



STAFF REPORT

Meeting Date: August 30, 2016

To: Honorable Mayor & City Council

From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner

Subject: Beverly Hills Bike Share Pilot Program

Attachments:

1. Proposed Station Maps and Schematics
2. Proposed No Cycling in Parks Signage
3. 6/2/2016 Traffic & Parking Commission Minutes (Excerpt)
4. Helmet Pictures

INTRODUCTION

This report transmits the Traffic & Parking Commission's (TPC) recommendations for the installation of two additional bike share stations, and staff's recommendation for providing helmets to bike share users.

Unless otherwise directed, staff plans to move forward with implementing the stations at Will Rogers Park and Roxbury Park, and proceed with the free distribution of helmets to bike share customers.

DISCUSSION

The City officially launched the *Beverly Hills Bike Share* pilot program on May 10, 2016. The system currently has 50 smart bicycles in circulation and eight stations in operation. As of August 1, 2016, the program has 486 active members with approximately 1,193 overall trips; the Wilshire/Beverly station is the most utilized station with approximately 223 rentals, followed by the Camden/South Santa Monica and 3rd/Maple stations. The two most recent bike share stations at the South Santa Monica/Wilshire Boulevard intersection and La Cienega Tennis Center were installed on June 29, 2016.

Staff will return to City Council in Spring 2017 with an evaluation of the 1-year pilot program operations, program size and regional Westside Cities operations.

Proposed Stations

On June 2, 2016, the Traffic & Parking Commission recommended installing a bike share station at Will Rogers Park and tentatively at Roxbury Park pending station relocation to avoid interfering with existing infrastructure (i.e., benches). Transportation Planning staff met with Roxbury Park staff and found an alternative bike share station location that would not impact access to park benches (Attachment 1).

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Transportation Planning staff also worked with Graphics Services staff to create "No Cycling in Parks" signage to be placed near the proposed bike share stations (Attachment 2) to address concerns by the Recreation & Parks Commission regarding potential riding of bicycles inside City parks.

Helmets

Transportation Planning staff worked with Finance staff to determine a strategy for dispensing helmets to bike share members. Finance staff evaluated the additional equipment setup and operational costs required to sell helmets at City Hall, and determined the upfront costs would be approximately \$700 to \$1000 plus monthly maintenance costs. A 3 to 6-month free bike share helmet distribution pilot program to measure the demand for helmets is proposed.

Bike share customers can obtain a free helmet, based on availability/inventory, from a cashier at City Hall by showing proof of purchase of a *Beverly Hills Bike Share* plan (e.g. mobile app screenshot or website registration printout) during the week. The Conference and Visitors Bureau will partner with the City during the pilot period and distribute helmets on weekends when City Hall is closed. Only one helmet per user is planned for distribution. At the end of the free helmet pilot program, staff can evaluate the feasibility of selling helmets at City Hall and alternate sites.

Transportation Planning staff purchased low-cost helmets for approximately \$8 each using Air Quality Management District (AQMD) grant funds (Attachment 4). The helmets meet the United States Consumer Product Safety Commission (CPSC) standards.

The Cities of Santa Monica and West Hollywood currently do not provide bike share helmets. They refer bike share users to local bike shop partners where helmets are sold at a discounted rate. Staff ordered one bike share kiosk that has the capability to vend helmets. *Cyclehop, LLC*, the City's bike share vendor, is currently testing the kiosk and researching helmet options.

FISCAL IMPACT

City Council approved \$327,000 from AB-2766 South Coast Air Quality Management District (AQMD) and Measure-R Local Return transportation grant funds for capital equipment and Year-1 operating services. Ongoing contractual operating costs of approximately \$110,000 annually are budgeted with Measure-R transportation grant funds.

RECOMMENDATION

Unless otherwise directed, staff will proceed with the installation of two bike share stations and free distribution of helmets to bike share customers as outlined in this report.

Susan Healy Keene, AICP
Community Development Director

Approved By



ATTACHMENT 1



Roxbury Park



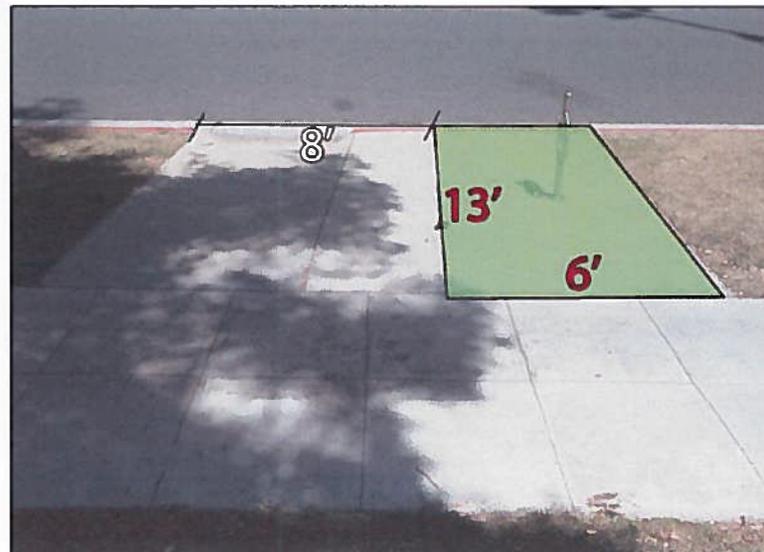
Station Capacity: 8 Racks
Surface: Concrete
Station Type: Plaza
Sign Location: South, small



- Near residential areas in the southwest part of the City
- Metro bus route and bus stops (#28) on Olympic Blvd.
- Connects the southwest area to the City's bike share network



Will Rogers Park



Station Capacity: 5 Racks

Surface: Concrete

Station Type: Plaza

Sign Location: West (or no sign)

- Close proximity to the Beverly Hills Hotel
- Metro bus routes and bus stops (#2, 302) on Sunset Blvd.
- Connects the north-central area to the City's bike share network

ATTACHMENT 2



NO CYCLING IN CITY PARKS

City of Beverly Hills
Community Services Department
B.H.M.C. 8-1-4

ATTACHMENT 3

REPORTS FROM PRIORITY AGENCIES

2. Police Department Report

Report received and filed.

Martha Eros was present for the tour bus enforcement that occurred last month. Chair Manaster requested the numbers from this enforcement be included in next month's PD report.

CONTINUED BUSINESS

3. Bike Share – Phase 1 Station Locations

Speakers: Tom Levyn, Kathy Javor

Motion: MOVED by Vice Chair Seidel, SECONDED by Commissioner Meshkaty to recommend locations as presented at the N/E corner of Wilshire Blvd and South Santa Monica Boulevard, La Cienega Tennis Center and Will Rogers Park. Tentatively recommend the location at Roxbury Park pending adjustment to retain bench access to street. Do not recommend the N/E corner of Wilshire Blvd and Robertson Blvd. Staff to continue researching options near this intersection. (5-0)

AYES: Commissioners Meshkaty, Friedman, Licht, Vice Chair Seidel, Chair Manaster

NOES: None

CARRIED

NEW BUSINESS

No items

PROJECT UPDATES

4. Santa Monica Boulevard Construction Mitigation – (Info) Projects

Mark Cuneo and Samer Elayyan provided information on the Santa Monica Boulevard reconstruction project.

ATTACHMENT 4

Beverly Hills Bike Share Helmet Pilot Program



- Meets the U.S. Consumer Product Safety Commission (CPSC) Bike Helmet Standards
- Shock Absorbing EPS Liner
- Aerodynamic Plastic Microshell
- Quick Release Buckle