



AGENDA REPORT

Library and Community Services

DATE:	January 28, 2025
TO:	Mayor Martinez and Members of the City Council
FROM:	LaShonda White, Deputy City Manager
Subject:	Approve a Sole-Source Contract Amendment with Charleston Mobility for Electric Bikeshare Operations
FINANCIAL IMPACT:	This project funding is being proposed for approval from the funds set aside via the Council approved Resolution for Transformative Communities and the FY 2023-24 Environmental and Community Investment Agreement (ECIA) Transportation Budget and based on the First Mile/Last Mile Transportation Strategic Plan (11785051-400201 2A108).
PREVIOUS COUNCIL ACTION:	June 4, 2019, July 20, 2021, August 24, 2022, and September 12, 2023
STATEMENT OF THE ISSUE:	City staff is requesting City Council approval to execute a first contract amendment with Sole Source Provider Charleston Mobility to continue operations for the expansion of the City of Richmond electric bikeshare program.
RECOMMENDED ACTION:	APPROVE a first contract amendment with Charleston Mobility in an amount not to exceed \$577,484 for a total not to exceed contract amount of \$2,750,341, with a term ending September 19, 2028, to support the continued operation of the citywide electric bikeshare program; and APPROPRIATE \$577,484 from the allocated Environmental and Community Investment Agreement (ECIA) Transportation grant fund to cover the cost of the

	contract amendment – Community Services Department (LaShonda White 510-620-6828).
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DISCUSSION:

The partnership between Today and the City had a soft launch in September 2023 which created 4 hubs, and 27 bikes being deployed. The new e-bike service officially launched in February 2024. To date there have been an additional 9 hubs, of which 6 of these are located in the TCC Project Areas mentioned earlier.

On November 20, 2024, the ECIA Transportation Committee received a presentation from Ride Today staff on the partnership with the City on the electric bike program and approved a recommendation to the City Council for a total of \$577,484 in ECIA funding for 8 months of continued support.

Background

On July 18, 2018, the City of Richmond and the Metropolitan Transportation Commission (MTC) entered a grant funding agreement in the amount of \$1,024,000 to fund the Bike Share Capital Program to plan and operate a pilot electric bikeshare program and a contract expiration of December 31, 2022. The program was to fund a total of 250 electric bikes located amongst 25 bike hubs within an approved project area.

The goal of the Bike Share Capital Program was to expand bicycle access and use through bike sharing and to facilitate multimodal transportation in connection with transit and other regional bike share operators. The MTC funding was intended to help project sponsors with capital purchases and implementation costs, including outreach.

On June 15, 2020, and after experiencing some supply chain delays, the Richmond Transportation Department successfully launched the electric bikeshare program.

In mid-June 2022, the bikeshare program accomplished nearly two years of uninterrupted bike share operations, and Richmond received recognition as an innovative Micromobility leader, and Transportation was in preparations to request additional funds or to seek new grant funds to continue the bikeshare program beyond the MTC funding termination date of December 31, 2022.

Unfortunately, in early July 2022, national news reports announced that Richmond’s bikeshare contractor, Bolt Mobility, had abruptly ceased operations within several markets leaving behind hundreds of locked bikes and hubs without notice. By mid-July

and despite numerous failed efforts to contact Bolt, Richmond was one of the last markets to experience the lapse in service. Bolt Mobility left approximately 60 bikes at various hubs throughout the city and defaulted on their local warehouse lease containing over 150 additional bikes (many in various states of disrepair) and hub equipment. After a public article issued by the former Richmond Mayor Butt, the city experienced a surge of local theft of approximately two dozen of the MTC grant funded bikes that were left behind as well as experienced an additional burglary (which was reported to Richmond Police Department) from both the City Corporation Yard and a temporary city storage location of the recovered bikes.

Emergency Contract and Program Relaunch Delays

On August 19, 2022, City Council approved an emergency bike share contract with sole source provider Charleston Mobility who was committed to salvage the remaining eBike equipment and the ability to relaunch the program within a matter of months. The emergency eBike share plan was to accomplish several tasks related to fulfilling the bikeshare duties including the Richmond Rising Transformative Climate Communities Grant (TCC) commitments and relaunching the program but limiting the total assets deployed to a maximum of 100 bikes to allow time to stabilize, repair, engage in growth plans, and measure the outcomes and effectiveness of the previous program.

Electric Bikeshare Update

As of early June 2023, all the abandoned warehouse bikes have been accounted for and have been rebranded and/or repaired as needed for relaunch. The bikeshare APP has been updated and reprogrammed to accommodate both the citywide eBikeshare program as well as the TCC project area incentivized eBikeshare services. Charleston Mobility is working to fulfill the TCC related tasks during the term of the grant as well as to ensure uninterrupted electric bikeshare service.

The e-bike program at this time is offering a free voucher program for individuals who live, work, or study in the Richmond Rising project areas, which include the Iron Triangle, Coronado, and Santa Fe neighborhoods.

Current System Statistics And Key Performance Indicators

<u>Milestone</u>	<u>% / # Completed (Indicator)</u>
Total # of ridership since launch of program	2200+
Total of new riders for Summer – Fall	200+
Average ridership	25:40 mins = 2.96 miles

Co2 Emissions Saved	16.9 metric tons
Vouchers used	48%
Positive experience during ridership	87%

Future Project Goals

The plan includes expanding hub locations and increasing the number of deployed bikes beyond the initial 2024 targets to enhance accessibility and meet growing demand. Efforts will focus on securing key partnerships, such as a title sponsor, lead safety sponsor, and additional sponsorships, to support program growth and sustainability. Additionally, the funding will prioritize pursuing grant funding opportunities while implementing strategies to boost ridership and maximize bike utilization, fostering a more connected and sustainable transportation network.

SYNERGISTIC POLICIES:

DOCUMENTS ATTACHED:

- Attachment 1 – Charleston Mobility Emergency Bike Share Contract
- Attachment 2 – Charleston Mobility Bike Share Contract Amendment
- Attachment 3 – Slide Deck