

TRANSPORTATION COMMITTEE REPORT relative to extending the Bikeshare Pilot Program for the City of Los Angeles.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. AUTHORIZE the General Manager, Los Angeles Department of Transportation (LADOT), to amend the Memorandum of Understanding (MOU) with the Los Angeles Metropolitan Transportation Authority (Metro) that dictates the terms of the Bikeshare Pilot Program.
2. EXTEND the Bikeshare Pilot Program MOU from the original two years to five years by adding an additional three years to the term.
3. TRANSFER and APPROPRIATE \$384,983 within the Measure R Local Return Fund No. 51Q from Account No. 94N482 (Bicycle Plan/Program) to Account No. 94MM02 (Bike Share Operations and Maintenance) for the additional bike share operations and maintenance costs supporting program expansion.
4. AUTHORIZE the General Manager, LADOT, to execute future MOU amendments for system efficiencies resulting in no net increase to program budget.
5. AUTHORIZE the City Administrative Officer (CAO) to make technical corrections as necessary to the transactions included in the October 27, 2016 LADOT report, attached to the Council file, to implement the Mayor and Council's intentions.

Fiscal Impact Statement: The LADOT reports that to date, \$3,214,489 has been appropriated for anticipated Bike Share Operations and Maintenance costs (\$875,811 in the Local Transportation Fund, \$203,898 in Measure R, and \$2,134,780 in Proposition A). Per the MOU (Contract No. C-127318) with the Metro, capital costs are split with the City paying 50 percent and Metro paying 50 percent. The net operating and maintenance costs are also split between the City and Metro with the City paying 65 percent and Metro paying 35 percent. The request of \$384,983 for Fiscal Year (FY) 2016-17 will cover the enhanced marketing expenses in Downtown Los Angeles and startup operation costs for West Los Angeles launch expected in summer 2017. These are conservative cost estimates as they assume 0 percent fare box recovery. Bike share programs around the United States, on average, recover 60 percent fare box revenues after launch and the expectation is that the system will move in this direction. User generated funds will be reinvested into operations and maintenance of the system. Funding beyond FY 2017-18 will be requested through the budget process.

Community Impact Statement: None submitted.

Summary:

On November 9, 2016, your Committee considered an October 27, 2016 relative to extending the Bikeshare Pilot Program for the City of Los Angeles. According to the LADOT, on August 18, 2014, the City and Metro were awarded the Metro Express Lanes Net Toll Reinvestment Grant to implement a bike share pilot program. The original grant application recommended 65 bike share stations in Downtown Los Angeles for a total cost of \$3,782,892. On April 16, 2015,

the City requested to rescope and reprogram former Community Redevelopment Agency projects Metro had for Projects F3510 and F5523 grants for a total cost of \$2,906,126. The total available funding \$6,689,018 was used to purchase a total of 82 stations.

The Bike Share Program launched in Downtown Los Angeles on July 7, 2016 with a total of 61. bike share stations installed to date, four additional stations will be installed in Downtown Los Angeles when the contractor returns to Los Angeles in July 2017. These four stations were not installed during the first installation phase due to conflicts with ongoing construction projects.

September 30, 2016, marked the end of the first quarter of program operations. In the first quarter, 2,000 annual, flex or monthly pass holders and 18,000 walk, up users patronized the system. During this period, over 56,000 rides were logged with an average utilization rate of one ride per bike per day. As of October 27, 2016, the number of rides has increased to over 70,000 cumulative. The first months of the Metro Bike Share program have shown steady growth and strong indication of overall program health.

The success of the Downtown Los Angeles launch and the program's popularity justify continuing bike share transportation services in Downtown Los Angeles as well as expanding the service to West Los Angeles communities. Program expansion to West Los Angeles was identified through Metro's Regional Bike Share Implementation Plan which identified bike share feasibility through an analysis of 'bikeshare readiness' factors. West Los Angeles ranked strongly due to the high densities, existing bikeway network, and community support for the program. For program expansion to West Los Angeles to be successful, it is necessary to work toward interoperability with Santa Monica's Hulu system, the system owned by the City of Santa Monica.

The Letter of Agreement between the City and Santa Monica signed on February 10, 2016, memorializes the efforts of both Cities to co-locate bike share stations where, appropriate once both systems are fully operational within adjacent Semite areas. On August 9, 2016, an MOU for the operations of bike share within the City was established between the City and Santa Monica allowing up to five stations from the City of Santa Monica system to be installed on City Right-Of-Way. Of the 82 bike share stations funded through the grant, 15 of these stations would be placed in West Los Angeles under the amended MOU, with an anticipated launch date in Summer 2017. Ten of these stations would be located around the Venice community with up to five stations in the City of Santa Monica. Station locations in the City of Santa Monica will be negotiated with City of Santa Monica staff to create a user-friendly system across jurisdictional lines with first/last mile connections to transit and key destinations. The increase in costs is associated with the geographical expansion of service area and not to the number of bike share stations.

In the future, LADOT is planning for expansion into additional neighborhoods. Bike share expansion to Hollywood will be funded through the Mobility Hubs Project with a tentative launch date of FY 2018-19. Expansion to USC and surrounding communities may be funded through a grant application submitted to the Active Transportation Program Cycle 3. Funding awards will be announced in winter 2017 with a tentative launch date of FY 2019-20.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of expanding the Bikeshare Pilot Program as detailed in the October 27, 2016 LADOT report and detailed in the above recommendations. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

TRANSPORTATION COMMITTEE

A handwritten signature in black ink, appearing to be 'MB', followed by a horizontal line extending to the right.

MEMBER VOTE

BONIN: YES

KORETZ: YES

HUIZAR: ABSENT

MARTINEZ: ABSENT

RYU: YES

ARL

11/9/16

-NOT OFFICIAL UNTIL COUNCIL ACTS-