



Board Report

File #: 2017-0892, **File Type:** Oral Report / Presentation

Agenda Number: 18.

**PLANNING AND PROGRAMMING COMMITTEE
FEBRUARY 14, 2018**

SUBJECT: METRO BIKE SHARE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral status update on Metro Bike Share.

DISCUSSION

Background

At the January 2014 meeting, the Board Motion 58 authorized the CEO to procure, contract, and administrate a bike share program. The Metro Bike Share system opened on July 17, 2016 in downtown Los Angeles. Phase II expansion was implemented in summer 2017 to Pasadena, Port of Los Angeles and Venice. The system currently operates with approximately 120 stations and a fleet of 1,400 bicycles. Table 1 below provides details by service area.

**Table 1 Metro Bike Share
Service Areas and Fleet**

	Launch Date	Fleet Size
Downtown Los Angeles	July 7, 2016	61 Stations 700 Bicycles
Pasadena	July 14, 2017	34 Stations 375 Bicycles
Port of Los Angeles	July 31, 2017	13 Stations 130 Bicycles
Venice	September 7, 2017	15 Stations 150 Bicycles

➤ *Key Performance Metrics*

**Table 2 Metro Bike Share Connections to Transit
(2017 Annual Survey Results)**

Municipal Bus	14%
Metro Bus	26%
Metro Rail	51%
Metrolink	10%
Amtrak	2%
Inter-City Bus (Bolt, MegaBus)	1%
Did not connect to transit	40%

Table 3 YTD FY18 Ridership

	Regional	DTLA	Pasadena	Port of Los Angeles	Venice
Total Rides	143,506	98,811	23,269	4,188	16,878
Rides/Bike/Day	.67	.78	.48	.22	1.03

Table 4 YTD FY18 Rides by Pass Type

	Regional		DTLA		Pasadena		Port of LA		Venice	
Monthly Pass	81,815	57%	62,743	64%	15,099	64%	1,230	31%	2,743	16%
Flex Pass	5,735	4%	4,883	5%	670	3%	71	2%	111	1%
Walk-Up	43,927	31%	22,878	23%	7,241	31%	2,572	65%	11,236	67%
One-Day Pass	5,935	4%	2,888	3%	292	1%	80	2%	2,675	16%
Business Pass (Gold)	4,121	3%	4,025	4%	55	0.23%	14	0.35%	27	0.16%
Business Pass (Silver)	83	0.06%	83	0.08%	-	0.00%	-	0.00%	-	0.00%
Business Pass (Bronze)	696	0.49%	613	0.62%	79	0.34%	-	0.00%	4	0.02%
Total	142,312	100%	98,113	100%	23,436	100%	3,967	100%	16,796	100%

**Table 5 Promotional Passes
(Launched in Fall 2017)**

Promotion	Total Rides/Passes
\$2 Tuesday	580 rides
Day Pass	3,081 passes

Table 6 System-wide Revenues by Pass Type

Pass Type	Revenue	% of Total
Business Pass (Bronze) Employer	\$0.00	0%
Business Pass (Gold) Employer	\$9,868.50	2%
Business Pass (Silver) Employer	\$0.00	0%
Business Pass (Bronze) Employee	\$684.00	0.19%
Business Pass (Gold) Employee	\$0.00	0%
Business Pass (Silver) Employee	\$123.00	0.03%
Flex Pass	\$33,087.00	9%
Monthly Pass	\$140,491.75	40%
One-Day Pass	\$22,505.50	6%
Walk-up sales	\$148,340.75	42%
Total Pass Revenues	\$355,100.50	100%
Regional Farebox Recovery	13%	

FY18 Q2 Passholder Demographics Summary (does not include walkup and day pass users)

- **Gender**
 - No Response 60%
 - Male 22%
 - Female 15%
 - Other 3%
- **Age**
 - No Response 33%
 - 30-39 Y.O. 24%
 - 20-29 Y.O. 17%
 - 40-49 Y.O. 13%
 - 50-59 Y.O. 10%
 - Other age groups less than 10%
- **Ethnicity**
 - Caucasian/White 53%
 - Hispanic/Latino 20%
 - Asian/Pacific Islander 16%
 - Other ethnicity groups less than 10%
- **Income**
 - No Response 51%
 - Greater than \$95,000 27%
 - \$70,000-\$95,000 7%
 - Other income groups less than 5%

