

Downtown Redding E-Bikeshare RFP

I. Project Overview and Background

Shasta Living Streets (SLS) seeks qualified firms to provide a set of e-bikeshare equipment and software applications in an operational structure that best serves the needs of the Downtown Redding community and creates a successful Phase I Downtown E-Bikeshare system.

The successful proposal will receive the exclusive right to deliver services and equipment and work in collaboration with the local operator, SLS to meet the objectives outlined in this RFP.

Shasta Living Streets encourages established and responsible business entities or partnerships to thoroughly review this document and to submit Proposals which will best achieve the Downtown Redding E-Bikeshare Phase I Goals, outlined in this document in Section II.

System Context

The opportunity for Downtown Redding E-Bikeshare comes from a collaborative group of Project Team partners. These partners are involved in the development of two partially grant-funded projects for Affordable Housing and Sustainable Communities in Downtown Redding, with additional other investments and transportation improvements.

These partners include: The City of Redding, The McConnell Foundation (private philanthropic foundation), K2 Development (for-profit affordable housing developer), and California Climate Investment program funders.



K2 DEVELOPMENT
C O M P A N I E S



Shasta Living Streets is included as Operator of Downtown Redding E-Bikeshare and provider of active transportation and trail tourism amenities, programming, and encouragement, in the Shasta Bike Depot, located at the Redding Transit Center.



The successful proposer of Downtown Redding E-bikeshare can expect to benefit from collaboration with bikeshare operator, Shasta Living Streets. These features are expected to help facilitate planning and launch, and ensure the success of Downtown Redding E-bikeshare:

- Experienced, professional, trained staff.
- Longstanding local trust and collaborative working relationships with all local agencies: City of Redding, California DOT-Caltrans, Shasta Regional Transportation, Shasta County Health and Human Services, and others.
- 11 years of local bike-life programming, encouragement events, public engagement, community building, and safety trainings
- The operator of associated programming and daily staffing at the Shasta Bike Depot in Downtown Redding, at the Transit Center
- Voting member on the Shasta Regional Transportation Agency, Social Services Transportation Advisory Council (SSTAC)

Regional Context

It's time for e-bikeshare in Downtown Redding. In the past decade, community members, businesses, and agencies have been planning and developing Downtown Redding to be a walkable and bikeable residential, business and entertainment district. Business and property owners, and the people who live, work and play in Downtown - are ready and excited for bikeshare.

Redding is the metropolitan heart of the North State – a majestic, rural super region at the tip of the Sacramento Valley that’s home to more than a dozen counties covering one-third of California.

Redding is a destination with resources that include: medical services; shopping; state and federal forestry, land, and water management; national parks, city parks, music, and festivals, the Sundial Bridge and the Sacramento River Trail.

Redding’s population is 89,000, covering 61 square miles. Downtown, the center core of the city, is in the upper central valley, along the Sacramento River, and neighborhoods extend into the foothills surrounding the city on three sides. Redding has a hot, Mediterranean-like climate and is the second sunniest city in the U.S.

Downtown Redding Snapshot

Accelerating Growth	30 years of construction development now happening in a span of 3 years
Housing Expansion	250% increase in housing supply underway, as more people desire to live downtown
Cultural Revitalization	5-year designation as Cultural District, 1 of 14 awarded by California Arts Council
Equity Focus	Dedication to serve housing and transportation needs of residents living with low income in Downtown
Safe, Accessible Clean and Active Transportation Focus	Creating a walkable, bikeable Downtown, with connections to other neighborhoods of the city. 5.1 mile Downtown Connector Loop Trail with safe routes for 68,000 residents in and out of Downtown. On the way to proving the case for clean, healthy, active mobility in non-coastal California cities.
Nexus of Economic Development	6 business-supporting organizations now located in a 2-block radius

Downtown as a Magnet	Tourism bureau and local newspaper both relocating to downtown in 2021
Bicycle Tourism Destination	225+ miles of trails accessible without crossing a road: 200 miles of mountain bike trails in the western foothills; 30+ paved miles extending to Shasta Dam to the north and the town of Shasta to the west. “One of the five best trails for cycling in the U.S.,” Rails to Trails Conservancy. The Sundial Bridge, Calatrava’s first bridge in the U.S., for crossing the Sacramento River on foot and by bike. Mountain biking destination for high-quality trails year-round; annual Lemurian Classic established in 1987. American Trails moved their headquarters to Redding.

II. Goals and Objectives

The successful proposal will show how the vendor will deliver services and equipment and work in collaboration with the local operator, Shasta Living Streets and partners to meet the objectives outlined here.

1. Provide **a great experience for people using e-bikeshare, with convenient, reliable, low-cost, easy to use** e-bikeshare trips for residents and visitors in the extended Downtown core of the City of Redding.
2. **Operate e-bikeshare with an intention of equity, diversity, and inclusion**, evolving to continuously include more customers. At the start of Phase I Downtown Redding E-Bikeshare, we prioritize seeking to include these groups that might otherwise not be engaged:
 - a. Downtown residents living with low income, specifically including people living in the new development at 1551 Market Street
 - b. Women
 - c. People who are “Interested but Concerned cyclists,” and people who don’t consider themselves athletes
 - d. People who speak languages other than English
 - e. Young people, under the age of 25
3. **Provide equipment and technology that enables a great experience for all e-bikeshare users, and ensures rider and public safety.** E-bikes, batteries, battery charging services, check out and locking technology should provide features to best serve people making trips in the local area, including: night

and day travel, longer distances of trips, foothill topography, all weather including rain and high summer temperatures, ability to carry items, ability to check out and use the system for people without mobile phones and/or credit cards, functionality for temporary event stations. Equipment should be well maintained, updated and improved as bikeshare technology advances.

