



Executive Management Committee
November 21, 2019
Legistar File 2019-0780

Metro Bike Share Program Update

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RECOMMENDATION

RECEIVE AND FILE report on Metro Bike Share Program Update.

ISSUE

The Metro Bike Share program was launched in July 2016. The micro-mobility market is constantly evolving, and Metro needs to continue to assess its bike share program in relation to the goals of the program and the market changes. This item provides an annual update on the MBS.





Metro Bike Share

July 2016 – November 2019

Total Trips



889,407

Passes Sold



74,584

Calories Burned



71,068,345

Miles Traveled



2,695,440

Emissions Reduced
Pounds of CO₂



2,560,668

Ensuring Equity

- ✓ Equity Index for prioritizing communities
- ✓ Multilingual outreach on digital/non-digital platforms
- ✓ Reduced fares through TAP



Phases I, II, & III Expansions

DTLA/Central LA - launched July 2016
100+ Stations, up to 2,133 Bikes

Westside – launched September 2017
50+ Stations, up to 732 bikes

North Hollywood – launched July 2019
17+ stations, up to 200 bikes

Total Bikes: 3,065

Current Status

July 2016 - November 2019

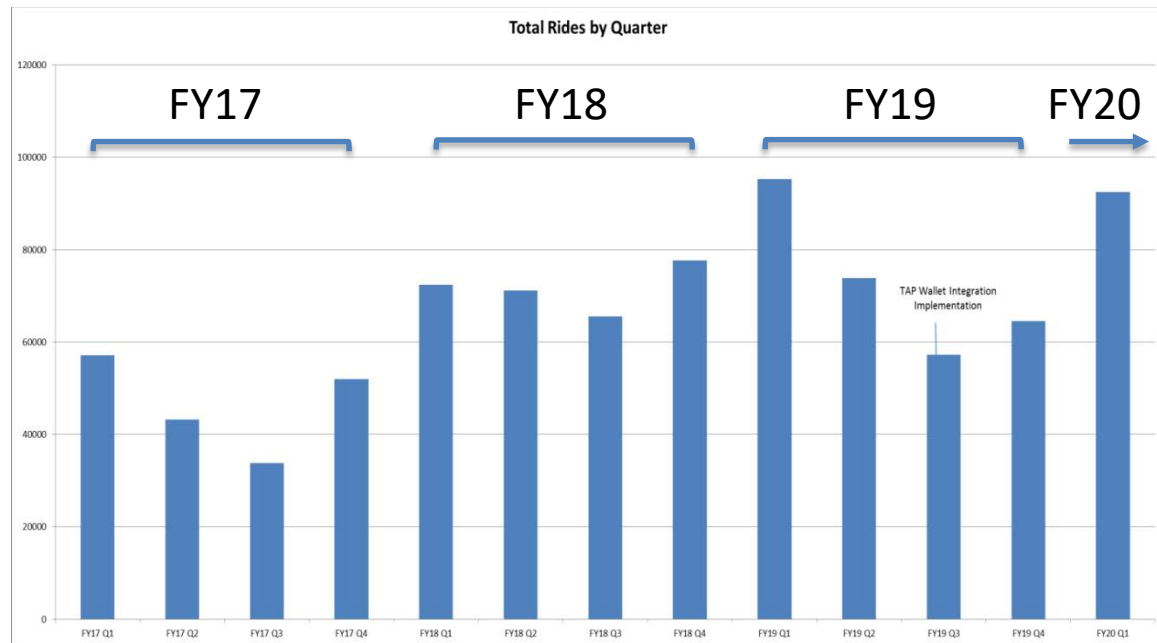
SCAG Study Findings

- 97% customer satisfaction
- Exceeded service target rates in all 9 metrics
- 40% use Metro Bike Share for commuting
- 50% respondents use Metro Bike Share to connect to bus, train, or light rail
- 57% respondents decreased their use of personal vehicles
- 57% respondents increased their use of public transit
- 51% respondents decreased their use of ride hailing services



