

MOTION BY:

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Item 58 – Bicycle Share Program Implementation Plan

In October 2013, the MTA Board adopted, as policy, bicycle use as a formal transportation mode.

Staff was asked to: a) conduct an industry review on procuring a regional bike share vendor; b) prepare a business case analysis and recommendations on proceeding with a Request for Proposals to implement a regional bicycle share program; 3) make recommendations on a phased approach for implementing this program.

Bicycle share offers an alternative means of transportation for short trips that might otherwise have been made by vehicles.

A recent study named “The Bike-Sharing Planning Guide” (Institute for Transportation & Development Policy, December 2013) said “bike-share, more than any other form of urban transport, has the ability to improve and transform our cities.”

This means a robust and regional bicycle share program needs to be adopted to address first-mile and last-mile transportation challenges.

An MTA bicycle share program will help connect and expand its transportation coverage to multiple jurisdictions along its transit system.

This is why MTA needs to be the lead agency in the county that will manage and procure a robust bicycle share program.

A single-point agency will also ensure inter-operability among the different jurisdictions and can also provide a multi-modal transportation system through the use of the Transit Access Program (“TAP”) smart card.

MTA can also simplify the management of the program by having one agency provide proper accountability and proper management.

MTA needs to also provide a fair-share of funding to support the initiation and maintenance and operations (O&M) costs for the program.

WE, THEREFORE, MOVE that the MTA CEO:

1. Undertake a study of how a Bike Share Program could be implemented throughout the County.
2. Procure, contract and administer the bicycle share program once the implementation study is completed.
3. Implement the program in a phased approach and partner with the cities identified in the Phase I of the bicycle share program so MTA funds at least:
 - A. Up to 50% of total capital costs per each city
 - B. Up to 35% of total O&M costs per each city (on-going)
4. Identify a financial business plan that includes:
 - A. User fees
 - B. Advertising fees
 - C. Corporate sponsors
 - D. A recommendation on a revenue split for all fees/revenues identified above.
5. Prioritize eligible grants to support the costs of the program including:
 - A. State Active Transportation Program ("ATP") funds
 - B. State "Cap & Trade" funds
 - C. Federal bicycle and active transportation funds
 - D. All other eligible funding sources
6. Develop a robust system-wide branding and educational effort that supports the use of bicycle share as part of the implementation study.
7. Update on all of the above at the April 2014 Board meeting.