



## STAFF REPORT

**Meeting Date:** April 7, 2015  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation  
Martha Eros, Transportation Planner  
**Subject:** Request of Councilmember Brien to Expedite an Agreement for  
Purchase of Bicycle Sharing Equipment

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### INTRODUCTION

At the February 3, 2015 study session, the City Council directed staff to continue to pursue a bicycle sharing program. Staff has engaged *Fehr & Peers Transportation Consultants (Fehr & Peers)* to prepare a Bicycle Share Feasibility Study including a complete analysis of a bicycle share system, evaluating the suitability of existing City infrastructure to support a bicycle share system and ridership forecasts. The report is scheduled to be completed in June 2015.

This report outlines a request by Councilmember Brien to expedite an agreement for the purchase of equipment, including smart bicycles, docking stations and information/sales kiosks, for implementation of a "pilot" bicycle share system in advance of completion of the *Fehr & Peers* feasibility study. The intent of his request is for the City to be able to implement a bicycle share program concurrently with the City of Santa Monica in Fall of 2015. By expediting the purchase of equipment, Beverly Hills would be the second City in Los Angeles County to launch a pilot bicycle share program.

The initial capital and start-up investment for a 50-unit bicycle system with two kiosks is approximately \$327,000. The estimated cost per bicycle unit is \$5,950 and sales/information kiosks are \$14,730 each. With City Council direction, staff will proceed with developing an agreement with *CycleHop LLC (CycleHop)*, the Santa Monica bicycle share vendor, and return for City Council consideration in May 2015.

### BACKGROUND

Transportation Planning has been working with the Westside Cities Council of Government (WSCOG), Los Angeles County Metropolitan Transportation Authority (Metro), *CycleHop*, and *Fehr & Peers* to plan next steps for the Beverly Hills bicycle share ("bikeshare") program. The typical timeline for implementation of a comprehensive

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bike share program is approximately 12-18 months, with manufacturing of smart-technology bicycles and kiosks taking approximately six months.

The City of Santa Monica will be the first bike share program in Los Angeles County. Metro is also proceeding with a bike share program as outlined below.

#### City of Santa Monica

In November 2014, the City of Santa Monica awarded a \$10 million, 8-year contract to *CycleHop* for installation and operation of a 500-unit bicycle system. A limited number of participant registrations will be issued to a select test group prior to rolling out the system. Santa Monica staff anticipates the bikeshare system will be operational in calendar year 2015.

Following a 6-month process that involved extensive community outreach and participation, the Santa Monica City Council branded its bikeshare system “*Breeze*.” Santa Monica staff is working on the equipment purchase order, collecting information on station hub locations, and evaluating corporate sponsorship options.

#### Metro Bike Share System

Metro is working towards implementing a bike share network that is compatible throughout the region. In January 2014, the Metro Board directed staff to proceed with developing a regional Bike Share System plan for first-last mile connectivity at rail and transit centers. Metro identified Downtown Los Angeles and Pasadena as Phase 1 rollout areas in the Metro Bike Share System plan based on “area readiness,” existing bicycle infrastructure (bicycle routes, parking, equipment/amenities, etc.) and intra-jurisdictional connectivity. The City of Santa Monica was originally identified as part of Phase 1, but decided to proceed in advance of the Metro Bike Share System.

Metro released a Request for Proposal in December 2014 for bike share services and an award of contract is scheduled for June 2015. The vendor, hardware and technology recommended for the Metro system may not be the same or compatible with the equipment being installed by *CycleHop* in Santa Monica. If approved by the Metro Board, 1,000 smart bicycles and 65 stations could be installed in Downtown Los Angeles in 2016.

Metro has identified the following phases for their Bike Share Plan:

- Phase 1 - Downtown Los Angeles Pilot (2016)
- Phase 2 - Pasadena Pilot (2018)
- Phase 3 - Central LA and University Park/USC (2019)
- Phase 4 - Hollywood and West Hollywood (2020)
- Phase 5 - Venice, Marina del Rey, Huntington Park, North Hollywood and East Los Angeles (2021)

#### City of West Hollywood

The City of West Hollywood is moving forward with citywide bicycle planning efforts and implementation of their Bicycle & Pedestrian Mobility Plan. West Hollywood engaged *CycleHop* to explore options for station size, station placement, demand, and sponsorship options. West Hollywood will review initial program recommendations from *CycleHop* in the spring of 2015.

