

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

Local Jurisdiction

- Hire operator
- Manage local outreach committees
- Obtain permits & access to private land for docking stations
- Develop appropriate regulations and ordinances
- Identify initial capital investment and develop local sponsor support
- Analyze & evaluate project performance
- Provide management support
- Oversee local operations
- Promote service to employees and local residents
- Oversight over website and mechanism for users to report problems

Operator

- Strong customer services & website maintenance
- Purchase, install & maintain equipment (bicycles, access, reporting, security) and distribution of bikes.
- Operate payment system that includes credit card checks & revenue sharing
- Track & report performance data
- Provide liability insurance and legally binding waiver for users; performance bond
- Conduct marketing & develop incentive programs
- Offer bicycle safety classes
- Routine maintenance, repair & replacement of equipment



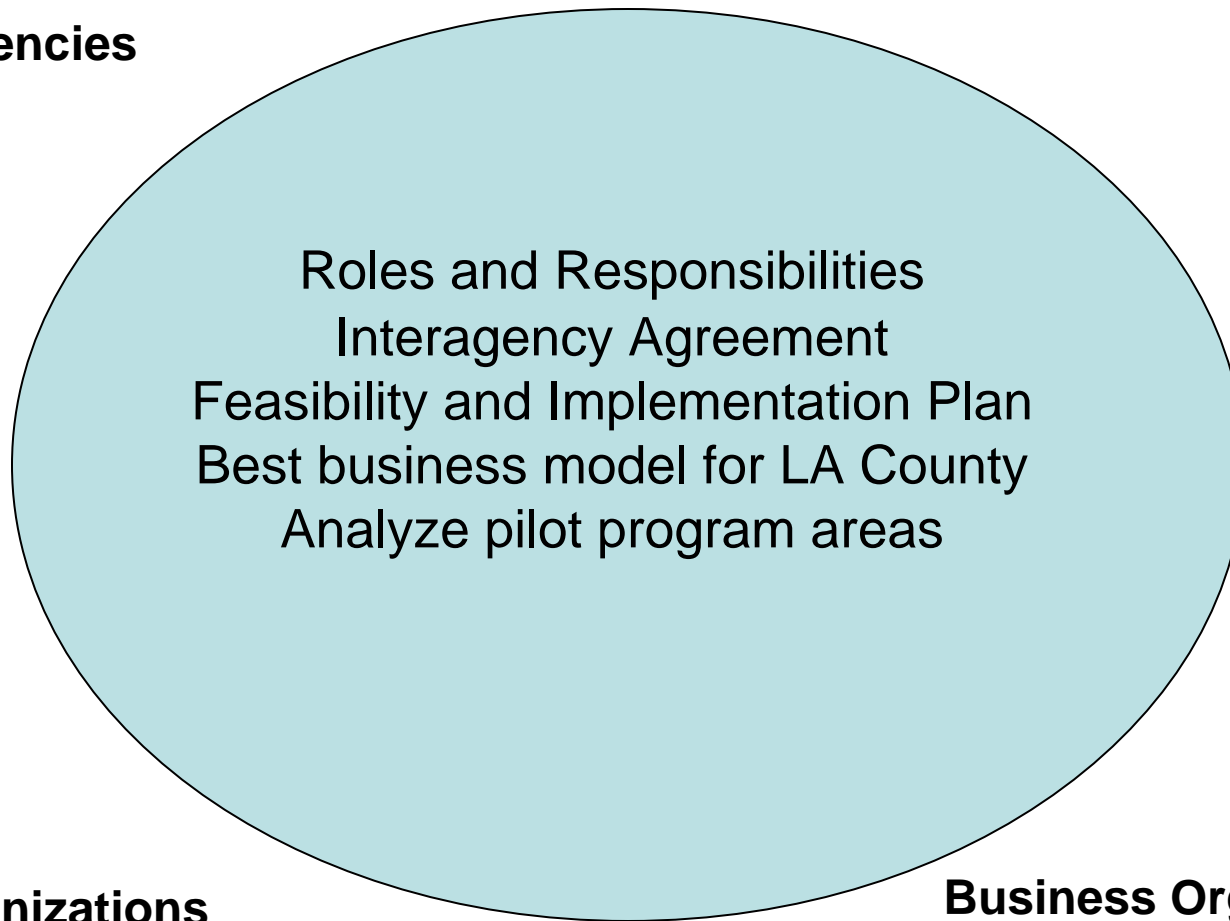
Bike Share Working Group

Regional Agencies

Metro

Cities

County



Bicycle Organizations

Business Organizations

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



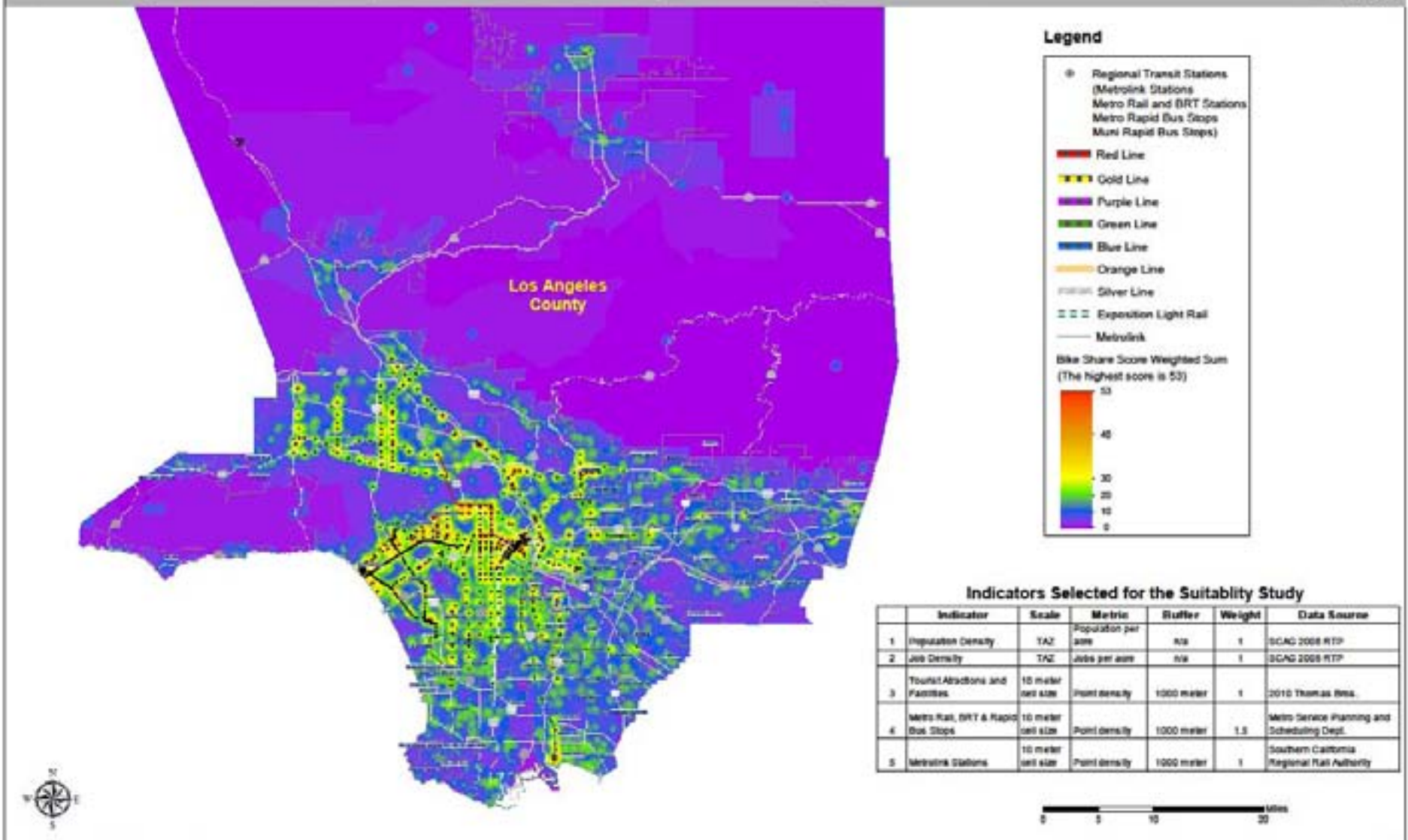
Projects Funded for Bike Share

