

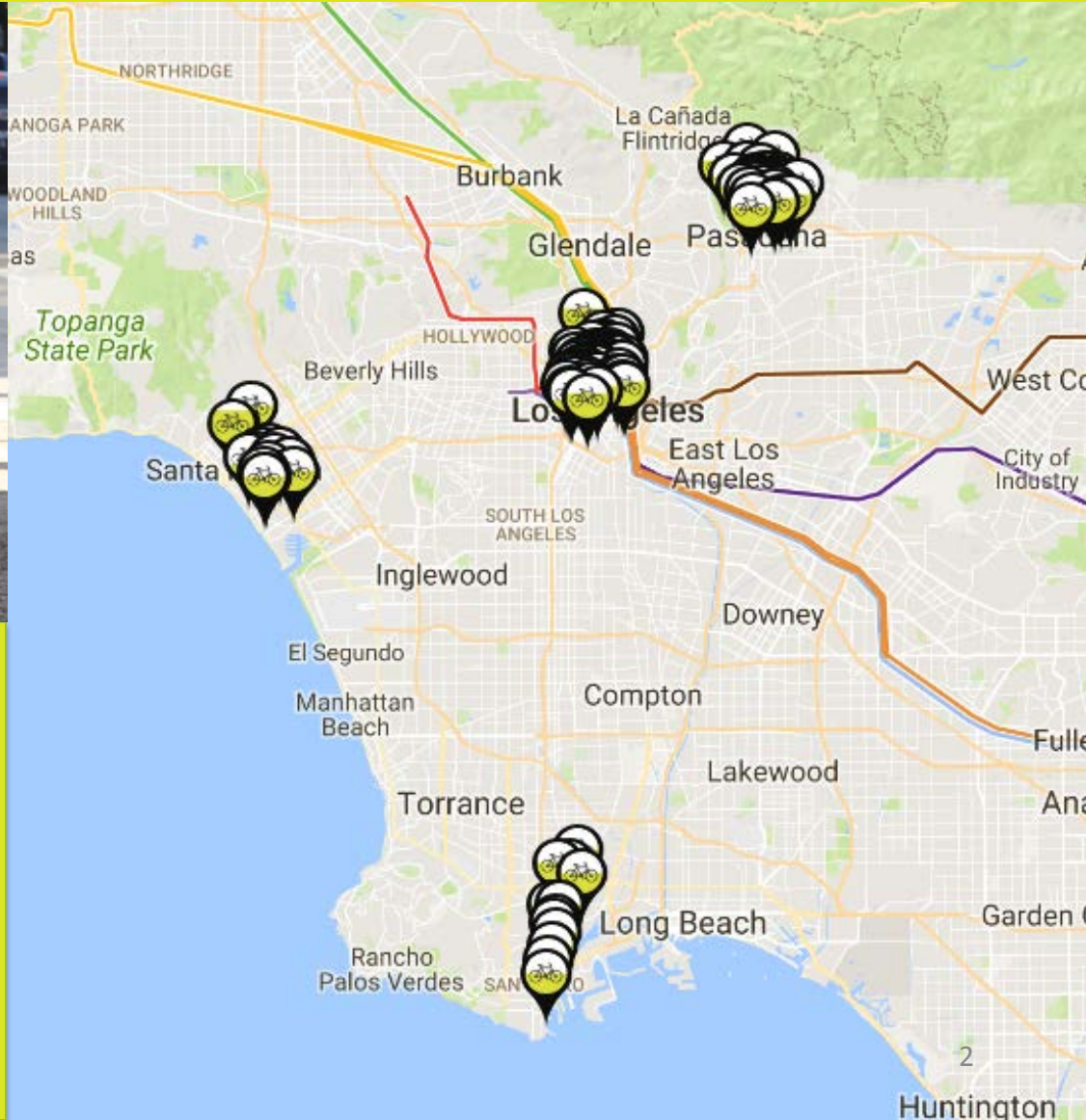


Planning and Programming Committee
February 14, 2018
Legistar File 2017-0892

February 2018 Program Update

DTLA, Pasadena, Port & Venice

120 Stations / 1,400 bicycles



DTLA - launched July 7, 2016

61 Stations

Pasadena – launched July 14, 2017

34 Stations

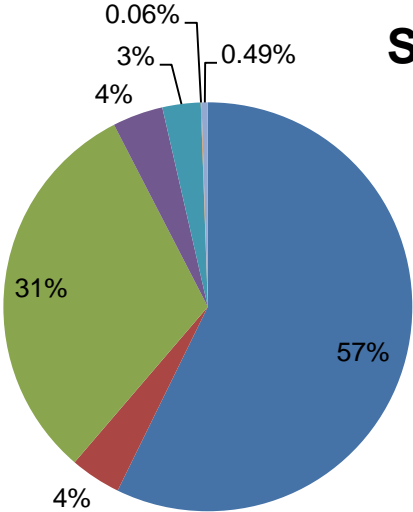
