



AGENDA REPORT

Meeting Date: May 18, 2015
Item Number: D-14
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner
Subject: A PURCHASE ORDER WITH CYCLEHOP, LLC FOR BICYCLE
SHARE EQUIPMENT FOR A TOTAL NOT TO EXCEED \$165,000
Attachment: Smart Bicycle Equipment

RECOMMENDATION

Staff recommends that the City Council approve a Purchase Order with *CycleHop, LLC* (CycleHop) for the purchase of bicycle share equipment in an amount not to exceed \$165,000.

INTRODUCTION

At the April 7, 2015 study session, City Council directed staff to expedite the purchase of bicycle sharing equipment. This would allow implementation of a pilot program following the City of Santa Monica's (Santa Monica) planned roll-out by the end 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.

This request does not include an agreement with CycleHop for the installation and operation of a pilot bicycle share system. An agreement will be forthcoming for City Council consideration. Staff is working with multiple City departments on insurance and liability issues related to cyclist responsibilities, helmet requirements, station hubs/placement, membership fees, and sponsorship criteria.

The purchase order includes 50 smart bicycles with onboard technology, 50-75 bicycle docking stations and base plates, two solar kiosks/vending stations, display map/information panels, and applicable equipment. The manufacturing and shipping of equipment takes approximately six months from the time the order is submitted.

DISCUSSION

Staff engaged *Fehr & Peers Transportation Consultants* (Fehr & Peers) to prepare a Bicycle Share Feasibility Study including a complete analysis of a bicycle share system to evaluate the suitability of existing City infrastructure, ridership forecasts, station locations and size. The technical analysis is scheduled to be completed in June 2015.

The bicycle docking units (i.e., the bike rack) are independent and may be installed in smaller increments, thus providing multiple station hubs citywide. A minimum of six docking stations may be placed on a (heavy) steel base plate, which can then be placed on the public right-of-way without drilling into the sidewalk. This would also allow for relocating station hubs without repairing holes in the sidewalk. If less than six docking units are desired at a specific location, the units would then be drilled into the concrete. Recommendation of the size and placement of the station hubs and docking units is pending receipt of the Bicycle Share Feasibility. Both Santa Monica and Beverly Hills staff are currently exploring helmet vending options with CycleHop.

Santa Monica placed its order for 500 smart bicycles, 1,000 docking stations and related equipment in late March 2015. CycleHop has indicated that the Beverly Hills 50-bicycle production could fall in line approximately 2-3 months following the Santa Monica order if the exact same bicycle equipment is ordered and a color is selected.

Two immediate items for consideration prior to the actual manufacturing of equipment include the color and branding of the bicycle equipment. The color is sprayed onto the bike frame and sealed or "baked" into the steel. The system branding is typically applied prior to sealing the frame, but decals/stickers could be added after the manufacturing process.

The 2-3 month manufacturing period between Santa Monica and Beverly Hills would allow staff to determine color and branding options for the Beverly Hills bicycle share system. Considering the limited timeline available, Transportation Planning staff will work with the City Council/Traffic & Parking Commission Liaison Committee on color and branding, and return to City Council for direction.

Transportation Planning met with the CycleHop project manager to confirm the cost of equipment as outlined in the Santa Monica contract, equipment availability, and manufacturing timeline. Staff also met with Santa Monica counterparts for project/equipment updates and to collaborate on next steps involved with rolling-out both bicycle share systems in the Westside Cities.

FISCAL IMPACT

The cost for the capital equipment (only) is approximately \$165,000. AB-2766 South Coast Air Quality Management District (AQMD) grant funds are programmed in the FY15/16 Capital Improvement Program to cover the \$165,000 capital costs. The Purchase Order is pending budget approval and will not be issued until the FY15/16 budget is adopted.

