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PLANNING AND PROGRAMMING COMMITTEE

April 16, 2014

EXECUTIVE MANAGEMENT COMMITTEE

April 17, 2014

SUBJECT: BIKE SHARE PROGRAM

ACTION: RECEIVE AND FILE UPDATE ON REGIONAL BIKE SHARE

RECOMMENDATION

Receive and file this update on the Regional Bike Share program as requested at the January 2014 Board meeting.

ISSUE

At the January meeting, the Board approved staff recommendation to proceed with developing a Regional Bike Share Implementation Plan. Through motions that were introduced, the Board also provided us guidance on program elements to be addressed in the Implementation Plan (Attachment A). This report provides an update on the Regional Bike Share Implementation Plan.

DISCUSSION

To build upon the research, conceptual business plan, site identification and program phasing that was developed and presented at the January Board meeting, a contractor is being procured. The contractor scope will include to identify Metro's financial commitment as outlined in the Board motion; recommend a business model and develop a business plan that reflects the local potential for revenues, fees, costs and sponsorship opportunities; identify sustainable sources of funding; develop a bike share readiness index so as to identify future program phasing; recommend data metrics and software technologies; and establish branding criteria. This framework will be used to inform the scope of work for the Bike Share program.

Implementation Plan Status

The Request for Proposals for the Regional Bike Share Implementation Plan was released on March 14, 2014. Proposals were due April 11, 2014. It is anticipated that a contract will be executed and work will begin by the end of May.

Ongoing Coordination

While the procurement is moving forward, we have continued to communicate with the identified pilot cities informing them of the status of the Implementation Plan and timeline for award.

We have also been working with Capital Planning to begin to identify state and federal funding program opportunities for the Bike Share program including Transportation Investment Generating Economic Recovery Program (TIGER) and the Active Transportation Program (ATP).

NEXT STEPS

Development of the Regional Bike Share Implementation Plan will commence upon award of contract.

ATTACHMENT

A. January 2014 Motion 58

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**MOTION BY:
MAYOR ERIC GARCETTI & DIRECTORS ZEV YAROSLAVSKY,
MIKE BONIN, JOHN FASANA & DON KNABE**

Item 58 — Bicycle Share Program Implementation Plan

In October 2013, the MTA Board adopted, as policy, bicycle use as a formal transportation mode.

Staff was asked to: a) conduct an industry review on procuring a regional bike share vendor; b) prepare a business case analysis and recommendations on proceeding with a Request for Proposals to implement a regional bicycle share program; 3) make recommendations on a phased approach for implementing this program.

Bicycle share offers an alternative means of transportation for short trips that might otherwise have been made by vehicles.

A recent study named "The Bike-Sharing Planning Guide" (Institute for Transportation & Development Policy, December 2013) said "bike-share, more than any other form of urban transport, has the ability to improve and transform our cities."

This means a robust and regional bicycle share program needs to be adopted to address first-mile and last-mile transportation challenges.

An MTA bicycle share program will help connect and expand its transportation coverage to multiple jurisdictions along its transit system.

This is why MTA needs to be the lead agency in the county that will manage and procure a robust bicycle share program.

A single-point agency will also ensure inter-operability among the different jurisdictions and can also provide a multi-modal transportation system through the use of the Transit Access Program ("TAP") smart card.

MTA can also simplify the management of the program by having one agency provide proper accountability and proper management.

MTA needs to also provide a fair-share of funding to support the initiation and maintenance and operations (O&M) costs for the program.

WE, THEREFORE, MOVE that the MTA CEO:

- A. Undertake a study of how a Bike Share Program could be implemented throughout the County.
- B. Procure, contract and administer the bicycle share program once the implementation study is completed.
- C. Implement the program in a phased approach and partner with the cities identified in the Phase I of the bicycle share program so MTA funds at least:
 1. Up to 50% of total capital costs per each city
 2. Up to 35% of total O&M costs per each city (on-going)
- D. Identify a financial business plan that includes:
 1. User fees
 2. Advertising fees
 3. Corporate sponsors
 4. A recommendation on a revenue split for all fees/revenues identified above.
- E. Prioritize eligible grants to support the costs of the program including:
 1. State Active Transportation Program ("ATP") funds
 2. State "Cap & Trade" funds
 3. Federal bicycle and active transportation funds
 4. All other eligible funding sources
- F. Develop a robust system-wide branding and educational effort that supports the use of bicycle share as part of the implementation study.
- G. Update on all of the above at the April 2014 Board meeting.

DIRECTOR O'CONNOR'S MOTION REGARDING BIKE SHARE:

1. Is there a firm timeline for Metro's procurement?
2. How will this effort related to the procurement Long Beach is pursuing
3. How will this effort work with Santa Monica's RFP/market test?
4. Will there be coordination with the subregions? What form will that take?
5. Has LA solved its legal outdoor advertising problem?
6. Will there be flexibility for different business case models to operate within the Metro umbrella?
7. Will the Metro's Bikeshare program go beyond the Metro stations? Can the program be expanded to include greater coverage for cities?
6. What does Metro being the lead agency mean? Is this a clearing house for revenue sharing? What other elements are included?
7. What funding is available for phasing the rollout of the program during the first year of implementation on both capital and operating expenditures? How will allocations be made?
8. How will the system enable jurisdictions to make choices about how (what sources) they want to fund the operating gap?

This motion should be fortified with a fact sheet that informs regional cities on the "nuts and bolts" of the business model Metro is pursuing, the timeline for implementation, and subregional coordination.