

Attachment A

Privately Owned – Publicly Managed Model Summary

The following is a summary of key attributes of the Privately Owned - Publicly Managed model:

- System owner (agency) retains rights – system fares, station siting decisions, expansion decisions, bike loss mitigation strategies, etc.
- Agency will define performance/service level requirements – system bike availability, ridership, rides per bike and other metrics, maintenance standards, type of bikes (e-bike, classic pedal, docked, undocked), etc.
- System operator (contractor) owns and provides the bicycles and associated equipment as part of contract
- Contractor will provide overall bike share operations and maintenance and will support system expansion
- Revenue (fare & sponsorship) can be shared or owned entirely by either the agency or contractor to offset operating costs
- Model has benefits of both the privately owned and the publicly owned models and is most aligned in meeting the mandate of Board Motion 41
- Reducing cost will address a key concern of interested parties outside of the City of Los Angeles to join Metro Bike Share
- Similar model is used in Paris, Barcelona and Mexico City
- Generally found to have the lowest fares of any model – agency controlled
- Agency has reduced or no responsibility for lost or stolen bikes
- Improved system scalability and expandability as the model enables a more efficient and agile expansion path
- Optimal alignment of roles and responsibilities – agency is responsible for expansion, performance and cost management; Contractor, as the subject matter expert, is responsible for provision of equipment, operations and maintenance
- Improved opportunity to reduce and manage costs, while improving service and increasing ridership
- Improves alignment between Agency and Contractor in operation and performance of the system
- Improves equipment updates and innovations as this will not be tied to agency funding