



Board Report

File #: 2015-1107, File Type: Informational Report

Agenda Number: 18.

PLANNING AND PROGRAMMING COMMITTEE SEPTEMBER 16, 2015

SUBJECT: METRO COUNTYWIDE BIKESHARE PROGRAM

ACTION: RECEIVE AND FILE UPDATE

RECOMMENDATION

RECEIVE AND FILE **Metro Countywide Bikeshare Program update.**

DISCUSSION

At the June 2015 meeting, the Board awarded a two-year contract to Bicycle Transit Systems (BTS) for the equipment, installation and operations of the Metro Countywide Bikeshare Phase 1 Pilot in downtown Los Angeles (DTLA Pilot). At the July 23, 2015 meeting, the Board approved Motion 22.1 (attachment A) providing staff with direction on next steps for implementing the Countywide Bikeshare Program. Included within Motion 22.1 was direction on addressing interoperability, working towards an accelerated schedule, conducting feasibility and station siting for other communities.

On a parallel track, staff has been working with the City of Los Angeles in preparing for the launch of the Pilot, meeting with cities on a one-on-one basis, and carrying out work that will facilitate interoperability as well as work that will accelerate Metro's program. Staff has scheduled two meetings for September. One meeting is exclusively with cities that have opted to launch a Sobi/CycleHop system. The second meeting is exclusively with cities that have opted to join Metro's Countywide Bikeshare Program.

Below is a more detailed update on work carried out to date.

Downtown Los Angeles Update

The following is a brief overview of work that has been carried out since award of contract as it relates to the DTLA Pilot:

- Staff has held a number of bikeshare demonstration outreach efforts aimed at making the downtown community aware of what bikeshare is and that a network will be established in downtown. Demonstration events held include participating at the Arts District Farmers Market, Lunch A La Park in Grand Park and the CicLAvia Culver City Meets Venice. Additional demonstrations may be scheduled as we near the DTLA Pilot launch date.

- Staff has been coordinating with the City of Los Angeles on station siting.
- Staff has initiated environmental clearance of the DTLA Pilot.
- Staff has commenced work to develop a recommended fare structure. Staff will be working with the bikeshare cities to develop a fare structure that is reflective of the needs of the region. We will return to the Board with a recommended fare structure for approval.
- Staff has had ongoing coordination with the TAP group in order to achieve TAP integration. As of today, we have successfully tested and confirmed that BTS-BCycle has the capability to read TAP cards in order to unlock the bicycles.

Title Sponsorship Update

A Request for Proposals (RFP) PS157140024 titled "LACMTA BIKESHARE TITLE SPONSORSHIP" was released on July 24, 2015 soliciting a title sponsor for the Countywide Bikeshare Program. The period of performance outlined in the RFP was seven years, based on Metro Board approval and continuation of the Bikeshare program expansion and operations. To encourage potential title sponsors to respond to the RFP, ads were also run in the following publications on July 30, 2015, announcing the release of the RFP:

- Wall Street Journal
- Los Angeles Times
- Chicago Tribune
- San Jose Mercury News
- Seattle Times
- Boston Globe
- San Francisco Chronicle
- Atlanta Journal Constitution

The solicitation period ended at 2:00pm on August 24, 2015. Metro did not receive any proposals.

Staff will proceed with preparing for a 2016 bikeshare launch, including placing the order for the bikes using the attached "Metro Bikeshare" design (Attachment B). The June 2015 Board action included amending the Fiscal Year 15/16 bikeshare project budget to include an additional \$2.64M for the capital and operating and maintenance costs of the DTLA Pilot. Therefore, no further action is needed at this time. Proceeding as such would allow us to remain on schedule.

In a parallel effort, Planning will continue to work with Communications and Procurement in securing a title sponsor. Since we have used the RFP process to find a sponsor which resulted in no viable proposals, we are now exploring other options. Staff will return to the Board in late fall once we have assessed options further with next steps for securing a title sponsor.

