

Agenda Report

February 27, 2017

TO: Honorable Mayor and City Council
FROM: Department of Transportation
SUBJECT: PROPOSED 34 BIKE SHARE STATION LOCATIONS FOR PHASE 2 OF THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (METRO) REGIONAL BIKE SHARE PROGRAM

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Approve staff's recommendation of 34 bike share station locations, and grant staff discretion to:
 - a) Relocate a station within a 5 minute walk radius within high suitability areas,
 - b) Relocate stations to another location should physical limitations or challenges arise with proposed station locations outside of high suitability areas.

TRANSPORTATION ADVISORY COMMISSION RECOMMENDATION:

On January 26, 2017 the Transportation Advisory Commission expressed support for the staff recommendation.

BACKGROUND:

On October 10, 2016, the City Council authorized the City Manager to execute all agreements associated with the Pasadena Bike Share Program and enter into a contract with Metro for the Countywide Bike Share program to install 34 bike stations in Pasadena. Council also directed staff to return to Council to seek approval for the placement of the proposed bike stations. The recommended 34 bike share station locations are shown in the Attachment.

Per City Council direction, staff from the Transportation Department continued to work collaboratively with the following districts and community associations to achieve

consensus on the proposed locations of the bike share stations to be recommended to City Council:

- Old Pasadena Management District,
- Complete Streets Coalition,
- South Lake Business Association,
- Downtown Pasadena Neighborhood Association,
- Playhouse District Association, and
- Pasadena Heritage

City staff and Metro also engaged the community in the station siting process by soliciting feedback at community events such as the Rose Bowl and Pasadena City College flea markets, Council District Town Hall meetings and through internet crowdsourcing input. Comments and input received from all the outreach activities were considered and incorporated into the station siting process.

The process used to determine bike share station location recommendations uses a number of analytics as follow:

- A Bike Share Suitability Index was calculated for Pasadena. The Index, which relies on industry standards from other successful North American bike share systems, incorporates the aggregate weight from factors such as housing density, population density, employment density, intersection density, zero car households, transit frequency and transit ridership.
- An evaluation of potential revenue from each bike share station location and potential effect on operational rebalancing efforts that move bikes around to match demand and to ensure that the appropriate number of bikes and open docks are available at all stations.
- An assessment of bike share station locations to address transportation equity needs in Pasadena.
- An internet-based crowdsourcing map was used to directly collect suggested locations and to chart likes and dislikes for all suggested locations (including those initially recommended by Metro and City staff). Respondents were directed to the map via social media channels (Twitter, Facebook and Instagram), the City of Pasadena Website, Metro's transportation news website, and outreach with local stakeholders at public events. The crowdsourcing received 683 comments from 189 unique commenters, with 84 percent of comments from people who live in Pasadena and 54 percent from people who work and live in Pasadena.

The findings from the suitability analysis indicated high bike share suitability primarily in the Central District, sections of East Colorado Boulevard and California Boulevard and limited suitability areas in the north part of the City.

The crowdsourcing pattern of likes mirrors the suitability analysis findings for Pasadena. Areas of high likes in Civic Center, Old Pasadena, Playhouse District, and South Lake District have a high suitability score; as do areas around Caltech and Pasadena City

College. Areas with a lower number of likes outside of the central district have a significantly lower suitability score and there were lower response rates for station locations north of the 210 freeway.

Recent data for the Downtown Los Angeles (DTLA) pilot has shown that crowdsourcing ranking is a strong indication of future high ridership. Metro recently compared the pre-launch crowdsourced ranking (or the amount of “likes” a location gets) and current ridership of Metro Bike Share stations in DTLA and found a strong correlation. For Pasadena this means that highly ranked crowdsourced bike share locations can be expected to have high ridership, and lower ranked station locations can be expected to have lower ridership or performance.

To establish a target level of revenue in relation to operating cost (fare box recovery or FBR), fare recovery rates of the Capital Bike Share program in the suburbs of Alexandria and Arlington, Virginia, were determined to be the most similar to Pasadena’s potential performance. Pasadena’s preliminary target FBR is estimated to be 60 percent. However, an individual station’s FBR can vary and based on the ridership correlation analysis, stations with lower number of likes and in lower suitability areas could have FBRs from 0% to 40%. This would mean that the City of Pasadena would be required to pay more annually for operations and maintenance overall, particularly for stations that are not meeting the target recovery rates. Costs for stations in areas with lower community support and bike share suitability could potentially cost up to two times or more in annual operations and maintenance based on anticipated ridership.

A recent study from the National Association of City Transportation Officials (NACTO) found that the most equitable bike share is a system with densely spaced stations within an easy 1/8 -1/4 mile walk from one another. The more tightly spaced the stations are the more they are functional and useful to all.

Metro has taken a concerted effort in attempting to address equity with immediate steps and possible long term solutions. The Los Angeles County Bicycle Coalition (LACBC) and Multicultural Communities for Mobility (MCM), in partnership with Metro and the City of Los Angeles, have received a grant from the Better Bike Share Partnership to implement an outreach program to disadvantaged communities, to provide education and encouragement for bike share in Downtown Los Angeles and to develop metrics for implementing and measuring equity over the long term. Additionally, Metro recently distributed 40,000 Annual Flex Pass free coupons for Metro Rider Relief participants to try the program at a reduced rate. Staff will utilize lessons learned from the work in DTLA to apply to Pasadena and further pursue opportunities for subsidized passes for students, seniors and low-income users through our TAP integration work.

COUNCIL POLICY CONSIDERATION:

Bike share supports the General Plan guiding principle where “Pasadena will be a city where people can circulate without a car.” The Mobility Element established Policy 2.11 *Explore bicycle share programs or any other bicycle programs that will provide greater access to bicycles for visitors or those that may not own a bicycle.* This policy evolved

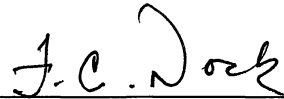
from extensive public outreach that indicated programs such as bike share should be actualized in the City as a transportation mode.

FISCAL IMPACT:

As reported in the October 10, 2016 City Council action, the cost of this action for Fiscal Year 2017 is \$850,265, see chart below. Funding will be addressed by the utilization of existing fund balance of \$1,395,617 in Measure R Fund 236 for the recommended appropriation of \$850,265 in account 23624043-811400. The second year O&M cost of up to \$1,260,663 to conclude this two-year pilot program will be included in the FY 2018 Recommended Operating Budget. As off-setting revenue sources become available over the next 18 months, the City's net share of the O&M costs will be reduced. These projections are based on the proposed siting outlined in this report. Modifications to station location, particularly to areas with low suitability scores will negatively impact the anticipated fare box revenue and would create a funding gap for the program.

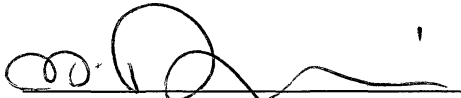
FUNDING SOURCE for No Fare Box Revenue	FY 2017 Funds Available	FY 2018 Funds Available
Fund 236 Measure R (Initial Capital Cost)	\$381,854	
Fund 236 Measure R (O&M Cost)	\$468,411	\$1,260,663
TOTAL PILOT PROJECT COST	\$850,265	\$1,260,663

Respectfully submitted,



FREDERICK C. DOCK
Director
Department of Transportation

Prepared by:



Mike Bagheri, P.E.
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Approved by:



STEVE MERMELL
City Manager

Attachment. (1)

Attachment A – Proposed Bike Share Station Locations