



**Sam
Schwartz**

Transportation
Consultants

Culver City Bike Share Feasibility Study Final Recommendation BPAC Presentation

March 16, 2017

Sam Frommer, AICP
Senior Planner + Designer
sfrommer@samschwartz.com

Agenda

Overview of process

Review

- Goals and objectives
- Heat mapping
- Recommended service area and system size

Ridership projections

System review

Financial analysis

Risks and barriers

Recommendation and timeline

Q/A

Process

Establish goals and objectives

- BPAC – September 2016: draft
- BPAC – November 2016: final

Develop system parameters

- Service area, number of stations/bikes (BPAC – November 2016)
- Ridership projections

Review bike share systems and operators

- Meetings, phone calls, and questionnaires: Metro/BTS, CycleHop, Zagster
- Public planning documents and meeting minutes

Financial Analysis

- Draft based on system reviews
- Operators provided comments on draft (February 2017)

Final Report

- BPAC – March 2017
- Goes to Council next

Review: Goals + Objectives

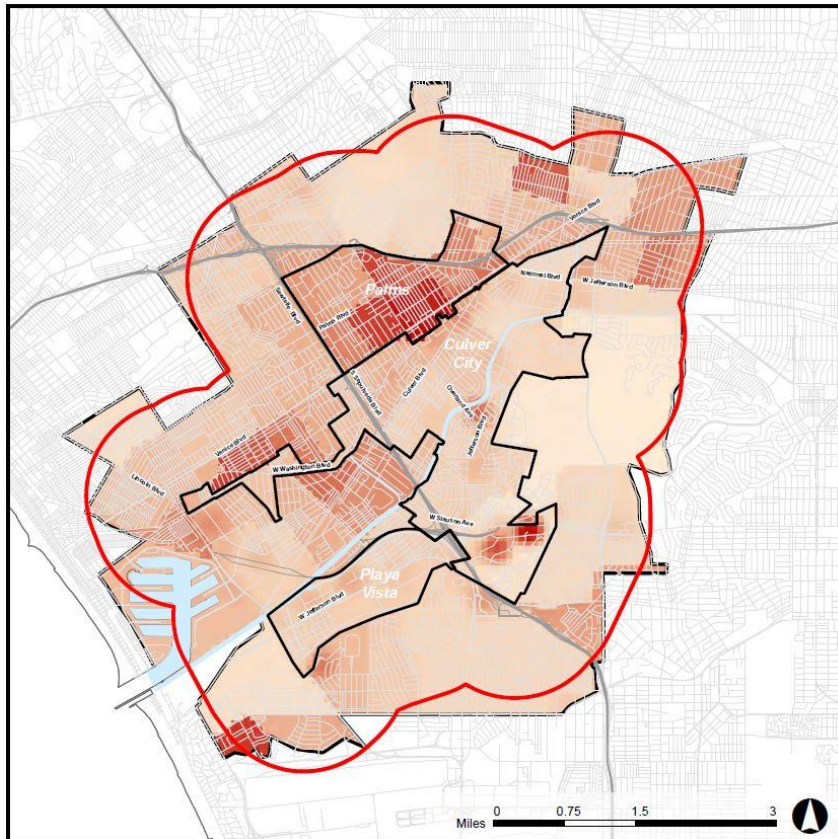
1. Increase access by integrating seamlessly with adjacent communities and by connecting to transit and points of interest.
2. Serve all residents of Culver City, despite geography, financial situation, physical ability, or ethnicity.
3. Be cost-effective and minimize reliance on sustained financial support from the City.
4. Be adaptable to meet new challenges and priorities, and able to expand in the future.

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

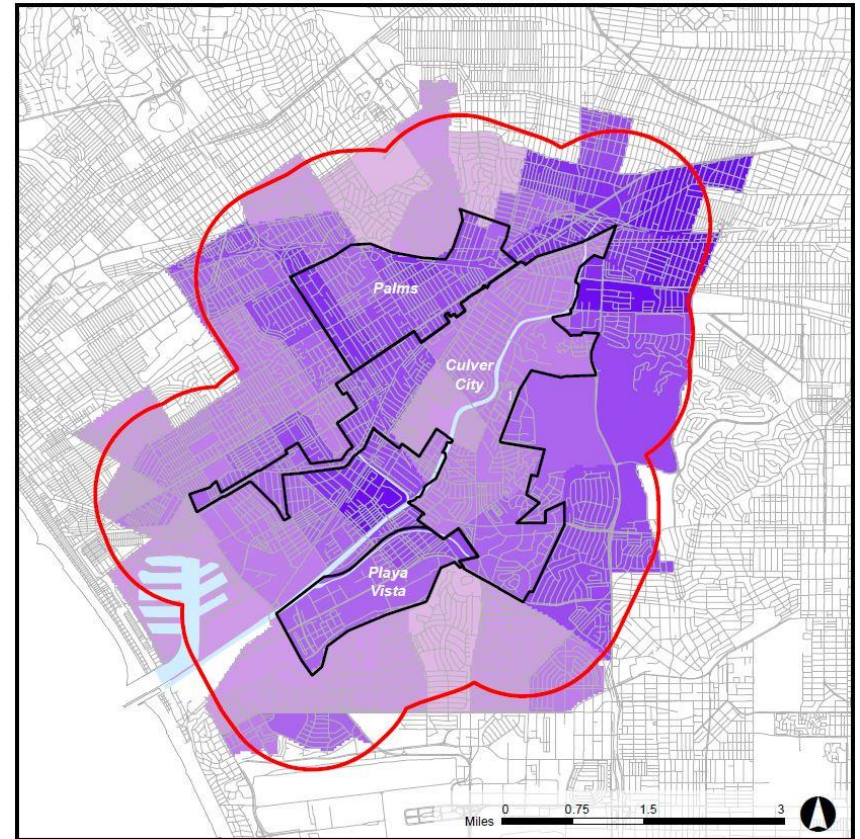
Benefits are positive outcomes that will result from any bike share system in Culver City.

