



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: OCTOBER 23, 2018**

**FROM: PUBLIC WORKS DEPARTMENT      WARDS: ALL**

**SUBJECT: BICYCLE EQUIPMENT AND FACILITIES RENTAL PROGRAM; AMEND SCHEDULE OF FEES AND CHARGES – RESOLUTION; REVISE SECTION 3.30.030 OF THE RIVERSIDE MUNICIPAL CODE - ORDINANCE**

## **ISSUE:**

Approve the implementation of the City Bicycle Equipment and Facilities Rental Program by adding respective fees to the Master Fees and Charges Schedule and amending Section 3.30.030 of the Riverside Municipal Code.

## **RECOMMENDATION:**

That the City Council:

1. Approve the implementation of the City Bicycle Equipment and Facilities Rental Program;
2. Approve an update to the Fiscal Year 2018-19 fees and charges for Public Works to include new bicycle related user fees;
3. Introduce and subsequently adopt an ordinance to revise Section 3.30.030 of the Riverside Municipal Code to provide for adjustments to the City's fees and charges for Public Works to add new bicycle related fees; and
4. Adopt a resolution authorizing and establishing a schedule of fees and charges for City service in the Public Works Department to add new fees related to the rental of bicycle equipment and facilities.

## **BACKGROUND:**

On April 3, 2018, City Council unanimously approved a Services Agreement with Bewegen Technologies Inc. to plan and implement the Citywide Bicycle Share Program. The program, which will be operated by Bewegen and its subcontractor Corps Logistics through 2020, has now been branded as Bike Riverside and is scheduled to launch in November 2018, prior to the Festival of Lights Switch-on Ceremony. The initial phase of Bike Riverside includes planning, equipment and deployment of a seven (7) station system with 55 pedal assist bikes. The total

project cost of \$333,943 has been approved by City Council and is funded with a combination of Congestion Mitigation and Air Quality (CMAQ) Grant funding, Active Transportation Program (ATP) Cycle I grant funding, and Air Quality Management District (AQMD) funding.

In addition to offering bike rentals, the City will install four electronic bike lockers that are funded with SB 821 funds, which were allocated to the City in June 2015. The lockers will be available in Garage 1 and will provide a secure, short-term bike parking option for patrons of the surrounding businesses.

## **DISCUSSION:**

As the City continues its efforts to create a sustainable, active community, programs such as Bike Riverside and the Electronic Bike Lockers pave the way for future bike related programs. The Public Works Department is proposing to establish the City Bicycle Equipment and Facilities Rental Program to facilitate the implementation of bicycle related programs and their respective fees that would help the City achieve its emission reduction and traffic mitigation goals.

The implementation of the Electronic Bike Locker and Bike Share Program is one of the top 5 bike related objectives in the City's Economic Prosperity Action Plan. The Bike Share program is identified as measure T-16 of the City's Climate Action Plan. The City's goal was to install four bike share stations by 2020 for a greenhouse gas (GHG) reduction of 210 MT CO<sub>2e</sub> per year, with eight or more stations by 2035 for a 280 CO<sub>2e</sub> per year reduction. This program will meet and exceed our 2020 goal.

### **Bike Riverside – Citywide Bike Share Program**

Bike Riverside will offer residents and visitors with an alternative means of transportation, making 55 electric, pedal assist bikes available for point-to-point trips to seven (7) stations within the Downtown and adjoining areas. Users will have the ability to rent bikes with a membership or choose to purchase a day or single trip pass. A set amount of time is included for each trip and users have the ability to purchase extra ride time as needed.

In addition to rental fees, the schedule is to include asset recovery fees for damaged, lost, and stolen bikes to be charged at the operator's discretion.