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West Hollywood submitted a Metro 2020 Call-for-Projects grant application, as did Beverly Hills, and continues exploring funding opportunities for a larger scale bikeshare program that will connect to Hollywood and Downtown Los Angeles. West Hollywood will continue evaluating both the Santa Monica and Metro bikeshare models.

## **DISCUSSION**

*CycleHop* has confirmed that a minimum of 6-months is needed to manufacture the smart bicycle equipment. The information/sales kiosks require 4 months lead time and can be manufactured concurrently with the bicycles. *CycleHop* recently placed the Santa Monica equipment order and can add additional Santa Monica *Breeze* units for Beverly Hills. The bicycles and kiosks ordered would be the exact same equipment (model and color) as Santa Monica with the “*Breeze*” branding. Alternatively, bicycles and kiosks with no branding could be ordered and decals with a Beverly Hills “branding” (when determined) can be applied at a later date. As decals wear and tear, ongoing maintenance would be required to repair/replace worn or damaged decals. The system operations and customer service would be administered from the Santa Monica office.

Launching a comprehensive bikeshare system in Beverly Hills involves consideration of the following work items:

- Evaluate citywide infrastructure and suitability
- Identify system size (number of bicycles, stations/racks, solar kiosks)
- Identify station hubs/locations
- Execute agreement with *CycleHop*
- Develop Beverly Hills branding for bikeshare system/equipment
- Procure corporate sponsorship/advertising
- Evaluate cost recovery user fees
- Identify City staffing needs
- Conduct community outreach/education
- Design wayfinding/signage
- Determine type, distribution and sale of bike helmets
- Identify additional funding sources for capital outlay and annual operation, both grants and General Fund

## **Beverly Hills Bicycle Share Feasibility Study**

In February 2015, City Council agreed to proceed with a feasibility study to examine the practicality of installing a bicycle share program in the City. Staff engaged *Fehr & Peers* to provide an independent evaluation of a bikeshare system for the City. The initial scope of the feasibility study included preliminary program size and potential station hubs/locations. The scope was expanded to include a complete analysis of area suitability, station locations, preliminary ridership forecasts, and station sizing. The technical analysis by *Fehr & Peers* will take approximately 8-weeks and will be completed in June 2015.

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- Bike Share Suitability Index

Examine existing land uses, density and built environments to determine the suitability of existing City infrastructure to support a bicycle share system.

The index will review single and multiple family housing south of Sunset Boulevard, citywide employment centers, civic centers, and commercial/retail and restaurant corridors in the business triangle, South Beverly Drive, South Santa Monica Boulevard, Olympic, Robertson and La Cienega Boulevards, and Burton Way, and connectivity with neighboring bikeshare systems.

- Preliminary Station Locations

Using the Bike Share Suitability Index, identify local attractors and destinations, including commercial, employment, education, parks, recreation, and religious centers, and adjacent jurisdictions, including West Hollywood and Century City.

- Preliminary Ridership Forecasts

A statistical analysis of ridership projections will be developed based on multiple station scenarios using a Bike Share Ridership model exclusive to *Fehr & Peers*. The model evaluates the population, employment, demographics, transportation, built environment, and bike share networks within a quarter mile of each proposed station location.

- Station Size

The ridership forecast analysis for Beverly Hills and industry best practices will determine the appropriate number of bicycles and station hubs with kiosks.

### **FISCAL IMPACT**

The estimated first-year cost to implement and operate a 50-bicycle bikeshare program is \$327,000 for capital and contractual operating services. Annual ongoing contractual operating costs for the next 7-8 years are approximately \$109,000. The estimated cost of the Bicycle Share Feasibility Study is \$50,000.

Additionally, staff estimates the need for 0.5 full time equivalent positions. Staff will include a proposal for in-house staff as part of the FY2015-16 budget. At this time, staff recommends a 30% assumption for user fee recovery, pending completion of the feasibility study and review of initial data from the City of Santa Monica's program.

Staff has identified \$150,000 of its allocation of AB-2766 South Coast Air Quality Management District (AQMD) grant funds for capital costs. An additional \$177,000 is needed for the equipment purchase and approximately \$109,000 is needed for Year-1 operating costs (or a prorated amount based on the number of months operated the first fiscal year).

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**RECOMMENDATION**

Staff seeks City Council direction regarding expediting the purchase of bicycle sharing equipment.

Susan Healy Keene  
Community Development Director

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Approved By

A handwritten signature in black ink that reads "Susan Healy Keene". The signature is written in a cursive style with a large, prominent initial 'S'.