



January 21, 2014

Metro Board of Directors  
One Gateway Plaza, 3rd Floor  
Los Angeles, CA 90012-2952

Dear Honorable members of the Metro Board:

On behalf of active transportation proponents and bicycle enthusiasts in and around Beverly Hills, I want to pledge support for a bike share system for Los Angeles County. Metro's support for a uniform and extensible system is just the push that we need to make cycling a convenient transportation choice in our region. It is the perfect complement to our significant public investment in public transit here on the congested Westside.

There are many benefits. A bike share system will encourage travelers to get in the saddle for short trips, thereby reducing congestion and greenhouse gas emissions. For commuters, bike share solves the 'last mile' problem by providing a convenient ride from station to workplace. And not least, bike share is institutional acknowledgement that new values today shape mobility choices.

But there is another reason to support bike share: it is an incentive to increase road safety for riders. For example, my own city of Beverly Hills doesn't take multimodal mobility seriously. Beyond a few blocks of bike lane & sharrows we have no bike routes. Few signs alert motorists to the presence of cyclists. Our bike plan dates to 1977! Even our own officials concede that riding a bicycle in Beverly Hills is dangerous and foolhardy.

A regional bike share system may be the necessary incentive our policymakers need to recognize that cycling is a legitimate means of transportation. We need that incentive: I organized Better Bike four years ago to make change, but my effort to secure bike-friendly facilities has largely failed. My latest campaign to create class II bicycle lanes on North Santa Monica Boulevard faces long odds.

I hope that the Metro Board gets behind bike share because it's not simply about enhancing active transportation opportunities. That is important. But we also need Metro to continue to lead our region into a multimodal mobility future. Should bike share put pressure on local policymakers to make our streets safe for everyone who chooses to ride a bicycle, I'll call that an added bonus!

Sincerely,

**Better Bike**

Mark Elliot, Organizer  
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