Port of LA- launched July 31, 2017

13 Stations

Venice- launched September 7, 2017

15 Stations

Who are our riders?



Systemwide

- Monthly Pass
- Flex Pass
- Walk-Up
- One-Day Pass
- Business Pass (Gold)
- Business Pass (Silver)
- Business Pass (Bronze)



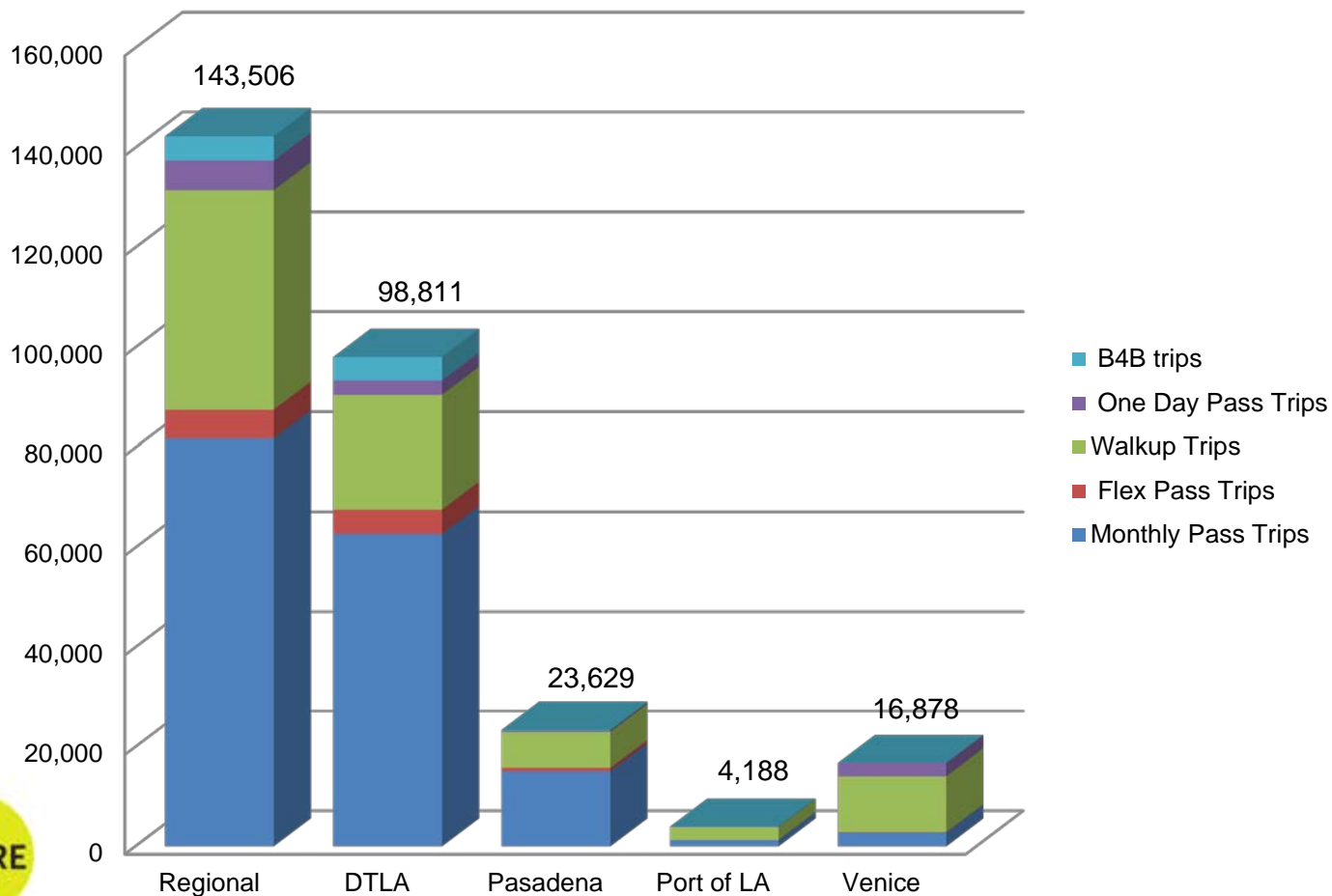
60% of all bike share trips connect to bus or rail

