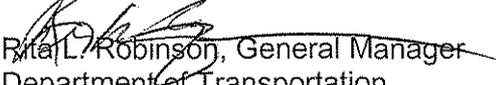


**CITY OF LOS ANGELES**  
INTERDEPARTMENTAL CORRESPONDENCE

Date: November 6, 2008

To: The Honorable City Council  
c/o City Clerk, Room 395, City Hall  
Attention: Honorable Wendy Greuel, Chair  
Transportation Committee

From:   
~~Rita L. Robinson, General Manager~~  
Department of Transportation

Subject: BICYCLE SHARING PROGRAM REQUEST FOR INFORMATION (RFI)  
CF-08-0253-08-2053

**SUMMARY**

The Department of Transportation (DOT) has drafted a Request for Information (RFI) to determine the interest in the feasibility of a public-private partnership to develop a Bicycle Sharing Program for the City of Los Angeles. The attached RFI would solicit responses from interested vendors and potential contractors that are already working on bike sharing projects or have an interest in providing these services to the City.

**RECOMMENDATION**

That the City Council:

1. APPROVE, in concept, the draft Request for Information (RFI) provided by DOT; and
2. AUTHORIZE DOT to issue the RFI and receive responses.

**DISCUSSION**

The concept of bicycle sharing programs has a long history in Europe beginning with the White Bike programs initiated in the Netherlands in 1966. In the United States, the Purple and Yellow free bike projects were implemented in Portland, Phoenix and Austin during the 1990's. While these programs failed largely due to theft and vandalism of the free bikes, recent programs with an automated component, available to citizens in the Netherlands and anyone with a credit card in Leon and Paris, France have been wildly successful with thousands of trips being taken annually using free to very low-cost bicycles available to the public via automated rental systems.

Currently, there are a number of privately-operated bike sharing programs available to employees of cities such as Madison, Santa Barbara, and Long Beach and to private employers like Good Samaritan Hospital. These programs vary from fleets of bicycles available for use by staff to fully automated systems that require membership, liability waivers, and promises of helmet use to utilize the shared bicycles. More recently, public programs in cities such as Leon, Paris, Montreal, and in the United States, (Washington, DC), have made international news. The French systems, which debuted as the *Velov* pilot project in Leon and was introduced in Paris as *Velib*, are now the models for successful bike sharing projects world wide.

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The *Velib* project was introduced in Paris in 2007 with 10,648 bicycles at 750 stations citywide. The program works much like a luggage cart rental at LAX: a credit card is swiped at the station and a bicycle is released to the user. The first hour is free, one Euro is charged for the first additional half-hour, two Euros for the second additional half-hour, and four Euros for the third additional half-hour. Memberships are also available in one day, one week, and annual increments. Memberships allow users to borrow bicycles as many times as desired during the membership period. Currently, the project consists of 20,600 bicycles at 1,451 stations. The project is staffed with 400 individuals who work for JC Decaux. As a public-private partnership, JC Decaux provides the system to Paris in exchange for exclusive advertising in the form of 1600 billboards.

Recently, there has been an interest in developing these sorts of projects in North America. In May of 2008, Washington, D.C. launched its *Smart Bike DC* project with 120 bicycles and plans to expand to 1,000 bicycles. A \$40 membership fee allows users to borrow bicycles for three-hour periods. The project is supported through an exclusive advertising arrangement with Clear Channel on the city's bus shelters. Also launched this year was the *BIXI* program, in Montreal, Canada with 40 bicycles and plans to expand to 2,400 bicycles by next spring. The \$15,000,000 project is funded and operated by Stationnement de Montreal, the company that manages the city's on street parking. The vendor is seeking to recoup its investment through the program's membership fees. Other programs being are being considered and development in North America includes Boston, Minneapolis/St. Paul, Toronto, and San Francisco, while New York City has put development plans for a project on hold.

To develop a project in the City of Los Angeles, the following will have to be addressed:

- If the project were to be developed as a public-private partnership in exchange for advertising space, the municipal code (LAMC 67.00) may have to be revised in order to provide a revenue stream for the project.
- While the California Vehicle Code (CVC), does not currently require the use of bicycle helmets by adults, many bicycle retailers and bicycle rental operators require the use of helmets by their customers in order to insulate them from potential liability associated with bicycle use.
- While the City is in the process of updating its Bicycle plan and the development of a bikeway network, the City still lacks a continuous network to accommodate bicycle use for the bike sharing program.
- Due to the size, scale, and lack of a city center, there may difficulty in determining where and how to allocate resources for the project without a significant investment in the project from inception

## **FISCAL IMPACT**

The fiscal impact of the RFI is unknown at this time. It is expected that the RFI process will provide DOT with additional information from the private sector regarding potential partnerships and the possibility of a revenue neutral project.