➤ *Evaluation Actions Underway to Further Improve Performance*

1. Existing Station Review: Station performance will be analyzed. Underutilized stations

- will be relocated to optimize the system network and provide enhanced service to patrons.
2. User Feedback: The first annual survey was issued in November 2017. Results will help understand the user experience and preferences to support future program adjustments tailored to patron needs.
 3. Marketing: Several initiatives are designed to promote system use:
 - a. Station Activations - the Metro Bike Share Street Team provides outreach, education, and pass sales
 - b. Monthly Newsletter - engages readers with upcoming events, promotions, and system updates
 - c. Monthly Member Spotlight - feature newsletter article on a selected member
 - d. Virtual Kiosks - deployed at large events to make bike share convenient to attendees and provide program education
 - e. Group Rides - bicycles and ride leaders at events and as bike share system tours to introduce riders to the program and familiarize them with the equipment
 - f. Bike Share for Business - discounted monthly passes for businesses

➤ *New Technology*

The Metro Bike Share Program anticipates the introduction of “smart bike” technology into the fleet in 2018. This type of bike provides flexibility for users to begin and/or end their trip outside of a bike share station/hub area. The bike may be checked out using a TAP card, small user panel on the bike, or with a smartphone and provides the opportunity to offer per minute pricing. The Metro Bike Share fleet will include a mix of the original “smart dock” and the new “smart bike” equipment.

➤ *Update on Partner Workshop (January 30, 2017)*

A workshop is planned with existing Metro Bike Share partners to discuss system performance, fare restructuring, expansion plans, and bicycle infrastructure.

Next Steps


Environmental and Title VI analyses for near term Metro Bike Share expansion areas are currently underway. At the March 2018 Board Meeting, staff will request adoption of the analyses findings along with a request to authorize staff recommendations for Phase III Metro Bike Share system expansion.

Prepared by: Jenny Cristales-Cevallos, Principal Transportation Planner, Countywide Planning & Development (213) 418-3026
Basilia Yim, Manager, Transportation Planning, Countywide Planning & Development, (213) 922-4063

Dolores Roybal-Saltarelli, Senior Director, Countywide Planning & Development, (213) 922-3024

