



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: October 5, 2016

FR: Executive Director

W. I. 1125

RE: Contract – Targeted Community Outreach for Bikeshare: Transform (\$260,000)

This memorandum requests the Committee's approval to enter into a sole source contract in an amount of \$260,000 with Transform, which will partner with community based organizations and bicycle coalitions to conduct targeted community outreach in advance of the expansion of the FordGo Bikeshare system set for spring 2017. Of this amount, \$140,000 will be contributed by Motivate Inc.

Background

In December 2015, MTC entered into a contract with Motivate International, Inc. (Motivate) to operate a bike share system in the cities of Berkeley, Emeryville, Oakland, San Francisco, and San Jose. As part of that contract, Motivate will deliver and install at least 7,000 bikes and all associated equipment, and will also service the bicycles, manage membership, and provide 24/7 customer service. Various bike share outreach efforts demonstrated by other Bikeshare programs across the country are not included in the Motivate agreement.

Following feedback received during the public approval process of the Motivate proposal and agreement and at subsequent public meetings in the expansion cities, staff recommends an outreach program that will use local teams to reach out to members of targeted communities to promote bicycling and bike share. TransForm will first work with community-based organizations, Bike East Bay, the San Francisco Bike Coalition, and the Silicon Valley Bike Coalition to develop an outreach strategy and content, and then craft a team training plan for outreach ambassadors. The local community-based organizations will train and deploy teams to conduct outreach directly to the communities. Lessons learned from previous outreach efforts nationwide will help inform the education program content and approach (e.g. avoid bike share service area maps in favor of a more introductory conversation around the benefits of bicycling generally).


Sole Source Justification

TransForm has extensive experience engaging communities in partnership with community based organizations, especially disadvantaged communities, to have central roles in shaping the future of transportation and development in their communities. Together with the bike coalitions, this group represents leading bicycle outreach expertise and content knowledge in the Bay Area

and has extensive familiarity with CBOs conducting similar work. Additionally, TransForm and Bike East Bay have an existing community engagement grant from the Better Bike Share Partnership to test community outreach strategies that encourage access to bike share by people of all incomes, backgrounds, and ethnicities, which will allow for increased impact from the proposed investment in this initiative. Finally, TransForm's non-profit status and low rates presents a cost-effective proposal for completing this project.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract with Transform in the amount of \$260,000 to conduct multi-lingual bicycle and bike share outreach in targeted communities



Steve Heminger

SH:dj
Attachments

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract

Work Item No.:	1125
Consultant:	TransForm
Work Project Title:	Targeted Community Outreach for Bikeshare
Purpose of Project:	Increase Bikeshare usage in Communities of Concern by conducting education, outreach and training with local community organizations.
Brief Scope of Work:	Transform will partner with community based organizations and bicycle coalitions to conduct targeted community outreach in advance of the expansion of the FordGo Bikeshare system set for spring 2017.
Project Cost Not to Exceed:	\$260,000
Funding Source:	State Transit Assistance, member revenue contribution from Motivate Inc.
Fiscal Impact:	Funds are available in the FY 2016-17 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with TransForm for Targeted Community Outreach for Bikeshare described above and the Executive Director's memorandum dated October 5, 2016, and the Chief Financial Officer is authorized to set aside \$260,000 for such contract.
Administration Committee:	<hr/> Adrienne Tissier, Chair
Approved:	Date: October 12, 2016