Regional Bikeshare and First & Last Mile Mobility Study

Project Update

TOOLE DESIGN

RFTA
ROARING FORK TRANSPORTATION AUTHORITY

Project Update

- **Regional Bikeshare Governance Model**
  - Completed work sessions with WE-cycle and a small group of RFTA staff to discuss potential governance models and explore different roles and responsibilities for WE-cycle, RFTA, and local agencies
  - Focusing on two types of governance models each with a variety of options

Project Update

- Non-Profit
  - Enhanced non-profit
  - WE-cycle (as is) but with more formal contract with RFTA to set clear levels of service, especially for expansion into new communities
- RFTA owned
  - Mobility or bikeshare department within RFTA that allows bikeshare to maintain some level autonomy to continue to maintain their organizational culture, nimbleness, and innovation
  - Fully incorporate all aspects of bikeshare program into RFTA's operations

	Model 1 WE-cycle with RFTA *Enhanced Non-Profit*	Model 2 RFTA Bikeshare *Transit Agency Owned & Operated*
Operating Cost Responsibility and Revenue Sharing	**Operating costs** for each local jurisdiction will be estimated as part of the Service Agreement. Operating funds from Destination 2040 and user and system revenues (e.g., sponsorships) will be allocated to each participating community based on a **revenue-sharing model** approved by both the WE-cycle and RFTA Boards. The local jurisdiction will be responsible for obtaining and paying for operating costs beyond those covered by the revenue sharing agreement. Local cost contributions will be estimated at the beginning of each Service Agreement and monitored each year to determine the annual contribution owed.	**Operating costs** for each local jurisdiction will be estima Service Agreement. Operating funds from Destination 2040 revenues (e.g., sponsorships) will be allocated to each parti based on a **revenue-sharing model** approved by the R jurisdiction will be responsible for obtaining and paying for those covered by the revenue sharing agreement. Local co estimated at the beginning of each Service Agreement and determine the annual contribution owed.
Sponsorship	The system will be **co-branded** with RFTA messaging on a mutually agreed part of the system. WE-cycle will be responsible for seeking and obtaining sponsorship on **the system assets**. WE-cycle will decide how these revenues are applied to offset operational costs. There may be other private partnership opportunities, e.g., in-kind resources or services in exchange for sponsorship collateral.	RFTA will be responsible for seeking and obtaining a **regio** desired) and will administer this contract. Revenues from a be distributed amongst the participating jurisdictions using a regional sponsor is not obtained, each agency will have th contract sponsors. Revenues from **local sponsors** will agencies to offset their costs.
Operations	WE-cycle will **scale up existing operations** to increase staff and capacity to accommodate expanded or new service areas. WE-Cycle has an established management structure that can accommodate program expansion. However, these positions should be brought up to current market compensation levels to ensure retention. Capacity will need to be built below the management level including additional staff for repairs, maintenance, and rebalancing. Each new community (depending on size) should have access to a local office and warehouse with its own resources (e.g., vehicles, tools, parts, etc.) and will need a local manager and local operations staff.	**In-House Operations**: RFTA will build capacity internally to operate the program. T staffing plan that includes a Program Director, an Operation operations staff to conduct station and bike maintenance a rebalancing. RFTA will also source appropriate resources including offic in each community, obtaining parts and tools in each locati and bikes, vehicles for redistributions, install, and moving st **Contract Operations**: RFTA will contract with WE-cycle or issue an RFP for oper an operator and negotiate and administer the contract with Operators should be provided a means of sub-contracting financially infeasible areas, e.g., smaller systems. The Opera to request a "base operating cost" that achieves the base standards as well as itemized optional add-on-services and
Other Functions	WE-cycle will retain responsibility for **supporting functions** including finance and accounting, IT, communications and marketing, promotions, and outreach for the program, call center operations, etc. However, WE-cycle and RFTA should explore if there is a way to share resources, e.g., equipment and infrastructure resources, and access to co-share RFTA employees. Local agencies would be responsible for **local outreach**, e.g., outreach related to	RFTA would be responsible for **supporting functions** i accounting, communications and marketing, promotions, a program, call center operations, etc. RFTA will need to eval capacity to take on these functions or build staff capacity a Local agencies would be responsible for **local outreach** station placement.

Project Update

- Finishing our peer city interviews with programs like Fort Worth Bikeshare, CDTA CDPHP Cycle (out of Albany New York), and several others to learn about which transit/non-profit models have proven to be successful in other locations
- Finishing our expansion planning and financial analysis of WE-cycle and which will further inform our governance model recommendation
- **Outreach**
  - We have completed two focus groups to promote the study, gain feedback and support from key partners, and to collect information about first- and last-mile mobility options
  - We will launch our public survey, online interactive map, and webpage in the next few weeks to kick-off our summer outreach campaign

Project Update

- **Next Steps**
  - Identify preferred regional bikeshare model and finalize roles for all partners
  - Conduct outreach
  - Begin first- and last-mile component of the study

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