

TRANSPORTATION COMMITTEE REPORT relative to the status of the Bike Share Pilot Program and a Memorandum of Understanding (MOU) with the Los Angeles County Metropolitan Transportation Authority (Metro) to expand the program to Hollywood.

Recommendations for Council action:

1. AUTHORIZE the General Manager, Los Angeles Department of Transportation (LADOT), to amend the MOU with Metro that dictates the terms of the Bike Share Pilot Program.
2. APPROVE the expansion of the Metro Bike Share Pilot Program into Hollywood.
3. DIRECT the LADOT to develop and execute a scope of work to evaluate the program and make recommendations on the program including areas around expansion, pricing, equity, and new technology.

Fiscal Impact Statement: The LADOT reports that the City and Metro split the capital costs for expansion with each party paying 50 percent, pursuant to the terms of the MOU. Net operating and maintenance costs for the expansion will be paid by the City of Los Angeles (65 percent) and Metro (35 percent).

Community Impact Statement: None submitted.

SUMMARY

In a report to Council dated December 5, 2019, LADOT discusses the status of the Bike Share Pilot Program and recommends approval of an MOU with Metro to expand the program to Hollywood. The proposed expansion will repurpose equipment from the Port of Los Angeles' relinquished system and incur no new capital costs. The Hollywood expansion will provide service to high density neighborhoods adjacent to existing service areas and key destinations while increasing the existing footprint.

LADOT and Metro launched the Bike Share Pilot Program in Downtown Los Angeles on July 7, 2016. As of November 2019, there are nearly 180 Metro Bike Stations located in the Westside, Central, and Downtown Los Angeles service areas. In August, 2019, Metro Bike Share launched in North Hollywood and has grown to 18 stations featuring Smart Metro Bikes bringing the total fleet to over 1,900 bikes throughout the City.

LADOT goes on to report that continued expansion through 2020 will bring the Metro Bike Share fleet to approximately 3,000 bikes, including electric and smart bikes, and over 250 stations. Program highlights include: 883,000 rider trips, 74,556 passes sold, 2,680,899 miles traveled, 2,546,854 emissions reduced.

According to LADOT, Metro Bike Share is the most affordable micromobility option in Los Angeles. For example, where a 30 minute Metro Bike Share ride will cost up to \$2.75, private micromobility operators charge between \$9.70 and \$11.50 for the same time period. This fact underscores the importance of a publicly funded system to provide an affordable micromobility option. Metro Bike Share also offers reduced fare rates for the 30-Day and 365-Day passes to

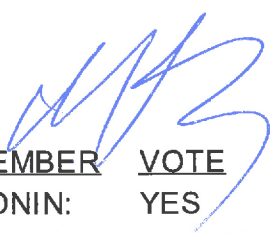
seniors (62+), persons with disabilities, college/vocational students, and K-12 students (must be 16+ to ride Metro Bike Share). Reduced fare passes accounted for 11 percent of 30-Day Passes and 50 percent of 365-Day Passes sold during this period.

LADOT further reports that program data indicates ridership fluctuates seasonally, with highs in the summer and fall months, and lows in winter and spring, but has shown overall growth annually as the system expands. The Department's report goes on to cover program innovations such as Transit Access Pass fee integration, a new mobile app, smart and electric bikes, and the loss of program bikes.

At its meeting held December 11, 2019, the Transportation Committee recommended that Council approve LADOT's recommendations relative to the status and expansion of the City's Bike Share Pilot Program with Metro.

Respectfully Submitted,

TRANSPORTATION COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
BONIN:	YES
MARTINEZ:	ABSENT
KORETZ:	YES

jaw

-NOT OFFICIAL UNTIL COUNCIL ACTS-