



## BICYCLE EQUIPMENT AND FACILITIES RENTAL PROGRAM

Public Works Department

City Council  
October 23, 2018

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### BACKGROUND

1. In April 2018, City Council unanimously approved a Services Agreement with Bewegen Technologies Inc to plan and implement the Citywide Bicycle Share Program.
2. The program, which will be operated by Bewegen and its subcontractor Corps Logistics through 2020, has now been branded as Bike Riverside and will launch on November 2, 2018.



2

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## BACKGROUND

3. The initial phase of Bike Riverside has been 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.
4. In addition to bike rentals, the City was allocated SB 821 funds in June 2015 for the installation of four electronic bike lockers. The lockers will be available in Garage 1 and will provide a secure, short-term bike parking option for patrons of the surrounding businesses.



3

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## BUILDING A SUSTAINABLE AND ACTIVE COMMUNITY

Public Works identified a need for a City Bicycle Equipment and Facilities Rental Program to facilitate the implementation of and pave the way for future bicycle related programs.



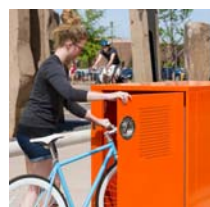
4



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## BUILDING A SUSTAINABLE AND ACTIVE COMMUNITY

1. The Bicycle Equipment and Facilities Rental Program will help the City achieve its emission reduction and traffic mitigation goals:
  - a. Implementation of the Electronic Bike Locker and Bike Share Programs is one of the top 5 bike related objectives in the City's Economic Prosperity Action Plan.



5

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## BUILDING A SUSTAINABLE AND ACTIVE COMMUNITY

2. Climate Action Plan Measure T-16:
  - a. Install four bike share stations by 2020 for a greenhouse gas (GHG) reduction of 210 MT CO<sub>2</sub>e per year.
  - b. Eight or more stations by 2035 for a 280 MT CO<sub>2</sub>e reduction per year.
  - c. City will meet and exceed 2020 Goal.



6

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## BIKE RIVERSIDE – BIKE SHARE PROGRAM

Point-to-point bike rental program in the Downtown and adjoining areas:

- a. 7 Kiosk Stations
- b. 55 bikes



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EFFIX

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7

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## BIKE RIVERSIDE FEES

### 1. Membership and Rental Fees:

- a. Users rent bikes with a membership or purchase of a day or single trip pass.
- b. A set amount of time is included for each trip and users have the ability to purchase extra ride time as needed.

### 2. Other Fees:

- a. The Bike Riverside Fees Schedule is to include asset recovery fees for damaged, lost, and stolen bikes to be charged at the operator's discretion.



8

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## BIKE RIVERSIDE FEES

TYPE	COST	RIDES	TIME	PURCHASE LOCATION
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
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



9

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## BIKE RIVERSIDE FEES

Typical systems include a set amount of time (15-90 Min) for each trip, where additional time can be purchased in increments ranging from 1 to 60 minutes.

The Bike Riverside fee structure:

1. Incentivizes quick turnaround of bikes to ensure availability.
2. Provides adequate time to riders at a competitive price.
3. Monthly and yearly memberships available for convenience and cost savings.



10

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## BIKE RIVERSIDE VS. OTHER SYSTEMS

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.

11

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## ELECTRONIC BIKE LOCKERS

1. First of it's kind in California – Current technology used by other local metros requires users to establish an account and obtain a card or key fob to operate, posing a challenge for riders seeking quick, secure, short-term parking.
2. The City's Electronic Bike Lockers will only require users to have a smart phone to download the Movic Mobile App and a credit card. Users can access the lockers within minutes and can reserve a locker before they get there to ensure availability.



12

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## ELECTRONIC BIKE LOCKER FEES

1. 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:
  - a. Incentivize biking over driving a car.
  - b. Encourage quick turnaround, ensuring the lockers are used for short-term bike parking as intended.



13

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## ELECTRONIC BIKE LOCKER FEES (CONT.)

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

2. The fee structure of a base rate plus a timed rate was established by Movatic Inc.
3. The City's program charges the timed rate in 15 min increments to promote short term use.
  - a. Example: 30 minute Rental = \$0.70 (\$0.40 base rate + \$0.30 timed rate).



14

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## RECOMMENDATIONS

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.



15

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