The following table provides a breakdown of rental and asset recovery fees:

<b>Type</b>	<b>Cost</b>	<b>Rides</b>	<b>Time</b>	<b>Purchase Location</b>
Founding Member (Annual)	\$90.00	Unlimited	60 minutes	Website
Monthly Pass	\$20.00	Unlimited	45 minutes	Kiosk, app, website
Day Pass	\$6.00	Unlimited	45 minutes	Kiosk, app, website
Go Pass	\$2.00	1	45 minutes	Kiosk, app, website
Single-Trip (Express checkout)	\$2.00	1	45 minutes	Kiosk

Type	Cost	Rides	Time	Purchase Location
Extra Ride Time	\$2.00	N/A	30 minutes	N/A
Damaged Bike	Actual cost of repair	N/A	N/A	N/A
Lost or Stolen Bike Replacement	\$2,000	N/A	After ten hours without return	NA

Fees were established by Bewegen Technologies Inc. and are based on several factors, including a comparison to other programs. Most bike share systems include a set amount of time for each trip, ranging from 15 to 90 minutes, where additional time can be purchased in increments ranging from 1 to 60 minutes. The Bike Riverside fee structure incentivizes quick turnaround for bikes to ensure they are available to as many users as possible, while still providing adequate time to riders at a competitive price. Monthly and yearly memberships are also offered for convenience and cost savings. While the charge of cost-recovery fees is not anticipated, they are included in the schedule to be used at the operator's discretion.

Bike Riverside fees are not only competitive with other programs offering pedal assist bicycles, but also other programs with bikes presenting less amenities.

The table below compares Bike Riverside fees to other systems in California.

Fee Comparison					
System Name	Bike Riverside	JUMP Santa Cruz	Discoverbike San Diego	Metro Bike Share (LA)	Long Beach Bike Share
Pedal Assist	Yes	Yes	No	No	No
Fee Type					
Annual Pass	\$90.00/ 60 Min	N/A	\$199/ 60 Min	N/A	\$120.00/ 90 Min
Monthly Pass	\$20.00/ 45 Min	\$30.00/ 60 Min	\$50.00/ 30 Min	\$17.00/ 30 Min	\$15.00/ 90 Min
Day Pass	\$6.00/ 24 Hrs	N/A	\$24.00/ 8 Hrs	\$5.00/ 24 Hrs	\$21.00/ 3 Hrs
Single-Trip	\$2.00/ 45 Min	\$1.00/ 15 Min	\$5.00/ 30 Min	\$1.75/ 30 Min	\$7.00/ 60 Min
Extra Ride Time	\$2.00/ 30 Min	\$0.07/ 1 Min	\$5.00/ 30 Min	\$1.75/ 30 Min	\$7.00/ 60 Min

Bike Riverside fees are on average 20% less than its most comparable system.

**Electronic Bike Lockers**

The City of Riverside's Electronic Bike Lockers will be the first of their kind in California. Current electronic bike locker technology in metros across the state and the country requires users to establish an account and obtain a card or key fob to operate. While those systems sufficiently serve those who desire long-term parking for their bicycles, it poses challenges for riders seeking quick, secure, short-term parking. The City's Electronic Bike Lockers will only require users to have a smart phone to download the Movatic Mobile Application and a credit card. Users can access the lockers within minutes and can even reserve a locker before they get there to ensure availability.

With no similar systems currently in place to compare pricing, the City looked at pricing for vehicular parking in the Downtown area. Program pricing was set to incentivize biking over driving a car. Fees were also set to encourage quick turnaround, ensuring the lockers are used, as intended, for short-term bike parking.

The following table provides a breakdown of rental fees:

<b>Electronic Bike Locker Program</b>	
<b>Type</b>	<b>Cost</b>
Base Rate	\$0.40
Rental Fee per 15 Minutes	\$0.15

The fee structure of a base rate, plus a timed rate was set by the mobile application operator, Movatic Inc. When a user reserves and rents a locker, they will be charged the base in addition to a prorated rate in increments of 15 minutes. For example, if a user rents a locker for 30 minutes they will pay a total of \$0.70 (\$0.40 base rate + \$0.30 timed rate).

**FISCAL IMPACT:**

Implementation of the Electronic Bike Locker Program will result in a positive impact to revenues; which shall be determined and assessed at the end of the first year of operations and shall be deposited into the Transportation Projects – Other Property Rental revenue account 0000431-373120. There are no fiscal impacts associated with the implementation of the Bike Rental Program, as Bewegen Technologies Inc. will collect all revenue from the program and in return, pay all operational costs through the initial agreement term ending October 2020.

Prepared by: Kris Martinez, Public Works Director  
 Certified as to  
 availability of funds: Edward Enriquez, Acting Chief Financial Officer/Treasurer  
 Approved by: Rafael Guzman, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

## Attachments:

1. Ordinance
2. Resolution
3. Presentation