

June 25, 2015

Amendment to Item No 14**by****Directors Butts, Dubois, Knabe and Najarian**

The item before this Board is to approve a two year “pilot program” in downtown Los Angeles to test the feasibility of a Countywide Bikeshare system and the adoption of the Regional Bikeshare Implementation Plan for Los Angeles County.

By definition, a pilot program is used to test the design of the full-scale envisioned program which then can be subsequently adjusted. In the case of Metro Bikeshare, the cities of Santa Monica and Long Beach, as well as probably Beverly Hills and West Hollywood, are offering a parallel opportunity to further test variations of the proposed Metro business model using alternative Bikeshare technology.

Contained within the Bike Share Implementation Plan recommendation are a number of still unresolved areas such as Interoperability Objectives, fare structures and sponsorship management and revenue distribution where Metro is envisioned as the “single-point.. lead agency...that will manage and procure a robust bicycle share program...” on a countywide regional basis. We believe it is premature for the Board to adopt this singular agency approach, a concern that has been echoed in letters from the City Managers of Beverly Hills, Santa Monica, Culver City and West Hollywood and Assemblymember Richard Bloom. If the acceptance by small cities of Metro’s proposed terms is imposed as a condition of regional participation, we fear it is unlikely that the Los Angeles county region will successfully achieve the development of a user-friendly, integrated system.

Instead, we believe the most constructive path is to continue to further involve the cities in the resolution of outstanding issues presented in the Plan through regular monthly meetings, accompanied by monthly oral reports by Metro staff to the Planning and Programming Committee, and for a willingness on all sides to make concessions on these matters in an effort to resolve the concerns expressed by the participating cities.

This is an historic moment for Metro and the cities to embark on a pilot program with the City of Los Angeles in Phase 1 and Pasadena in Phase 2 and to support a growing, successful and integrated bike share system in the Westside cities and Long Beach, and eventually throughout all of Los Angeles County.

We, Therefore, Move that the Board Approve the staff Recommendations contained in Sections B and C and proceed with the recommended Countywide Bikeshare Phase 1 Pilot.

We Further Move that the Board continue the adoption of the **Regional Bikeshare Implementation Plan for Los Angeles County** as described in Section A for a period of five (5) months as follows:

Coordinate a monthly meeting, beginning in July, 2015 with the cities of Long Beach, Santa Monica, Beverly Hills, West Hollywood, Culver City, Pasadena and City of Los Angeles in an effort to reconcile and incorporate the principles outlined below (and in the letter from the city managers) for inclusion in the Regional Bikeshare Implementation Plan for Los Angeles County.

- a. Report back with an oral report to the Planning and Programming Committee on a monthly basis beginning in September, 2015; and
 - b. Return to the Board in the November/December, 2015 cycle with a revised Regional Bikeshare Implementation Plan for Los Angeles County reflecting the progress towards resolution and incorporation of the principles described below.
- 1) Recognize the right for cities to operate independently while still being part of a regional system. Cities need to be able to make choices that best fit their needs without being excluded from the option of participating in a regional system.
 - 2) Acknowledge that bike share systems are already being developed by several cities in collaboration with Metro, and facilitate those systems as part of a regional system, rather than being viewed as in competition with Metro, and without imposing a singular model.
 - 3) Do not require cities receiving any grant funds (such as Metro's Call for Projects or operating subsidies) to use Metro's chosen bicycle technology.
 - a. Allow cities the discretion to choose the most cost-effective and locally-appropriate technology between BTS/BCycle and CH/SoBi; two systems selected through a competitive process with vendor contracts executed prior to Metro's NTP.
 - 4) Recognize that cities must make sound business decisions in order to afford providing on-going bike share operations, even when fully committed to regional integration.
 - a. Allow cities to pursue other revenue sources and retain the option for primary sponsorship, and be identified with the regional system in an alternative way.
 - b. Require revenue decisions, including membership and fare structures, to be established in a cooperative, fair and equal decision-making process with local cities. Recognize the need to coordinate with existing revenue structures.

- 5) Create a decision-making structure for day-to-day countywide bike share oversight and collaboration that represents all system owners, similar to governance structures established for Arlington, Virginia/D.C. bike share.
- 6) Accept Metro's responsibility for collecting and sharing data from all system owners, and funding technology upgrades necessary to facilitate that sharing of information for the purposes of regional integration.