



CITY OF BEVERLY HILLS
PUBLIC WORKS DEPARTMENT
TRAFFIC AND PARKING COMMISSION

TO: Traffic and Parking Commission

FROM: Martha Eros, Transportation Planner
Christian Vasquez, Transportation Planning Analyst

DATE: June 3, 2021

SUBJECT: Bike Share Options

ATTACHMENTS: A. Matrix of Bike Share Programs in Neighboring Cities
B. Beverly Hills Bike Share Data

RECOMMENDATION

Staff recommends that the Traffic and Parking Commission (TPC) make a recommendation to the City Council to allow the current contract to expire on August 4, 2021 and direct staff to conduct a Request for Proposals vendor selection process for a new bike share program.

Alternatively, the TPC may recommend that the City Council approve a six-month contract extension with the current vendor to maintain continuity of the bike share program during the RFP selection process.

Staff plans to forward the TPC's recommendation to City Council at a meeting in July 2021.

INTRODUCTION

This report provides an update on the Beverly Hills Bike Share program and the status of bike share/shared mobility programs from neighboring jurisdictions. The current agreement with Cyclehop, LLC (Cyclehop), the City's current bike share operator, expires on August 4, 2021. Staff seeks the Traffic and Parking Commission's recommendation on the direction of the City's bike share program.

BACKGROUND

In May 2016, the City of Beverly Hills was the second city in Los Angeles County to implement a bike share program with a fleet of 50 smart bicycles distributed among 10 bike share stations. Prior to launching the bike share program, City staff and the current bike share operator, Cyclehop, evaluated more than 30 locations citywide for potential bike share stations. The City installed 10 bike share stations despite facing challenges, including opposition by adjacent property owners, lack of public right-of-way, and conflict with existing sidewalk furniture.

The City recognized economies of scale by collaborating with the Santa Monica *Breeze* (500 bike) system for the purchase of equipment and the operation and maintenance of the Beverly Hills Bike Share system.

In April 2019, Beverly Hills Bike Share joined the City of Santa Monica, City of West Hollywood, and the University of California, Los Angeles (UCLA) to launch the regional Bike Share Connect

bike share network. Beverly Hills, Santa Monica, West Hollywood and UCLA bike share systems integrated into a combined service area, gave users equal access to all bikes throughout the service area with a single membership, and improved the user experience by allowing users to travel between jurisdictions without incurring additional fees.

On July 16, 2019, the City Council approved a two-year extension to the City's agreement with Cyclehop. There were no changes to the contract terms or costs. The current agreement with Cyclehop expires on August 4, 2021.

In April 2020 at the start of the COVID-19 Safer at Home Order, the Beverly Hills Bike Share Program, along with Santa Monica Breeze, began offering free use of the system to ensure the availability of reliable alternate transportation options in the City. Currently, new and existing Beverly Hills Bike Share members may check out a bike via an app and ride free 90 minutes per trip with an unlimited number of trips per day; out-of-hub and out-of-system area fees still apply. The free rides program was promoted on the City's website, the Bike Share Connect social media account, and e-blasts to all subscribers.

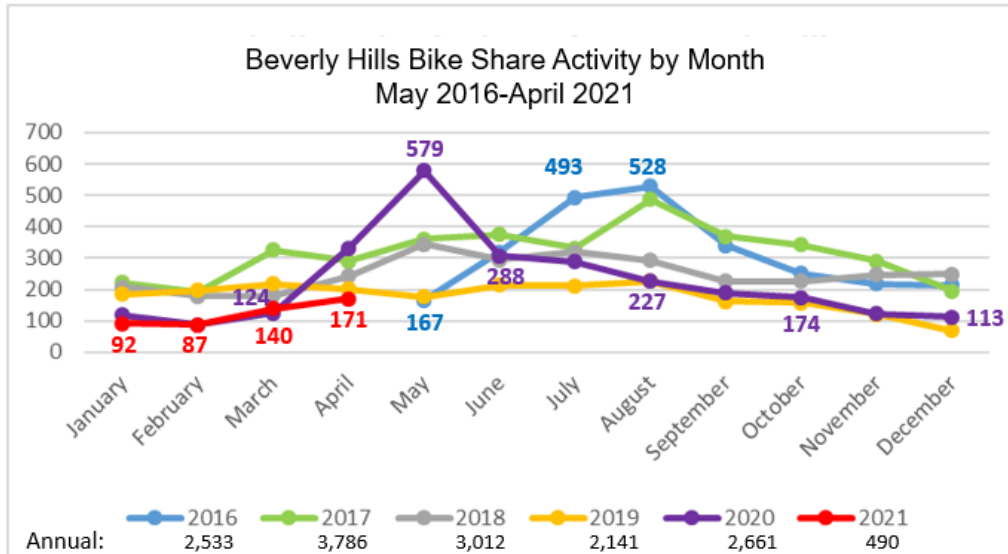
As of December 1, 2020, Beverly Hills is the only remaining Bike Share Connect partner operating in the immediate area. The City of Santa Monica retired their bike share program in November 2020 due to financial constraints caused by COVID-19. UCLA discontinued their bike share program in June 2020 due to budget cuts and low performance, and the City of West Hollywood discontinued their *WeHo Pedals* bike share program in August 2019 due to low performance. Beverly Hills Bike Share bikes may continue to park and operate in Santa Monica, West Hollywood and UCLA. The Beverly Hills Bike Share fleet will continue to be collected and redistributed at existing Beverly Hills stations and may not be regularly available for checkout in the other jurisdictions.