4. Include pride of place features and marketing on bikes and stations to engage people, inspire sponsorships, ensure bikeshare is recognized as a cultural asset that builds on local interest for relaxed outdoor living and active lifestyles, and builds understanding that e-bikeshare enhances local quality of life. Much of the Phase I area is part of the Redding Cultural District.

5. Build positive public perception of the e-bikeshare system by including features and addressing issues known in the micromobility industry, by regular and in-person public engagement, and with management processes for customer feedback and continuous improvement. Including: equipment to maximize customer experience, approaches for best management of curbspace, and local-savvy marketing and public engagement.

6. Deliver the e-bikeshare system through a high-performing team approach in collaboration with Shasta Living Streets as the local non-profit operator and relationship holder connecting to the vendor and other local Project Team partners. Areas of collaboration include: planning, marketing, operations, maintenance, continuous innovation, service improvement, and future growth of the e-bikeshare system.

7. Support business investment and tourism goals by raising the attractiveness and ease of travel to and between local businesses, employment, entertainment and cultural venues, recreation, parks and natural areas.

8. Manage the system to remain financially viable with attention to costs and revenue generation. Attention to cost feasibility of the system and methods for attracting funding could include but are not limited to: maximizing system usage and farebox recovery, marketing, sponsorship, transit funding, and state and federal clean mobility grant funds.

9. Provide local oversight of Downtown Redding E-bikeshare system, with local staffing and working conditions, through the local community-based operator, Shasta Living Streets. Expectations for Downtown Redding E-Bikeshare working conditions include, but are not limited to: wages and benefits to attract and retain quality workers and a diverse workforce, all employment policies in compliance with California law, use of W2 employees, and fair and safe working conditions.

10. Provide for continuous improvement of the Downtown Redding E-Bikeshare system with intention, processes, and tools. Examples include: data collection of usage patterns, customer service feedback loop processes to identify what causes any service issues, and implementing a system that adapts to changes in the bikeshare space over the long term.

11. Plan to serve users of other transit systems that exist today and are expected to grow and adapt new approaches in the future. Including: local and regional transit (RABA) and other specialized services, as well as the future Inter-city bus system (“Salmon Runner” or other), and other transit options as they develop.

12. **Reduce traffic congestion and increase travel options** to enable people to move freely throughout the Downtown Redding E-Bikeshare Phase I area of Redding.

13. **Decrease carbon emissions and pollution** involved in meeting transportation needs.

14. **Dramatically increase the number of bicycle trips overall as well as continuous growth of e-bikeshare trips** in Redding.

15. **Plan for growth and expansion beyond the Phase I area.** Identify success & learning in Phase I to develop best solutions for growth and expansion to other neighborhoods and community groups.

III. Scope of Work

A. Overview

Respondents to this RFP shall submit a proposal to deliver an e-bikeshare system (hardware, software, and back-end support) for operation by nonprofit Shasta Living Streets (SLS) in the City of Redding.

Vendor will be expected to provide the services described in this RFP to facilitate e-bikeshare operation by Shasta Living Streets (SLS), a local nonprofit. Any commitments to provide additional support to SLS will be considered as part of proposer submissions and may contribute to a higher scoring proposal.

The following scope elements indicate what SLS is seeking from a vendor-partner. However, proposers are encouraged to be creative in their responses; should the proposer believe an alternative option is a better fit for the Redding community, the Project Team is open to exploring alternative solutions.

B. Pre-Launch Activities

1. System Design and Site Planning

Appendix A describes the locations identified for e-bikeshare stations/hubs and the expected service area. While the feasibility study recommends 110 bikes to support this area, the successful proposer will describe if their expected number of bikes to support the proposed service area is different from the feasibility study, and any recommended modifications or considerations to make when finalizing the service area and number of stations/hubs.

As part of the Project Team, the City of Redding and Caltrans have committed to supporting the site planning process (if necessary based on equipment type). The team of developers that have partnered on this project have secured site control of the additional requisite locations. (Letters of support are in Appendix B). The Vendor will be expected to assist with site planning for stations/hubs (if necessary). If relevant, the successful proposer will describe their experience with and approach to supporting site planning for station/hub installation in the public right-of-way, and any expected support from the Project Team.

2. Equipment Procurement

Equipment Specifications

The Project Team is soliciting a smart e-bikeshare system, meaning that transactions for checking out the bikes are housed directly on the bike and the bikes are equipped with electric-assist motors. The bikes should be able to operate year-round in Redding's sunny climate, ranging from over 100 degrees F in the summer to 30 degrees F in the winter.

