



**Planning and Programming Committee**

**May 16, 2018**

**Legistar File 2018-0138**

**Metro Bike Share Business Plan  
May 2018**

# Metro Bike Share is Transportation

Total Trips



407,349

Passes Sold



13,522

Calories Burned



29,858,018

Miles Traveled



1,185,389

Emissions Reduced  
Pounds of CO<sub>2</sub>



1,126,119

60% of users are making first/last mile connections to transit



# S.W.O.T Analysis

## Strengths

- Thorough Planning Process
- TAP Integration
- High Quality Equipment and Maintenance
- Transportation Option
- Consistent Service Performance
- No Bicycle Litter

## Weakness

- Lack of bicycle culture
- Price sensitivity who are new to bike share
- Low Market Share
- Limited and Spread Out network

## Opportunities

- Phase III expansion
- Implementation of New Technology- SMART Bike
- TAP Integration and Mobile App

## Threats

- Potential growth of dockless
- Lack of Revenue Sources
- Consumer confusion



# Metro Bike Share

- Organized
- Maintain High Safety and Service Standard
- Mobility Infrastructure
- Integrate with Transit
- Quality Fleet
- Environmental Study
- Strategic locations



# Recommended Fare Structure

## Recommended Fare Structure

### 1-Ride

\$1.75/30 minutes

All trips 30 minutes or less are \$1.75

\$1.75 per 30 minutes thereafter

### 1-Day Pass

\$5/day

All trips 30 minutes or less are free

\$1.75 per 30 minutes thereafter

### 30-Day Pass

\$17/month

All trips 30 minutes or less are free

\$1.75 per 30 minutes thereafter

### Annual Pass

\$150/year

All trips 30 minutes or less are free

\$1.75 per 30 minutes thereafter

***Free transfers via TAP Rewards available for all bus/rail trips accepting TAP***

### More Options

#### ***Reduced Fare Pass***

\$5/month or \$50/year

#### ***Bike Share for Business***

40% off monthly pass

#### ***Bulk Passes***

Up to 50% off when you buy single ride passes in bulk



# Non-Title Sponsorships



Ryan Seacrest  
@RyanSeacrest

Follow

hey @mayorofla, how about that bike ride? Gotta try out one of those new #MetroBikes downtown [Metro.net/bikshare](http://Metro.net/bikshare)

RETWEETS  
35

LIKES  
165



10:35 AM - 7 Jul 2016

4

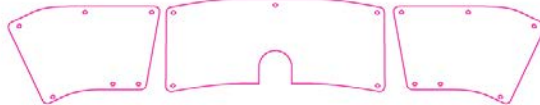
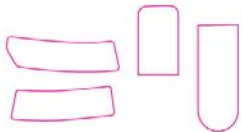
35

165



Front Shroud

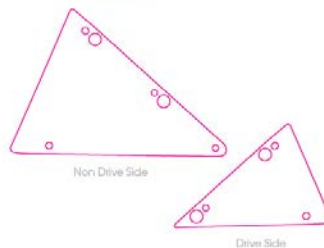
Basket Ad Panel



Frame Mounted Graphics



Deer Skirt Guard

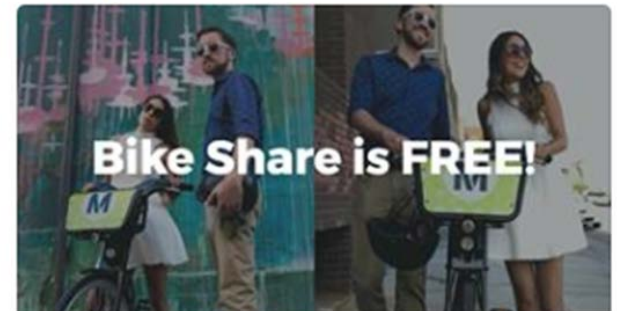


Metro Bike

Sponsored



A month of Metro Bike Share for FREE. Sign-up using promo code BIKEMONTH17



Start Riding Today

Offer good from first ride

Sign Up

# Technology

## Step 3 TAP Integration



Makes possible:

- Multimodal transport accounts
- Transfers across modes
- Senior/ low-income/ student fares across modes

Creates platform for integration with other regional bike share systems.

## Smart Bike



- New to fleet in Phase III Expansion
- Flexible for users – dockless option
- TAP access enabled
- Stations provide wayfinding without a smart phone
- Can operate in existing service areas
- Lower capital costs

# Performance Metrics

6-8 month check-in

1

## Initial Assessment

- Measure bike share ridership within the jurisdiction
- Identify under-performing stations and review stations for potential improvement

12 month check-in

2

## Cursory Intervention

- Measure bike share ridership within the jurisdiction
- If needed, perform cursory interventions to improve ridership
- If needed, identify stations for relocation within jurisdiction

18 month check-in

3

## Follow-up Assessment

- Measure bike share ridership within the jurisdiction to assess if interventions or station relocations improved ridership
- If exceeding expectations, evaluate service area and stations for expansion

24 month check-in

4

## Detailed Intervention

- Measure bike share ridership within the jurisdiction
- If ridership is still below expectations, evaluate system for termination
- If ridership is exceeding expectations, expand service area and/or stations within the jurisdiction

Continual 6 month check-ins

1

## On-going Assessments

- Continue to measure bike share ridership within the jurisdiction
- Continue to identify under-performing stations and review stations for potential improvement
- Repeat steps 2-4 as needed





# Cost Analysis

- Smart bike technology reduces capital costs by approximately 40%
- Step 3 of TAP Integration can create opportunities to reduce O&M costs in administration, reporting, and fees
- Analyzing the effectiveness of marketing efforts to maximize productivity
- Evaluating and adjusting operator service level agreements to meet current needs could result in cost savings

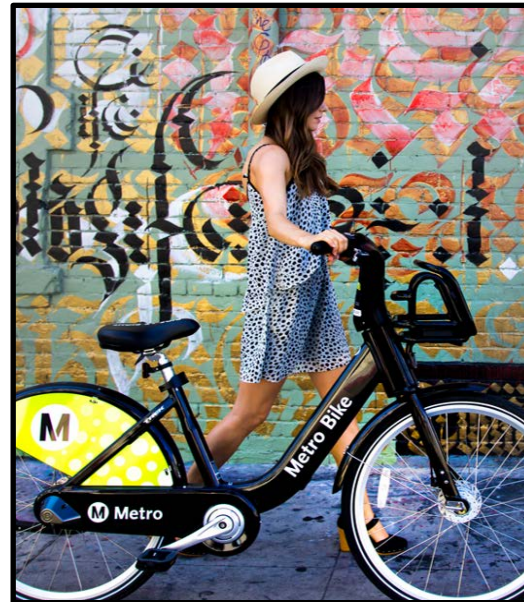
# Marketing Campaign

## Messaging/Strategies will be focused on:

- Bike Share as a form of transportation
- Target audience and identify market share
- Focus on increase ridership
- Message new fare structure
- Rebranding to appeal to Metro's transit users

## Tactics

- Program and Promos
- Events
- Digital & Print Communications
- Social Media



Share  
a  
bike

Ride for

\$ 1.75



# Marketing Campaign

Ride  
for  
\$1.75