DTLA, Pasadena, Port of Los Angeles and Venice

Total number of rides since launch 2016:

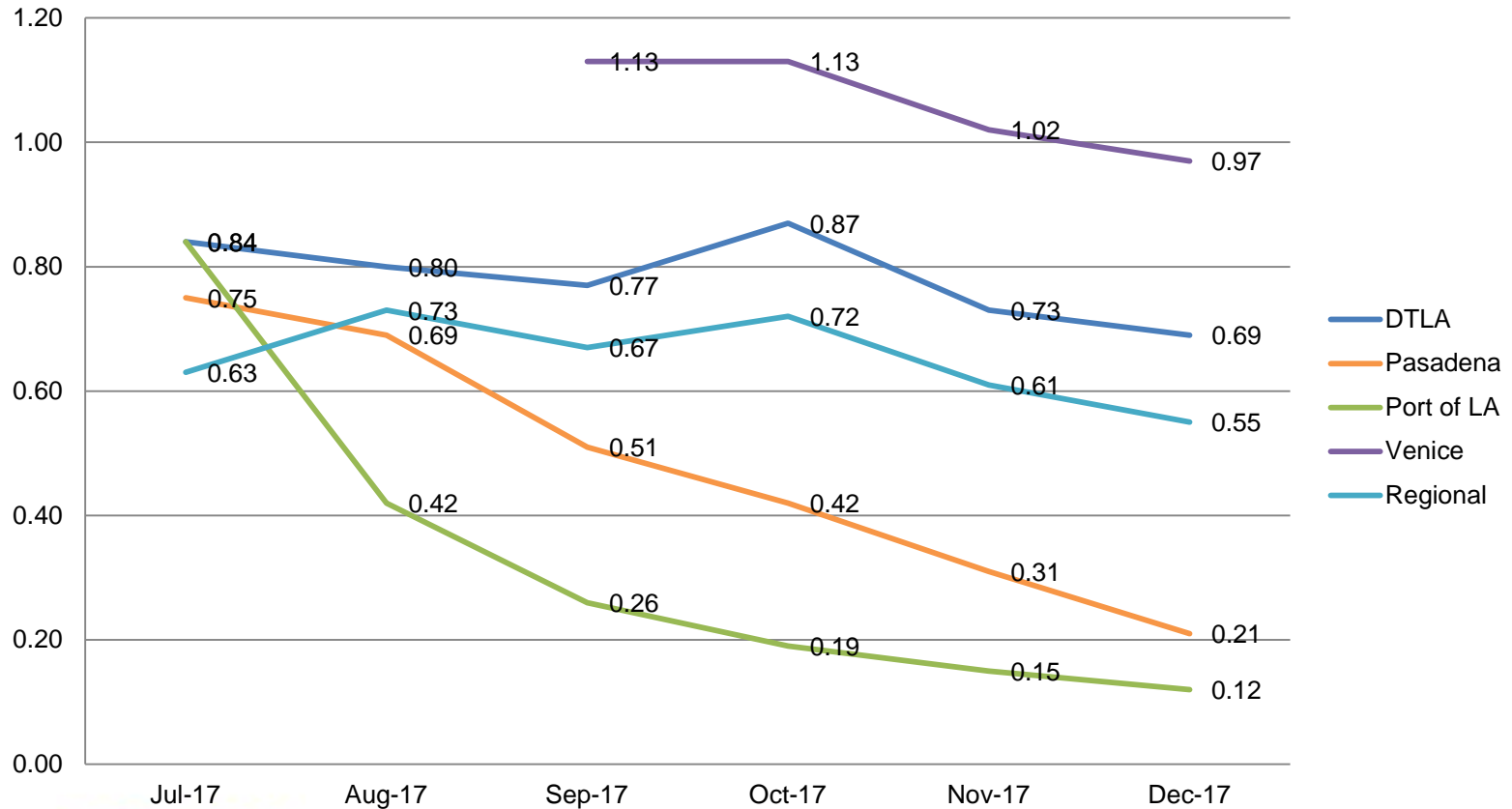
349,830

Total Number of Rides FY 2017



Systemwide Ridership Overview

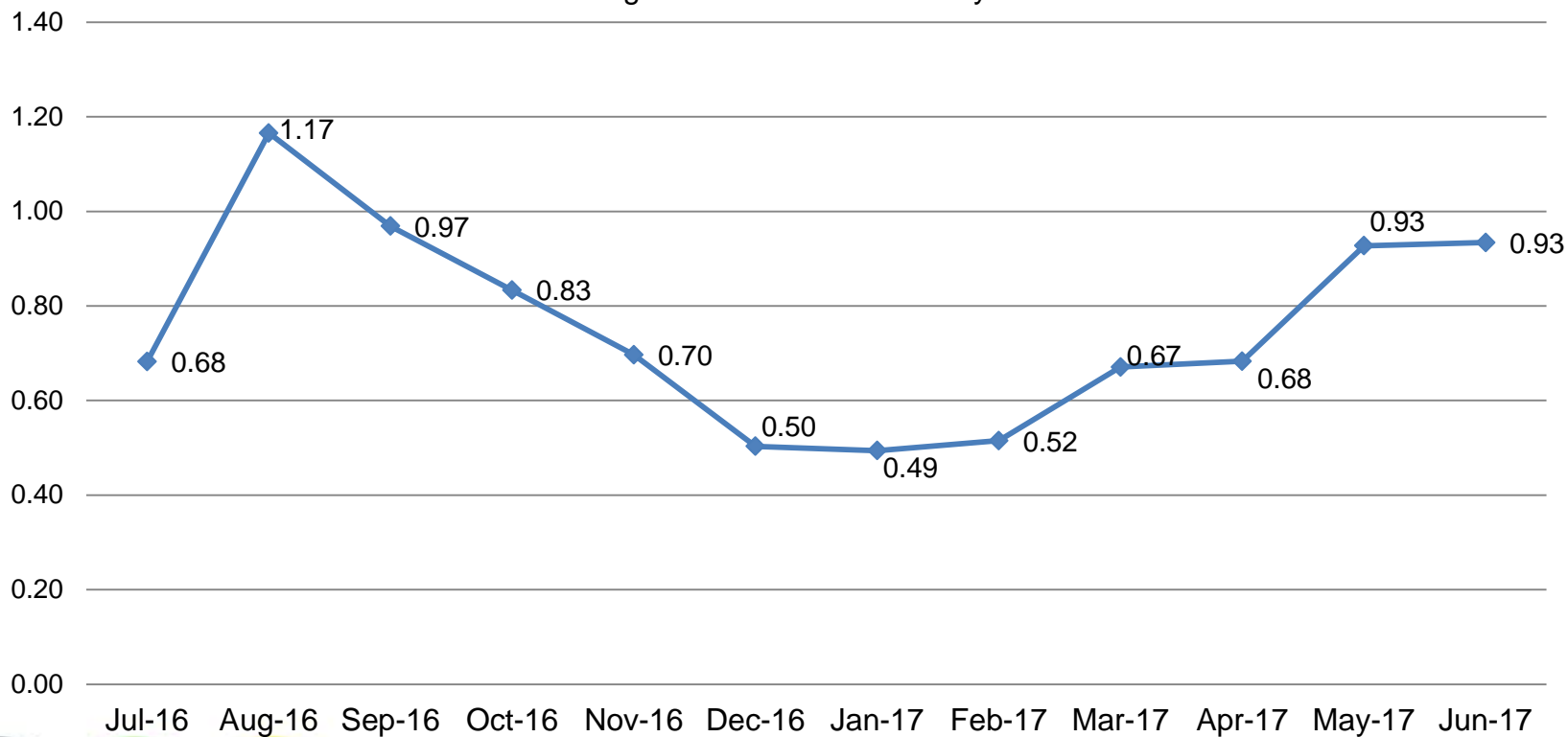
Rides/Bike/Day FY 2017



DTLA FY17 Overview

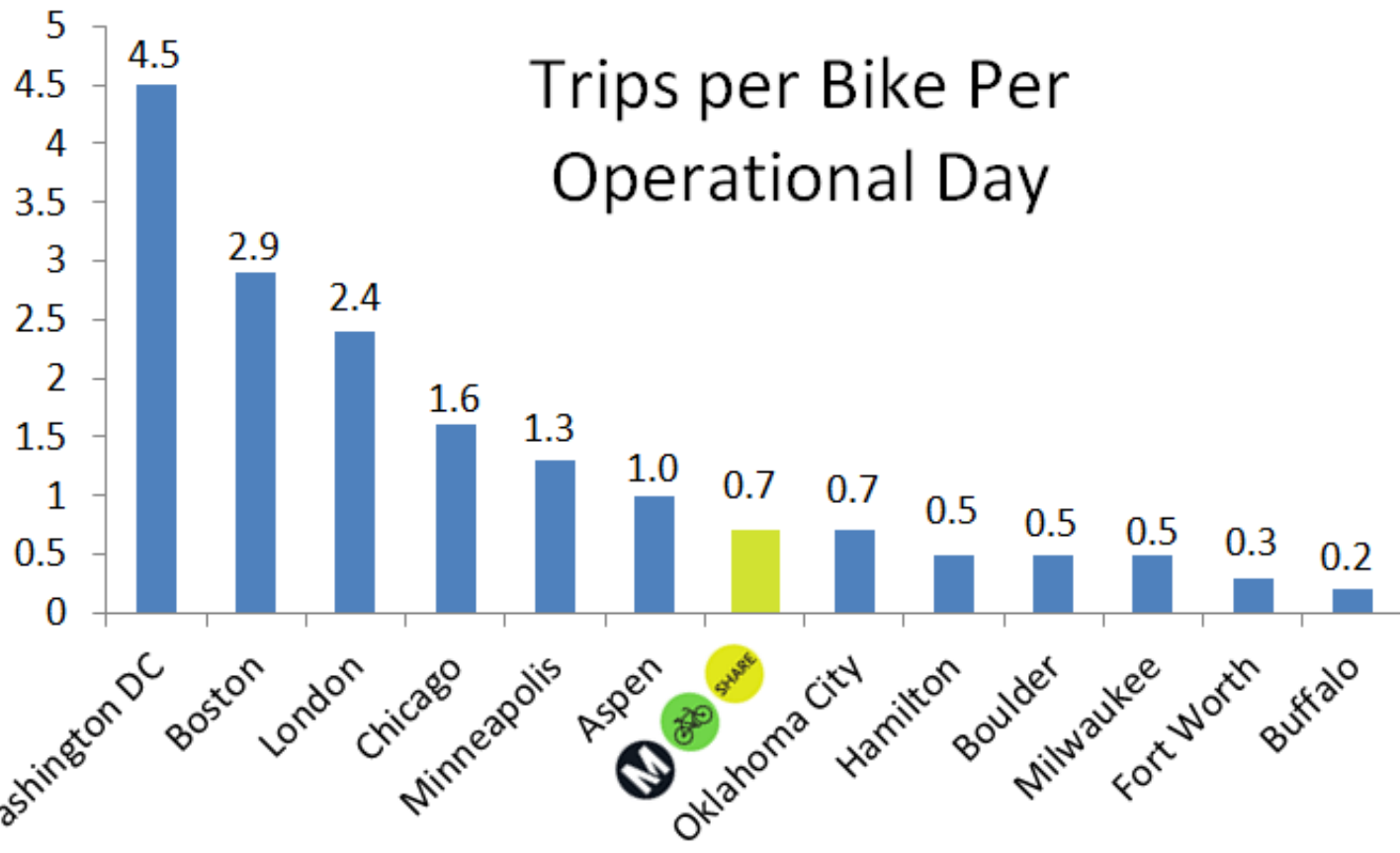
Total Rides FY 2017: 184,144

Average Rides Per Bike Per Day



