



STAFF REPORT

Meeting Date: June 8, 2015
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Subject: Bicycle Sharing Equipment
Attachment: 1. Picture

INTRODUCTION

This report provides staff's plans to purchase the same green color bicycles as used in the City of Santa Monica as recommended by the City Council/Traffic & Parking Commission (TPC) Liaison Committee attended by Mayor Gold, Councilmember Brien and TPC Vice-Chair Manaster.

BACKGROUND

At the April 17, 2015 study session, City Council directed staff to expedite the purchase of bicycle sharing equipment to allow implementation of a pilot program following the City of Santa Monica's planned roll-out by the end of 2015. The City Council approved a Purchase Order with *CycleHop, LLC* for the purchase of bicycle share equipment at the May 18, 2015 meeting. Funds will be available to issue the purchase order upon adoption of the FY 2015-16 budget.

DISCUSSION

The City of Santa Monica placed its order for 500 smart bicycles in March 2015 with the goal of implementing a bicycle sharing program by the end of 2015. Following a 6-month community outreach process, the Santa Monica City Council branded its bicycle share system "Breeze" on green bicycles. The "Breeze" branding will be sealed or "baked" into the steel. At the April 17, 2015 study session, the City Council asked about a different color and branding for the bicycles.

At the May 13, 2015 City Council/Traffic & Parking Commission Liaison meeting, staff proposed purchasing the same color "green" bicycles as Santa Monica without the "Breeze" branding. Santa Monica has left sufficient space to add "*Westside Ride*" to the bicycles. The City can use decals for separate branding, possibly with the City shield.

Meeting Date: June 8, 2015

Selecting this color would be compatible with a future "Westside Ride" program. The Liaison Committee concurred with staff's proposal.

FISCAL IMPACT

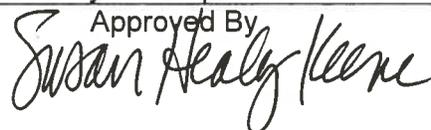
Minimal costs will be needed to apply decals to the bicycles.

RECOMMENDATION

This report is for informational purposes. Staff will proceed with the purchase of green bicycles unless otherwise directed by City Council.

Susan Healy Keene
Community Development Director

Approved By



ATTACHMENT 1

