



## STAFF REPORT

**Meeting Date:** January 26, 2016  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation  
Martha Eros, Transportation Planner  
**Subject:** Bicycle Share Update  
**Attachments:** 1. Station Maps

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### **INTRODUCTION**

This report transmits the City Council-Traffic & Parking Commission Liaison Committee recommended implementation plan for Phase-1 of the City's pilot bicycle share ("bikeshare") program. Mayor Gold, Councilmember Brien, Vice-Chair Manaster and Commissioner Licht attended the December 15, 2015 meeting.

Bikeshare stations at City Hall and North Camden Drive at South Santa Monica Boulevard are proposed for the initial rollout of the Beverly Hills bikeshare program in February 2016. Installation of bicycle docking equipment includes bike racks and baseplates for the smart bicycles.

### **DISCUSSION**

Per direction received at the April 7, 2015 Study Session, staff purchased 50 smart bicycles and 100 docking units from *CycleHop, LLC*, the City's bikeshare vendor, in June 2015. The bicycles have been received by the vendor. An agreement with *CycleHop, LLC* was adopted August 2015 for the installation and maintenance of equipment and program operation and administration. An independent bike share feasibility study was completed by *Fehr & Peers Consulting*, and 10 city-wide station hubs were identified for Phase-1.

*CycleHop, LLC* staff evaluated a total of 23 locations citywide for possible bikeshare stations. Transportation Planning, Traffic Engineering and *Fehr & Peers* staff reviewed the multiple sites to determine right-of-way clearance, pedestrian access, street activity, and commercial/employment hubs. Of the 23 proposed locations, staff reduced the number to 10 sites.

Bikeshare stations at City Hall and North Camden Drive at South Santa Monica Boulevard are proposed for the initial rollout of the Beverly Hills bikeshare program. The station equipment will be installed by the *CycleHop* staff, and includes bike racks, baseplates, and information panel for the smart bicycles. Modeling the Santa Monica

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*Breeze* program, staff is planning a soft rollout where members of the community test the system in preparation for the eight remaining stations. The test group may include employees adjacent to the City Hall and North Camden Drive sites, members of the local bicycle community, and interested residents by request.

Staff contacted the property manager for the 433 North Camden Drive (Wells Fargo Bank) plaza to discuss the placement of bikeshare equipment in the public right-of-way. The property manager for the 433 North Camden building acknowledged placement of the equipment in the public right-of-way via telephone/email communications.

City Hall-1 (Crescent Drive/South Santa Monica Boulevard)

- Adjacent to Crescent Drive bike route
- Civic Center (City Hall, Library, Police, Fire)
- Wallis Annenberg Center for the Performing Arts
- Beverly Hills Conference and Visitors Bureau
- Close proximity to offices, shops, hotels and restaurants by Crescent Drive and the business triangle
- Close to Metro Bus Stop (16, 316)
- Wide sidewalk (leaving more than sufficient throughway space)

433 North Camden Drive at South Santa Monica Boulevard (Wells Fargo Bank)

- Close proximity to offices, shops and restaurants in the business triangle
- Near churches on North Santa Monica Boulevard and Beverly Gardens Park
- Close to Metro Bus Stop (4, 16, 316)
- Wide sidewalk: 7' (for station) + sidewalk throughway (5' + 12' plaza space)

As recommended by the Liaison Committee, the remaining eight bikeshare stations, including the 280 South Beverly Drive location, will be reviewed by the Traffic & Parking Commission. Staff proposes initial review of the station locations and schematics at the February 4, 2016 Traffic & Parking Commission meeting.

A formal public process would occur at the March (and April, if necessary) Traffic & Parking Commission meeting. Public notices outlining the proposed equipment in the public right-of-way will be mailed to all adjacent properties soliciting public comment. The Traffic & Parking Commission will forward a recommendation for City Council consideration.

The bikeshare implementation work plan includes:

- ✓ Evaluate citywide infrastructure and suitability (feasibility study): complete
- ✓ Identify City staffing needs (FY15/16 Budget): complete
- ✓ Execute agreement with *CycleHop, LLC* (August 2015): complete
- ✓ Identify system size (50 bicycles, 100 docking racks for 10 stations): complete
- Identify station hubs/locations: in progress
- Determine type, distribution and sale of bike helmets: in progress
- Develop and implement a marketing plan: in progress
- Conduct community outreach/education/incentives: in progress

- Finalize website and mobile app: in progress
  - Design citywide wayfinding/signage
  - Develop Beverly Hills branding for bikeshare system/equipment
  - Procure corporate sponsorship/advertising
  - Evaluate cost recovery user fees
  - Identify additional funding sources for future years and potential expansion (capital outlay and annual operation)

**FISCAL IMPACT**

City Council appropriated \$327,000 from AB-2766 South Coast Air Quality Management District (AQMD) and Measure-R Local Return transportation grant funds for capital and annual operating services. Ongoing contractual operating costs for the next 6-7 years are approximately \$110,000.

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

Unless otherwise directed, staff will proceed with installing bikeshare equipment on the public right-of-way at City Hall and 433 North Camden Drive for the initial Phase-1 rollout. Staff will return to City Council with the Traffic & Parking Commission's recommendation for the remaining eight station locations.