Susan Healy Keene, AICP
Community Development Director

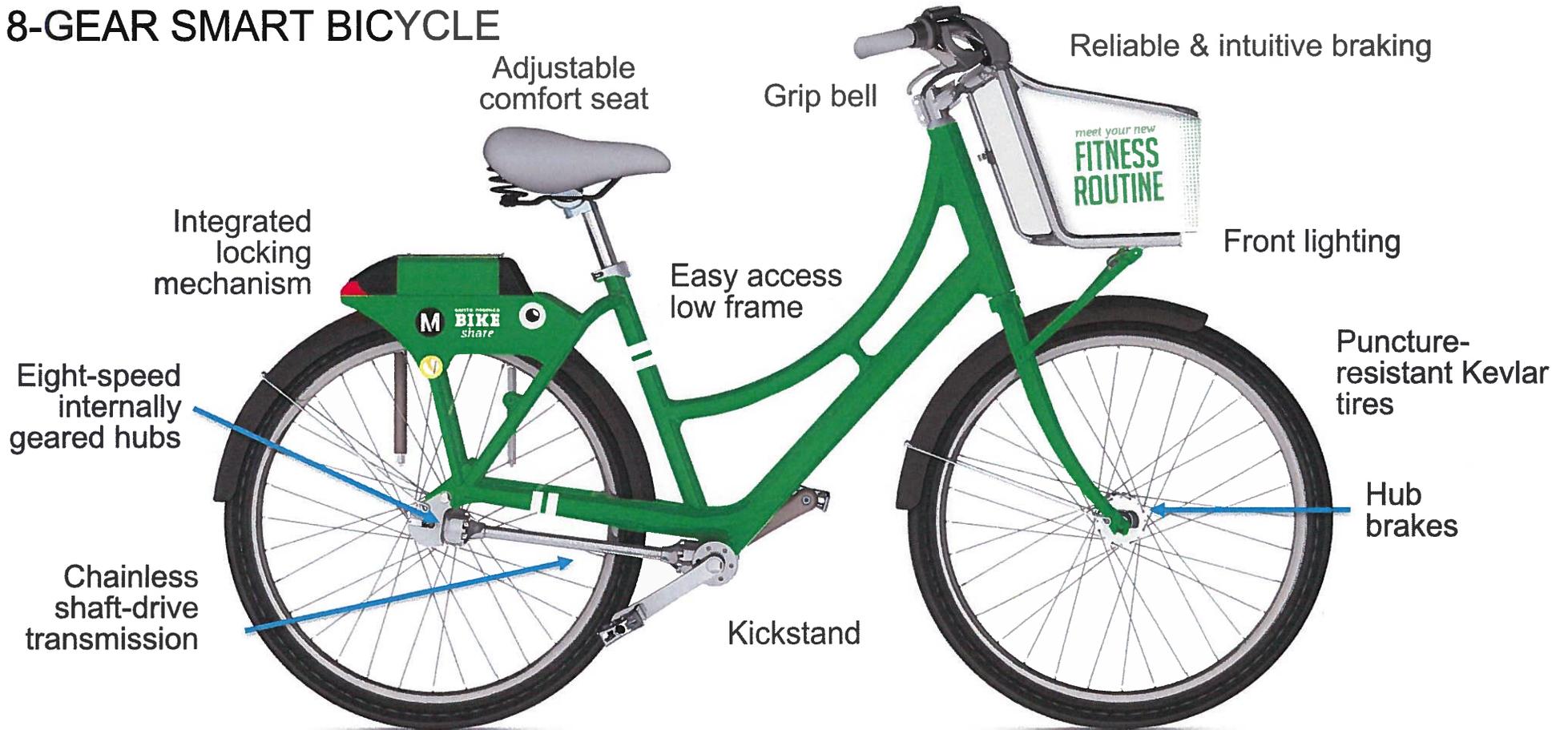
Approved By



ATTACHMENT - 1

SoBi Bicycle Features

8-GEAR SMART BICYCLE



Social Bicycles (SoBi): Smart Bike System



Social Bicycles are “smart bikes” equipped with a solar powered, GPS-enabled lock.



Find, reserve, and unlock a bike with your mobile phone.

You can park a bike at system hub locations or at any public bike rack.