Bike Share Concept Report/Strategy

TAC
February 1, 2012

Prepared by Metro Bike Program
July 2011 Board Directive

1. Requires Metro to take a leadership role in implementing bike share in LA County.

2. Explore opportunities for launching a pilot program at strategic locations.

3. Determine public/private partnership potential.
What is Bike Share?

Point-to-point short trips using a for-rent fleet of bicycles strategically located at docking stations throughout a well defined project area in urban centers and within easy access to each other and transit.

These bikes are not intended to be transported on buses and trains.
What are the Components of Bike Share?

Specially designed bikes with GPS for tracking trip lengths, number of uses and destinations (used for year end reporting and calculating GHGe reductions).

Modular docking stations for securing bikes.

Kiosk for accessing bikes by a member key or credit card.

Transit information displays.

Solar energy option.
Placement of Docking Stations

On wide sidewalks or road beds

At/near train or bus stations

28-30 stations/square mile (2-3 blocks)

Near major destinations or tourist attractions

At major public spaces and parks

Along existing or proposed bike lanes/routes whenever possible
Costs

500 bikes/50 docks

Total capital $2.5 million

~$3,800/bike for kiosk, vehicles, electronics, dock, construction, equipment

~$1,200/bicycle

Total operations $1.15 million / year

Bike & kiosk maintenance
Program staff
Marketing
Reposition bikes

According to the NYC Study, “Bike-share programs that are financially self-sufficient tend to be larger programs that can take advantage of volume-based funding mechanisms such as advertising or membership fees, and focused around densely populated or highly trafficked areas where bicycles and bike-stations can be used by the maximum number of people.”
Response to Board Directive

Prepared:
• Bike Share Concept Report addresses roles and responsibilities, interagency agreements, business models
• Comparison Table of Bike Share Programs
• Preliminary Bike Share Map of Potential Pilot Areas

Convened an Agency Bike Share Workshop:
• Topics covered were lessons learned, interagency agreements, steps to implementing a program, public/private partnerships and operations.
• Panelists were from King County Metro, San Francisco MTA, Denver Bike Share and Washington, D.C. Bike Share and a UC Berkeley Director of the Transportation Sustainability Research Center.
Metro’s Proposed Role

Metro to provide overall facilitation and coordination for a countywide program in collaboration with the Working Group

- Develop Interagency Agreement(s)
- Select an integrated technology
- Identify funding sources
- Provide space at Metro’s transit stations for docking stations
### Proposed Roles and Responsibilities

<table>
<thead>
<tr>
<th><strong>Local Jurisdiction</strong></th>
<th><strong>Operator</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hire operator</td>
<td>• Strong customer services &amp; website maintenance</td>
</tr>
<tr>
<td>• Manage local outreach committees</td>
<td>• Purchase, install &amp; maintain equipment (bicycles, access, reporting, security) and distribution of bikes.</td>
</tr>
<tr>
<td>• Obtain permits &amp; access to private land for docking stations</td>
<td>• Operate payment system that includes credit card checks &amp; revenue sharing</td>
</tr>
<tr>
<td>• Develop appropriate regulations and ordinances</td>
<td>• Track &amp; report performance data</td>
</tr>
<tr>
<td>• Identify initial capital investment and develop local sponsor support</td>
<td>• Provide liability insurance and legally binding waiver for users; performance bond</td>
</tr>
<tr>
<td>• Analyze &amp; evaluate project performance</td>
<td>• Conduct marketing &amp; develop incentive programs</td>
</tr>
<tr>
<td>• Provide management support</td>
<td>• Offer bicycle safety classes</td>
</tr>
<tr>
<td>• Oversee local operations</td>
<td>• Routine maintenance, repair &amp; replacement of equipment</td>
</tr>
<tr>
<td>• Promote service to employees and local residents</td>
<td></td>
</tr>
<tr>
<td>• Oversight over website and mechanism for users to report problems</td>
<td></td>
</tr>
</tbody>
</table>
Bike Share Working Group

Regional Agencies
Metro
Bicycle Organizations

Cities
County
Business Organizations

Roles and Responsibilities
Interagency Agreement
Feasibility and Implementation Plan
Best business model for LA County
Analyze pilot program areas
Interagency Agreement

Examples of provisions in an interagency agreement:

1. Defines organizational structure for implementation
2. Ratifies financial and other commitments
3. Sets basic policy direction
4. Decides roles and responsibilities
5. Implementation policies
6. Funding sources
Operating Business Models

1. Public agency owns and operates,
2. Public agency owns and contracts with private company for operations (for-profit or non-profit) or
3. Private company owns and operates

Capital and operating funds can come from public/private grants, government agencies, private donors and/or system or corporate sponsorships, advertising, membership fees and usage fees.
Recommendations for Next Steps

Establish a Bike Share Working Group

Prepare a countywide *Bike Share Feasibility and Implementation Strategic Plan*

Conduct in-depth analysis of 3 funded pilot programs: Los Angeles, Santa Monica and Long Beach
# Projects Funded for Bike Share

<table>
<thead>
<tr>
<th>City</th>
<th>Funding Yrs</th>
<th>Funding Source</th>
<th>Grant</th>
<th>Match</th>
<th>Total Cost</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Beach</td>
<td>FY12-14</td>
<td>TDM CFP</td>
<td>$907,887</td>
<td>$407,891</td>
<td>$1,315,778</td>
<td>160 bikes/16 docking stations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Union Stn, Civic Ctr, Main &amp; First, Pilot electric cars &amp; bike share/#not specified</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>FY12-14</td>
<td>TDM CFP</td>
<td>$1,312,460</td>
<td>$328,115</td>
<td>$1,640,575</td>
<td>250 bikes/25 docking stations</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>FY16-17</td>
<td>Bike CFP</td>
<td>$1,542,925</td>
<td>$945,664</td>
<td>$2,488,589</td>
<td>250 bikes/25 docking stations</td>
</tr>
<tr>
<td>Long Beach</td>
<td>FY16-17</td>
<td>Bike CFP</td>
<td>$2,262,032</td>
<td>$565,508</td>
<td>$2,827,540</td>
<td>500 bikes/50 docking stations</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>FY16</td>
<td>Bike CFP</td>
<td>$1,801,439</td>
<td>$675,600</td>
<td>$1,801,439</td>
<td>100 bikes/4 docking stations: Expo Pk, USC, Vermont, Jefferson, 23rd St</td>
</tr>
<tr>
<td>CRA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**  

<table>
<thead>
<tr>
<th>Grant</th>
<th>Match</th>
<th>Total Cost</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,010,000</td>
<td>$907,887</td>
<td>$1,917,887</td>
<td>1,010 bikes/95 stations</td>
</tr>
</tbody>
</table>