

Item 15

Los Angeles County
Metropolitan Transportation Authority

Finance and Budget Committee
March 16, 2022

Executive Management Committee
March 17, 2022



Metro Bike Share Program Update

Background

- MBS launched in July 2016 in partnership with the City of Los Angeles
- MBS serves Los Angeles County residents with more than 200 docked stations located in the Downtown Los Angeles, Central Los Angeles, Hollywood, Westside, and North Hollywood
- To date, 1.3 million trips have been taken, 4.4 million miles have been traveled, and 4.2 million pounds of CO2 have been averted
- Demographics: 50% Caucasian/White; 20% Latinx; 15% African-American; 40% Female; Household income - 34% less than \$50K and 58% less than \$75K; 47% of users are 25-34 years old and 8% are 50 years and above
- Contract with current operator, Bicycle Transit Systems, ending July 2022
 - DBE goal of 22.37% met and on target
- In September 2021, MBS agreed to a one-year sponsorship deal with DoorDash valued at slightly over \$1M will offset O&M
- Motion No. 41 directs staff to implement several actions in preparation for future MBS program model



Motion Response Work Plan

- Staff developed a work plan to respond to motion
- Current actions in the work plan include:
 - **Directive A: Stabilize Fleet and Address Theft**
 - Implementing a theft mitigation plan that includes launching an educational campaign
 - Engaging (ongoing) with Metro Security and LAPD liaison
 - Negotiating with Operator to purchase new bikes and GPS units to stabilize fleet (April 2022 Board action)
 - **Directive B: Equitable Access for Unbanked, Address Digital Divide and Keep Fares Low**
 - Creating an equity plan to address unbanked and the digital divide
 - Engaging OER, TAP, City of LA and other groups on best practices for technology solutions



Motion Response Work Plan

- Directive C: Provide Uninterrupted Service
 - Negotiating with BTS to extend contract by 12 months (April 2022 Board action)
- Directive D: Convene Industry Forum
 - Creating framework for Industry Forum that will include goals, objectives, topics, identification of subject matter experts
 - Consultant work underway to support Forum development
- Directive E: Perform Market Survey for Best Practices
 - Conducting Market Survey of other operators to gather information about existing bike share programs
- Directive F: Provide Recommendations for Future Model
 - Procuring consulting services for Motion Response support and final recommendations for new program and funding opportunities
 - Working with GR and Grants to identify additional funding



Next Steps

- Staff will complete negotiations for contract modification with BTS with the goal of returning in April 2022 for approval
 - Modification includes ongoing O&M and fleet replenishment
- Staff will move forward with the actions as outlined in the *Motion Response Work Plan* (Attachment A)
- Staff anticipates identification of new model by fall 2022