Regional Interoperability Update

On June 30, 2015, staff met with the cities of Beverly Hills, Long Beach, Santa Monica and West

Hollywood to discuss regional interoperability. Staff shared with the cities the July 2015 Motion 22.1 and discussed Metro's funding commitment under the condition that each city meets the interoperability objectives as outlined in the motion. We also received updates from each city in regards to where they are with their respective bikeshare efforts. During the meeting, it became clear that each city is at a very different point in launching their program. As such, staff will be reaching out to each city individually to continue interoperability discussions. This will allow us to have conversations that address issues that are specific to each city and forge a path forward with each city.

To date the following conversations have taken place:

- City of Beverly Hills - The City of Beverly Hills has received authorization from their City Council to engage in negotiations with CycleHop. Staff has scheduled a meeting with the staff of Beverly Hills in order to identify which interoperability objectives the City is interested and able to meet. Metro staff is awaiting final confirmation on this meeting.
- City of Long Beach- The City of Long Beach has entered into a contract with Sobi for the bikeshare equipment and is exploring options for the operations and maintenance of the system. Staff engaged the City of Long Beach staff in conversations regarding title sponsorship, fare structure, and other interoperability objectives. The City of Long Beach is interested in further exploring a revenue neutral proposal as presented by CycleHop.
- City of Santa Monica - Staff has engaged Santa Monica staff in conversations about their fare structure as we sought to better understand their objective.
- City of West Hollywood - The City of West Hollywood has received authorization from their City Council to engage in negotiations with CycleHop. Staff has scheduled a meeting with the staff of West Hollywood in order to identify which interoperability objectives the City is interested and able to meet.

Accelerated Countywide Bikeshare Expansion

On June 30, 2015, staff also met with the bikeshare expansion cities. We discussed the Board's direction to accelerate the expansion and outlined funding commitments and planning work that would need to be carried out in order to have a successful accelerated launch. Staff will be meeting with each of the expansion cities to lay out an individualized plan of action and gauge the capacity and interest of each city to accelerate their launch date.

To date, staff has had the following one-on-one meetings:

- City of Culver City - Staff met with Culver City staff to discuss where the City is in deciding on a bikeshare program, answer questions about Metro's bikeshare program and learn more about where the city is in getting ready for bikeshare in general. Culver City staff indicated a strong inclination towards joining Metro's bikeshare program. Staff will be including Culver City in the Implementation and Station Siting plan and will be including Culver City in future Bikeshare Working Group meetings related to Metro's program.
- City of Huntington Park - Staff has reached out to staff at the City of Huntington Park. We are

awaiting confirmation on a meeting date.

- City of Los Angeles - Staff has had ongoing conversations with the City of Los Angeles regarding accelerating and expanding to other communities within the City, including Venice, Marina Del Rey, South Park, Boyle Heights and Hollywood.
- City of Pasadena - Coordination with Pasadena to begin preparing the City for an early 2017 launch. Meeting discussion included a schedule for meeting the launch date, station siting progress, funding and the MOU process.
- Unincorporated East Los Angeles - Staff has reached out to staff at the County. We are awaiting confirmation on a meeting date.

NEXT STEPS

Staff will return to the Board in late fall with next steps for securing a Bikeshare Title Sponsor.

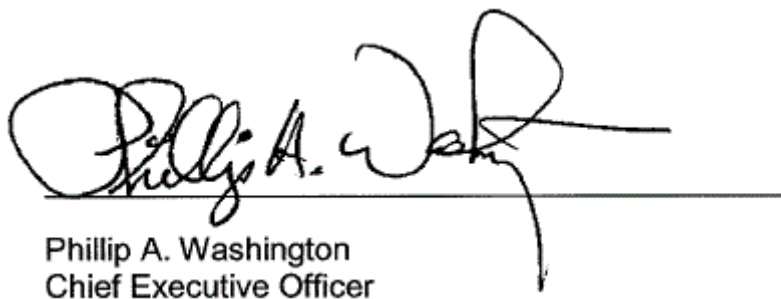
ATTACHMENTS

Attachment A - Motion 22.1

Attachment B - Metro Bikeshare design

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Metro

Board Report

File #:2015-1093, **File Type:**Motion / Motion
Response

Agenda Number:22.1

PLANNING AND PROGRAMMING COMMITTEE JULY 15, 2015

Motion by:

Supervisor Ridley-Thomas

July 15, 2015

22.1, Relating to File ID 2015-0995 Next Steps for Implementing the Countywide Bikeshare Program

The Metro Board of Directors (Board) has expressed a strong commitment to deploy a Countywide Bikeshare Program as a first and last mile solution and as a practical option for inter-jurisdictional travel. A regionally-coordinated bikeshare program will reduce vehicle miles travelled, improve the accessibility of our transit system and enhance the overall livability of the region.