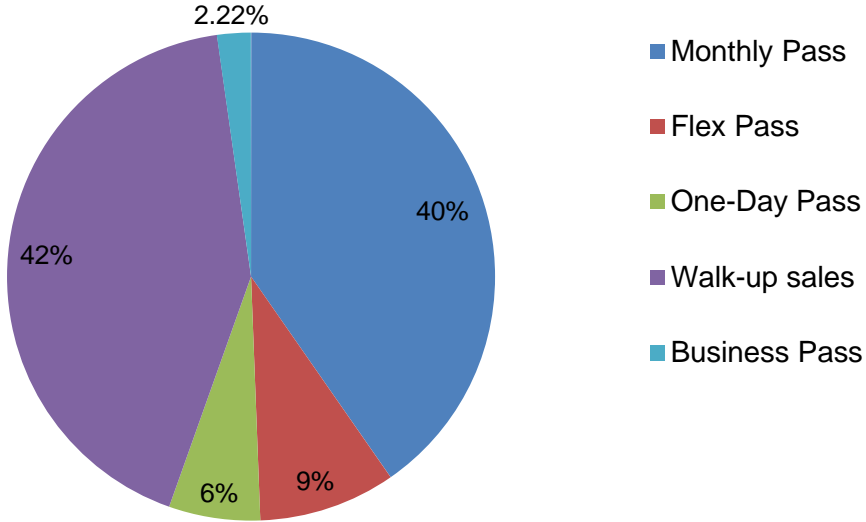
— Average rides per bike per day

System Comparison



Revenues by Pass Type

Total Pass Revenue



Pass Type	FY18 Revenue
Business Pass	\$10,675.50
Flex Pass	\$33,087.00
Monthly Pass	\$140,491.75
One-Day Pass	\$22,505.50
Walk-up sales	\$148,340.75
Total Pass Revenues	\$355,100.50
Usage Fees	\$159,868.05
Total Gross Revenues	\$514,968.55

Regional Fare Box Recovery: 13%