The Vendor shall procure (manufacture and/or purchase) and install entire hardware and software for front and back of house operations for the term of the agreement: including, but not limited to, all on street system components, initial equipment, spare parts, maintenance tools, information technology equipment & software applications, licensing, upgrade assurances, and necessary warranties. SLS will retain ownership of the equipment following the conclusion of the contract.

Proposals should include detailed information about the proposed e-bike hardware. The maximum motor assist speed for Class 1 e-bikes should be no greater than 20 mph. The City reserves the right to require vehicle speed restrictions to lower than 15 mph either in specific areas or as a general rule for operations. Proposals should also specify the charging requirements for the vehicles (e.g. swappable batteries or charged in the field or charged in a warehouse). *Should the Vendor believe a mix of e-bikes and traditional pedal bikes would be beneficial in the Redding context, the Project Team asks that the Vendor provide the proposed mix of bicycle types, as well as justification for this recommendation.*

Please describe the key features of the e-bikes, including, but not limited to battery range, baskets or other devices for carrying cargo, fenders, front and rear lights, vandalism/theft prevention, and a locking mechanism.

Proposals should include detailed information about the stations or hubs that are provided alongside the bicycles. Notably, the proposal should be clear about whether the system uses physical stations in the field (and whether those stations allow for vehicle charging), or whether the system uses a geofenced "hub"-style system, or another type of station/hub.

Equipment Delivery

The Project Team understands that the entire bike industry is experiencing unprecedented delays due to the COVID-19 pandemic. With a goal to have a contract finalized by Winter 2022 and a tentative launch goal of Summer or Fall 2022, the Project Team seeks to understand the expected lead time to securing the equipment necessary to launch Downtown Redding E-Bikeshare and, if necessary, the Vendor's proposed launch timeline if Summer or Fall 2022 is not feasible.

The Vendor should clearly define how they will ensure delivery on the proposed timeline; in particular, the Vendor should identify barriers to equipment delivery and their plan to address those barriers.

Equipment Testing

The Project Team is interested in testing the proposed bicycles. The successful proposer will describe the possibility of providing a sample bicycle to the Project Team to test-ride.

3. Staff Training

SLS will be operating (rebalancing and maintaining) the e-bikeshare system. The successful Vendor will provide a clear plan for training and supporting SLS staff in operating the e-bikeshare system, including maintaining the hardware and communicating with the Vendor about software maintenance needs.

SLS staff have completed the United Bicycle Institute's Professional Repair & Shop Operation credential. In addition, SLS staff are League Certified Instructors.



4. Pricing Structure

Successful respondents will share their standard pricing/membership structure, as well as options to customize this structure for the local context based on input from the local operator. SLS is interested in providing flexibility within the pricing and membership options, such as a discounted membership program for low-income people or students. The Vendor should include any information on the process for registration and self-qualification for these memberships, including income verification proxies (e.g. enrollment in social support programs such as SNAP, WIC, public housing, etc.)

5. Equity Program

As noted in the project overview, equity is a key component of this e-bikeshare system. The target riders are low-income Downtown Redding residents. Please describe how the proposed hardware and software is accessible to people who are:

- Unbanked (have no credit/debit card)
- Do not own a smartphone
- Speak a native language other than English

Additionally, SLS is interested in providing additional bike styles to residents who represent a broader range of ages and abilities. While this is not a required system component, proposers are asked to describe their experience and capabilities regarding adaptive bicycles.

6. Branding & Sponsorship Approach

Downtown Redding E-bikeshare will need a dynamic brand (colors, logo, name, tagline) that creates excitement about the system and helps attract new riders. The Vendor should describe their approach to developing a branding plan, including opportunities for branding the hardware, website, and mobile app.

While SLS will manage all aspects of sponsor solicitation and management, the Vendor will need to assist with marketing the sponsors' brands on the system. The approach should include a description of how multiple sponsors of a program are displayed on equipment.

7. Software

The Vendor shall design, maintain, and host a website and a mobile app that promotes the program and allows users to register, submit secured credit card data, and execute a user agreement. Ensure the website displays correctly on all major web browsers and mobile devices/formats. The successful proposer will share any other payment collection options that are offered (e.g. debit card, Apple Pay, etc.) The successful proposer will also indicate what inputs are needed from the local operator (SLS) and how the Vendor would collaborate and customize these materials alongside SLS.

The Vendor shall provide a system to track bicycles and, if applicable, station and dock status, and share this data with SLS (specifics on data reports are further outlined below). The website and mobile app shall include real-time map updates to allow users to locate stations and/or bicycles.

The Vendor shall use the General Bike Share Feed Specification (GBFS), a standardized data feed for bike share system availability. The mobile app shall be compatible with the latest iOS and Android operating systems. The Project Team is also interested in geofencing capabilities for a smart bike system. The successful proposer will describe available technology to geofence the system and the use cases (service area management, speed management, etc.)

8. Transit Integration

Redding Area Bus Authority (RABA) provides transit services in the Redding area. RABA has been a member of the e-bikeshare program technical advisory committee and is invested in the success of the e-bikeshare program. While integration with the RABA system is not a requirement at launch, successful respondents will share examples of prior work to integrate e-bikeshare systems with transit by partnering with transit agencies.

