



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 5, 2024

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: JAMES F. PARAJON, CITY MANAGER /s/

FROM: ADRIANA CASTAÑEDA, DIRECTOR,
TRANSPORTATION AND ENVIRONMENTAL SERVICES

DOCKET TITLE:

Consideration of a Resolution to Support a Grant Application and Funding Request for the Better Bike Share Partnership Living Lab Program. [ROLL-CALL VOTE]

ISSUE: Consideration of a resolution to support a grant application and funding request for the Better Bike Share Partnership (BBSP) Living Lab Program for the 2024-2026 grant program.

RECOMMENDATION: That City Council:

1. Approve a resolution (Attachment 1) to support an application to the BBSP Living Lab Program;
2. Authorize the City Manager to apply for funding and to execute any necessary documentation to accept and implement the grant; and
3. Authorize the City Manager to allocate \$20,000 of Dockless Mobility company permit fees from the Dockless Mobility fund for the required 10% local match.

BACKGROUND: The Dockless Mobility Program was first piloted in 2018 and the permanent program was approved by the City Council in 2021. The program includes equity requirements as part of the dockless mobility permit that require companies to deploy a certain percentage of devices within the three designated equity zones: Arlandria, West of I-395, and between Quaker Avenue and I-395. Dockless mobility providers are also required to have equity programs, which offer lower fees for trips in certain areas.

In Fall 2023, the BBSP Living Lab Program announced an informal call for proposals to address key barriers to access and use of shared micromobility for communities of color and those living with limited incomes. The City submitted an initial project proposal and Letter of Interest for the 2024-2026 program and has been formally invited to apply for this opportunity. This is the first time grant funding has been available to make micromobility more affordable and equitable in the City.

DISCUSSION: The BBSP Program is consistent with the City’s goal of supporting multimodal transportation options, particularly for those living with limited incomes. This grant funding will be used in Alexandria to reduce the financial barriers to micromobility ridership in two ways: increase membership numbers in Dockless Mobility and Capital Bikeshare operator equity programs and reduce costs for 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.

Applications are due March 15. If approved, funding will become available in June of this year. Staff will develop the program and aim to implement it in the fall and continue through Spring 2026, as funding allows. If the program proves to be successful, staff will consider funding the program in future years with funds from permit fees and other sources.

FISCAL IMPACT: The BBSP Living Lab Program will provide grantees \$200,000 over two years (June 2024 to June 2026) and requires a match of 10%, or \$20,000, for a total of \$220,000 toward the project. The match may be cash, in-kind donations of labor, services or materials, or a combination of both. The City proposes to utilize funds from the Dockless Mobility Program to cover the match. Dockless Mobility Program funds are collected annually from dockless operators during the permit application process and will provide sufficient funds to cover the match. In FY 2023, \$145,750 in permit fees were collected and staff anticipates similar levels of funding to continue in future years.

ATTACHMENTS:

- Attachment 1: Resolution
- Attachment 2: Presentation

STAFF:

- Emily A. Baker, Deputy City Manager
- Hillary Orr, Deputy Director of Transportation, T&ES
- Katye North, Division Chief, Mobility Services, T&ES
- Sheila McGraw, Curbside and Parking Program Manager, Mobility Services, T&ES
- Sean Martin, Shared Mobility Planner, Mobility Services, T&ES