 Susan Healy Keene  
Community Development Director  

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Approved By

# **ATTACHMENT 1**

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# BEVERLY HILLS BIKE SHARE

## Civic Center

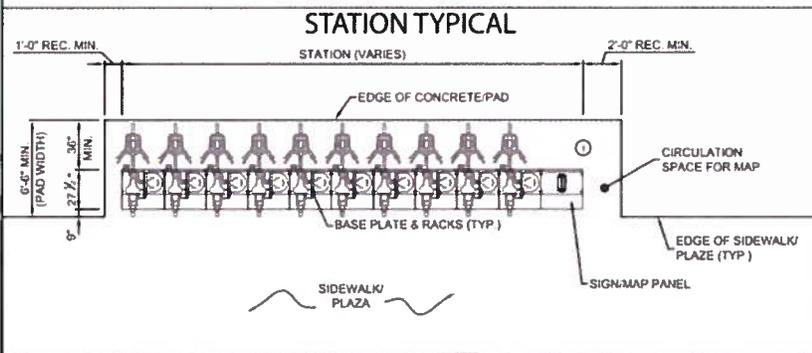
NE Corner

**Station Capacity:** 9 Racks

**Surface:** Concrete

**Station Type:** TYP 4767-3

**Sign Location:** West side



### Siting Notes:

- Available station length: 25'
- Sidewalk thoroughway: 12'

- Adjacent to Crescent Drive bike route
- Civic Center (City Hall, Library, Police, Fire)
- Wallis Annenberg Center for the Performing Arts and Beverly Hills Conference and Visitors Bureau
- Close proximity to offices, shops, hotels and restaurants by Crescent Drive and the business triangle
- Close to Metro Bus Stop (16, 316)

# 3

## BEVERLY HILLS BIKE SHARE

### Camden & Santa Monica

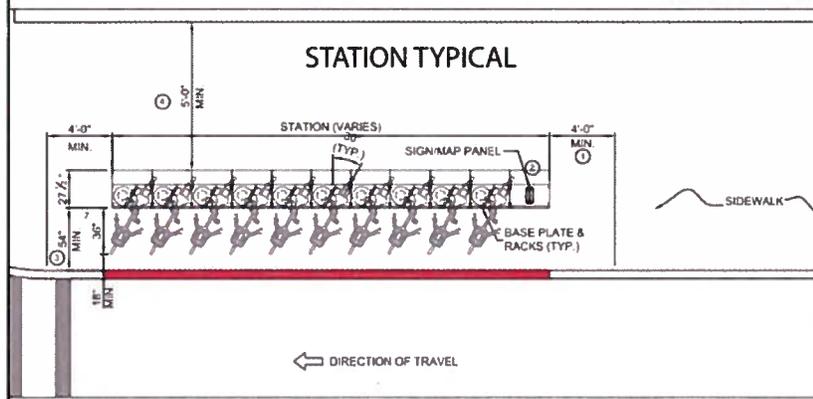
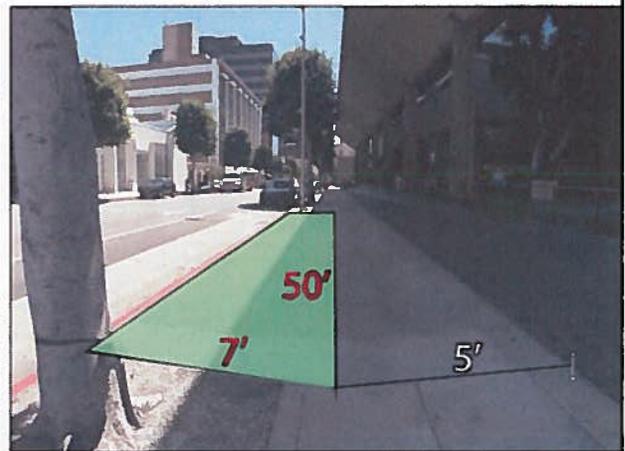
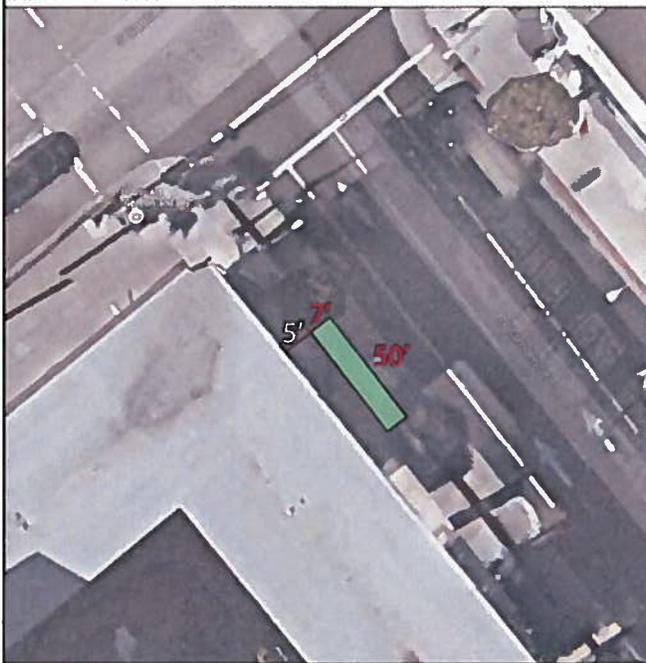
SW Corner

**Station Capacity:** 18 Racks

**Surface:** Concrete

**Station Type:** TYP 4767-1

**Sign Location:** South side



**Siting Notes:**

- Available station length: 50'
- Sidewalk throughway: 5' + 12' plaza space
- One way street - front of bikes facing left

- Close proximity to offices, shops and restaurants in the business triangle
- Near churches on North Santa Monica Boulevard and Beverly Gardens Park
- Close to Metro Bus Stop (4, 16, 316)