

BIKE RIVERSIDE - PROGRAM UPDATE AND AGREEMENT REVIEW

Public Works Department

City Council
September 1, 2020

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1

BACKGROUND



What is Bike Riverside?

1. Transportation program designed to provide users with a bicycle for short, point-to-point trips within the program's service area.
2. Service available in downtown and adjoining areas.



2

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2

DISCUSSION

In the first year:

- a) Riders burned a total of 1,632,925 calories;
- b) Rode 10,433 miles; and
- c) Reduced CO2 emissions by an estimated 5.4 tons.



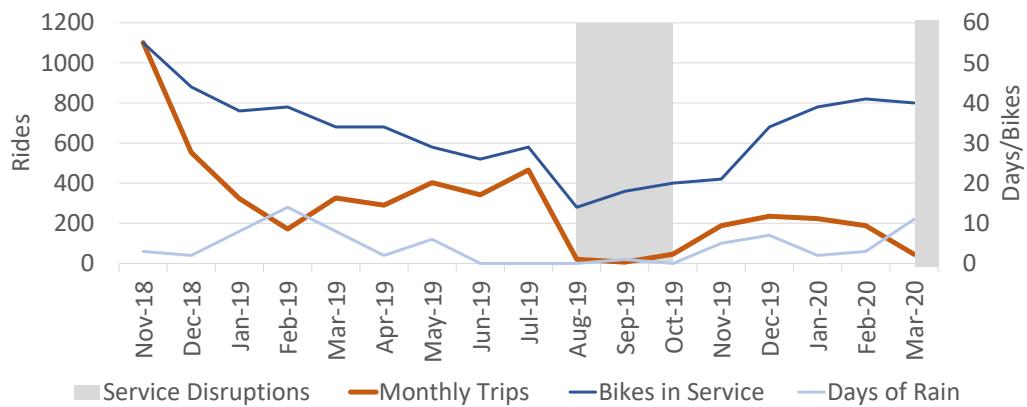
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3

USAGE

MONTH-TO-MONTH USAGE
NOVEMBER 2018 TO MARCH 2020



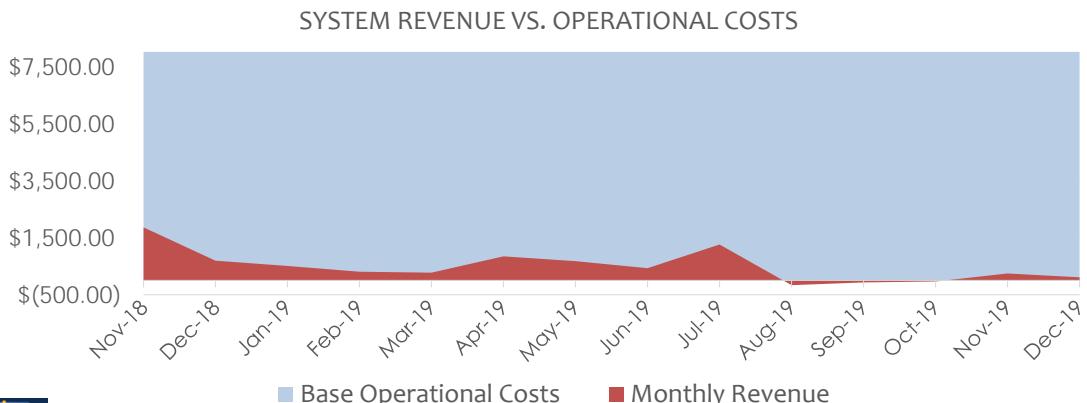
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REVENUE

System revenues for first year of program only covered 6.8% of costs (City not responsible for monthly operational costs beyond initial contract amount)



5

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5

OPERATIONS AND CUSTOMER SERVICE

1. At launch, maintenance was managed by subcontractor Corps Logistics, a company that prioritized hiring local veterans.
2. Throughout the system life, the operator struggled with vandalism.
3. In March 2020 Bewegen assumed maintenance in-house across all of its US-based systems.