Review: Heat Maps

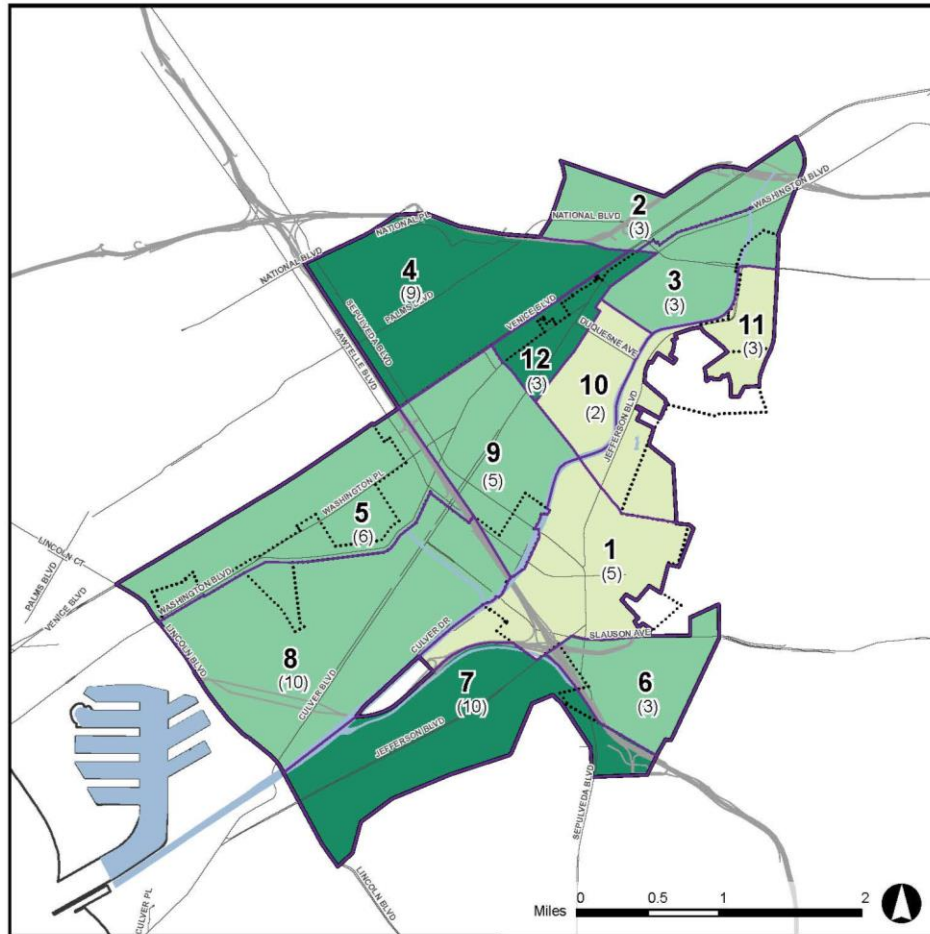
Ridership Potential



Equity



Review: Service Area



- Culver City Boundary
- Service Area Boundary
- #** Planning Area ID
- (#)** Number of Stations

Planning Area Station Density:

- High (6 stations/sqmi), 5 min walk
- Medium (5 stations/sqmi), 6 min walk
- Low (4 stations/sqmi), 7 min walk

- 62 stations / 620 bikes
 - 28 / 280 in Culver City
 - 34 / 340 in LA
- 12 square miles
- ~5 stations/sqmi

Source: US Census ACS 2014, Culver City, Los Angeles City Open Data, Los Angeles County Open Data, Los Angeles County Maps, Santa Monica Open Data

Ridership Projections

Created a ridership model based on 9 other North American bike share systems

- Hubway – Boston, MA
- Divvy – Chicago, IL
- CoGo – Columbus, OH
- B-cycle – Denver, CO
- Nice Ride – Minneapolis, MN
- Breeze – Santa Monica, CA
- Pronto – Seattle, WA
- Bike Share Toronto – Toronto, Ontario (Canada)
- Capital Bikeshare – Washington D.C.