DISCUSSION

Below is a brief summary of Beverly Hills Bike Share activity.

Ridership

Below is a chart showing the monthly activity for the Beverly Hills Bike Share system from May 2016 to April 2021. Beverly Hills Bikes Share activity was at its highest in 2017 and gradually decline in 2018. A potential factor to the decline in ridership is the proliferation of other shared mobility devices (i.e., e-scooters) that emerged in 2018.



There was a significant increase in ridership in from April to June 2020. Staff believes this was due to the free rides program promoted during the COVID-19 pandemic. The program recorded a 67% increase in single trip activity from March 2020 to May 2020, with ridership declining/stabbling to pre-pandemic levels in July 2020. Staff speculates individuals may have invested in personal equipment after experiencing and enjoying cycling during the initial phase of the pandemic.

Below is a summary of active members in the Beverly Hills Bike Share system. Active members are those that rented a bike between January 1, 2021 and May 15, 2021.

Plan Type	Total Active Members (Rented between Jan. 1, 2021 to May 15, 2021)	# of Active Members Registered with Beverly Hills Address
Annual	1	1
Monthly	0	0
Academic	1	0
Pay As You Go	211	27

Stations

Below is a table of the Beverly Hills Bike Share stations with average monthly activity (bikes picked up and dropped off per month) from January 2020 to April 2021. The top most utilized station is the 3rd Street/Maple Drive station. The Wilshire Blvd/Beverly Drive station was removed in September 2019 due to Metro subway construction; per the October 2019 minutes, the TPC tabled the relocation of the station.

Station hubs located adjacent to residential streets blocks experienced the highest increase in activity during the early phase of the Safer At Home Oder. The La Peer/Olympic station experienced an 80% increase (from 12 to 105 single trips) from March 2020 to May 2020 and Third/Maple with 89% increased activity (from 30 to 153 single trips).

Station Location	Average Monthly Activity January 2020 to April 2021
N. Camden Dr. / S. Santa Monica Bl.	31
Third St. / Maple Dr.	86
S. Santa Monica Bl. / Wilshire Bl.	28
Crescent Dr. / S. Santa Monica Bl.	41
Wilshire Bl. / Beverly Dr.	removed
S. Beverly Dr. / Gregory Way	34
Wilshire Bl. / Doheny Dr.	34
La Peer Dr. / Olympic Bl.	50
La Cienega Tennis Center	41
Civic Center Dr. / Burton Way	16

Cost and Revenue

The annual operation cost of the bike share program is funded with Measure R transportation funds; General Fund dollars are not appropriated towards the operation, maintenance (nor the initial investment in equipment) of the bike share program. The monthly operations cost for the system is \$9,125.00 for a total annual operating cost of \$109,500.00 for the 50 bike system. Below is a table summarizing the annual operation costs and revenue of the City's bike share system:

	2017	2018*	2019	2020
Operation Cost	\$ 109,500	\$ 109,500	\$ 109,500	\$ 105,850
Revenue**	\$ 20,146.88	\$ 20,602.32	\$ 19,687.41	\$ 8,484.63
Subsidy	\$ 89,353.12	\$ 88,897.68	\$ 89,812.59	\$ 97,365.37
Annual Trips	3,786	3,012	2,141	2,661
Cost per Trip	\$ 28.92	\$ 36.35	\$ 51.14	\$ 39.78
Avg. Subsidy per Trip	\$ 23.60	\$ 29.51	\$ 41.95	\$ 36.59

*Beverly Hills Bike Share became a part of Bike Share Connect in April 2018

**Revenue generated from memberships, per-minute trip charges, and fees.

Neighboring Jurisdictions

City of West Hollywood

On August 31, 2019, the City of West Hollywood discontinued their *WeHo Pedals* bike share program with Cyclehop due to low performance. In December 2018, the West Hollywood City Council directed staff to develop an 18-month pilot program to permit one private company to operate a limited number of dockless electric bikes¹ or "e-bikes" in West Hollywood.

