

City of Culver City Bike Share: Goals & Objectives, Operational Standards, and Benefits

Goals & Objectives

Goals & objectives are how the City will evaluate different options for bike share systems.

1. Culver City's bike share system should facilitate connections within the boundaries of Culver City and to nearby communities and points of interest, in order to provide increased transportation options for residents, promote health, reduce greenhouse gas emissions, and promote tourism and economic development.
 - a. The system should connect to transit, including the Expo line and bus transit centers.
 - b. The system should connect to local destinations and employment centers in the greater Culver City area.
 - c. The system should integrate with adjacent and nearby bike share systems where possible.
 - d. The system should accept simple and easy fare payment, including integration with transit fare systems.
2. Culver City's bike share system should serve all residents of Culver City.
 - a. The system should serve all Culver City neighborhoods.
 - b. The system should serve low-income people that live and/or work in Culver City.
 - c. The system should serve people with disabilities to the extent feasible.
 - d. The system should serve communities of color within Culver City.
 - e. Program outreach should appeal to all of these populations.
3. The bike share system should be cost-effective and minimize its reliance on sustained financial support from the City.
4. The system should be adaptable to meet new challenges and priorities, and able to expand in the future.

Operational Standards

Operational standards are expectations for any bike share system deployed in Culver City.

-) The system should have a high standard for operations to ensure the availability of bikes and docks during peak hours and at stations on the periphery of the service area.
-) The user experience should be easy, including an intuitive user interface for walk-up and casual users.
-) Stations and bikes should be durable, resistant to vandalism, and have low maintenance costs.
-) Operation of the system should include funding for outreach, promotion, and education.
-) The system should offer affordable fares and/or targeted fare programs for low-income users, including options for users without a credit card.
-) The system should offer employer accounts/membership.

Benefits of Bike Share

Benefits are positive outcomes that will result from any bike share system in Culver City.

Bike share will:

-) Reduce the need to use or own a car;
-) Increase physical activity and provide health benefits;
-) Lead to more investment in bicycle infrastructure and increased safety for all;
-) Reduce GHG emissions related to transportation, particularly from local trips; and
-) Promote tourism and economic development by increasing local mobility.