



# STAFF REPORT

## SAUSALITO CITY COUNCIL

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**MEETING DATE:** November 12, 2019

**AGENDA TITLE:** 2019 Circulation Management End of Season Report, and Consideration of Second Amendment to Sausalito Bicycle Congestion Management Agreement for 2020 Season

**LEAD DEPARTMENT:** Police Department

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**RECOMMENDED MOTION:**

1. Receive and File the 2019 Circulation Management End of Season Report
2. Adopt a Resolution of the City Council of the City of Sausalito Approving the Second Amendment to the Bicycle Congestion Management Agreement with Sausalito Bike Return.

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### SUMMARY

This report provides updated information on bicycle parking and circulation management coordination through the end of the 2019 season - from March 22, 2019 until October 13, 2019. This report also provides information about rideshare bicycles, ferries, and taxis as they relate to the circulation management efforts downtown.

Finally, the Council is being asked to consider an amendment to the Congestion Management Services Agreement with Sausalito Bike Return to continue the Ambassador, bike parking and bike return services they provided this year for the 2020 season.

### BACKGROUND

The City of Sausalito entered into an agreement with Sausalito Bike Return (SBR) on March 13, 2018. Pursuant to the First Amendment of the Bicycle Congestion Management Agreement dated November 13, 2018 SBR provided Ambassadors, Bike Parking and Bike Return services through the 2019 season.

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Our partners in congestion management include SBR, the Ferry Division of the Golden Gate Bridge Highway and Transportation District, Blue & Gold Ferry, and those bicycle rental companies who participate in the bike return service.

## DISCUSSION/ANALYSIS

### SAUSALITO BIKE RETURN

Sausalito Bike Return (SBR) successfully finished their second season managing the Ambassadors, the bike parking and the bike returns. They were all friendly as they welcomed people to our city all while providing directions and recommendations. A new task for the SBR staff this year was to organize and operate the queuing for the ferry terminal which turned out very successful and seamless. Police Department did not receive any complaints related to the SBR program or staff. SBR staff worked well with the Parking Enforcement Officers and the Gold Gate Ferry staff. The circulation team worked like a well-oiled machine again this year.

Some highlights from this season:

- SBR used the Square payment handheld terminals this year. This system was a great success. The payment process was cashless, very reliable and able to take all electronic types of payments. Switching to the Square saved approximately \$12,000 this season due (rental fee, maintenance fee, etc...)
- Station 1 was moved to Richardson and Bridgeway. The position move proved to be very successful. It helped alleviate congestion on that corner, both in the street and on the sidewalk. This position allowed for the SBR staff member to provide more clear direction due towards parking and the ferry terminals.
- 100% of the 2018 employees returned to work for the 2019 season.
- Relationships with the San Francisco bicycle companies continue to improve. There are posters in each shop and cards are provided to the rider prior to leaving on their ride. These efforts have proven to be key in educating the rider about the parking area and bike return option.

### Station 1 Bicycle Counts

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>March</i>	-	-	2,792	4,632
<i>April</i>	30,525	23,413	20,008	20,885
<i>May</i>	32,902	22,376	23,417	17,139
<i>June</i>	36,330	29,462	26,066	24,825
<i>July</i>	57,116	56,430	51,856	42,463
<i>August</i>	55,412	50,613	42,437	41,899
<i>September</i>	36,291	35,130	25,273	23,721
<i>October</i>	-	-	11,794	8,732
<b>Total</b>	<b>248,576</b>	<b>217,424</b>	<b>203,643</b>	<b>184,296</b>

### **Parking Permits Sold**

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>March</i>	199	-	2,938	1,723
<i>April</i>	7,327	8,938	6,432	5,627
<i>May</i>	10,252	8,567	7,191	5,030
<i>June</i>	11,614	10,146	8,718	6,778
<i>July</i>	17,882	17,467	13,388	10,049
<i>August</i>	16,140	15,317	11,896	9,404
<i>September</i>	12,885	12,300	8,144	6,591
<i>October</i>	7,969	-	3,048	2,715
<b>Total</b>	<b>84,268</b>	<b>72,735</b>	<b>61,755</b>	<b>47,917</b>

### **Bicycles Returned**

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>March</i>	-	-	332	240
<i>April</i>	-	47	736	850
<i>May</i>	-	476	1,041	522
<i>June</i>	-	673	1,123	692
<i>July</i>	-	2,067	2,404	1,565
<i>August</i>	-	1,718	1,697	1,653
<i>September</i>	-	717	950	607
<i>October</i>	-	-	336	184
<b>Total</b>	<b>-</b>	<b>5,698</b>	<b>8,619</b>	<b>6,313</b>

### **Parking and Return Permit Totals**

<b>Month</b>	<b>Parking Permits</b>	<b>Return Permits</b>	<b>Combined</b>
<i>March</i>	1,723	240	1,963
<i>April</i>	5,627	850	6,477
<i>May</i>	5,030	522	5,552
<i>June</i>	6,778	692	7,470
<i>July</i>	10,049	1,565	11,614
<i>August</i>	9,404	1,653	11,057
<i>September</i>	6,591	607	7,198
<i>October</i>	2,715	184	2,899
<b>Total</b>	<b>47,917</b>	<b>6,313</b>	<b>54,230</b>

