

# Better Bike Share Partnership Living Lab Program Application

March 12, 2024





# Background: Better Bikeshare Partnership Living Lab Program

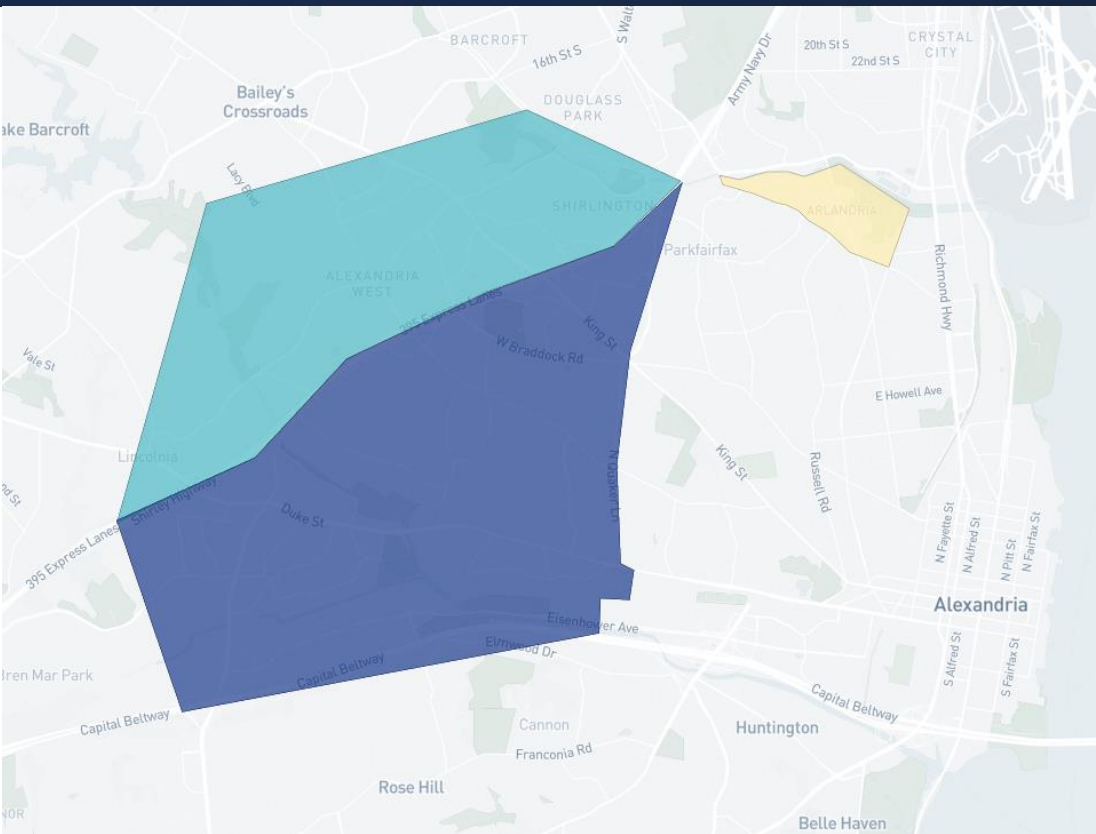
- Administered by the Better Bike Share Partnership (BBSP), a collaboration between the City of Philadelphia, the National Association of City Transportation Officials (NACTO), and PeopleForBikes
- GOAL: Overcome barriers to access and use of shared micromobility for those living with low incomes.
- FUNDING: \$200,000 over 2 years, including technical support and travel stipends to present work at relevant conferences.
- LOCAL MATCH: 10% required match, or \$20,000.

# Overcoming barriers to access



- **This program would offset costs associated with Dockless Mobility trips that start or end within designated equity zones.**
- The City will work with local community organizations to build awareness for micromobility equity programs and facilitate new member sign ups.
- Implementation in Fall 2024 - Spring of 2026.
- Staff will evaluate data to determine program success.

# Equity zones and memberships



- Dockless Mobility operators are required to ensure a percentage of their fleet is within each equity zone.
  - Arlandria – 5%
  - West of I-395 – 10%
  - Between Quaker Ave and I-395 – 15%
- Each operator and the Capital Bikeshare system must have a low-cost equity membership program.

Source: Populus Mobility Manager



# Financial Summary of Grant

Source	Amount
BBSP Grant	\$200,000
10% Match – Dockless Mobility Fund	\$20,000
<b>Total Value of BBSP Living Lab Program</b>	<b>\$220,000</b>



# Recommendation

- That the City Council:
  - Approve a Resolution to support the submission of an application to the Better Bike Share Partnership Living Lab 2024-2026 Program for a \$200,000 grant.
  - Authorize the City Manager to execute all necessary documents that may be required.