Frank Ching, DEO, Countywide Planning & Development, (213) 922-3033

Reviewed by: Therese W. McMillan, Chief Planning Officer, (213) 922-7077



Phillip A. Washington
Chief Executive Officer

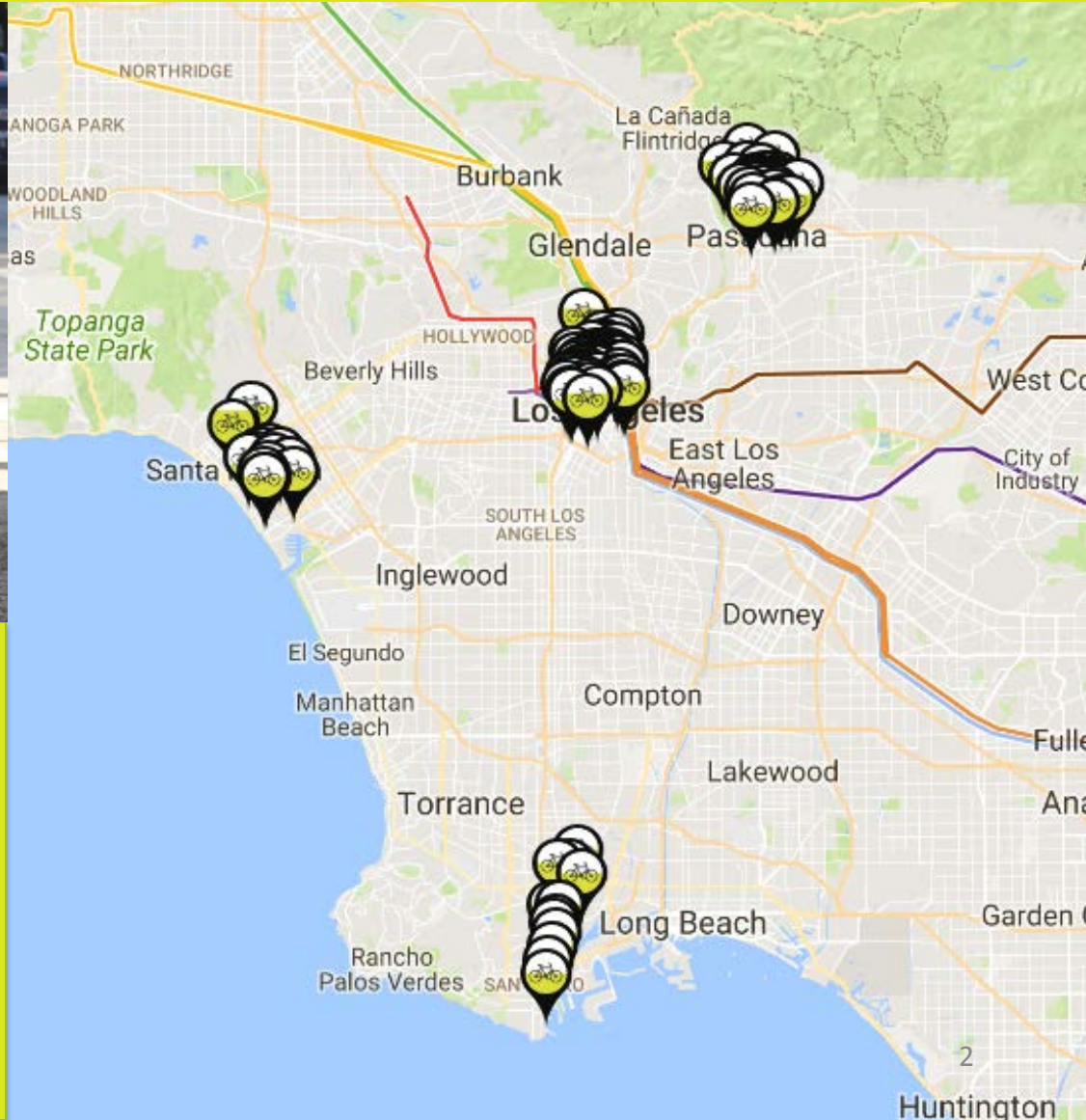


Planning and Programming Committee
February 14, 2018
Legistar File 2017-0892

February 2018 Program Update

DTLA, Pasadena, Port & Venice

120 Stations / 1,400 bicycles



DTLA - launched July 7, 2016

61 Stations

Pasadena – launched July 14, 2017

34 Stations

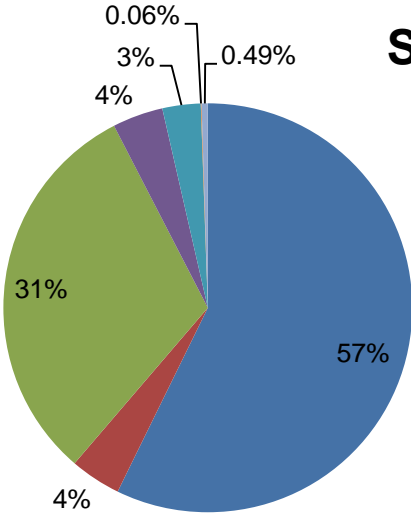
Port of LA- launched July 31, 2017

13 Stations

Venice- launched September 7, 2017

15 Stations

Who are our riders?



