

BIKE RIVERSIDE – PROGRAM UPDATE AND AGREEMENT REVIEW

Public Works Department

Mobility and Infrastructure Committee
August 13, 2020

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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



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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.



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BACKGROUND



4. 7 Stations:
 - a) 3 on Main Street, Orange and University, Fox Plaza, Riverside City College, Downtown Metrolink Station.
 - b) 6 with payment and info kiosks.
5. 55 Electric Pedal Assist Bikes:
 - a) Equipped with safety and convenience features such as baskets, digital info screens and GPS tracking.





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DISCUSSION

In the first year:

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

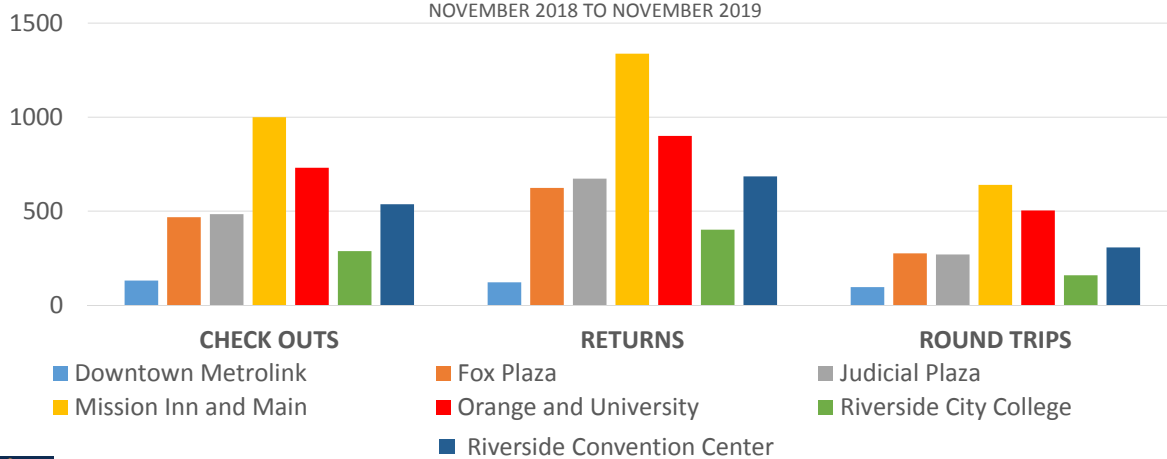


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USAGE

NUMBER OF TRIPS PER STATION
NOVEMBER 2018 TO NOVEMBER 2019



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USAGE

1. Heavily used for leisure and recreation;
2. Usage can be influenced by:
 - a) Convenience, availability, and reliability.
 - 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.

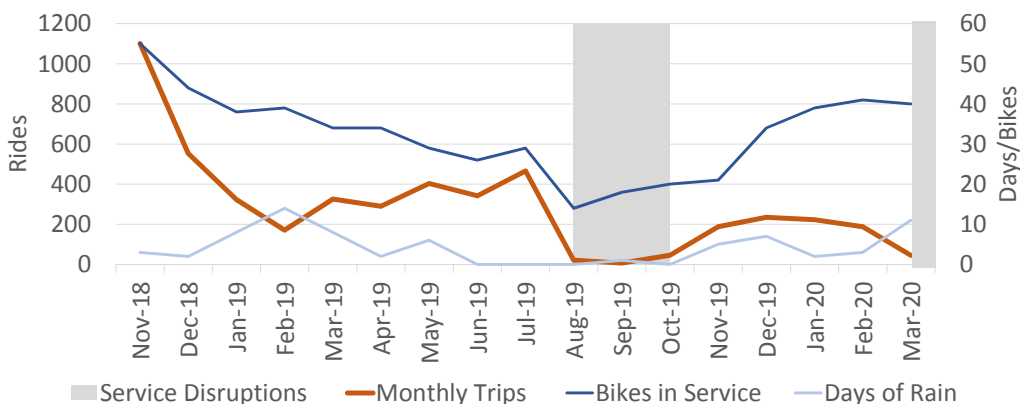


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USAGE

MONTH-TO-MONTH USAGE
NOVEMBER 2018 TO MARCH 2020

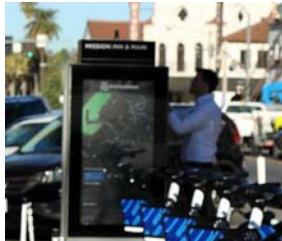


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REVENUE

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



RENTAL/MEMBERSHIP FEES



SYSTEM SPONSORSHIPS/ ADVERTISEMENTS
(SAMPLE - NOT TAKEN FROM BIKE RIVERSIDE)

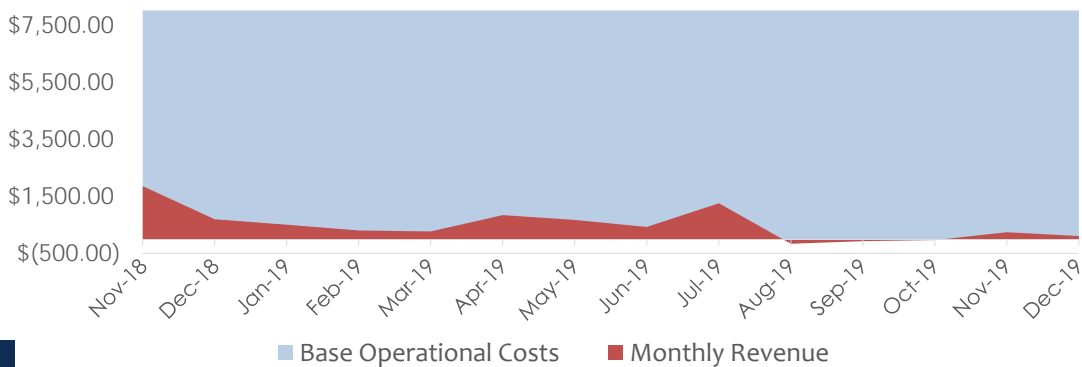


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REVENUE

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

SYSTEM REVENUE VS. OPERATIONAL COSTS



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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.



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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.



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NEXT STEPS

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)



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RECOMMENDATIONS

That the Mobility & Infrastructure Committee:

1. Receive and file the Bike Riverside program update.
2. Recommend that the City Council 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) Plan to secure grant funding for a new program.



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