

Metro Countywide Bike Share Equity Initiatives



Metro

Recommendation

Authorize the initiation and implementation of the following Metro Countywide Bike Share equity initiatives:

A. Waive \$40 Flex pass fee

- 1. Apply to Metro Rider Relief customers for 2016 launch**
- 2. Apply to Reduced Fare TAP card-holders as part of Step 3 TAP interoperability**

B. Commit a 10% hard local match of \$10,000 and a 15% in-kind match of \$15,000 to go towards the Better Bike Share Partnership Grant (BBSP) application

C. Authorize the CEO to enter into a partnership with the City of Los Angeles for a Mobility Hubs FTA JARC grant

\$0 Annual Flex Pass

- Waive the \$40 annual Flex Pass amount to make a single Bike Share ride cost \$1.75 for eligible participants
- Apply to Metro Rider Relief participants for 2016 launch
 - Current Metro Rider Relief participants would receive a coupon code in their June 2016 recertification packet
 - The code could be used to register for the reduced Flex Pass. A credit card will be required for registration
- Apply to Reduced Fare TAP card-holders as part of Step 3 TAP interoperability
 - At registration, TAP card holders will be prompted to enter TAP number. Participation in Reduced Fare program will be recognized and reduced pass amount will be applied
 - A credit card will be required for registration
- Staff is working on a cash payment option to address access for the unbanked community



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Better Bike Share Partnership Grant

- **Metro, City of Los Angeles, LACBC and MCM have been invited to jointly apply for the BBSP grant**
- **Grant will help fund Metro Bike Share outreach efforts to disadvantaged communities in and around the DTLA service area**
- **A 10% hard local match in the amount of \$10,000 and a 15% in kind local match in the amount of \$15,000 is requested**



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JARC Partnership

- **The City of Los Angeles was awarded JARC funding to implement an Integrated Mobility Hubs Project**
 - **Metro's Countywide Bike Share will be integrated as a component of the Project**
- **The City of Los Angeles has requested Metro become a partner in order to use JARC funding towards eligible capital and operating costs for the DTLA pilot and future Hollywood expansion**



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