


**WESTSIDE CITIES**

- BEVERLY HILLS
- CULVER CITY
- LOS ANGELES
- SANTA MONICA
- WEST HOLLYWOOD
- COUNTY OF LOS ANGELES

**DATE: MARCH 15, 2012**

**TO: CHAIR AND MEMBERS OF THE GOVERNING BOARD,  
WESTSIDE CITIES COUNCIL OF GOVERNMENTS**

**FROM: MARIA RYCHLICKI, EXECUTIVE DIRECTOR  
STAFF AD HOC BYCLE PROGRAMS COMMITTEE**

**SUBJECT: COG BICYCLE SHARING PROGRAM UPDATE**

**INTRODUCTION**

Regional Bicycle Sharing programs are experiencing increasing local and national attention. The City of Santa Monica has received a SCAG grant and plans to create a group in March 2012 to address local issues related to bicycle sharing and, by fall of 2012, to develop a plan for implementation. The grant will fund the purchase of 250 bikes for placement at 25 locations. Santa Monica Board members will brief the COG on issues, and staff will assist cities in the identification of issues and necessary actions, share technical information and work towards an implementation program that is coordinated with METRO's program and could be joined by any or all COG jurisdictions as implementation resources are identified.

**DISCUSSION**

The COG's staff Ad Hoc Bicycle Safety Awareness Committee has expanded its scope to work with Santa Monica and ensure that all member jurisdictions are current on the status of their respective programs. It is possible that the grant, originally scheduled for distribution in 2016, may be distributed in this coming fiscal year. The grant will fund the purchase of 250 bikes for placement in 25 locations. Santa Monica's program will identify locations, strategies for advertising, different funding models for operation, and procure the operator.

There are different funding models for the different programs. Some are covered by membership and usage charges; others are funded partially or totally by advertising.

The City of West Hollywood has been approached by an operator to install a one-to-two year pilot Bicycle Sharing Program in West Hollywood at no cost to the city. It would be funded completely by advertising. COG jurisdictions have different regulations with respect to off-site advertising. West Hollywood, however, has limited restrictions and appears that it might be an ideal pilot location for this model. West Hollywood is continuing to obtain additional information to evaluate the feasibility of this proposed pilot program.

Staff agrees that it is possible that any contract entered into by any jurisdiction can include a "Me too"-type clause to allow for compatibility of many program aspects, including procurement, bicycle drop-off/pick-up arrangements, fare structures, membership rates, etc.

**NEXT STEPS**

No action is needed at this time. Staff will continue to meet or conference call as appropriate and provide updates to the Board as needed.