C. Operational Deliverables

1. Launch

SLS will plan and execute a high-profile system launch event that will occur in conjunction with system operation. The Vendor will be expected to have stations and equipment fully deployed, SLS staff fully trained for system operation, and provide a fully functioning website, mobile app, and any additional software. Successful proposers will describe their approach to supporting a smooth, timely and effective system launch.

2. Data Sharing

SLS expects to have live access to all e-bikeshare system data, including but not limited to:

- Bike location
- Bike battery status
- Bike utilization
- Station/hub occupancy
- Station/hub utilization
- Station/hub electrical/battery status (if applicable)
- User information
- Trip information, including origin, destination and route

The Vendor will describe their approach to provide this data and any other necessary data for system operations to SLS in an easily accessible and user-friendly interface.

The Vendor shall grant ownership of data and information related to the e-bikeshare system to SLS, including without limitations, website content, financial performance, records of inventory, bicycle or station utilization, aggregate reports related to users of the system and other data which is not personally identifiable.

3. Open Data

The Vendor shall provide open content data in the General Bikeshare Feed Specification (GBFS) standard or similar that will allow third party developers to provide applications to assist users in finding bicycles, and open docks in stations (where applicable).

4. Rebalancing Support

As the system operator, SLS will be responsible for day-to-day operations, including rebalancing. The successful proposer will describe their approach to supporting SLS in successfully rebalancing the system.

5. Maintenance Support

As the system operator, SLS will be responsible for day-to-day operations, including bicycle and station/hub maintenance. The successful proposer will describe their approach to supporting SLS in successfully maintaining the system, including a proposed maintenance plan for SLS to follow.

The Vendor will be responsible for all maintenance related to system software (website, mobile app, geofencing (if any), etc.) The successful proposer will describe their approach to maintaining software, including how they will collaborate with SLS.

6. Customer Service Support

As the system operator, SLS will be responsible for day-to-day operations, including customer service, which they will accomplish through:

- Responsive customer service via phone, social media, and website (including e-bikeshare FAQ)
- Face-to-face customer service at Shasta Bike Depot (including access to cash payment option)

- Engaged customer service with targeted communities (for example: affordable housing residents at 1551 Market Street) to increase their comfort level
- In-person or online events where people can ask questions, learn the basics, and how to check-out bikes

The successful proposer will describe their approach for supporting SLS in providing high-quality customer service, including an option for 24/7 customer service support (or coverage for all hours that the e-bikeshare services are available to the public).

The Project Team is interested in understanding how the Vendor proposes to incorporate feedback from the customer service process into improving aspects of the program provided by the Vendor (such as hardware and software).

7. Public Outreach & Marketing Support

As the system operator, SLS will be responsible for day-to-day operations, including public outreach and marketing. The successful proposer will describe their approach for supporting SLS in conducting outreach to the public and marketing the system, including specific outreach assets that the vendor can provide.

8. Program and Equipment Modernization and Sustainability

SLS is aware the e-bikeshare hardware is constantly evolving and improving. The successful proposer will describe their approach to keeping Downtown Redding E-bikeshare up-to-date with the most current hardware over the course of system operation and into the future.

Should the system function well, SLS is interested in a long-term relationship with the Vendor to provide e-bikeshare to Redding for the foreseeable future, with expansions into additional parts of the City. The Vendor should describe their approach for maintaining a long-term relationship with SLS and the Project Team. (For example, some respondents may have a designated public engagement liaison; others may keep in touch via an annual conference etc).

The Project Team also recognizes that there is frequent change and turnover in the e-bikeshare industry. The Vendor should describe, in the event that the Vendor ceases to operate, how the proposed hardware and software may continue to be usable by SLS and the Project Team with the support of another Vendor.

IV. Minimum Insurance and Indemnification Requirements

Vendor to provide insurance and indemnification sufficient to meet the requirements of the Clean Mobility Options funding source and others, which may include but are not limited to: commercial general liability, electric bike coverage, workers compensation and employer's liability insurance, and cyber liability coverage, with the appropriate limits within the state of California.

To assist with evaluation of this RFP element, it is advisable for the respondent to share high-level examples of insurance arrangements that are in place within other e-bikeshare systems of a similar model within the Vendor's current business portfolio, including instances of where other entities are listed as additional insured.

V. Timeline

- RFP release date: January 4, 2022
- RFP replies due: January 25, 2022
- Estimated contract close date: Winter 2022
- Estimated system planning start: Spring 2022
- Estimated system launch: Summer of Fall 2022
- Estimated years of service under this contract: 4 years

VI. Budget

The Project team can offer Capital Cost budget for 110 e-bikes with installation: up to \$436,000.

- Bikeshare bikes, electric pedal-assist, with extra batteries and parts as needed for successful operations and customer experience
- Bikeshare stations, with any features on some or all stations, including but not limited to, map panels, charging, solar, art opportunities
- Bike build and installation, station install, installation tools, shipping, any additional costs

For ongoing annual costs, please clarify what the cost estimate is for the following:

- Website and app
- Marketing
- Customer engagement
- Any other ongoing costs outlined as optional in this RFP

Required Proposal Elements and Scoring Criteria

Written proposals must be clear, succinct and not exceed **thirty-five (35) pages**. In addition, proposals may include up to **ten (10) pages** of supplemental information. Vendors who submit more than the pages indicated may not have the additional pages of the proposal read or considered.

