



City of Long Beach
Working Together to Serve

Memorandum

Date: May 5, 2016
To: Patrick H. West, City Manager *T.H.W.*
From: *CS* Craig A. Beck, Director of Public Works
For: Mayor and Members of the City Council
Subject: **Bike Share Update**

Long Beach, like other metropolitan areas, is advancing opportunities for pedestrian and bicycle mobility to reduce traffic congestion and promote healthier lifestyles. With funding from a federal grant, the City purchased 500 bicycles and 50 stations to create a network of rentable bikes. On March 8, 2016, the City Council awarded a contract to CycleHop, LLC for the installation, promotion, and operation of the City's first Bike Share program. CycleHop operates successful Bike Share programs in other Southern California cities including Santa Monica and Beverly Hills.

On March 10, 2016, CycleHop successfully rolled out 10 Bike Share locations with a total of 100 bicycles available for public use. This was a soft rollout with minimal promotion to allow CycleHop the opportunity to develop their operational structure. This initial phase also included the release of the Long Beach Bicycle Share website (www.longbeachbikeshare.com). People are able to register for a membership, locate bicycles, and reserve them for use. Additionally, City employees were extended a \$10 per month promotional rate and can enroll in Bike Share by using the following link <https://widget.socialbicycles.com/63/274>.

With the first month of operation under their belt, CycleHop is now ready to deploy more stations. Staff is working closely with them to locate the next round of stations, which will be installed over the next few weeks. The goal is to better connect Downtown to Belmont Shore and high-demand areas near the beach. Staff is also looking at solutions to better serve CSULB and the Metro Blue Line. After successful implementation in these areas, we will continue to look for additional opportunities throughout the entire city to expand the program.

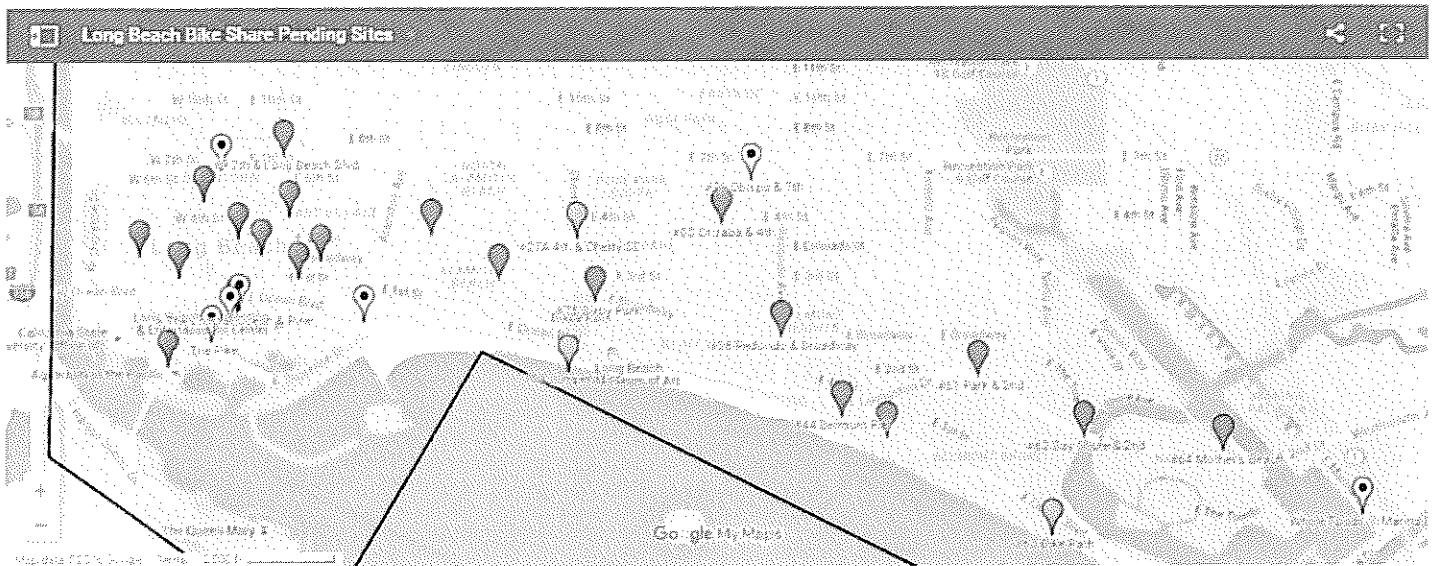
The attached map provides a list of current bicycle stations and areas being reviewed for the next phase. If you have any questions regarding this matter, please call Nate Baird, Mobility and Healthy Living Coordinator, at (562) 570-6618.

CB:NB:JC

ATTACHMENT: BIKE STATION LOCATIONS

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
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ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
CITY MANAGER DEPARTMENT HEADS

As Long Beach Bike Share grows, we'll be reviewing possible new station locations.
Below is a current list of existing, proposed, and locations under review



- CURRENTLY INSTALLED STATIONS
- CURRENTLY ACTIVE DROP ZONES
- CURRENTLY UNDER REVIEW
- SITES PENDING REVIEW

Currently Under Review:

- 7th/Long Beach Blvd
- Cerritos & 3rd
- Falcon and Broadway
- Redondo & Broadway
- Belmont Pier
- Park & 2nd

Currently Under Review:

- Bayshore & 2nd
- Mother's Beach
- Bixby Park
- Alamitos Bay Marina
- Aquatics Center
- Orizaba & 4th
- Beach Path locations at the Junipero and Bayshore parking lots

Sites Pending Review:

- Upper Pine
- Convention Center
- The Loop @ Ocean/Pine
- Obispo & 7th
- near the Whole Foods @ Marina Dr

Have an idea for a station location? To submit a suggestion, please contact:

Nate Baird | nathan.baird@longbeach.gov | (562) 570-6618
 Mobility & Healthy Living Programs Officer
 City of Long Beach Department of Public Works | Transportation

Screenshot of <http://longbeachbikeshare.com/>. Go to "Find a Bike" and then "Suggest a Station Location".

Existing Bike Share locations:

- Aquarium Circle
- 5th & Pacific
- Atlantic & Broadway
- 3rd & Promenade
- Courthouse
- LBB & Broadway
- 1st & Linden
- Civic Center
- 4th & Frontenac