

MEETING DATE: 10/22/2012

AGENDA ITEM: Consideration of the Concept of Participating in a Westside Cities Council of Government Bike Share Program, Including Allowing Sponsorship in the Public Right-of-Way.

ATTACHMENTS

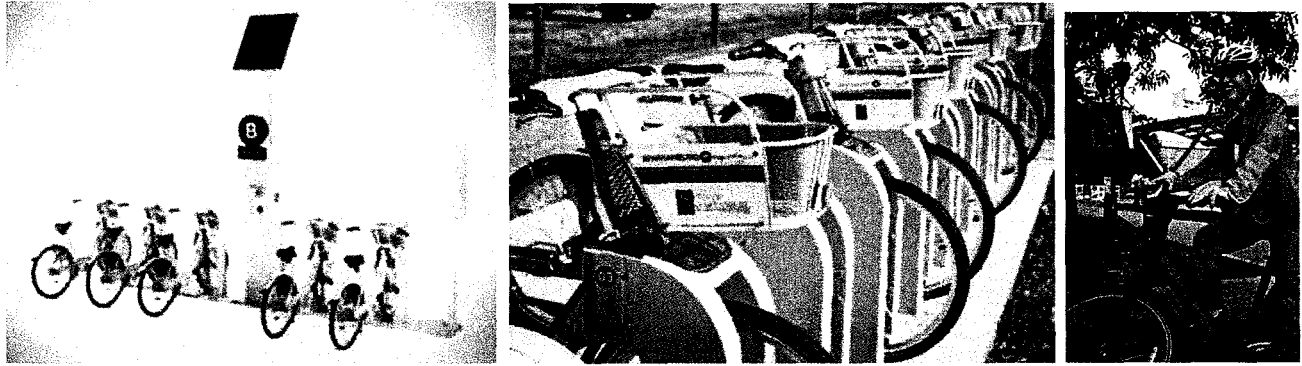
		<u>Pages</u>
1	Examples of Bicycle Sponsorship Programs	1
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New York Bike Share Sponsorship (Citi)



London Bike Share Sponsorship (Barclays)





What is Bike Sharing

- Short-term bicycle access;
- Provides users with sustainable and environmentally-friendly form of public transportation;
- Targets daily mobility (trips between 1-2 miles or less);
- Membership required to participate, daily, weekly, monthly or annual membership basis, user fee for rental (rental 30-60 minutes or less is free, low cost, price raises significantly for longer use);
- Bicycle reservations, pick-up, and drop-off are self-service (IT-based);

We should start a bike share system! Why?

- Spontaneous Bike Trips
- Increased mobility options
- Reduce traffic congestion
- Complement transit and other modes
- Environmental, social, economic and health benefits

Bike Share Popularity

- Close to 160 systems throughout the world in over 120 countries;
- Increasing popularity in the US with 19 systems operating across the US, 20 additional systems expected to launch within the next year;
- Systems range from small scale systems with less than ten bike stations to bigger systems in DC, Boston, Madison, Portland, St. Paul, Miami, Omaha, Chicago and Denver with station numbers ranging from 20-150;
- Number of bikes per station varies -average between 5-10;
- Ridership [small system(100-200 bikes/15-20 stations)] Averages 100 trips/day, annually;
- Trip distribution varies: 26% one-way, 42% round-trip, 21% both.

Components

- Planning
- Funding
- Operation
- Marketing

Planning Considerations

- Pilot program or full service program
- Locations and criteria development
 - Number of stations
 - Location of Bicycle Docking Stations (small/large—stations average 30-40 feet) in PROW
 - Local Service – destinations (1/4 - 1/2 mile spacing)
 - Regional Connectivity- destinations (bordered by LA and Beverly Hills)
 - Transit Connectivity (last mile connections)
 - Population/Retail/Job Density Considerations
 - Tourist Attractions and Amenities
 - Topography
- Bicycle Facilities to support increased bicycle use
- Safety (helmets, bikes on sidewalks)
- Coordination with Private Development
- Liability

Funding and Financial Viability

- Average Equipment Cost Estimate (bikes and stations) \$46,000 per station
\$552,000 for 12 stations
- Average Annual Operating Cost Estimate
(maintenance of bikes, bike redistribution, customer
service, membership, etc.) \$1,800 per bike
- Management, Promotion and Administrative Costs \$?

Marketing of Program

- Education
- Partnerships
- Website/Social Media
- Bike Safety Resources

Business Models

- City owned and operated
- Advertising and Sponsorship Funded/Separate Operator
- Non-profit owned/operated
- For-profit business
- Combination

Funding Sources

- Government Grants
- Foundation/Private grants
- Company Sponsorship and/or Advertising

Coordination Efforts

- Westside Cities Council of Governments (Santa Monica Grant)
- Metro
- City of LA

WSCOG Planning and Coordination Discussions

Compatibility of different systems with respect to:

- Equipment/technology
- Bicycle Drop off
- Payment/duration of rental period/technology
- Membership fee
- Advertising & Sponsorship - Regional Sponsor from Private Company for bicycles
Sponsorship on bike only - Decision pending
- Discussion of me-too clause for system roll-outs in different jurisdictions

METRO

Given Metro's regional role as the County's Transportation Planning agency, the potential role for Metro in a countywide bike share program is as follows:

- Create Countywide Working Group
- Develop Interagency Agreement(s)
- Develop implementation plan, market/operating plan
- Work with Countywide Group to select technologies for an integrated countywide network (to access bike share and bicycle parking stations)
- Work with jurisdictions to Identify possible funding sources (including private sector participants)
- Provide space at Metro transit stations for bike share docking stations

For more information:

<http://nacto.org/bike-share-workshop-presentations/>

http://www.metro.net/about_us/committees/images/tac_presentation_feb_2012_Bike_Share_Concept.pdf

Fact Sheet prepared by City of West Hollywood