All submittals will be evaluated on the completeness and quality of the content. Only those firms providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

Scored Elements	Total Possible Points
Pre-Launch	60
Operational	15
Firm and Staff Qualifications	10
Project Schedule	10
Project Budget	10
References	5
Total Possible	110

A. Scope of Work (75 Points)

The table below details the scope of work elements to be scored based on what is provided in the proposal. Evaluation of each element will consider how well the Vendor demonstrates an understanding of the Project's stated Goals and Objectives (Section II) and the Vendor's plan for achieving these Goals and Objectives in all aspects of the e-bikeshare scope of work.

Successful proposals will also include relevant details beyond the required specifications described in the Scope of Work above (Section III).

Proposal Element	Evaluation	Points
Pre-Launch	Total Possible	60
System Design and Site Planning	Description of proposed system size (if different than recommended 110 bikes), considerations for service area and number of hubs/stations, and process for siting hubs/stations	5
Equipment Specifications	Detailed description of equipment that meets qualifications described in Section III	15
Equipment Delivery	Description of proposed equipment delivery timeline and plan to address identified barriers (such as supply chain)	5
Equipment Testing	Description of possibility of providing a sample bicycle	2
Staff Training	Description of SLS staff training plan	5
Pricing Structure	Includes proposed schedule of user fees, and proposal for customizing to offer and administer discounted memberships	5
Equity Program	Description of how proposed hardware and software is accessible to groups identified in Section III, including a description of prior experience providing or future opportunities to provide adaptive bicycles	8

Branding and Sponsorship Approach	Approach to developing a branding plan and marketing sponsors' brands on the system	5
Software	Description of proposed website and mobile app; description of geofencing capabilities	10
Transit Integration	Examples of prior transit integration	0*
Proposal Element	Evaluation	Points
Operational	Total Possible	15
Launch	Description of approach to support system launch	2
Data Sharing	Approach to provide data described in Section III in a user-friendly interface	7
Open Data	Ability to provide open content data	2
Rebalancing Support	Support for rebalancing, if any	0*
Software Maintenance Support	Approach to maintaining software	1
Hardware Maintenance Support	Approach to supporting the SLS team in hardware maintenance efforts, if any	0*
Customer Service Support	Support for customer service, if any, and approach to working with SLS to incorporate customer feedback into the program	0*
Public Outreach & Marketing Support	Support for public outreach and marketing, if any.	0*
Program and Equipment Modernization and Sustainability	Detailed description of approach to keeping the e-bikeshare system up-to-date over the course of operation and into the future.	3

**Support offered in these categories is outside the scope of work and may be awarded bonus points outside the total number of possible points.*

B. Firm and Staff Qualifications (10 points)

Demonstrate past experience with installing and operating of e-bikeshare systems with similar scope and complexity. Include examples of **how you have met the requirements of the elements listed in Section III (Scope of Work)** in other communities. Relevant experience must be demonstrated.

Identify and provide resumes of the staff that will be the primary point of contact for contract negotiation, project launch, operations and describe their role.

C. Project Schedule (10 points)

Describe your timeline for supplying the e-bikeshare system equipment and software, training SLS staff, and expected launch date (including any key events or milestones) from the date of contract execution.

D. Project Budget (10 points)

Provide a budget clearly demonstrating costs associated with the proposal. Budget should be itemized to indicate which costs are one-time (e.g., equipment purchase and installation) and which costs are ongoing (e.g., website, customer support, etc.) *Proposers will not be penalized for clearly demonstrating ongoing costs; SLS seeks to understand the full picture of the operations costs necessary to run the system, including optional services.*

E. References (5 points)

Provide at least four (4) references, preferably for work assignments that are similar in type, scope, size and/or value to the work sought by this RFP and within the last five (5) years:

- Name and title of reference
- Name of agency/company
- Agency/company address, phone number and fax number; and
- Email address and phone number for the individual contact person, not the agency/company generic address/number