Systemwide

- Monthly Pass
- Flex Pass
- Walk-Up
- One-Day Pass
- Business Pass (Gold)
- Business Pass (Silver)
- Business Pass (Bronze)



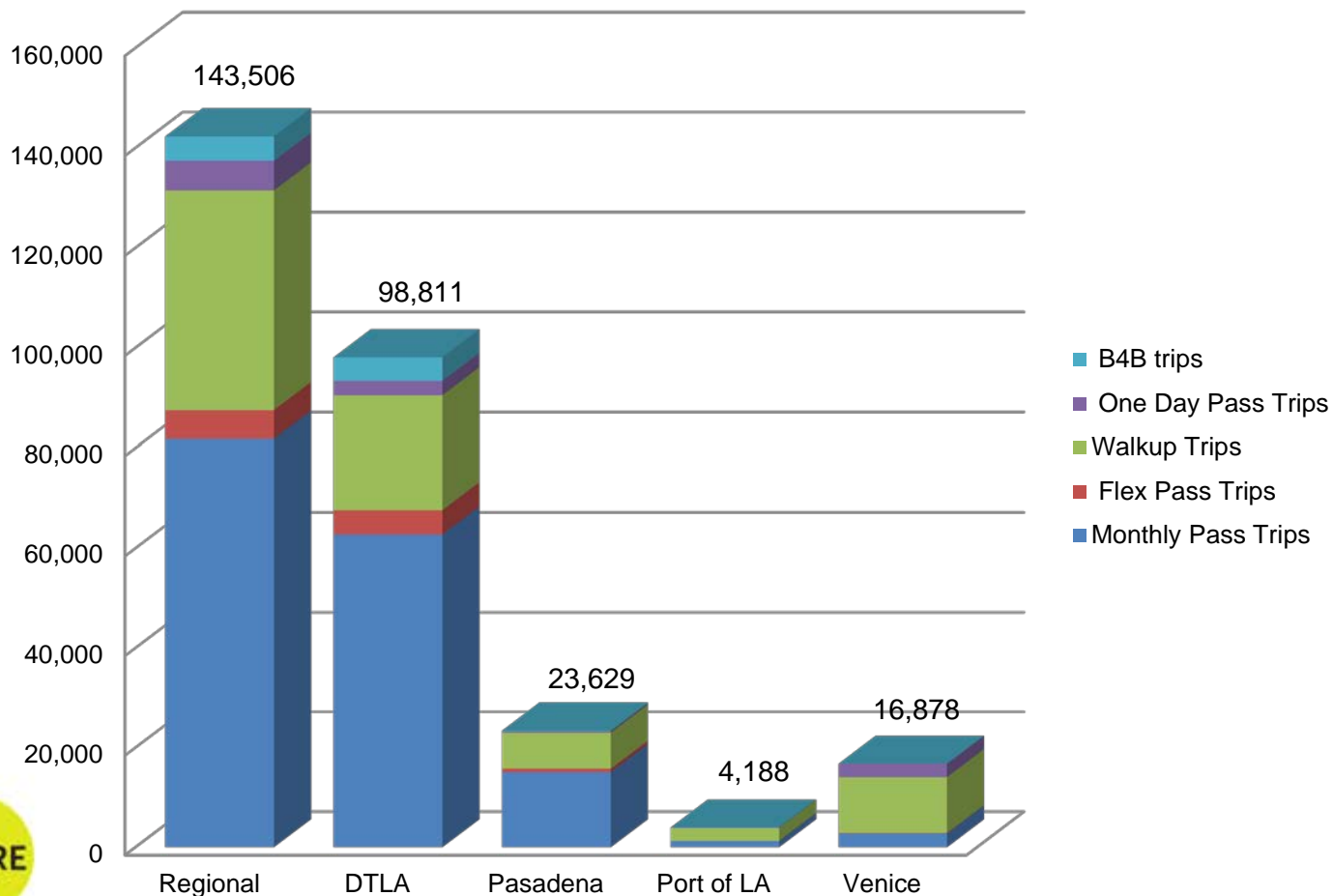
60% of all bike share trips connect to bus or rail

DTLA, Pasadena, Port of Los Angeles and Venice

Total number of rides since launch 2016:

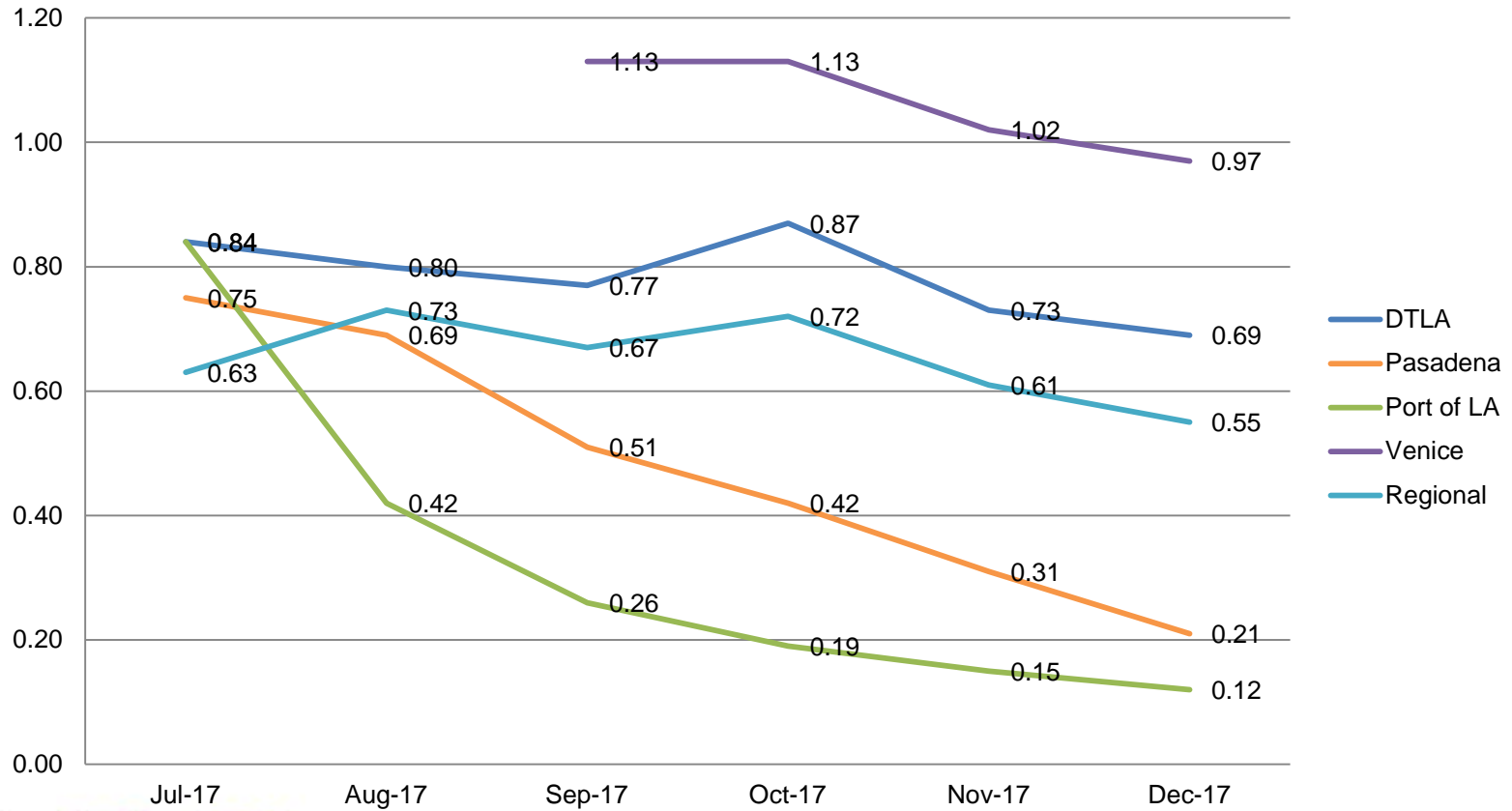
349,830

Total Number of Rides FY 2017



Systemwide Ridership Overview

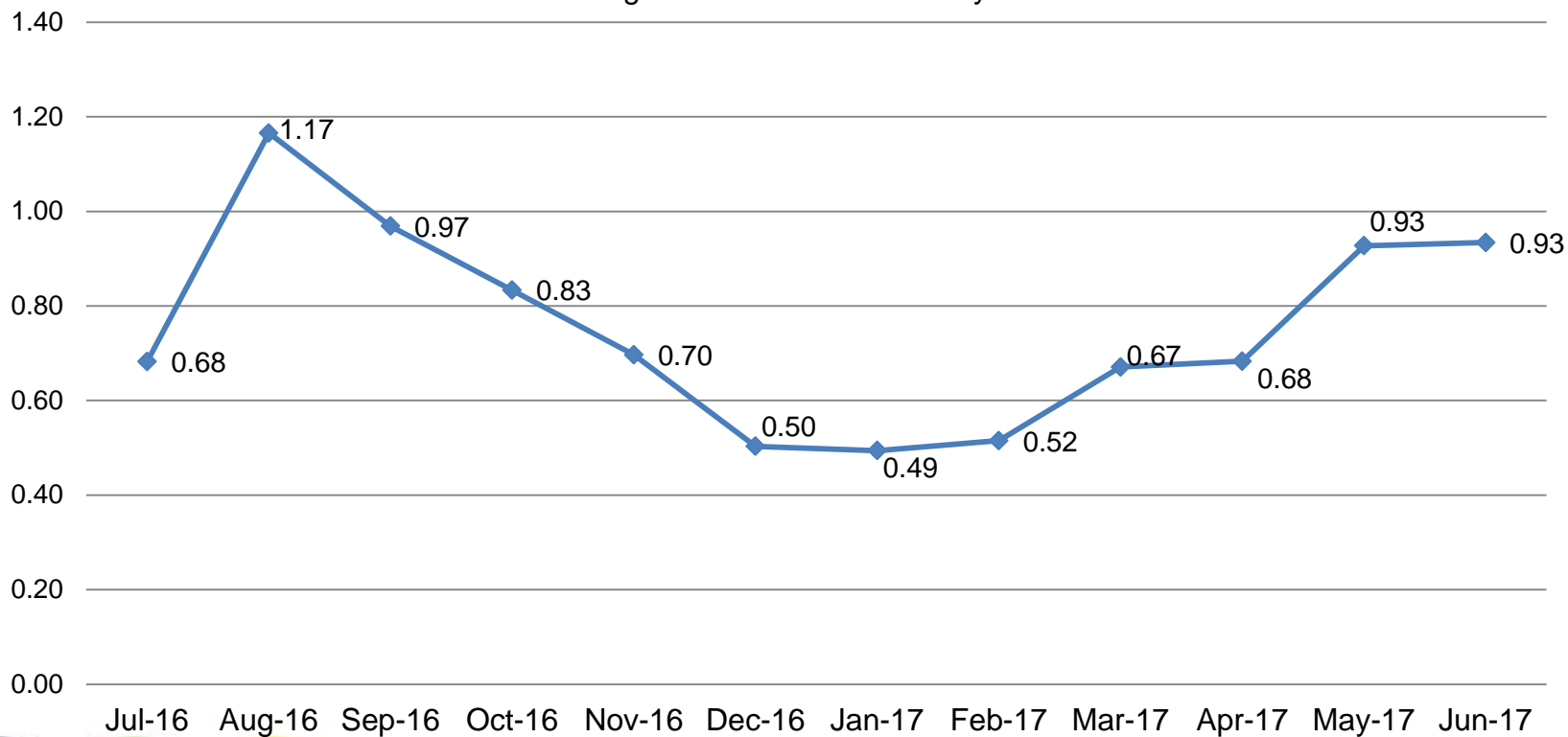
Rides/Bike/Day FY 2017



DTLA FY17 Overview

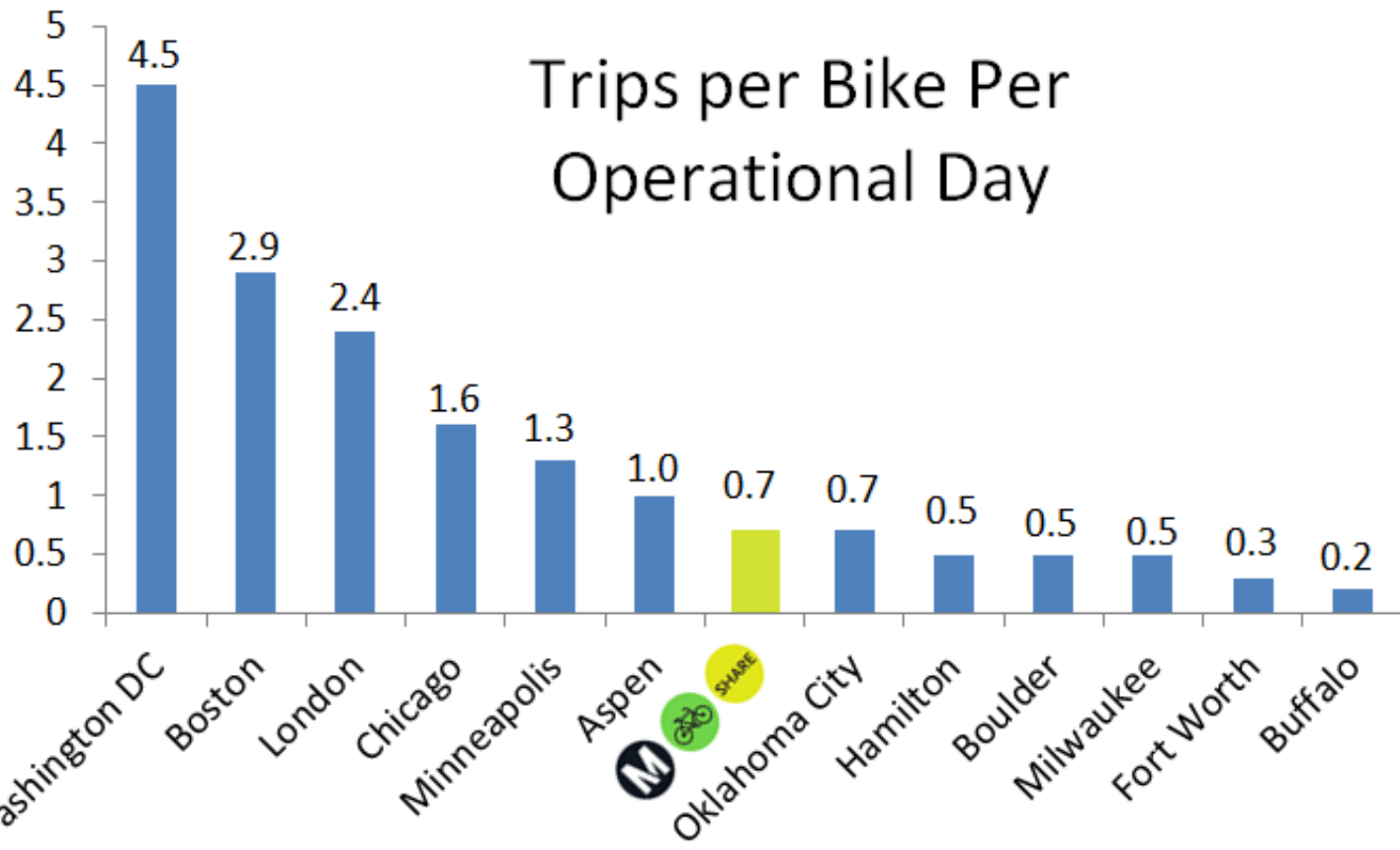
Total Rides FY 2017: 184,144

Average Rides Per Bike Per Day



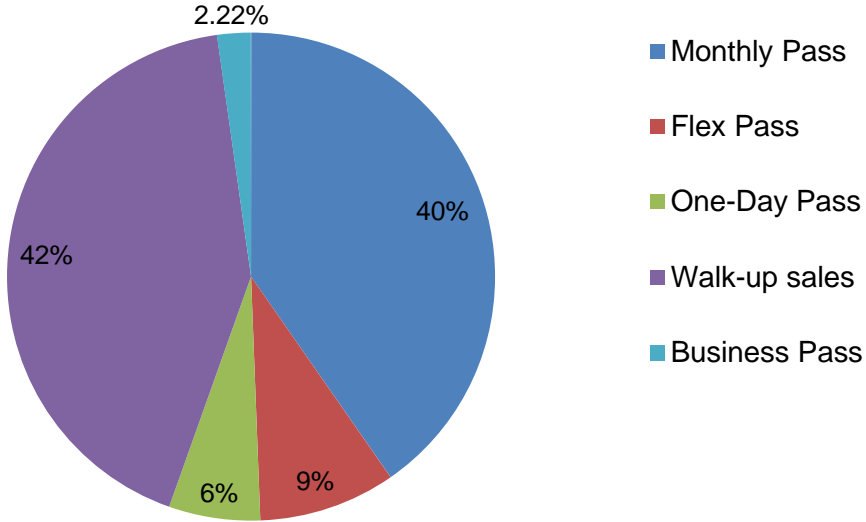
— Average rides per bike per day