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**Bike Entry vs. Bikes Parked vs. Bikes Returned**

<b>Month</b>	<b>Station 1 Counts</b>	<b>Parking Permits Sold</b>	<b>%</b>	<b>Bicycle Returns</b>	<b>%</b>
March	4,632	1,723	37.2%	240	5.2%
April	20,885	5,627	26.9%	850	4.1%
May	17,139	5,030	29.3%	522	3.0%
June	24,825	6,778	27.3%	692	2.8%
July	42,463	10,049	23.7%	1,565	3.7%
August	41,899	9,404	22.4%	1,653	3.9%
September	23,721	6,591	27.8%	607	2.6%
October	8,732	2,715	31.1%	184	2.1%
<b>Total</b>	<b>184,296</b>	<b>47,917</b>	<b>26.0%</b>	<b>6,313</b>	<b>3.4%</b>

**Illegal Bicycle Parking Enforcement**

<b>Month</b>	<b>Bikes Impounded</b>	<b>Releases Sold</b>	<b>Revenues Collected</b>
March	10	3	\$ 75
April	37	23	\$ 575
May	38	22	\$ 550
June	30	11	\$ 275
July	75	32	\$ 800
August	143	53	\$ 1,325
September	43	18	\$ 450
October	8	1	\$ 25
<b>Total</b>	<b>384</b>	<b>163</b>	<b>\$ 4,075</b>

**Bicycle Management Gross Revenues\***

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
March	\$ 638	\$ 20	\$ 12,897	\$7,985
April	\$ 22,218	\$ 27,464	\$ 28,498	\$26,821
May	\$ 30,979	\$ 30,641	\$ 34,417	\$21,146
June	\$ 35,158	\$ 37,393	\$ 39,686	\$28,452
July	\$ 53,951	\$ 73,413	\$ 68,540	\$47,964
August	\$ 48,724	\$ 63,532	\$ 55,864	\$47,152
September	\$ 39,127	\$ 44,405	\$ 35,838	\$26,708
October	\$ 24,385	\$ 14,093	\$ 13,178	\$10,217
<b>Total</b>	<b>\$ 255,180</b>	<b>\$ 290,961</b>	<b>\$ 288,918</b>	<b>\$216,446</b>

\* Includes bicycle parking permit and return revenues only, does not include bicycle impound release revenues

## Financial Details

<i>Month</i>	<i>Gross Revenues</i>	<i>SBR Revenue</i>	<i>City Revenue</i>
<i>March</i>	\$ 7,985	\$ 7,187	\$ 799
<i>April</i>	\$ 26,821	\$ 24,139	\$ 2,682
<i>May</i>	\$ 21,146	\$ 19,031	\$ 2,115
<i>June</i>	\$ 28,452	\$ 25,607	\$ 2,845
<i>July</i>	\$ 47,964	\$ 43,168	\$ 4,796
<i>August</i>	\$ 47,152	\$ 42,437	\$ 4,715
<i>September</i>	\$ 26,708	\$ 24,037	\$ 2,671
<i>October</i>	\$ 10,217	\$ 9,195	\$ 1,022
<b>Total</b>	<b>\$ 216,446</b>	<b>\$ 194,801</b>	<b>\$ 21,645</b>

## SBR 2019 Financials

<b>SBR Revenues</b>	
<i>Ambassador Payment</i>	\$ 23,000.00
<i>Adjusted Gross Sales</i>	\$ 194,801.00
<b>Total SBR Revenues</b>	<b>\$ 217,801.00</b>
<b>SBR Expenses</b>	
<i>Less Total Payroll</i>	\$ (133,135.00)
<i>Less Operating Costs</i>	\$ (62,668.00)
<b>SBR Net Profit</b>	<b>\$ 21,998.00</b>

In accordance with the Bicycle Congestion Management Agreement (the "Agreement") (**Attachment 1**) as amended by the First Amendment (**Attachment 2**) the City paid SBR \$23,000 in March of 2019. This initial payment covers the cost of the ambassador services at Station 1 and Princess Street.

SBR's adjusted gross sales reflects 90% of the money collected from the bike parking and bike return programs payable to SBR. The City monitored all the transactions and collected all the money from the sales through the Square terminals. Pursuant to the Agreement (Section 3B) the City retained 10% of the gross sales and paid SBR the remaining 90% every month (actual payments received every two weeks).

SBR expenses include payroll and their general operating costs (workers comp, insurance, gas, phone, uniforms, tolls, equipment, signs, etc.). SBR amortized the cost of their truck, trailer and rack system build over three years of which this is the second year.

Under the Agreement (Section 4) SBR is required to pay the City 20% of any gross profits in excess of \$70,000. As set forth above, SBR's gross profit for the 2019 season was \$21,998.00 – therefore this payment threshold was not triggered.