Instructions for Submittal

Downtown Redding, CA Bikeshare RFP

Release Jan. 4th, Responses by Jan. 25th 9:00 PM PT

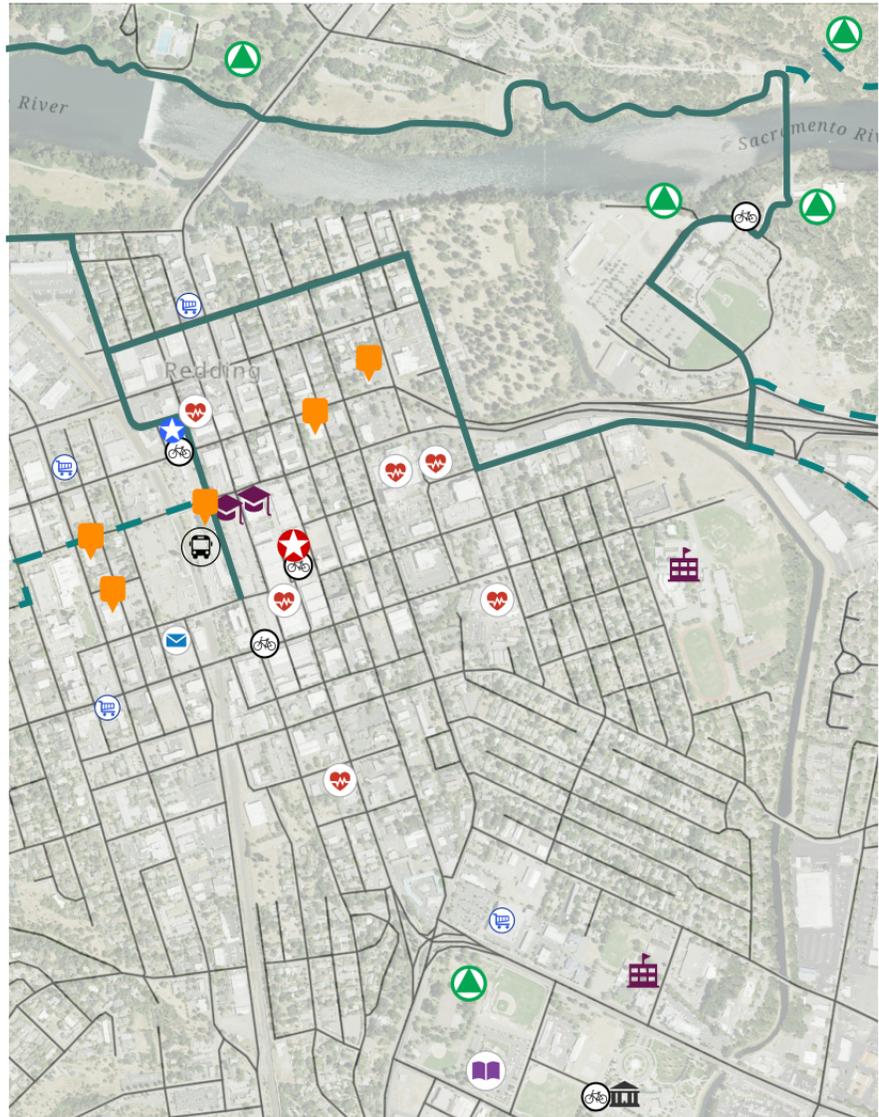
Sealed proposals from firms interested in providing e-bikeshare equipment and software applications for Downtown Redding Bikeshare shall be submitted electronically to athomas@shastalivingstreets.org with the name of the Proposer and Contract Name in the subject line and will be received until 9:00 p.m., Tuesday, January 25th, 2022.

Proposals may also be submitted via USPS, UPS, FedEx, or in-person to Shasta Living Streets, at 1313 California Street, Redding, CA 96001.

Appendix A

Key Neighborhood Destinations

-  Project Area, 1551 Market Street
-  Groceries. Including:
 - Safeway
 - Walgreens
 - Hinkle's Market (EBT)
 - Downtown Market (EBT)
-  Healthcare Facilities. Including:
 - Shasta Community Health Center
 - Shasta Regional Medical Center
 - Redding Rancheria Tribal Health Center
 - Hill Country CARE Center
 - Shasta County Women, Infants, and Children
-  Employment and Community Services Including:
 - Shasta County Administration
 - Employment Development Dept.
 - Shasta County Superior Courthouse
 - Bright Futures Children's Center (Childcare)
 - CalWORKS Office
-  Shasta College Health Sciences Campus & Community Leadership Center
-  Post Office
-  Downtown Transit Center (Bus & Rail)
-  City Hall (Housing Authority)
-  Bike Share Stations - Top Priority
-  Shasta Bike Depot (Staffed office of Shasta Living Streets)
-  Parks and Recreation Access
-  Redding Public Library
-  Schools
-  Redding Loop Trail (Mix of Existing and planned safe-cycling infrastructure)



Inset Area

1/2 Mile



Note: This map includes a limited number of stations that are certain to be needed for specific e-bikeshare system goals, and other station locations will be finalized as we move forward with the project.

Appendix B



CITY OF REDDING

777 CYPRESS AVENUE, REDDING, CA 96001

P.O. BOX 496071, REDDING, CA 96049-6071

OFFICE OF THE CITY MANAGER
BARRY TIPPIN, CITY MANAGER
SHERI DEMAAGD, ASSISTANT CITY MANAGER/PERSONNEL DIRECTOR
STEVE BADE, DEPUTY CITY MANAGER

October 19, 2020

John Mancasola, President
The McConnell Foundation
800 Shasta View Drive
Redding, CA 96003

Re: Letter of Support from the City of Redding for The McConnell Foundation's
Clean Mobility Options Voucher Pilot Program Project Proposal

Dear John,

On behalf of the City of Redding, I would like to express our support to the project described in The McConnell Foundation's proposal for the Clean Mobility Options Voucher Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions and criteria pollutants, increase the uptake of active transportation by community members, and improve air quality and public health in our community. The City of Redding supports this proposal in efforts to create a cleaner, greener, more thriving community.

The City of Redding was established in 1887 and has a legacy of providing economic opportunities for its constituents. The City oversees the planning efforts for approximately 90,000 residents in more than 60 square miles and serves as the legislative body for the constituents of the area. In the case of this clean mobility project, the City oversees land-use designations and has jurisdiction over the rights-of-way, curbsides, and street infrastructure that will play an important role in helping launch and sustain the program.

