

DRAFT

Electric Bikeshare Operations Contract Amendment

City Council Meeting May 5, 2026

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- LASHONDA WHITE, DEPUTY CITY MANAGER - COMMUNITY SERVICES
 - GABINO ARREDONDO, PROJECT MANAGER
 - BEATRIZ GUERRERO AUNA, TRANSFORMATIVE CLIMATE COMMUNITIES (TCC) PROJECT COORDINATOR
 - MATIAS EUSTERBROCK, TRANSFORMATIVE CLIMATE COMMUNITIES (TCC) PROJECT ANALYST

Recommended Action


O.4.c. APPROVE a third contract amendment with Charleston Mobility in an amount not to exceed \$390,000 for a total not-to-exceed contract amount of \$3,540,341, to support the continued operation of the citywide electric bikeshare program till the end of the fiscal year to allow time to determine the future of the program during the Fiscal Year 2026-27 budget process; and APPROPRIATE \$390,000 from the Environmental and Community Investment Agreement (ECIA) Transportation budget to cover the cost of the contract amendment – Public Works Department/Community Services Department

Citywide Electric Bikeshare Program History

GET STARTED
HOW TO SIGNUP

- 1. DOWNLOAD THE APP:**
Search for the RideToday app in your app store and download it.
- 2. CREATE AN ACCOUNT:**
Open the app and follow the prompts to set up your account.
- 3. FIND A BIKE:**
Use the app to locate the nearest bike station.
- 4. UNLOCK AND RIDE:**
Scan the QR code on the bike to unlock it, and you're ready to ride!

Download the TODAY app.



Download on the App Store
GET IT ON Google Play

Let's Ride Richmond.


Richmond Bike Share
Powered by Today

Transforming Mobility, Health, and Community

Get in Touch with TODAY

Have questions or need assistance? Reach out to our friendly team:

Website: www.ridetoday.io
Email: info@ridetoday.io
Phone: 770-888-5327
Social: [@bikerichmondtoday](https://twitter.com/bikerichmondtoday)



- July 18, 2018 - City received Metropolitan Transportation Commission (MTC) funds to operate pilot electric bikeshare program
- June 2020 - launched pilot bike share with Bolt Mobility
- July 2022 - Bolt Mobility abruptly ceased operations
- August 19, 2022 - City Council approved an emergency sole-source contract with Charleston Mobility, also known as Ride Today