West Hollywood released a Call for Applications (CFA) for a dockless electric bike program in May 2019, but did not receive any proposals by the deadline. The City re-issued the CFA with

¹ California Vehicle Code (section 312.5) definition of electric bicycles:

(a) An "electric bicycle" is a bicycle equipped with fully operable pedals and an electric motor of less than 750 watts.

(1) A "class 1 electric bicycle," or "low-speed pedal-assisted electric bicycle," is a bicycle equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to provide assistance when the bicycle reaches the speed of 20 miles per hour.

(2) A "class 2 electric bicycle," or "low-speed throttle-assisted electric bicycle," is a bicycle equipped with a motor that may be used exclusively to propel the bicycle, and that is not capable of providing assistance when the bicycle reaches the speed of 20 miles per hour.

amended permit fees in August 2019. The City received proposals from four shared mobility companies with varying devices:

- Jump: Class 1 pedal assist e-bikes
- Bird: Class 1 pedal assist e-bikes, e-scooters
- Lime: e-scooters
- Wheels: Class 2 throttle assist e-bikes

In early 2020, the shared mobility companies with Class 1 pedal assist e-bikes informed the City that e-bikes were unavailable due to manufacturing impacts resulting from the COVID-19 pandemic. On December 21, 2020, the West Hollywood City Council directed staff to allow e-scooters and Class 2 throttle assist e-bikes in the City, and to move forward with the three companies (Lime, Bird, Wheels) that submitted proposals. West Hollywood is tentatively scheduled to launch their Dockless Mobility Pilot Program in July 2021.

City of Santa Monica

The City of Santa Monica retired their *Breeze* bike share program with Cyclehop in November 2020 at the end of the contract period. Santa Monica has been implementing an evolving shared mobility pilot program since September 2018. The current operators are Bird (e-scooters) and Lyft (e-scooters and Class 1 pedal assist e-bikes).

On March 9, 2021, the Santa Monica City Council approved the implementation of a second shared mobility pilot program that would include different device types (e.g., bikes, scooters). Santa Monica released a Request for Applications (RFA) on March 17, 2021 and selected Spin (e-scooters), Vio (e-scooters and Class 2 throttle assist e-bikes) and Lyft (Class 1 pedal assist e-bikes) to operate in the second pilot program. The pilot program is scheduled to launch in July 2021.

UCLA

UCLA discontinued their *Bruin* Bike Share bike share program with Cyclehop on June 26, 2020, and is currently evaluating available options, including potential partnership with Metro for bike share stations on campus and Westwood Village. UCLA launched a shared mobility pilot program in 2019, and has a three-year provisional contract with Lyft (e-scooter), Bird (e-scooter), and Wheels (Class 2 throttle assist e-bikes).

UCLA repurposed the former Bruin bike share bikes for their Graduate Student Bike Rentals program. The bikes are located at two graduate housing sites and are free for graduate student residents.

Culver City

In September 2019, the Culver City Council approved a partnership with Metro to operate the Metro Bike Share Program in Culver City. Prior to the onset of the COVID-19 pandemic, Culver City agreed to delay the launch of the joint bike share program since Metro had plans to re-frame their program and make potential changes throughout the Westside region. The Metro Board will review the results of a Metro Bike Share evaluation study and potential changes to the program this summer.

Metro

The Metro Bike Share program launched in July 2016 and operates in downtown Los Angeles, Central LA, West LA, Venice and North Hollywood. Metro Bike Share docking stations are located

at several Expo Line stations in Santa Monica, and will expand to Culver City in the future. Metro expressed plans of placing Metro Bike Share Stations at the La Cienega subway station in Beverly Hills.

The Metro Bike Share Program contract with Bicycle Transit Systems (BTS) is set to expire July 2022. Metro recently completed an evaluation of the Metro system and is tentatively scheduled to present the study results to the Metro Board this summer. Metro Bike Share consists of three types of bikes:

- Classic bike: non-motorized bicycle; required to be docked at a Classic Metro Bike Share docking station
- Smart bike: non-motorized bicycle that may be docked at a Smart Metro Bike Share station or at any public bike rack for a convenience fee; currently only available in North Hollywood
- Electric bike: Class 1 pedal assist e-bikes; required to be docked at a Classic Metro Bike Share docking station

Next Steps

Based on the age of the current equipment and high subsidy per ride (average of \$31.50 per single one-way trip over the past four years), staff recommends allowing the current vendor contract to expire on August 4, 2021 and begin a Request for Proposal vendor selection process for a new bike share program.

