



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

October 6, 2016

TO: Traffic & Parking Commission
FROM: Martha Eros, Transportation Planner
Christian Vasquez, Transportation Planning Analyst
SUBJECT: Bike Share – Phase 1 Station Locations
ATTACHMENTS: A. Station Maps and Schematics
B. Public Notice

The Traffic & Parking Commission (TPC) will receive public comment on two proposed bike share stations and develop recommendations for City Council consideration.

Background

The City officially launched the *Beverly Hills Bike Share* pilot program on May 10, 2016. The system currently has 50 smart bicycles in circulation and the following eight stations in operation:

- City Hall (S. Santa Monica Boulevard/N. Crescent Drive): 9 racks
- Wells Fargo Bank Adjacent (S. Santa Monica Boulevard/N. Camden Drive): 10 racks
- Beverly Hills Courthouse (Civic Center Drive/Burton Way): 9 racks
- Chase Bank Adjacent (Wilshire Boulevard/Beverly Drive): 9 racks
- 280 South Beverly Drive (S. Beverly Drive/Gregory Way): 8 racks
- Entertainment Business District (Third Street/N. Maple Drive): 11 racks
- 9777 Wilshire Adjacent (S. Santa Monica Boulevard/Wilshire Boulevard): 11 racks
- La Cienega Tennis Center: 9 racks

As of September 1, 2016, the program has 676 active members (18 Founding, three Monthly, 655 Pay-As-You-Go) with approximately 1,894 overall trips. The Wilshire Boulevard/Beverly Drive station is the most utilized station with approximately 415 rentals, followed by the South Santa Monica Boulevard/Camden Drive and South Beverly Drive/Gregory Way stations. The two most recent bike share stations at the South Santa Monica/Wilshire Boulevard intersection and La Cienega Tennis Center were installed on June 29, 2016.

On August 30, 2016, the City Council approved the installation of bike share stations at Roxbury Park (8 racks) and Will Rogers Park (5 racks) as well as the implementation of a helmet pilot program. Beverly Hills Bike Share members can obtain a free helmet, based on availability/inventory, from City Hall on weekdays and the Conference & Visitors Bureau on weekends. The purpose of the helmet pilot program is to measure the demand for helmets in the City.

Discussion

To augment the eight stations currently installed, staff is proposing two more bike share stations as follows:

- A. N/E corner of Wilshire Boulevard and North Doheny Drive (up to 9 racks)
- B. N/W corner of South La Peer Drive and Olympic Boulevard (up to 9 racks)

Staff identified these locations due to close proximity to public transit, employment centers, and commercial activity. The proposed stations would be installed on the public right-of-way. Transportation Planning and Traffic Engineering staff, alongside *Fehr & Peers Consulting* staff, reviewed the proposed sites to determine public right-of-way, ADA clearance, pedestrian access, street activity, and commercial/employment hubs.

Staff forwarded the proposed station sites to the Beverly Hills Police Department and Fire Department staff for review and feedback. Additional information will be provided at the October TPC meeting.

Public notices were mailed to properties and businesses adjacent to the proposed stations on September 27, 2016.

Recommendation

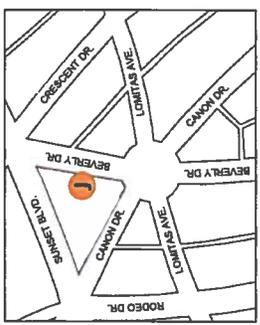
Staff recommends that the Traffic & Parking Commission receive public comment on the two proposed bike share stations, and provide a recommendation for City Council consideration.

ATTACHMENT A

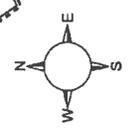
BIKE SHARE STATIONS

- A** North Crescent Drive/South Santa Monica Boulevard
- B** Camden Drive/South Santa Monica Boulevard
- C** South Beverly Drive/Gregory Way
- D** Third Street/Maple Drive
- E** Civic Center Drive/Burton Way
- F** Wilshire Boulevard/Beverly Drive
- G** Wilshire Boulevard/South Santa Monica Boulevard
- H** La Cienega Tennis Center
- I** Roxbury Park
- J** Will Rogers Park
- K** Wilshire Boulevard/Doheny Drive
- L** South La Peer Drive/Olympic Boulevard

