckee Meadows to test this new operating model for the region. Additionally, RTC has applied for Transportation Alternatives (TA) Set-Aside funding for a station-based bike share system in the event that the dockless bike share system fails, or for bike share related infrastructure and programs, such as bike helmets for low-income residents in the case that the dockless bike share pilot is successful.

RTC provided $19,500 to the City of Reno to hire Bantam Strategies, a consultant with national expertise in the rapidly evolving bike share marketplace to help inform and manage the design and implementation of the regional dockless bike share pilot program. Additionally, Bantam Strategies will assist the region to facilitate implementation, procurement documentation, ordinance review, staff training, and develop an education and outreach plan for the bike share program.

On February 20, 2018, in coordination with the Participating Entities, the City of Reno released a Request for Qualifications for Dockless No Cost Bike Share Equipment and Operations. Proposals were submitted in response to the RFQ from four companies: LimeBike; SPIN; Ofo; and, VeoRide. The proposals were scored against a set of requirements and criteria and LimeBike received the highest score and is being recommended for the pilot program.

The Franchise Agreement for Dockless Bike Share addresses the following conditions and requirements:

- A term commencing on the Effective Date and expiring on January 31, 2019.
- A potential extension of the pilot program for one year from the Expiration Date.
- Franchise fee.

- Equipment requirements that reflect national and state safety laws for bicycles, electric bicycles and electric scooters.
- Mobile application and technology requirements.
- Parking siting plan, and parking requirements.
- Annual user survey.
- Data collection and reporting, and record keeping.
- Customer service and service complaints and resolution.
- Relocation of bicycles, and system rebalancing and maintenance.
- Marketing, outreach and education.
- Rates that include a student and senior discount, low-income discount, and bulk purchase discount for companies that offer bike share memberships as an element of their commute trip reduction program.

The bike share service territory is defined through a map provided by the Truckee Meadows Regional Planning Agency of the Truckee Meadows region that includes the City of Reno, City of Sparks, Reno-Sparks Indian Colony tribal lands and Hungry Valley, and areas of Unincorporated Washoe County. The franchise fees will be allocated equally between the five (5) participating entities for the duration of the pilot program.

The Participating Entities have tentatively identified May 13 as the launch date for the dockless bike share pilot program to coincide with Bike Week, May 13 – 18, 2018, and to encourage use of bike share to participate in the activities scheduled during Bike Week. During Phase I over the first 30 – 60 days, LimeBike will deploy 750 – 1,000 bicycles. This number may grow to as many as 4,000 vehicles comprised of bikes, e-bikes, and e-scooters over a period of time of several months.

As mentioned in previous reports to the County Commission, prior to launch and throughout the pilot program, LimeBike and the Participating Entities will implement a comprehensive outreach and education communications campaign. The campaign will promote bike share, educate users on bicycle safety, bicycle etiquette and bicycle parking behavior, and communicate the benefits of bike share to the community, as well as users.

A comprehensive and wide-reaching outreach campaign is a critical component of the bike share program to address new program behaviors seen in other communities such as improper bike parking and usage. Washoe County's communications team is fully involved in this regional communication effort.

FISCAL IMPACT

No fiscal impact at this time.

RECOMMENDATION

Staff recommends approval of a joinder agreement between Washoe County and Neutron Holdings, Inc., dba LimeBike, to join under NRS 332.195 and 244.188, LimeBike's franchise agreement with the City of Reno to implement a pilot program for providing the public with a dockless-bike-sharing transportation system within the Truckee Meadows.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: *"Recommendation to approve a joinder agreement between Washoe County and Neutron Holdings, Inc., dba LimeBike, to join under NRS 332.195 and 244.188, LimeBike's franchise agreement with the City of Reno to implement a pilot program for providing the public with a dockless-bike-sharing transportation system within the Truckee Meadows".*