### **Bike and Scooters Share:**

Sausalito Bike Return contracted with JUMP bikes to be able to gather and return their bikes to San Francisco. The impact seen in the City due to this service is unmeasurable. The Police Department is in the process of making arrangements to move their bikes when they are left in illegal areas throughout the off season.

No other bike or scooter share companies caused reportable issues within our city this season.

### **Bicycle Related Traffic Accidents**

Year to date the Southern Marin Fire Department (SMFD) has handled 21 bicycle related calls for service in the City of Sausalito jurisdiction. The majority of these incidents are due to solo bicycle crashes and other factors, not involving a motor vehicle or other party, and they would not meet the criteria of a vehicle collision.

There have been only 10 bicycle related traffic accident reports taken in 2019 through the end of September. All ten of those reports involved a vehicle. Six of those accidents were caused by the vehicle and 4 were caused by the bicycle. All ten of the incidents reported occurred either on Bridgeway or on the main corridor through the city limits south of Bridgeway.

### **Second Amendment to the Bicycle Congestion Management Agreement with Sausalito Bike Return**

In preparation for the 2020 season, staff is recommending that the Council adopt the attached resolution (**Attachment 3**) approving the Second Amendment to the Bicycle Congestion Management Agreement with SBR (**Exhibit A to Attachment 3**). If the Amendment is approved SBR would continue to provide Ambassador, bike parking and bike return service for the 2020 season under the same terms and conditions. The Amendment only proposes to change certain dates to reflect the 2020 calendar and the location of Station #1 – all other terms remain unchanged. In accordance with the City's purchasing ordinance, Sausalito Municipal Code Chapter 3.30, and in keeping with the City's practice another request for proposals is not required to enter into the proposed amendment.

### **Partnerships and Communication**

The communication between all partners this past year was the key to our success. Like last year, regular meetings were held to discuss progress, problems and ideas. There were only a couple days the whole season where things got slightly out of control but were handled quickly. This is based on the strong working relationships that have been built over the last couple years.

### **Ferries**

The ferry system, queuing and loading, was well organized and more efficient this season. SBR staffed the queuing lines without issue. Golden Gate Ferry used a new

loading and unloading pattern at the gate that helped speed up the entire process. Less ferry boats ran this season but more bikes per boat were loaded.

### **Golden Gate Ferry Southbound Bicycle Counts**

<b>Month</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<i>March</i>	9,569	9,360	8,441	6,575
<i>April</i>	13,943	13,738	9,091	9,637
<i>May</i>	14,259	11,201	8,843	7,634
<i>June</i>	17,077	13,804	10,744	9,243
<i>July</i>	29,925	25,390	20,473	15,524
<i>August</i>	28,482	21,958	19,240	15,504
<i>September</i>	17,893	14,578	10,464	9,954
<i>October</i>	11,293	9,977	8,475	8,141
<b>Total</b>	<b>142,441</b>	<b>120,006</b>	<b>95,771</b>	<b>82,212</b>

### **Taxis**

Sausalito Municipal Code 5.12 was created to assist in regulating the behavior of the taxi cab drivers within the city limits. This code regulates where taxi drivers can park to solicit and load potential passengers.

The Police Department and the Sausalito taxi cab drivers developed and implemented what is called the “Taxi Guide” pilot program. This program has been very successful in the fact that the taxi drivers are gathering more fares than they were and the peer pressure between the drivers is helping to regulate the program.

The program allows the taxi drivers to have one person at the ferry line to inform people about the taxi option. That one person will be identified with a bright yellow vest that has “Taxi Guide” printed on the front and back (vest provided by the PD). Nothing else has change regarding their rules other than the ability to advocate for themselves at the ferry line. The drivers worked together to figure out the internal working details of the program within the parameters that they were given by the Police Department. It has been made very clear to the drivers that any foul play, other rule breaking or unprofessional behavior will result is the program being taken away.

Jeff Rawles, the Taxicab Regulation Program Manager designated by the Marin General Services Authority, has also been involved in assisting the police department in regulating the permits and behavior.

## **STAFF RECOMMENDATIONS**

1. Receive and File the 2019 Circulation Management End of Season Report.
2. Adopt the Resolution of the City Council of the City of Sausalito Approving the Second Amendment to the Bicycle Congestion Management Agreement with Sausalito Bike Return.

## **ATTACHMENTS**

Attachment 1 – Bicycle Congestion Management Agreement by and between the City of Sausalito and Sausalito Bike Return

Attachment 2 – First Amendment to Bicycle Congestion Management Agreement

Attachment 3 – Resolution of the City Council of the City of Sausalito approving the Second Amendment to Bicycle Congestion Management Agreement

Exhibit A – Second Amendment to the Bicycle Congestion Management Agreement with Sausalito Bike Return

Prepared by: Lieutenant Stacie Gregory

Reviewed by: Chief of Police John Rohrbacher

Reviewed by: City Attorney Mary Wagner

Submitted by: City Manager Adam Politzer

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