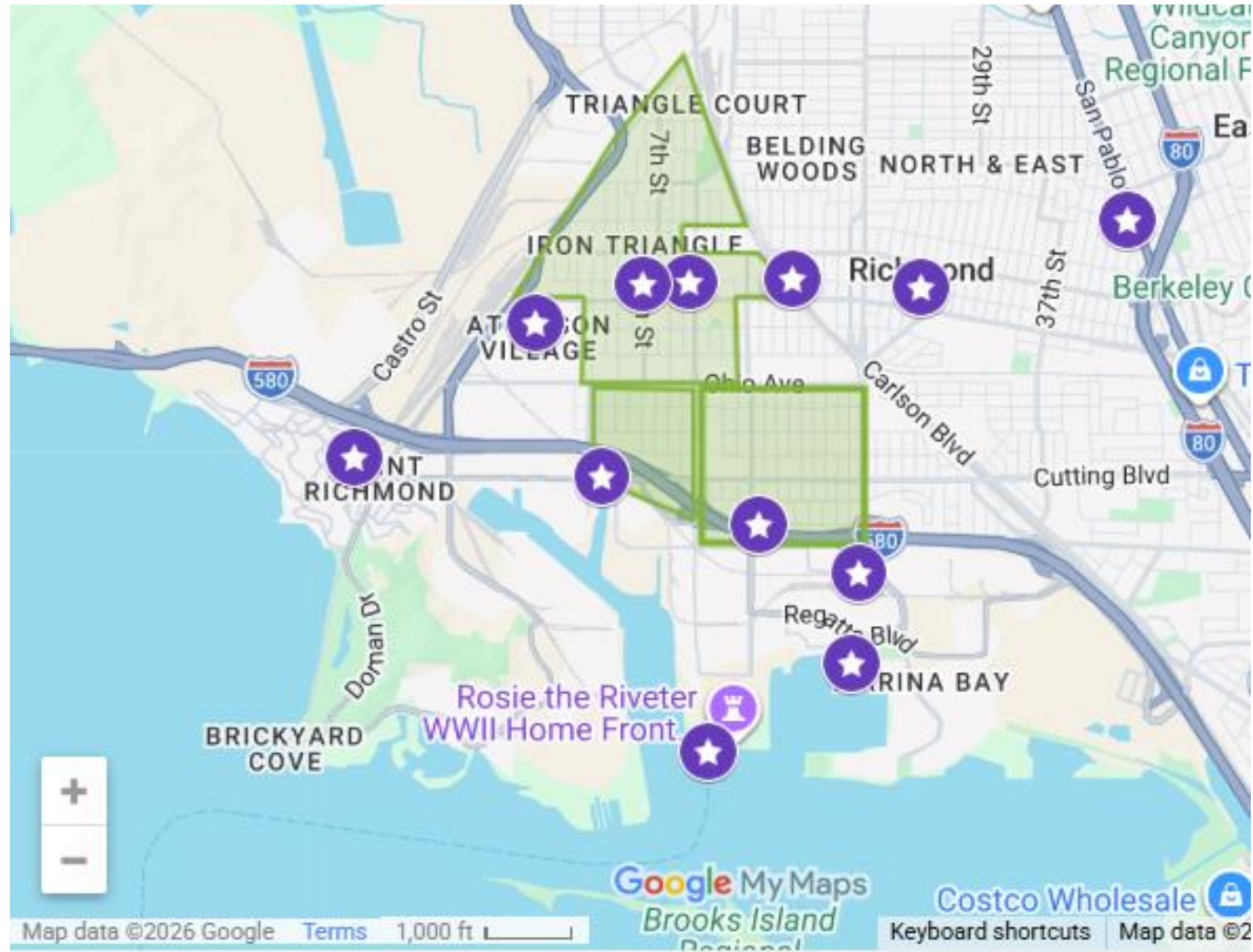
Citywide Electric Bikeshare Program History

- October 2022, the City and its partners were awarded a \$35 million TCC grant, including a total of \$998,979.21 to support an expanded bikeshare program
- September 2023, soft launch in September 2023 which included four (4) bike hubs, and 27 deployed e-bikes
- Currently 12 electric bikeshare hubs, including 7 hubs in the TCC Project Area



Ride Today E-Bike Hub Locations

Currently 12 electric bikeshare hubs, including 7 hubs in the TCC Project Area



Measures	Since Program Launch	Fiscal Year (FY) 26
	September 2023 through March 2026	July 2025 through March 2026
Registered users in Richmond	4,560 registered users	1,211 new sign-ups
# of trips	4,664 trips	1,067 trips
# of trips per registered user	1.0 trips	0.2 trips
# of trips per day Citywide	5.1 trips/day	3.9 trips/day
# of users who took at least one trip	2,226 users	405 users
Percent of registered users who took at least one trip	49%	9%
# of registered users that used bikeshare program more than once	810 users	159 users
Percent of registered users that used bikeshare program more than once	18% of registered users	3% of registered users
Positive experience during ridership	86%	88%

Ridership Data from September 2023 through March 31, 2026

Measures	Since Program Launch	Fiscal Year 26
	September 2023 through March 2026	July 2025 through March 2026
Total City expenditures for Ride Today	\$2,989,760.62	\$512,049.48
Cost to City per trip	\$641.03/trip	\$479.90/trip
Cost to City per user who took at least one trip during period	\$1,343.11/user	\$1,264.32/user
Total CO ₂ emission reductions	4.89 metric tons	1.16 metric tons
Cost to City per ton of CO ₂ reduced	\$611,403.009 /ton of CO ₂ reduced	\$441,421.97 /ton of CO ₂ reduced

Expenditure Data through March 31, 2026

Next Steps

During the Fiscal Year 2026-2027 budget discussion, City staff will bring a detailed report regarding the future of the e-bike program for City Council consideration.

At that time, City Council can determine if the e-bike program should:

- (1) continue as-is with a limited number of e-bikes and bike hubs,
- (2) expand to increase the e-bike offerings to additional locations throughout the City, or
- (3) conclude within the first quarter of FY 2026-27 with the City offering other opportunities for e-bikes and/or other forms of alternative transportation to support first mile-last mile connections.

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