

SELECT PARTNERS AND ESTABLISH STAKEHOLDER AGREEMENTS

Site planning involves identifying locations to install infrastructure and that comes with the need to navigate land ownership and public right-of-way.

Early on during the process, RFPs, contracts, and site host agreements must be developed and established with vendors and partners. In addition, community-based partnerships and support should be identified and cultivated. Strengthening partnerships with community leaders can result in buy-in from both community-based organizations and municipal leadership. Partner selection should ideally happen early in the project development process and should precede pursuit of permits.

Part of the mobility provider selection process and contract negotiations is to design and establish equitable stakeholder agreements amongst all parties involved.²

Some important aspects of stakeholder agreements include data sharing and reporting, insurance indemnification, approved contractors (e.g., certified electricians for EV charger installation), agreements about the costs of permitting and exclusivity to operate.



TIP!

Coordinate with legal and finance professionals

To ensure agreements are sound, you may need to work with professionals outside your organization and industry to develop contracts and agreements.

² For information and guidance around contracting and procurement see The Project Implementation Toolkit's [Finalize Contracts & Procurement Guide](#).

Insurance Considerations

Insurance is required to operate all shared vehicles on the public right of way. Insurance requirements and costs will depend on several factors including, but not limited to the following: service model and vehicle type, adding other project partners as an additional insured, and indemnification of third-party entities such as private property owners and the municipality in the event of injuries and fatalities.



TIP!

Work with an insurance provider early in the process

An insurance provider can provide more information about insurance types and costs associated with operating shared transportation fleets on public rights of way.

Equity Considerations

As part of providing equitable access to clean transportation modes, consider designing access to services for the unbanked and users without smartphones.

Explore partnerships with local transit agencies, transportation providers, and community organizations. Consider technology-free solutions such as phone banks, community liaisons, and the utilization of existing transit resources can help you spread the message about multimodal transportation options and help users reserve rides and plan ahead.

Here are some examples of partnerships with local transit agencies, community-based organizations (CBOs) and transportation providers:

- **Scraper Bike Team**
 - A local youth-focused community-based organization (CBO) supported on behalf of Bay Wheels Bike Share expansion into East Oakland.
- **LyftUp**
 - A program for youth to access micromobility, increasing bicycles' usage and promoting multi-modal transportation as youth empowerment.
- **CitiBike Community Grants Program**
 - A mobility company partnering with communities to offer a variety of mobility related services; including but not limited to: Group rides, community bikeshare memberships, and obtaining mobility access without a bank.
- **Car Sharing and Mobility Hubs in Affordable Housing Pilot**
 - A project team of public and non-profit organizations working with residents at three affordable housing developments in the Bay Area to understand what kinds of transportation options are needed most at each site.
- **Movimiento en Bici**
 - This is a Latinx community outreach program for a rural bikeshare program that provides safety classes for adults who don't know how to ride a bicycle, and ensures that members of the Spanish-speaking community have access to bikeshare. The program also offers group rides and route recommendations to ensure that people can use the bikes around the entire service area.