- - Installed
- - Pending
- - Proposed

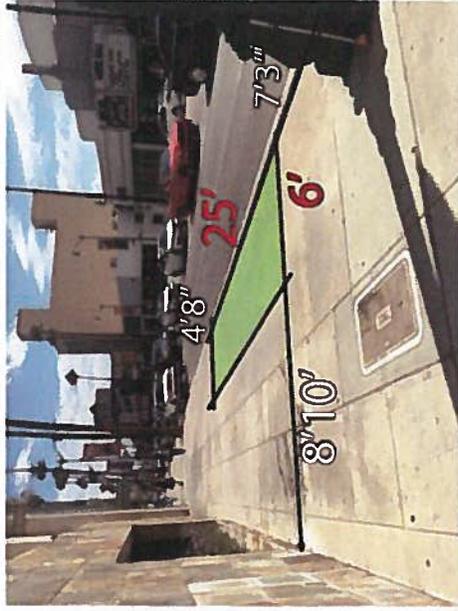
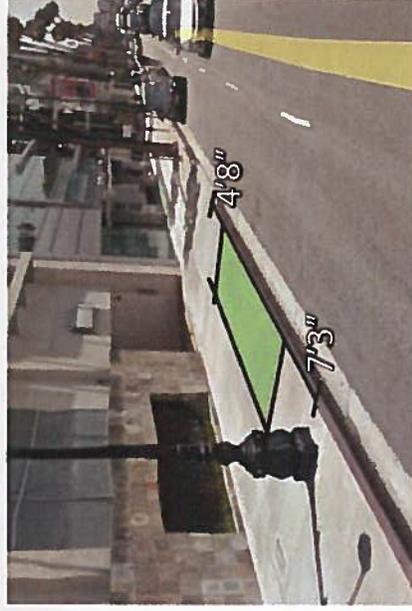
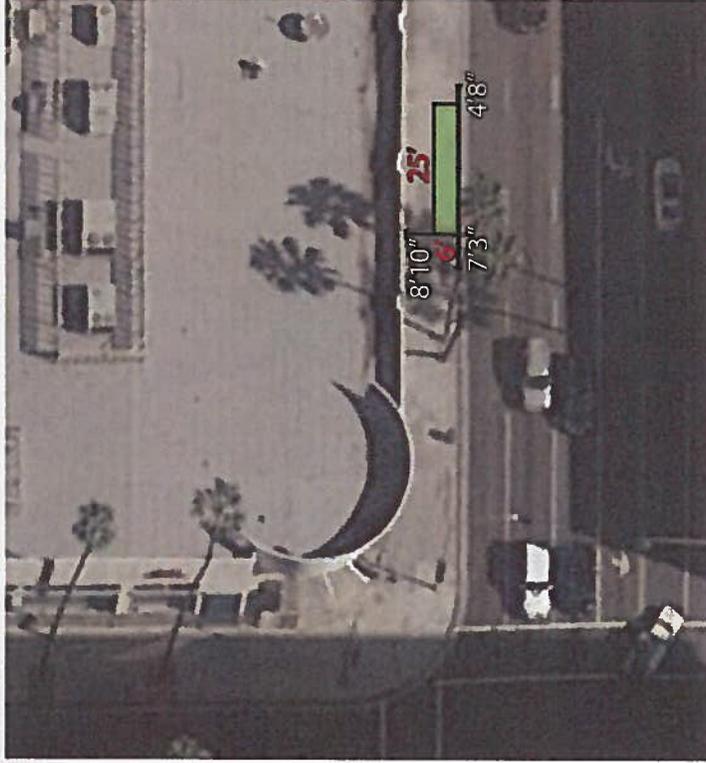
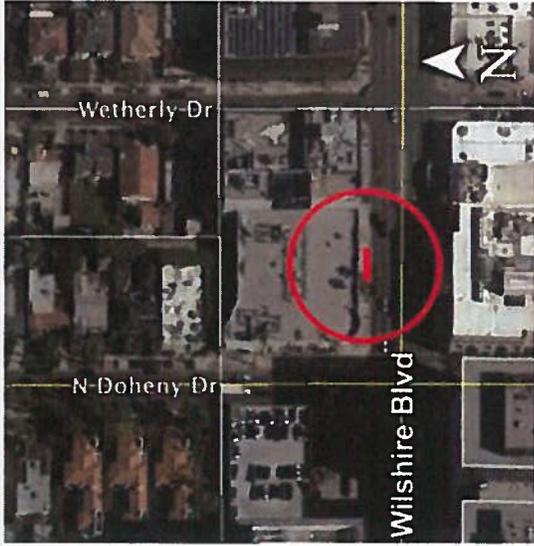


**Existing and Proposed
Bike Share Stations**





Wilshire/Doheny



Station Capacity: 9 Racks
Surface: Cement
Station Type: TYP 4767-1
Sign Location: West side

- Near CVS, LA Fitness, Leammle's Music Hall, Writers Guild Theater, Wilshire Boulevard businesses, and residential areas
- Metro bus route and bus stops (#20) on Wilshire Blvd.