The City of Redding has shown a commitment to bikeshare and in January of 2018, the City signed on as a co-applicant for an Affordable Housing Sustainable Communities (AHSC) grant together with The McConnell Foundation and K2 Development Companies. The grant application included a bikeshare program, sustainable transportation infrastructure, and transportation related amenities which together serve to increase bikeability and walkability in the downtown Redding core. The AHSC grant was successfully awarded in June of 2018, and the public-private partnership has been collaborative with multiple touchpoints since then. In the past 6 months, City of Redding staff have engaged with The McConnell Foundation (CMO Applicant) and Shasta Living Streets (community-based organization) to review third party analysis regarding the bikeshare operating plan and business model, with analysis by Alta Planning & Design.

Specifically, the City of Redding is committed to providing the following to support to the project:

- Streamlining communication efforts by assigning a direct point of contact in the agency to address matters regarding the project. The point of contact will address matters in a timely manner, reducing time gaps in the program.
- To facilitate permitting efforts in order to support the project goals. This may include streamlining the permitting procedures or reducing barriers to project implementation. Permits may include: encroachment, electrical permits for station charging equipment, building permits, and more.
- Amplifying The McConnell Foundation's outreach efforts regarding bikeshare by sharing about them with the community through the City of Redding's social media channels, as well as publicly sharing about the bikeshare program when it launches.
- Supporting The McConnell Foundation's efforts to share about the program with income-qualifying households within the Project Area, to ensure access to affordable housing residents.

The City of Redding is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. If you have any questions, feel free to contact me directly via email at sbade@cityofredding.org

Sincerely,



Steve Bade
Deputy City Manager
City of Redding

DEPARTMENT OF TRANSPORTATION

OFFICE OF THE DISTRICT 2 DIRECTOR

1657 RIVERSIDE DRIVE

REDDING, CA 96001

PHONE (530) 225-3270

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*Making Conservation
a California Way of Life.*

October 19, 2020

Mr. John Mancasola
The McConnell Foundation
800 Shasta View Drive
Redding, CA 96003

Subject: Letter of Commitment from Caltrans District 2 for the McConnell Foundation's Clean Mobility Options Voucher Pilot Program (CMO) Project Proposal

Dear Mr. Mancasola:

On behalf of Caltrans District 2, I would like to express our commitment for The McConnell Foundation's proposal for the California Air Resource Board's Clean Mobility Options Vouchers Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions (GHG) and criteria pollutants, increase the uptake of zero-emission vehicles, and improve air quality and public health in our community by offering important multi modal connection options that do not currently exist. We understand that The McConnell Foundation wishes to use state owned right-of-way in downtown Redding for the purpose of fostering active transportation through a bikeshare program and we intend to pursue agreements with them to facilitate this type of utilization.

Caltrans District 2 covers over a 27,000 square mile territory in northern California and has a legacy of fostering active transportation options throughout our service area. Caltrans controls public right-of-way through sections of downtown Redding, including multiple streets, traffic signals, sidewalks, on-street parking, medians, and furniture/planting areas on local streets. We regulate project development and construction activity in the right-of-way through being involved in project development through the oversight process that takes place under permits and inspections, and are prepared to assist the applicant in obtaining these approvals according to the plan that they have developed in conjunction with Shasta Living Streets and Alta Planning & Design.

Caltrans District 2 is aware of the applicant's proposal to utilize ROW for the purposes described below. While these proposals will require permits, and potentially Caltrans or City of Redding involvement in development, construction and maintenance, we intend to facilitate these efforts in order to support the project's goals:

- Bike stations within Caltrans service area (for example, on California Street in downtown Redding). As noted in the application materials (attachment 2, p.9) applicants may wait to determine the exact site of the following types of infrastructure until the time of successful award and execution of voucher agreement.

Mr. John Mancasola
October 19, 2020
Page 2

- Signage indicating bikeshare stations locations
- Designation of appropriate parking spots for bikeshare station use on blocks TBD in the central business district
- Consideration of safety infrastructure in the public ROW

Potential barriers to site agreements or permits could include the following, as is standard:

- Length of time for review and approval
- Maintenance Agreement negotiation and approval

Caltrans District 2 has a strong commitment to complete streets and livable communities, and projects such as the one proposed for this Clean Mobility Options grant can help bring this vision to life.

Caltrans District 2 is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. If you have any questions, feel free to contact me directly at tamy.quigley@dot.ca.gov.

Sincerely,



TAMY QUIGLEY
Senior Transportation Planner, Caltrans D2 Office of Complete Streets & Livable Communities



TOM BALKOW
Deputy District Director, Planning and Local Assistance

K2 DEVELOPMENT COMPANIES

October 19, 2020

To Whom It May Concern:

This letter is intended to express our support for The McConnell Foundation's application to the California Air Resource Board's Clean Mobility Options Voucher Pilot (CMO) Program. We are writing this letter for two reasons:

First, as affordable housing developers, we see the transportation needs of people with low income on a daily basis. It is critical to leverage all resources available to support these needs. Our organization has also been deeply involved in listening to community members' transportation needs through participating in the Downtown Redding Community Based Transportation Plan (adopted December 2016) including the Bicycle Action Plan, and the Downtown Specific Plan update process (adopted April 2018).