System Comparison



Revenues by Pass Type

Total Pass Revenue



Pass Type	FY18 Revenue
Business Pass	\$10,675.50
Flex Pass	\$33,087.00
Monthly Pass	\$140,491.75
One-Day Pass	\$22,505.50
Walk-up sales	\$148,340.75
Total Pass Revenues	\$355,100.50
Usage Fees	\$159,868.05
Total Gross Revenues	\$514,968.55

Regional Fare Box Recovery: 13%



What do our riders want?

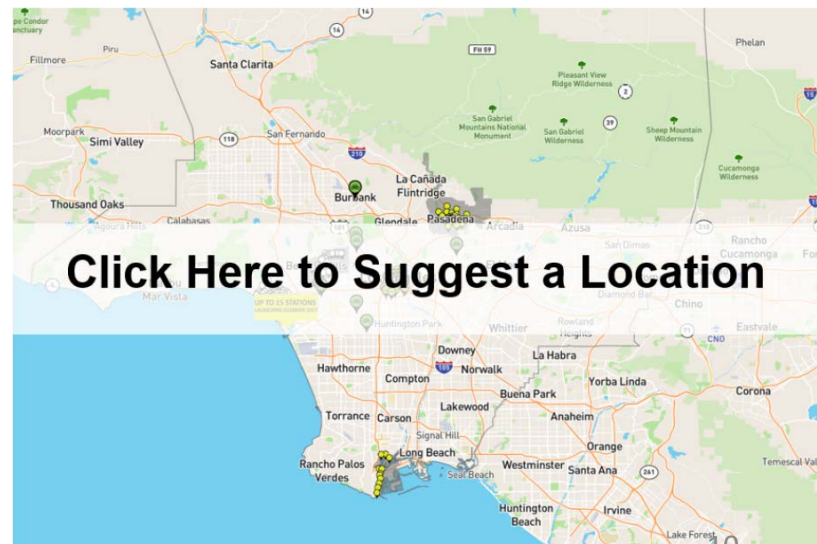
December 2017 user survey findings:

- **46%** wanted TAP integration – as a payment solution
- **35%** wanted to a smart bike option and/or electric/pedal assist
- **40%** wanted to see a change in fare structure
- **43%** wanted Metro Bike Share expanded to their neighborhood



Enhancing System Performance

- User Feedback
 - TAP Integration
 - Smart bikes & E-bikes
 - Fare Structure
 - System Expansion
- Relocate stations
- Marketing Efforts



Next Steps

- Establish a New Business Plan
 - Fare Restructure Survey and Proposal
 - Marketing and Outreach
 - Performance Measures
 - Cost Analysis
- March Board Meeting
 - Review Environmental Clearance and Title VI/Environmental Justice Analysis for Expansion
- April Board Meeting
 - Phase III Expansion