Low: 15,000 trips/month comparable to DTLA

High: 20,000 trips/month comparable to Santa Monica

System Review

1. **Metro Smart Dock:** an expansion of the current Metro Bike Share system, with the same equipment type as in Downtown Los Angeles, in which Metro, Culver City, and the City of Los Angeles share financial responsibility.
2. **Metro Smart Bike:** an expansion of the Metro system, using smart bike equipment that integrates with the Metro smart docks, in which Metro, Culver City, and the City of Los Angeles share financial responsibility.
3. **CycleHop – Santa Monica (SM):** an expansion of the Westside cities smart bike system using a “Santa Monica” type fee-for-service contract in which Culver City pays for both capital and operations and assumes financial risk.
4. **CycleHop – Long Beach (LB):** an expansion of the Westside cities smart bike system using a “Long Beach” type risk/revenue-sharing contract in which Culver City pays for capital costs and CycleHop carries the operating risk and keeps all revenue.
5. **Zagster:** a new independent smart bike system with a fee-for-service contract in which Culver City pays a flat per bike annual operating fee to Zagster and keeps all revenue, except for a credit card processing fee.

Financial Analysis - Assumptions

Conservatively low approach

- 15,000 trips/month, based on DTLA ridership profile
- \$1,100/bike/year sponsorship revenue

3% escalation/year of costs + revenue (except fixed costs)

Metro/BTS

- Metro/LA cover costs of stations/bikes not in Culver City
- Metro provides cost sharing for capital (50%) and O&M (35%)

CycleHop + Zagster

- Whole system “belongs” to the City, including bikes outside of City limits

City staff time estimated at \$5,960/station

Financial Analysis - Summary

Option	First Year Capital Costs*	Launch Year Net Operations	Full Year Net Operations	5-year Culver City Total Cost
1 Metro – Smart Dock	\$1,088,920	\$178,186	\$252,623	\$2,323,986
2 Metro – Smart Bike	\$698,880	\$114,413	\$88,408	\$1,183,159
3 CycleHop (SM)	\$2,254,320	\$379,547	\$274,873	\$3,783,834
4 CycleHop (LB)	\$2,626,320	\$0	\$0	\$2,626,320
5 Zagster	Included in Ops	\$1,357,098	\$82,854	\$1,498,800

* Includes staff time for station planning and permit fees.

Potential Funding Sources

Metro Call for Projects

- Since 2015, all cities receiving Metro funding for bike share have been required to join the Metro Bike Share system.

California Active Transportation Program (ATP)

Local Funding

- Proposition A
- Proposition C
- Measure R
- Measure M
- Transportation Development Act (TDA) Article 3
- Development fees

Risks + Barriers

Financial

- Securing sponsorship, actual system performance, CC's billboard ordinance

Metro

- Timing and coordination with adjacent City of LA communities
- Metro smart bike (Dash) is a new technology
- Full integration with TAP
- Owned/operated by Metro

CycleHop

- Westside bike share integration
- System contiguity
- Siting stations in LA
- Metro funding barriers
- LB: could be difficult to enforce operational standards

Risks + Barriers, cont.

Zagster

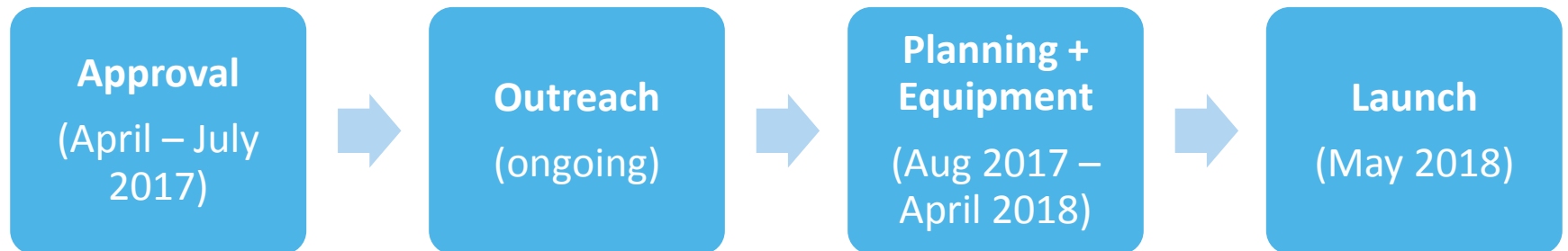
- Third system in LA County, integration, TAP
- Metro funding barriers
- Siting stations in LA

Recommendation

Goals and Objectives
Operational Standards
Financial Analysis
Risks and Barriers



Metro/BTS



Q+A

