



**Planning and Programming Committee**  
**September 19, 2018**  
**Legistar File 2018-0479**

**Receive & File**  
**September 2018**

# Background

Total Trips



524,279

Passes Sold



29,228

Calories Burned



39,230,188

Miles Traveled



1,616,774

Emissions Reduced

Pounds of CO<sub>2</sub>



1,535,935

21% increase in ridership after  
new fares offered

One fare to get you there

**\$1.75**

SINGLE RIDE

Same low price as Metro Bus and Rail

[Find A Station](#)

[Sign Up](#)



\* Data illustrates performance between  
July 2016 to August 2018

# Metro Bike Share Program Cost Summary

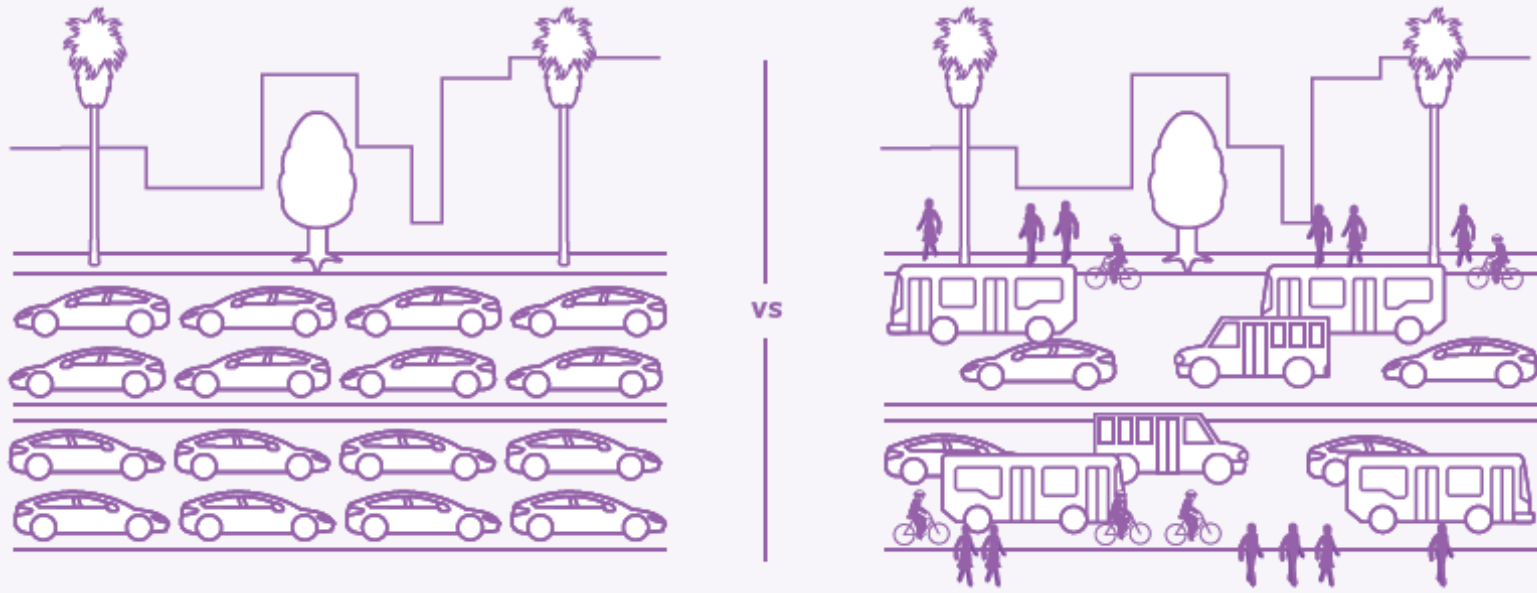
Phase I & II	Total	Grants	User Revenue/ Fare Box Recovery	Cost Reimbursed from Partner Cities	Metro Costs
Capital	\$ 8,582,740.00	\$ 6,796,521.00		\$ 716,494.00	\$ 1,069,725.00
Pre-Launch	\$ 3,184,068.34			\$ 2,069,644.43	\$ 1,114,423.92
O&M	\$ 10,464,725.05		\$ 1,415,697.86	\$ 5,881,867.67	\$ 3,167,159.51
<b>Total</b>	<b>\$ 22,231,533.39</b>	<b>\$ 6,796,521.00</b>	<b>\$ 1,415,697.86</b>	<b>\$ 8,668,006.10</b>	<b>\$ 5,351,308.43</b>

- Cumulative since inception of the program to June 2018
- Metro Capital and Pre- Launching Cost was funded by Measure M 2% and General Fund.
- Metro Operating and Maintenance Cost was funded by Prop C 25% and General Fund.



# Supports Metro Strategic Plan

Finite and precious, our street space can be better used.