Over the past 18 years, K2 has developed key strategic projects that have directly benefitted the quality of life of the North State. Our longstanding partnerships with the City of Redding and Shasta County have enabled our organization to connect local municipalities and nonprofit organizations in an effort to promote redevelopment projects. Our downtown Redding projects have been highlighted in *Western Cities*, the magazine of the League of California Cities (March 2020 issue, story titled "Build Economic Development Momentum with Tools, Teams and Tactics" by Gurbax Sahota).

We have successfully leveraged local housing resources with both federal tax credits and state affordable housing funds. This includes the Market Center development (1551 Market Street), potential future residents of which were surveyed about their transportation needs for the purpose of this application. Qualitative research in the form of a focus group also contributed to understanding the needs expressed by affordable housing residents of Market Center, which is expected to receive its certificate of occupancy in November 2020. Also included in our affordable housing experience is the "Block 7 Net Zero Housing & Downtown Activation Project," co-developed with The McConnell Foundation, the lead applicant for the CMO program.

For each of these aforementioned projects, we have successfully secured Affordable Housing Sustainable Communities funding. Our work together with The McConnell Foundation was the AHSC featured project in the 2019 Annual Report for California Climate Investments. The bikeshare program for which The McConnell Foundation proposes CMO funding is part of the Block 7 project.

The second reason we are writing this letter is that we support the goals of reducing greenhouse gas emissions (GHG) and improving air quality and public health in the State's most vulnerable communities, including the low-income residents of downtown Redding. Together, with The McConnell Foundation, we are committed to delivering on 12,289.00 MT CO₂e through the Block 7 project (analysis conducted by Shasta Regional Transportation Planning Agency, with third party validation by Transform in January 2018).

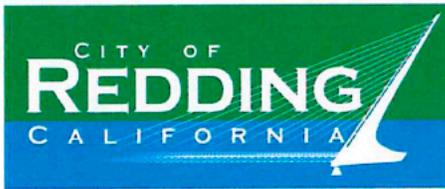
K2 DEVELOPMENT COMPANIES

Our CEO and Executive Officer were both born and raised in the Redding area, and are committed to the long-term. We hope the CMO program will be a part of our future here. It presents an opportunity for bolder, more innovative approaches to clean mobility and social equity. The McConnell Foundation's proposal is a step closer to such a vision. If you have any questions, feel free to contact me directly at: dknott@k2dci.com.

Sincerely,



Daniel Knott, Executive Officer
K2 Development Companies
1101 Parkview Ave. #A
Redding, CA 96001
(530)-244-0596



CITY OF REDDING

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October 19, 2020

John Mancasola
The McConnell Foundation
800 Shasta View Drive
Redding, CA 96003

Subject: Letter of Commitment from the City of Redding for The McConnell Foundation's Clean Mobility Options Voucher Pilot Program (CMO) Project Proposal

Dear John Mancasola:

On behalf of the City of Redding Public Works Department, I would like to express our commitment for The McConnell Foundation's proposal for the California Air Resource Board's Clean Mobility Options Vouchers Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions and criteria pollutants, increase the uptake of zero-emission vehicles, and improve air quality and public health in our community. We understand that The McConnell Foundation wishes to use our property or right-of-way in downtown Redding for the purpose of fostering active transportation through a bikeshare program and we intend to pursue agreements with them to facilitate this type of utilization. In consideration of this clean mobility project, we oversee land-use designations and have jurisdiction over the rights-of-way, curbsides, and street infrastructure that will play an important role in helping launch and sustain the program.

The City of Redding has shown a commitment to bikeshare since January of 2018, when the City signed on as a co-applicant for an Affordable Housing Sustainable Communities (AHSC) grant, together with The McConnell Foundation and K2 Development Companies. The grant application included a bikeshare program, sustainable transportation infrastructure, and transportation related amenities which together serve to increase bikeability and walkability in downtown Redding. The AHSC grant was successfully awarded in June of 2018, and the public-private partnership has been collaborative. In the past 6 months in particular, City of Redding staff have engaged with The McConnell Foundation (CMO Applicant) and Shasta Living Streets (community-based organization) on reviewing third party analysis regarding the bikeshare operating plan and business model, with analysis by Alta Planning & Design.

The City of Redding is aware of the applicant's proposal to utilize ROW for the purposes described below. While these proposals will require permits, and potentially Caltrans or City of Redding involvement in construction and maintenance, we intend to facilitate these efforts in order to support the project's goals:

- Bike stations within the City of Redding service area
- Signage for bikeshare stations locations
- Designation of appropriate parking for bikeshare station use in the central business district
- Consideration of safety infrastructure in the public ROW

Potential barriers to site agreements or permits could include coordination efforts with Caltrans for uses in the State's right-of-way, as is standard.

The City of Redding is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. We have a strong commitment to innovation and making downtown more bikeable and walkable. Projects such as the one proposed for this Clean Mobility Options grant can help bring this vision to life. If you have any questions, feel free to contact jabshier@cityofredding.org.

Sincerely,



Chuck Aukland, P.E.
Director of Public Works
City of Redding

CA:mk
L-101920-McConnell Foundation's (CMO) Program