6

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6

SERVICES AGREEMENT

1. Bewegen has proposed a contract extension with a \$185,000 annual fee.
2. Initial contract included purchase of all bikes, kiosks, and charging equipment plus operations & maintenance for \$333,943 over a 2-year period.
3. Proposal is approximately \$16,000 more expensive than initial contract per year and does not include new equipment.



7

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7

RECOMMENDATIONS

That the City Council:

1. Receive and file the Bike Riverside program update.
2. Direct staff to:
 - a) Allow the existing agreement with Bewegen to sunset in October of 2020;
 - b) Sell back operator-specific equipment and replace bike share racks with standard bicycle racks as an interim improvement; and
 - c) Seek public-private partnerships for a new micromobility program.



8

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8

Additional Slides



9

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9

BACKGROUND

1. In 2013 and 2014, the City obtained a combination of grant funds for a bike share program.
2. Through a competitive bid process, the City selected Bewegen Technologies Inc. to plan and implement a bike share program
3. The City's bike share program, branded Bike Riverside, launched on November 2, 2018.



10

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10

BACKGROUND



4. Bike Riverside Consists of:

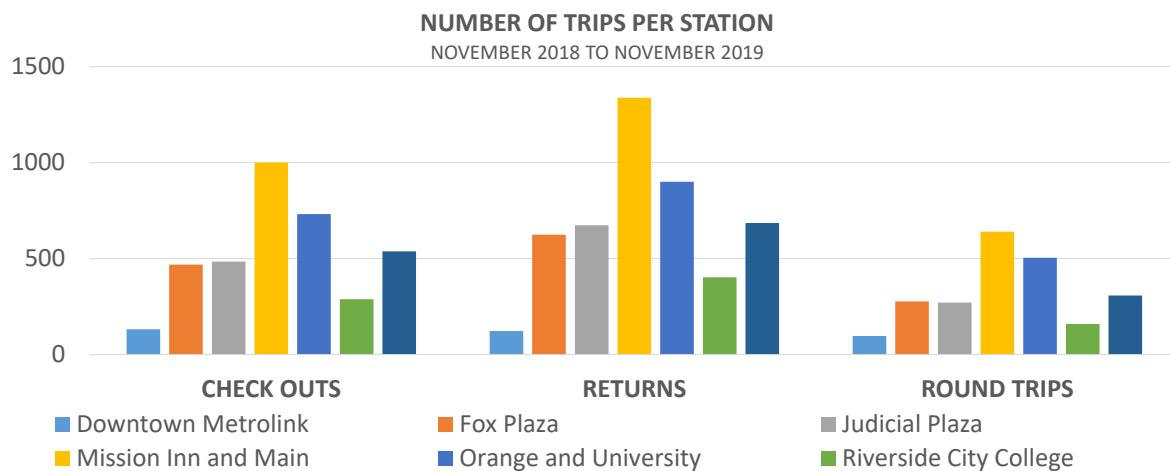
- 7 Stations:
 - 3 on Main Street, Orange and University, Fox Plaza, Riverside City College, Downtown Metrolink Station
 - 6 with payment and info kiosks
- 55 Electric Pedal Assist Bikes:
 - Equipped with safety and convenience features such as baskets, digital info screens and GPS tracking.



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11

USAGE



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12

12

USAGE

1. Heavily used for leisure and recreation;
2. Usage can be influenced by:
 - a) Convenience, availability, and reliability; and
 - b) Less predictable factors such as weather or a major public health crisis.
3. Bike Riverside maintained reasonable usage when the weather was clear and a majority of the fleet was in service.
4. Bike Riverside's bikes receive approximately 20% of annual trips / per-bike usage compared to Santa Monica's system



13

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13

REVENUE

Bewegen bike share systems operate with a model that allows for two streams of revenue:



RENTAL/MEMBERSHIP FEES



SYSTEM SPONSORSHIPS/ ADVERTISEMENTS



\$ SYSTEM REVENUE \$



14

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14

OPTIONS

1. **Option 1** – Approve Bewegen's proposed service agreement.
2. **Option 2** – Sunset program in October, sell back equipment, install standard bike racks.
3. **Option 3** – Sunset program in October, sell back equipment, install standard bike racks in interim. Seek grant funding for new program, include public/private partnerships. (Staff recommendation)



15

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