New technology and vehicle types, including electric bicycles (e-bikes) as well as the evolving shared mobility programs in neighboring Westside jurisdictions, present an opportunity for staff to evaluate options to find the most feasible bike share program for Beverly Hills as the Purple Line subway nears completion.

Staff will also evaluate West Hollywood's shared mobility pilot program (tentatively scheduled to launch in July 2021) and explore potential partnerships with Westside and Metro bike share and shared mobility systems.

Alternatively, the TPC may recommend a six-month contract extension with the current vendor to maintain continuity of the bike share program and engage in a Request for Proposal process for a new bike share program. If this option is preferred, staff proposes ending the Free Rides promotion on June 30, 2021 to coincide with the end of the 2020-2021 fiscal year.

FISCAL IMPACT

There is no direct cost for the recommended option. The estimated cost for the alternative (six-month extension) is \$54,750 (\$9,125 per month) to operate the Beverly Hills Bike Share program. Sufficient funds are available in Fund-330 Measure R.

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Bike Share Programs in Westside Jurisdictions

Jurisdiction	Previous Bike Share Operator	Current Bike Share Operator	Operator Selection
West Hollywood	Cyclehop (ended 2019)	Initial electric bike ¹ share program transitioned to shared mobility pilot program(tentative launch: July 2021): <ul style="list-style-type: none"> • Wheels – Class 2 e-bikes • Lime – e-scooters • Bird – e-scooters 	<ul style="list-style-type: none"> • Released Call for Applications (CFA) in May 2019: no applications received • Reissued CFA in August 2019: four shared mobility companies applied • In early 2020, companies with Class 1 e-bikes informed City they can no longer supply bikes
Santa Monica	Cyclehop (ended November 2020)	Shared mobility pilot program: <ul style="list-style-type: none"> • Lyft – e-scooters and Class 1 e-bikes • Bird – e-scooters • Vio (tentative launch: July 2021) – e-scooters and Class 2 e-bikes • Spin (tentative launch: July 2021) – e-scooters 	<ul style="list-style-type: none"> • Released a Request for Applications (RFA) for their shared mobility pilot program in 2018 • Released RFA for second pilot program in March 2021
Culver City	N/A	Metro (pending launch)	Conducted a bike share feasibility study and elected to partner with Metro Bike Share
UCLA	Cyclehop (ended June 2020)	Shared mobility pilot program: <ul style="list-style-type: none"> • Wheels – Class 2 e-bikes • Lyft – e-scooters • Bird – e-scooters 	Signed 3-year provisional contracts
Metro	Metro Bike Share (operated by Bicycle Transit Systems – contract expires July 2022)	Metro (3 types of bikes): <ul style="list-style-type: none"> • Docked non-motorized bike • Smart non-motorized bike • Class 1 e-bikes 	Released a Request for Proposals (RFP) in 2015.

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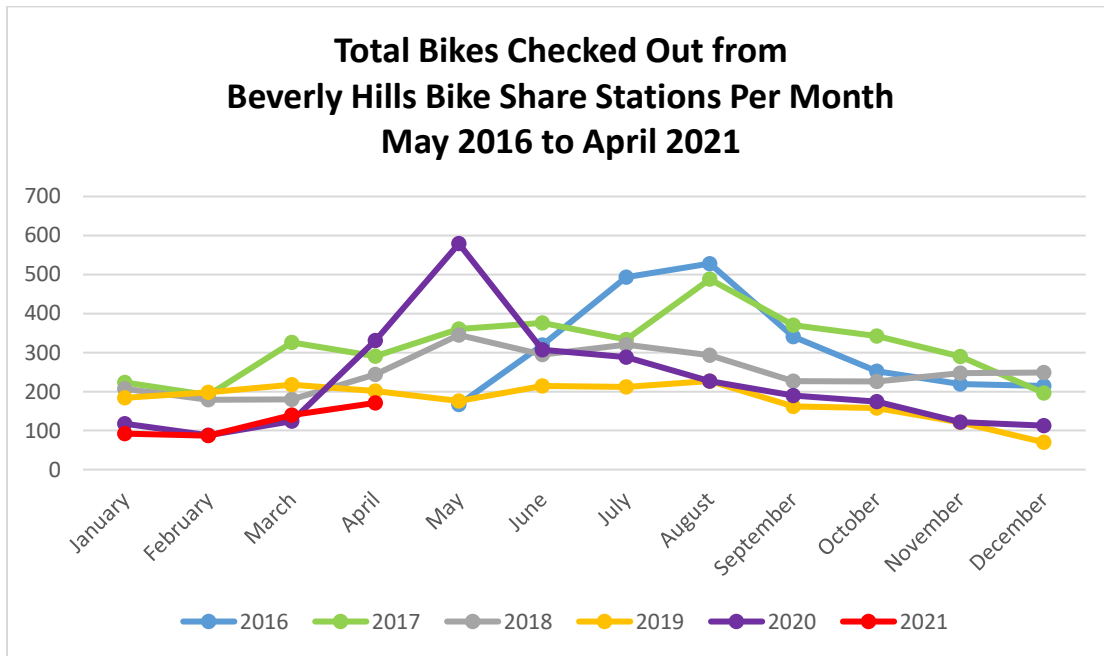
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Beverly Hills Bike Share Data

