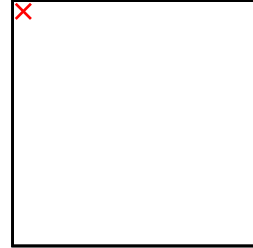


CITY OF FLAGSTAFF STAFF SUMMARY REPORT

To: The Honorable Mayor and Council
From: Nicole Antonopoulos, Sustainability Director
Co-Submitter: Matthew Luhman
Date: 08/20/2019
Meeting Date: 08/27/2019



TITLE:

Consideration and Approval of a Contract: With Gotcha Mobility, LLC ("Gotcha") for Bike Share Systems.

STAFF RECOMMENDED ACTION:

Approve award of contract with Gotcha, a bike share system company, to provide an innovative and cost-effective bike share system that will advance multi-modal transportation options for Flagstaff and Northern Arizona University.

Executive Summary:

The City of Flagstaff and Northern Arizona University ("NAU") issued a joint solicitation for a bike share company that can provide an innovative bike share system that supports the City's Climate Action and Adaptation Plan goals, ensures that services are accessible and available to traditionally underserved members of the community, conducts community education on cycling safety, and provides the best overall value to the Flagstaff community and NAU.

Financial Impact:

Gotcha offers a flexible pricing plan to ensure a viable and sustainable program. There are various pricing plans including a subscription plan at \$9.99 a month for residents and \$6.99 a month for students at NAU. Gotcha also offers "pay as you go" rates, which will be of interest to Flagstaff visitors. Those rates are structured as such: \$1.00 to unlock a pedal assist bike and \$0.15 per minute to ride and \$2.00 to unlock an electric bike and \$0.15 per minute to ride. Gotcha also offers low income plans to those who can demonstrate financial need. An example of their program in another community is a \$5.00 annual membership for those in financial need.

The financial structure that Gotcha proposes utilizes minimal advertising and rental fees as the foundation of their business model. City funds are not necessary to support Gotcha's model currently. However, funding is available if needed. Sustainability was approved for \$15,000 in the FY20 budget process to contribute to a long-term community bike share system (account number 214-06-170-0661-0-4349).

Policy Impact:

The awarded bidder will work with City staff to ensure that the bike share system adheres to all City Code. Gotcha offers in-app messaging, a website, and education at various community events:

- Safety tutorials, including rules of the road, and reinforcing good rider behavior;
- Promotion of helmet usage, minimum age for rental will mirror the City's helmet law; and
- Georeferenced areas where bikes should be returned and no park/ride zones

Connection to Council Goal, Regional Plan and/or Team Flagstaff Strategic Plan:

This effort supports the City Council goals to take meaningful climate action. Additionally, it supports the goal set forth in the Climate Action and Adaptation Plan. Specifically, the Transportation and Land Use focus area, which highlights goals to reduce greenhouse gas emissions from vehicle use and to prioritize transportation modes and infrastructure. Priority actions in this focus area include:

TLU-2-A: Expand infrastructure and amenities for pedestrians and bikes by drafting, adopting, funding, and implementing the Active Transportation Master Plan, prioritizing measures that can be shown to directly reduce greenhouse gas emissions;

TLU-2-F: Secure additional funding to support biking, walking, and transit;

TLU-2-L: Increase access to bikes, including electric bikes, through bikeshare, expanded bike parking, electric bike rebates, and other opportunities.

This initiative supports the following Regional Plan goals:

Goal E&C 1: Proactively improve and maintain the region's air quality.

Goal E&C 2: Reduce greenhouse gas emissions.

Goal T.1: Improve mobility and access throughout the region.

Has There Been Previous Council Decision on This:

Yes, City Council received a presentation on the outcomes of the six-month bike share pilot on 9/25/18. City Council adopted the Climate Action and Adaptation Plan on 11/20/2019.

Key Considerations:

Gotcha proposes a three to six-month launch period. The following phased time-line outlines the proposed schedule:

PHASE ONE: INITIAL PLANNING

Execution of legal agreement

Introductory/kickoff call with team

Schedule in-person meeting with team

Initiate site planning

Confirm assets and order equipment

Begin sourcing in-market staff

Establish launch date and event

Provide system area and hub locations for approval

PHASE TWO: RECOMMENDATIONS

Provide branding and design of all assets for approval

Provide user pricing for approval

Submit required site permits/ground leases

Provide marketing materials for approval

Hire and onboard in-market staff – introduce to key stakeholders

Conduct in-person meeting with team

Finalize launch event plan

PHASE THREE: DECISION MAKING

Finalize branding and design of all assets

Finalize user pricing/memberships

Finalize system area and hub locations

Finalize marketing materials

Schedule asset delivery and install

Begin software testing (finalized branding and content)

Conduct in-market tutorials for device use and maintenance

Begin marketing system on social media

Attachments: Permit Agreement
 Presentation