Metro Bike Share (rides per quarter)

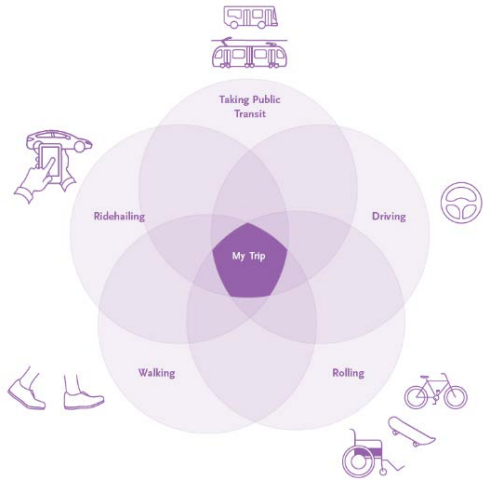
	FY17	FY18	FY19	FY20	Average
Q1	57,114	72,375	95,294	92,521	74,928
Q2	43,202	71,190	73,877		62,756
Q3	33,786	65,494	57,285		52,188
Q4	51,923	77,647	64,528		64,699
TOTAL	186,025	286,706	290,984		254,572



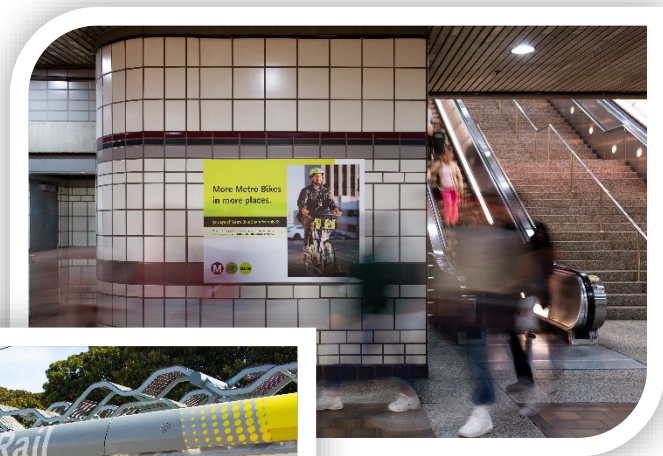
TAP Integration & Marketing

In the Works...

- Safety training & marketing campaign in disadvantaged communities
- Low-Income Fares are Easy (LIFE) discounts
- Cash payments
- TAP Rewards pilot



Key Event	Estimated Attendance
Smorgasburg LA	8,000+
Ciclaviva Heart of LA	50,000
COAST	10,000
LA CoMotion	500+



Cost Efficiencies, Sponsorships, & Other Opportunities

- New assets available through expansion (i.e. neighborhoods, corridors, and equipment)
- Growing social media assets
- Sponsorship trials
- New Partnerships Development Manager (recruited by contractor)
- Service level standards monitoring
- Loss prevention & asset management
- Customer Service Standard Operating Procedures
- Automated reporting
- Grant funding



Program Cost Summary

Phases I,II, III (as of June 2019)					
	Total	Grants	User Revenue/ Fare Box Recovery***	Cost Reimbursed from Partner Cities**	Metro Costs
Capital*	\$13,497,653	(\$9,083,425)		(\$2,030,499)	\$2,383,729
Pre-Launch	\$5,354,780			(\$3,480,607)	\$1,874,173
O&M	\$17,539,755		(\$1,969,269)	(\$10,120,816)	\$5,449,670
Total	\$36,392,189	(\$9,083,425)	(\$1,969,269)	(\$15,631,922)	\$9,707,573

*Includes one-time capital expenses for life of the program.

**Program expenses are offset by grants and user revenue. The net costs are split between partners and Metro per Board policy (50/50 Capital; 65/35 O&M).

***Includes bike replacement fees and one-time partner contribution, which are not used to offset shared costs.