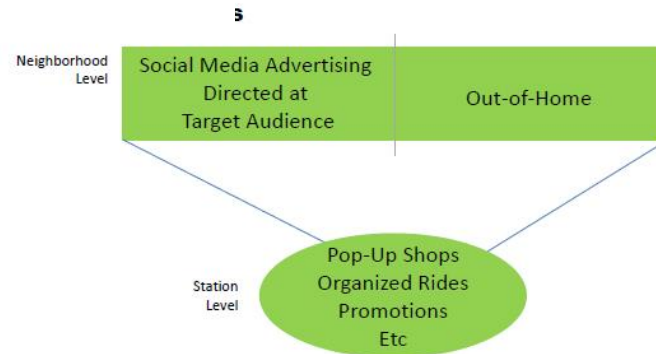


- Goal 1 Provide high quality mobility options that enable people to spend less time traveling
- Goal 3.3 Genuine public & community engagement to achieve better mobility outcomes for the people of LA County

# New Business Plan



## Media Strategy



## Metro Rail/Bus Riders

Ads in Rail Stations  
w/ Bike Share Stations



Big wall ads. Signage & station audio announcements directing to Bike Share (watch out: our stations are often not optimized in residential areas to receive bikes on other end)

Pop Up Tents at Rail Stations



Similar to BTS's current event approach, but focused where we have product

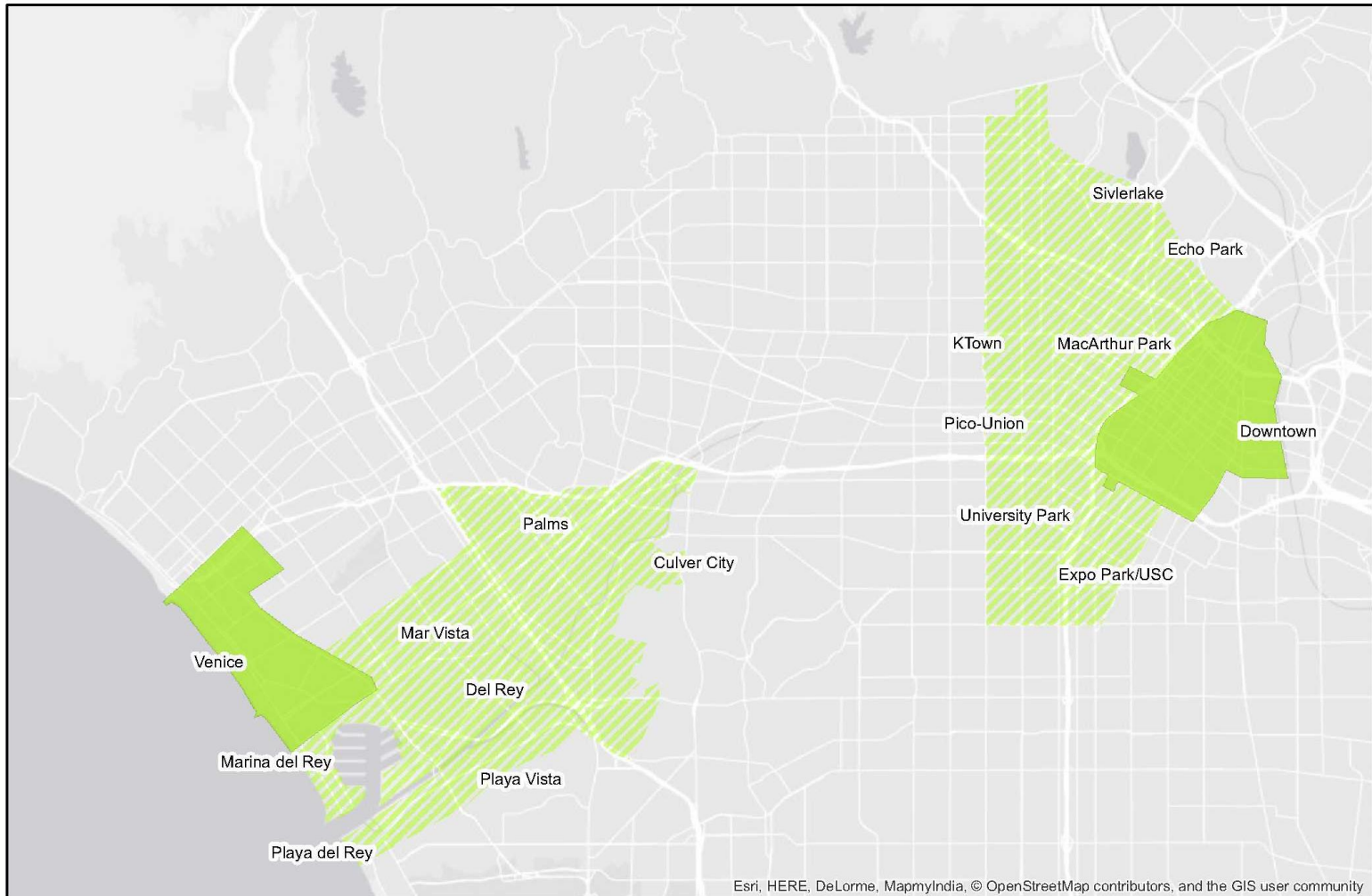
Social Media Ads for Rail Riders





Serving ads on social media to Metro Rail riders



# Phase 3 Expansion



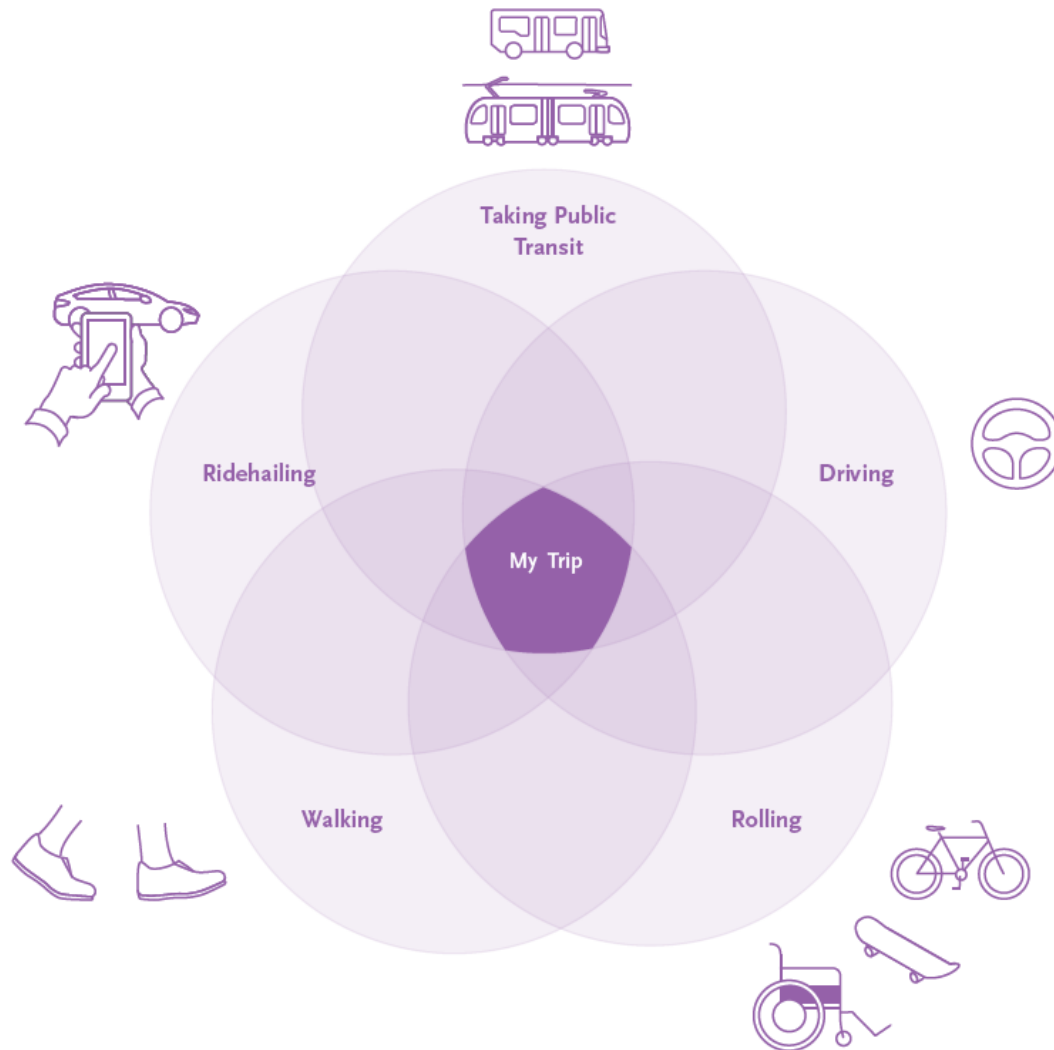
Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

-  Phase 3 Expansion Communities
-  Existing System



0 2.25 4.5 Miles

# TAP Wallet Integration



# Metrics & Evaluation



- System Size & Equipment
- Ridership
- User Demographics & Equity
- Rebalancing
- Maintenance
- Customer Service
- Trip Data
- Fare Structure
- Funding Recommendations for Cities



# Private Dockless Bike & Other Shared Mobility Programs vs. Metro Bike Share



- Planning and Public Input Process
- Cost
- Performance Standards
- Dependability
- Equitable & Accessibility



# Regulations

City	Regulation Approach
Los Angeles	Permitting / Control Fleet Size
Santa Monica	Permitting / Control Fleet Size
Beverly Hills	Banned until Regulations Developed
Coronado	Banned until Regulations Developed
West Hollywood	Banned until Regulations Developed
Monrovia	Partnership / Control Fleet size

- Metro does not have on-street jurisdiction to regulate other programs
- Any regulations requires resources to enforce
- Recommend develop regulations at all Metro Right of Way

# Recommendations

- Continue to implement new business plan strategies
- Complete TAP wallet integration
- Implement Phase 3 Expansion and redeploy capital equipment
- Test and implement new fleet options, i.e.: Smart Bike and E-Bike
- Evaluate performance based on developed metrics
- Develop regulations at all Metro Right of Way for Board consideration
- Potential sponsorships
- Explore new technologies and potential integrations with other shared mobility programs
- Report back to the Board in one year