



City of Sunnyvale

Agenda Item

17-1032

Agenda Date: 2/16/2018

2018 COUNCIL STUDY ISSUE

NUMBER

DPW 18-08

TITLE Develop a Dockless Bicycle Share Pilot Program

BACKGROUND

Lead: Public Works
Support Departments: Office of the City Manager
Office of the City Attorney
Sponsor(s): Interim City Manager
History: 1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this study?

There are opportunities for the City to expand multi-modal transportation options for the community by incorporating a dockless bicycle share program. Dockless bikes do not require a permanent docking station to house the bikes; they can be picked up and dropped off anywhere, with their location tracked by a Global Positioning System (GPS) device attached to the bike. The City previously considered the deployment of a bike share program that required docking stations, but that program was not feasible for the City at that time.

Recently, several private bicycle share companies have expressed interest in starting dockless bike share operations in Sunnyvale. Before a permanent dockless bike share program is established, the City can participate in a pilot program to determine long-term viability and identify possible concerns. The result of the pilot program will lead either to a recommendation to incorporate a permanent dockless bicycle share program, recommend further study, or recommend dropping the program.

What are the key elements of the study?

For the pilot program, the City will invite vendors to provide bicycles to the public for daily or short-term rental. The City will provide locations at key areas where pedestrians are likely to make short and mid-range trips and may choose to use a bicycle. Vendors choosing to participate in the pilot program will do so at no cost to the City, and will be allowed to incorporate their pricing structure for the bicycle rentals. The program will be in place for a specified period (approximately six months) and no permanent infrastructure will be required during the pilot program.

Estimated years to complete study: 1 year

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FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): Moderate

Funding Required for Non-Budgeted Costs: \$0

Funding Source: N/A

Cost to Implement Study Results

Unknown. Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: Pedestrian and Bicycle Advisory Commission

STAFF RECOMMENDATION

Support. This policy issue merits discussion at the 2018 Study Issues Workshop.

The City of Sunnyvale has been approached by vendors interested in providing a dockless bicycle share pilot program at no cost to the City for a limited period. In addition, several neighboring jurisdictions are considering or proceeding with similar bicycle share pilot programs. Before committing infrastructure, cost and staff time to a permanent dockless bicycle share program, the pilot program will enable the City to test the long-term viability of the program and identify possible concerns.

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