



STAFF REPORT

Meeting Date: October 6, 2015
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner
Subject: Bicycle Share Update
Attachment: 1. Smart Bicycle Graphics
2. Proposed Fare Structure

INTRODUCTION

This report transmits the City Council/Traffic & Parking Commission (TPC) Liaison Committee recommendation to move forward with graphics that incorporate the Beverly Hills shield and “*Westside Ride*” on the bicycle sharing fleet, and adopting the same fare structure as the City of Santa Monica to promote Westside Cities system integration. Mayor Gold, Councilmember Brien and TPC Chair Friedman and Vice-Chair Manaster attended the September 2, 2015 meeting.

BACKGROUND

Per direction received at the April 7, 2015 Study Session, staff purchased bicycle sharing (“bike share”) equipment in June 2015 (following adoption of the FY15/16 budget) for the implementation of a pilot bike share program following the City of Santa Monica’s planned roll-out by the end of 2015. An agreement with *CycleHop, LLC* was adopted August 2015 for the installation and maintenance of equipment and program operation and administration. The City of West Hollywood has selected the same bike share equipment and contractor, and UCLA is considering entering into an agreement with *CycleHop, LLC*.

The Beverly Hills bike share system will include 50 smart bicycles with onboard technology, 100 bicycle docking stations and base plates, 1-2 solar kiosks/vending stations, and display map/information panels. The manufacturing and shipping of equipment takes approximately six months from the time the order is placed. The 50 smart bicycles and docking units are currently in production, with projected delivery of equipment by December 30, 2015. Based on an independent bike share feasibility study completed by *Fehr & Peers Consulting*, 10 city-wide station hubs are identified for a Phase 1 roll-out.

DISCUSSION

As outlined in the June 8, 2015 Study Session packet, the same green bicycles as used in the City of Santa Monica were ordered. Due to manufacturing time constraints, staff proposes “branding” the bicycle and docking equipment with the iconic Beverly Hills shield and “*Westside Ride*” on the basket and rear bicycle frame (Attachment-1). The City can use decals to add custom branding and potential single-sponsorship logos in the future. The Liaison Committee concurred with staff’s recommendation.

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 frame, and Santa Monica has left sufficient space to add “*Westside Ride*” to the bicycles. The City of West Hollywood’s selection of branding and bicycle color is pending.

Staff of the three Westside Cities with executed agreements with *CycleHop, LLC* is recommending green-colored smart bicycles and the “*Westside Ride*” label to integrate the Westside Cities bike share programs under one umbrella network, making it easy and convenient for customers to identify with, and use, one seamless system. Each City could have individualized branding (e.g., “*Breeze*”) under the “*Westside Ride*” label.

Continuing the framework of one seamless and integrated “*Westside Ride*” bike share network, Transportation Planning staff plans to follow the same fare structure as the City of Santa Monica (Attachment-2). Staff from Beverly Hills, Santa Monica and West Hollywood concur that a unified fare structure is essential for an integrated bike share system.

The Liaison Committee supported staff’s recommendation for an integrated fare structure and requested staff to review discounted rates for students.

Metro Bike Share

Following the Los Angeles Metropolitan Transportation Authority (Metro) Board action in June 2015, Metro staff is moving forward with vendor *Bicycle Transit System* (BTS) in launching its regional bike share plan for first-last mile connectivity at rail and transit centers. The vendor, equipment and technology selected are different than that being implemented by the Cities of Santa Monica, Beverly Hills and West Hollywood. The Metro equipment contains the technology in the docking station (i.e., bike rack) instead of on the bicycle.

The planned Phase-1 roll-out in summer 2016 in downtown Los Angeles includes 65 stations with 1,090 bicycles. Following are the phased countywide bike share rollout identified in the Metro Bike Share Plan:

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

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Metro is currently evaluating inter-operability concerns for regional system connectivity and user fees, and are in discussion with the Westside Cities Council of Governments. The Cities of Santa Monica, Beverly Hills and West Hollywood have agreements with *Cycle Hop, LLC*, and the City of Culver City is evaluating both systems.

In January 2015, Transportation Planning submitted a \$565,000 Metro Call-for-Projects grant application for bike share expansion at the future subway terminus on Wilshire/La Cienega Boulevards. The Metro Board approved an award of \$282,288 (50% match required) for capital equipment only on September 24, 2015. Beverly Hills may not meet the guidelines for these grant funds due to already having an executed contract with *Cycle Hop, LLC*.

FISCAL IMPACT

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

RECOMMENDATION

Staff recommends incorporating the Beverly Hills shield and “*Westside Ride*” on the bicycle sharing fleet, and adopting the same fare structure as the City of Santa Monica.

Susan Healy Keene
Community Development Director

Approved By



ATTACHMENT - 1



Westside Ride



Westside Ride



Westside Ride

ATTACHMENT - 2

USER RATES - SANTA MONICA

The following rate structure was approved by Santa Monica City Council in June 2015. Prices are effective as of July 1, 2015.

PROPOSED RATES		
Casual Users	Rate	Riding Time*
Hourly Cost	\$6	60 min
Monthly Pass	Rate	Daily Riding Time*
Basic **	\$20	30 min
Extended **	\$25	60 min
Transit Combo **	\$15	60 min
Annual Pass	Rate	Daily Riding Time*
Basic	\$119	30 min
Extended	\$149	60 min
Basic, SM resident/TMA member	\$79	30 min
Extended, SM resident/TMA member/ Founding member***	\$99	60 min
Student Rates		Daily Riding Time*
Student (requires verification); pass for Spring/Summer term or Fall/Winter term	\$47	60 min.
*Riding time: For Casual Users, minutes are purchased in advance and balance of available time is reduced when used, with no expiration. For Passes, Daily Riding Time is the number of minutes included per day; no rollover credit; additional usage is charged at regular rates.		
**On-line promotions for monthly passes may be offered directly or via social buying websites, (i.e., a 6 month membership may be offered for the cost of 3 months); Maximum 5 times per year, with Bikeshare Coordinator authorization.		
***Founding member: membership purchased prior to launch. Includes special promotional items TBD and opportunity to be selected for pre-launch testing.		
Miscellaneous Activity Charges/Credits	Charge/Credit	
Return bike out of system area	\$20 charge	
Return bike to out of hub location in system area	\$2 charge	
Return bike from out of hub location to hub	\$1 credit	
Reserve bike for up to 10 minutes	Standard rates apply	

Tab. 10: Proposed Rates for Santa Monica