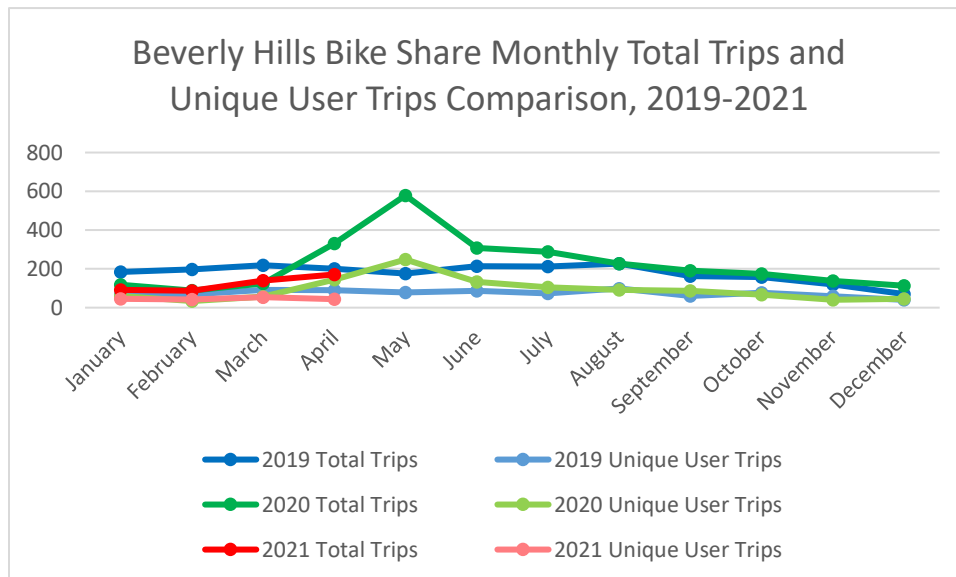
Total Bikes Checked Out from a Beverly Hills Bike Share Station:

	2016	2017	2018	2019	2020	2021
January		223	207	184	118	92
February		191	179	198	88	87
March		326	180	218	124	140
April		291	244	201	331	171
May	167	360	345	176	579	
June	319	376	295	214	307	
July	493	333	320	212	288	
August	528	488	293	227	227	
September	341	370	227	162	190	
October	252	342	226	158	174	
November	219	290	247	121	122	
December	214	196	249	70	113	



Total Trips (Trips started from a BH Bike Share station):

	2019		2020		2021	
	Total Trips	Unique User Trips	Total Trips	Unique User Trips	Total Trips	Unique User Trips
January	184	69	118	60	92	46
February	198	69	88	34	87	42
March	218	92	124	57	140	54
April	201	90	331	144	171	43
May	176	78	579	248		
June	214	87	308	133		
July	212	74	288	105		
August	227	99	227	92		
September	162	60	190	87		
October	158	76	174	67		
November	121	58	137	41		
December	70	40	113	45		



Unique User Trips means the total number of trips made by individual bike share members.

Miles (Trips started from BH Bike Share station):

	2019		2020		2021	
	Total	Average	Total	Average	Total	Average
January	565.04	3.07	337.92	2.88	339.35	3.69
February	567.2	2.93	208.24	2.39	352.41	4.05
March	812.81	3.73	355.44	2.89	387.55	2.77
April	551.67	2.74	1,499.22	4.54	640.07	3.74
May	465.12	2.64	2,431.36	4.2		
June	593.66	2.77	1,114.18	3.62		
July	599.33	2.84	1,029.99	3.6		
August	582.81	2.57	992.31	4.37		
September	490.69	3.02	802.58	4.27		
October	475.77	3.01	739.38	4.27		
November	352.54	2.99	476.31	3.9		
December	254.92	3.64	492.69	4.36		

