



CITY OF SALINAS

TRAFFIC AND TRANSPORTATION COMMISSION STAFF REPORT

DATE: MAY 10, 2018

DEPARTMENT: PUBLIC WORKS, TRAFFIC AND TRANSPORTATION DIVISION

FROM: VICTOR GUTIERREZ, ASSISTANT ENGINEER

TITLE: BICYCLE SHARING PROGRAM

RECOMMENDED MOTION:

A motion for the Traffic and Transportation Commission to recommend to the Salinas City Council the approval of an agreement with OFO for implementation of a bike share program throughout the City of Salinas.

RECOMMENDATION:

Staff recommends the Traffic and Transportation Commission recommend to City Council the approval of an agreement with OFO to implement a bike share program throughout the City. The bike-sharing program promotes the use of alternate modes of transportation, such as bicycle riding, in the City of Salinas.

BACKGROUND:

Bicycle sharing programs offer bicycles for shared public use, typically for short rides and durations. These programs are considered a good transportation alternative for single occupant vehicle commuters. For bus and transit commuters, bike-sharing programs are especially effective for connecting the last-mile challenge. Bike sharing programs enhance bicycle accessibility and support local bicycle travel. Cities of various sizes are adopting bicycle-sharing programs as a way to help increase accessibility, reduce emissions, improve air quality, reduce congestion, support active transportation and provide an alternative to vehicular transportation.

On November 20, 2017, Traffic and Transportation Division issued a Request for Proposals (RFP) to seek a vendor to operate a bicycle-sharing program for the City of Salinas at no cost to the city. Staff received five proposals in total from OFO, Lime Bike, Zagster, Spin and Drop Bike. City staff reviewed and rated proposals. Staff invited the vendors from the top three proposals for interviews, OFO, Zagster, and Lime Bike. OFO was vendor that committed to an interview. Zagster declined and Lime Bike may attempt to reschedule in the future. Based on the proposals and the interviews, staff recommends OFO as the top and first alternative bicycle-sharing provider for the City of Salinas. Other vendors may be considered in the future.

OFO operates a dockless bike-sharing program that provides convenient, low-cost, and environmentally friendly transportation to cities and campuses. OFO bikes and the OFO mobile

app are managed and owned by OFO. OFO covers all deployment, maintenance, and operational costs and will provide the City of Salinas with smart mobility options at zero cost and zero liability. Users track bikes in real-time through the app and rent bikes in any location near them (such as a sidewalk, designated zone, parking lot, or designated bike rack) and simply leave their bikes in any convenient and legally allowed parking location once they complete their ride. By downloading their app, users tap into their global network of bikes.

CEQA CONSIDERATION:

The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

STRATEGIC PLAN INITIATIVE:

This action supports the Council's initiative of Quality of Life and Economic Diversity and Prosperity by increasing accessibility, reduce emissions, improve air quality, reduce congestion, and support active and alternative transportation.

FISCAL AND SUSTAINABILITY IMPACT:

OFO will operate in the City of Salinas at their sole expense. The only cost to the City will be soft costs including staff's time required to coordinate and manage the bike share program. There will be no City short-term or long-term financial commitment required for the bike share program.

ATTACHMENTS:

Attachment 1: OFO Presentation.