## **COORDINATION**

DOT has submitted the draft RFI to the Chief Legislative Analyst's and City Administrative Officer staff for review, comment, and concurrence.

# CITY OF LOS ANGELES

CALIFORNIA

Rita L. Robinson  
General Manager



ANTONIO VILLARAIGOSA  
MAYOR

## DEPARTMENT OF TRANSPORTATION

100 S. MAIN STREET, 10<sup>TH</sup> FLOOR  
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November 5, 2008

### REQUEST FOR INFORMATION PUBLIC BICYCLE-SHARING PROGRAM FOR LOS ANGELES

The City of Los Angeles' Department of Transportation (LADOT) is soliciting Letters of Interest (LOI) from bicycle vendors/manufacturers, public transportation contractors, advertising companies, or other entities interested in developing, installing, operating, and maintaining a bicycle-sharing program for the City of Los Angeles.

This document is a direct solicitation of companies involved with, or who have an interest in, the development of an electronic, self-serve, bicycle-sharing program. The goal of this solicitation is to determine the feasibility of implementing such a program in Los Angeles and gain a better understanding of the number and type of companies that would be interested in the operation and maintenance of a project in the City.

#### **Disclaimer**

LADOT will evaluate the Letters of Interest received in response to this solicitation and may recommend that the City Council authorize the implementation of a bicycle sharing program in the City at various locations.

Since this solicitation is not a Request for Proposals, no commitments are required of either party; and respondents are not to construe this process as a commitment by the City to award a contract(s). The City is not liable for any cost(s) incurred by any party for the preparation and submission of responses to this solicitation. All materials submitted in response to this solicitation will become the property of the City of Los Angeles.

#### **Background**

The LADOT has been implementing projects throughout the City of Los Angeles to support and encourage the use of the bicycle for transportation. As car-sharing programs have been introduced throughout the region, with the operators owning and insuring their own vehicles, bicycle-sharing programs have been implemented in various cities throughout the world, most notably the Velib' program in Paris and Leon, France.

In an effort to encourage the use of bicycles for short trips, the City seeks to investigate the feasibility of developing such a program in Los Angeles, as well as the interest and ability of private partners to own and operate a program in the City. LADOT is only interested in receiving LOIs from potential operators who will be able to comply with the City's 1022 Charter Requirements (see attachment).

#### **Solicitation of Letters of Interest**

Interested parties are invited to submit a Letter of Interest in response to this solicitation describing how a bike-sharing program might be implemented, operated, and maintained in

the City. This response should include the following information:

- (a) Indication of the party's interest in owning, operating, and maintaining the program including bicycles, stations, and any associated equipment for the City of Los Angeles.
- (b) Information concerning the party's qualifications and ability to operate and maintain a bicycle-sharing program including: outreach to the public, management, and administration of program users, operation and maintenance of program equipment.
- (c) References for the responding party and past organizational history with similar projects or programs.
- (d) The name and contact information of an authorized representative of the responding party, including telephone number(s), mailing and e-mail addresses.

### **Evaluation Process**

LADOT will review the LOI's received in response to this solicitation and identify the best response for the potential development and implementation of a Los Angeles bicycle-sharing program. The City reserves the right to award an exclusive contract to a single vendor based upon the number of qualified LOI's it receives.

Once a potential vendor been identified, LADOT may present a report to the City Council seeking their concurrence and support in proceeding with the project and authorization to negotiate an agreement to move forward with a pilot project.

### **Questions**

Questions regarding this solicitation shall be submitted to Michelle Mowery at [michelle.mowery@lacity.org](mailto:michelle.mowery@lacity.org). Ms. Mowery should not be contacted by telephone or in person with regard to this solicitation. All questions must be submitted via e-mail prior to **5:00 PM PST on Monday, January 28, 2009**. LADOT reserves the right to combine and re-phrase like questions into a single question with an appropriate response to be provided to all parties who received this direct solicitation.

### **Submission Date**

In order to give fair consideration to all responses and render the findings from this solicitation in a timely manner, the interested parties shall submit their Letter of Interest so that it is **received at the address below no later than 5:00 PM PST on Thursday, \_\_\_\_\_, 2008/9**. All responses shall include three (3) copies and one (1) compact disc (CD-ROM) containing all documents in a PC-compatible Adobe Acrobat or Microsoft Office document format. This package shall be submitted in a white, three ring binder and delivered to the following address:

CITY OF LOS ANGELES  
Department of Transportation  
Bicycle Planning and Programming  
100 South Main Street, 9<sup>th</sup> Floor  
Los Angeles, California 90012  
Attention: Michelle Mowery

Attachment