



STAFF REPORT

Meeting Date: August 4, 2015
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner
Subject: Bicycle Sharing Update

INTRODUCTION

This report provides a status update on the City's proposed pilot bicycle share ("bikeshare") program, and recent activity by the Metro Board of Directors and local municipalities on regional planning efforts. This report is for information purposes only.

BACKGROUND

City Council has supported the implementation of a local bikeshare program that will connect with other Westside Cities bikeshare networks. Transportation Planning staff is actively working with the Cities of Santa Monica and West Hollywood, the Westside Cities Council of Governments (COG), and CycleHop LLC to rollout a pilot bikeshare program in FY2015/2016.

An agreement with CycleHop LLC, the vendor selected by the Cities of Santa Monica and Long Beach and currently being recommended by the City of West Hollywood and UCLA, is scheduled for City Council consideration at the August 4, 2015 regular session.

In June 2015, the Los Angeles Metropolitan Transportation Authority (Metro) Board awarded a 2-year, \$11 million contract to Bicycle Transit Systems (BTS) for equipment, installation and operation of its bikeshare system. The equipment and technology selected is different from the equipment being implemented by Beverly Hills and other Westside Cities agencies.

DISCUSSION

In February 2015, City Council authorized staff to conduct a bikeshare feasibility study to examine area suitability, program size, station locations, and preliminary ridership forecasts for Beverly Hills. Fehr & Peers Transportation Consultants completed its

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technical analysis in June and is currently writing the technical report. Preliminary findings identify 10 citywide “hotspots” for the Phase 1 roll-out of 50 smart bikes. City staff and CycleHop will assist with identify specific street blocks and placement of equipment in available public right-of-way. Staff will report on station locations and an implementation plan in Fall 2015.

Per direction received in April 2015, Transportation Planning staff placed an order for 50 smart bicycles in June following approval of the FY2015-2016 budget. Delivery of bicycles is estimated by December 30, 2015. Staff will order ancillary bicycle equipment, solar kiosks, and information panels for ten proposed pilot stations by August 2015.

Ongoing work items to launch a comprehensive bikeshare system in include:

- ✓ Evaluate citywide infrastructure and suitability (feasibility study)
- ✓ Identify system size (number of bicycles and docking stations/racks)
 - Identify station hubs/locations
- ✓ Execute agreement with *CycleHop* (August 2015)
 - Develop Beverly Hills branding for bikeshare system/equipment
 - Procure corporate sponsorship/advertising
 - Evaluate cost recovery user fees
- ✓ Identify City staffing needs (FY15/16 Budget)
 - Conduct community outreach/education
 - Design wayfinding/signage
 - Determine type, distribution and sale of bike helmets
 - Identify additional funding sources for future years and potential expansion (capital outlay and annual operation)

Metro

Metro staff is moving forward with launching a regional Bike Share System plan for first-last mile connectivity at rail and transit centers. Metro staff released a Request for Proposal in December 2014 for a bike share system, and the Board awarded a 2-year, \$11 million contract to Bicycle Transit Systems (BTS) in June 2015 for a Phase-1 system rollout in downtown Los Angeles (65 stations and 1,090 bicycles) in 2016.

Following are the phased system rollouts identified in the Metro 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)

The BTS system approved by Metro uses 3rd generation “smart docking” equipment and technology instead of the 4th generation “smart bike” equipment and technology selected by the City of Santa Monica, Beverly Hills, and (tentatively) West Hollywood and UCLA. The “smart docking” system houses the software/technology in the docking units (i.e., bike racks) instead of the on the bicycles. Metro is currently evaluating inter-operability concerns for regional connectivity, user fees, and ease of use for bikeshare participants.

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In January 2015, Transportation Planning staff submitted a grant application for the 2015 Metro Call-for-Projects (CFP) for a bikeshare program. In May 2015, Metro advised City staff that the Beverly Hills CFP request for \$412,731 is being recommended for approximately 65% funding (approximately \$282,000) pending Metro Board discussion on interoperability among countywide systems. The Metro Board will consider the CFP funding awards at its September 2015 meeting. The funds are programed in fiscal year 2021, but could be advanced pending project readiness.

On July 23, 2015, the Metro Board approved a motion to allow cities with pending 2015 CFP applications (i.e., Beverly Hills and West Hollywood) to use grant funds towards 50% of capital costs if the Cities proceed with CycleHop. However, 35% of operating and maintenance costs will only be provided if a city implements the Metro system with the selected Metro vendor. All future CFP grant application will require all applicants to use the Metro selected vendor and equipment.

City of West Hollywood

The City of West Hollywood is moving forward with citywide bikeshare program 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 staff recommended the “smart bicycle” equipment and technology, and CycleHop for the installation, operation, maintenance and administration of the system. On July 15, 2015, the Transportation Commission recommended approval of an agreement with CycleHop for implementation of a 150-smart bike system for City Council consideration at the August 17, 2015 regular meeting.

West Hollywood also successfully submitted a Metro Call-for-Projects grant application, and shares the same interoperability concerns of Beverly Hills and other Westside agencies that select CycleHop and smart bike technology.

UCLA and the City of Long Beach

UCLA and Long Beach have both selected CycleHop and “smart bike” technology for their bikeshare programs.

FISCAL IMPACT

The estimated first-year cost to implement and operate a 50-bicycle bikeshare program is \$327,000 for capital and annual operating services. Ongoing contractual operating costs for the next 6-7 years are approximately \$110,000.

Staff has identified \$165,000 in AB-2766 South Coast Air Quality Management District (AQMD) grant funds for the initial capital investment. Measure-R Local Return transportation grant funds are proposed for the additional \$162,000 for year-1 implementation of the pilot program. Staff has confirmed Measure-R grant funds are available.

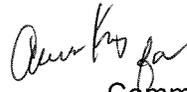
Program fees and potential sponsorship will provide additional revenue. The City of Santa Monica estimates the proposed rate structure could generate fees to cover

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approximately 85% of anticipated operating costs. However, cost recovery for Year-1 operations may be atypical considering launching a new system requires time to build a client/user base and initial fare incentives may be required.

RECOMMENDATION

Receive and file.



Susan Healy Keene
Community Development Director

Approved By