City	Funding Yrs	Funding Source	Grant	Match	Total Cost	Overview
Long Beach	FY12-14	TDM CFP	\$907,887	\$407,891	\$1,315,778	160 bikes/16 docking stations
Los Angeles	FY12-14	TDM CFP	\$1,312,460	\$328,115	\$1,640,575	Union Stn, Civic Ctr, Main & First, Pilot electric cars & bike share/#not specified
Santa Monica	FY16-17	Bike CFP	\$1,542,925	\$945,664	\$2,488,589	250 bikes/25 docking stations
Long Beach	FY16-17	Bike CFP	\$2,262,032	\$565,508	\$2,827,540	500 bikes/50 docking stations
Los Angeles CRA	FY16	Bike CFP	\$1,801,439	\$675,600 CRA Increment	\$1,801,439	100 bikes/4 docking stations: Expo Pk, USC, Vermont, Jefferson, 23rd St
TOTAL					\$10,073,921	1,010 bikes/ 95 stations



Preliminary Bike Share Heat Map of County

Preliminary Bike Share Map for Potential Los Angeles County Pilot Areas



Legend



Indicators Selected for the Suitability Study

	Indicator	Scale	Metric	Buffer	Weight	Data Source
1	Population Density	TAZ	Population per acre	N/A	1	SCAG 2008 RTP
2	Job Density	TAZ	Jobs per acre	N/A	1	SCAG 2008 RTP
3	Tourist Attractions and Facilities	10 meter cell size	Point density	1000 meter	1	2010 Thomas Bros.
4	Metro Rail, BRT & Rapid Bus Stops	10 meter cell size	Point density	1000 meter	1.5	Metro Service Planning and Scheduling Dept.
5	Metrolink Stations	10 meter cell size	Point density	1000 meter	1	Southern California Regional Rail Authority