What do our riders want?

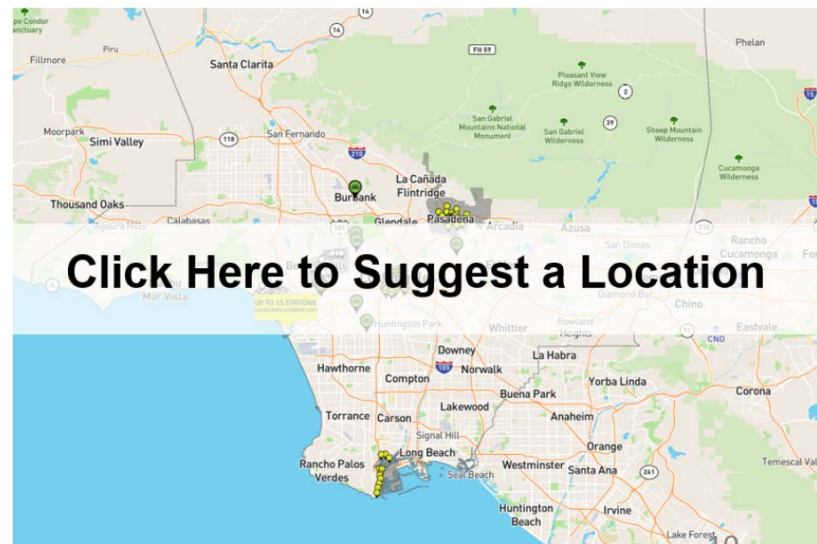
December 2017 user survey findings:

- **46%** wanted TAP integration – as a payment solution
- **35%** wanted to a smart bike option and/or electric/pedal assist
- **40%** wanted to see a change in fare structure
- **43%** wanted Metro Bike Share expanded to their neighborhood



Enhancing System Performance

- User Feedback
 - TAP Integration
 - Smart bikes & E-bikes
 - Fare Structure
 - System Expansion
- Relocate stations
- Marketing Efforts



Next Steps

- Establish a New Business Plan
 - Fare Restructure Survey and Proposal
 - Marketing and Outreach
 - Performance Measures
 - Cost Analysis
- March Board Meeting
 - Review Environmental Clearance and Title VI/Environmental Justice Analysis for Expansion
- April Board Meeting
 - Phase III Expansion