La Peer & Olympic

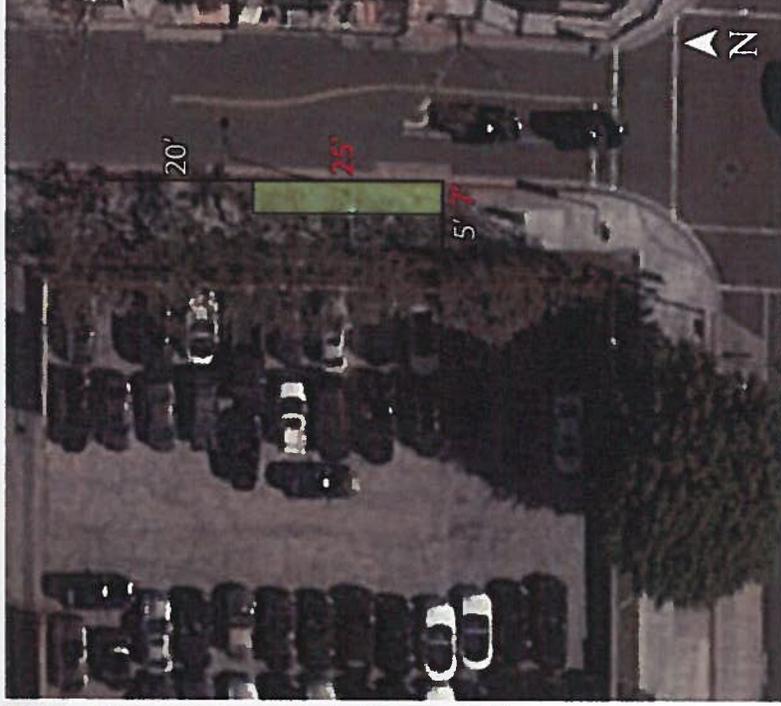


Station Capacity: 9 Racks

Surface: Cement

Station Type: TYP 4767-1

Sign Location: South side



- Near Beverly Hills Plaza, Olympic Boulevard restaurants/shops/businesses, and residential areas in the southeast part of the City
- Three blocks away from Robertson Boulevard businesses
- Metro bus route and bus stops (#28, 728) on Olympic Boulevard
- Connects the southeast area to the City's bike share network

ATTACHMENT B



NOTICE OF PUBLIC MEETING

Beverly Hills Pilot Bicycle Share Program Proposed Phase 1 Station Locations

The Traffic & Parking Commission will review two proposed bicycle share station locations and receive public comment.

MEETING: Traffic & Parking Commission
DATE: Thursday, October 6, 2016
TIME: 9:00 a.m., or as soon thereafter as the matter may be heard
LOCATION: City Hall, Room 280-A, 455 N. Rexford Drive, Beverly Hills, CA 90210

The City launched the *Beverly Hills Bike Share* pilot program on May 10, 2016. The system consists of 50 smart bikes with onboard technology. To augment the eight stations currently installed, the Traffic & Parking Commission will consider two additional stations at the following sites:

- A. N/E corner of Wilshire Boulevard and Doheny Drive
- B. N/W corner of South La Peer Drive and Olympic Boulevard

Staff identified these locations due to close proximity to public transit, commercial activity, and employment centers. The proposed stations would be installed on the public right-of-way or City property.

PUBLIC COMMENT:

Persons wishing to comment on this item are invited to attend the October 6, 2016 Traffic & Parking Commission meeting and/or submit written comments. Any communication received by the City becomes part of the public record. Please submit correspondence a minimum of one day in advance of the meeting date to allow for routing.

By Email: transportation@beverlyhills.org

By Mail: City of Beverly Hills
Community Development - Transportation Planning
455 North Rexford Drive, Beverly Hills, CA 90210

The Traffic & Parking Commission is an advisory board to the City Council. The Commission's recommendation will be forwarded to the City Council for consideration at a future date. The City Council may approve, deny, or modify the Commission's recommendation.

If you would like additional information regarding this proposal, please contact the Transportation Planning Division at (310) 285-1128.