At the June 2015 Metro Board meeting, the Board awarded a bikeshare contract to Bicycle Transit Systems and instructed staff to move forward with the pilot phase of implementation in downtown Los Angeles. Metro should serve as the regional facilitator of a financially sustainable system and seamless user experience and work with communities throughout the region as they are prepared to join a Countywide Bikeshare Program. Some cities have already initiated efforts to establish bikeshare programs.

Metro should work with those jurisdictions to optimize opportunities for interoperability.

APPROVE Ridley-Thomas Motion that the Metro Board of Directors instruct the Chief Executive Officer to proceed as follows:

- A. Continue to work with the cities of Santa Monica and Long Beach, which have executed a contract and plan to move forward with an alternate bikeshare provider to achieve the Interoperability Objectives as presented at the June 2015 Board meeting, including title sponsorship, branding and marketing, membership reciprocity, reciprocal docks, a unified fare structure and data sharing;
- B. Consistent with the Interoperability Objectives, require that any city with an existing bikeshare vendor contract as of June 25, 2015, using a bikeshare system other than Metro's selected system, shall be eligible for up to 35% of operating and maintenance funding support from Metro on condition that the city or cities agree to fully participate in a Metro Countywide Bikeshare Title Sponsorship by reserving on bike title placement and associated branding for

Metro's Sponsor (including branding, color, and ad space on baskets, skirt guards and bike frame) and agree to meeting the other Interoperability Objectives, consistent with the agreement developed between Metro and the City of Los Angeles for the pilot phase of Metro's Countywide Bikeshare Program. Such cities shall also agree to participate in and provide data for the evaluation study described in Directive 8 below;

- C. Proceed with awarding Call for Projects funding to the Cities of Beverly Hills, Pasadena and West Hollywood, consistent with the staff recommendations for the 2015 Call for Projects, for the capital costs associated with their proposed bikeshare programs.
- D. Include in the 2015 Call for Projects bikeshare funding contracts, that if any of the cities select a bikeshare system other than Metro's, operations and maintenance funding will not be provided unless each city agrees to the Interoperability Objectives outlined above. All costs associated with providing duplicative dock or other systems within adjacent jurisdictions to enhance interoperability shall be borne by such cities and shall not be funded with Metro funds.
- E. Specify in future Call for Projects applications that any city requesting bikeshare funding for either capital and operations and maintenances expenses must commit to using Metro's selected vendor and Title Sponsorship, and other Interoperability Objectives;
- F. Engage Bicycle Transit Systems in accelerating the roll out of all identified project phases so that implementation can be accomplished no later than 2017. Staff shall work with each city to secure local funding commitments and report to the Board for specific approval of any expansion beyond the downtown Los Angeles Pilot, together with a proposed funding plan;
- G. Conduct additional feasibility studies and preliminary station placement assessments to incorporate the communities of Boyle Heights (centering around the Mariachi Plaza Gold Line Station), El Monte (centering around the Bus Station) and the Westside of Los Angeles (along the Exposition Line as well as Venice), as part of the Bikeshare Program; and
- H. Conduct an evaluation of the bike share systems operating within Los Angeles County after 12 months from the downtown Los Angeles Pilot launch date. Evaluation of the systems shall, at a minimum, address operations and user experience, including the following:
 - 1. Timeliness and success of roll-out;
 - 2. Experience of the respective agencies in working with their respective vendors;

3. Ability of bikeshare providers to meet performance criteria including bicycle distribution, removal and replacement of inoperable bicycles and cleanliness of bikeshare facilities;
 4. Customer satisfaction as measured by a survey;
 5. Fare structure;
 6. Equity/effectiveness serving disadvantaged community; and
 7. Bicycle use/behavioral change; and
- I. Once the independent evaluation of both systems is complete, the Board should consider funding for future bikeshare systems that opt to not use Metro's selected vendor on a case-by-case basis subject to the respective city fulfilling Metro's interoperability objectives.

Metro Bikeshare Design

