



San Gabriel Valley Council of Governments

AGENDA AND NOTICE OF THE MEETING OF THE TRANSPORTATION COMMITTEE – JULY 19, 2018 – 4:30 PM Upper San Gabriel Valley Municipal Water District Office (602 E. Huntington Drive, Suite B, Monrovia, California, 91016)

The Transportation Committee encourages public participation and invites you to share your views on agenda items.

Chair

John Fasana, Duarte

Vice-Chair

Sam Pedroza,
Claremont

Members

Alhambra
Claremont
Diamond Bar
Duarte
El Monte
Glendora
La Cañada Flintridge
Pomona
San Gabriel
South El Monte
South Pasadena
Temple City
Walnut
First District, LA County
Unincorporated
Communities
Fifth District, LA County
Unincorporated
Communities

MEETINGS: *Regular Meetings of the Transportation Committee are held on the third Thursday of each month at 4:30 PM at the Upper San Gabriel Valley Municipal Water District Office (602 E. Huntington Drive, Suite B, Monrovia, California, 91016).* The Transportation Committee agenda packet is available at the San Gabriel Valley Council of Government's (SGVCOG) Office, 1000 South Fremont Avenue, Suite 10210, Alhambra, CA, and on the website, www.sgvkog.org. Copies are available via email upon request (sgv@sgvcog.org). Documents distributed to a majority of the Committee after the posting will be available for review in the SGVCOG office and on the SGVCOG website. Your attendance at this public meeting may result in the recording of your voice.

CITIZEN PARTICIPATION: Your participation is welcomed and invited at all Transportation Committee meetings. Time is reserved at each regular meeting for those who wish to address the Committee. SGVCOG requests that persons addressing the Committee refrain from making personal, slanderous, profane, or disruptive remarks.

TO ADDRESS THE TRANSPORTATION COMMITTEE: At a regular meeting, the public may comment on any matter within the jurisdiction of the Committee during the public comment period and may also comment on any agenda item at the time it is discussed. At a special meeting, the public may only comment on items that are on the agenda. Members of the public wishing to speak are asked to complete a comment card or simply rise to be recognized when the Chair asks for public comments to speak. We ask that members of the public state their name for the record and keep their remarks brief. If several persons wish to address the Committee on a single item, the Chair may impose a time limit on individual remarks at the beginning of discussion. **The Transportation Committee may not discuss or vote on items not on the agenda.**

AGENDA ITEMS: The Agenda contains the regular order of business of the Transportation Committee. Items on the Agenda have generally been reviewed and investigated by the staff in advance of the meeting so that the Transportation Committee can be fully informed about a matter before making its decision.

CONSENT CALENDAR: Items listed on the Consent Calendar are considered to be routine and will be acted upon by one motion. There will be no separate discussion on these items unless a Committee member or citizen so requests. In this event, the item will be removed from the Consent Calendar and considered after the Consent Calendar. If you would like an item on the Consent Calendar discussed, simply tell Staff or a member of the Committee.



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the SGVCOG office at (626) 457-1800. Notification 48 hours prior to the meeting will enable the SGVCOG to make reasonable arrangement to ensure accessibility to this meeting.



PRELIMINARY BUSINESS

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Public Comment (*If necessary, the Chair may place reasonable time limits on all comments*)
5. Changes to Agenda Order: Identify emergency items arising after agenda posting and requiring action prior to next regular meeting

CONSENT CALENDAR (*It is anticipated that the Transportation Committee may take action on the following matters*)

6. Transportation Meeting Minutes – 06/21/2018
Recommended Action: Approve Transportation Committee minutes.

PRESENTATIONS (*It is anticipated that the Transportation Committee may take action on the following matters*)

7. LA Metro's NextGen Bus Study: Presentation by Conan Cheung, Senior Executive Officer – Service Development, Scheduling, and Analysis, LA Metro
Recommended Action: For information and discussion.

ACTION ITEMS (*It is anticipated that the Transportation Committee may take action on the following matters*)

DISCUSSION ITEMS (*It is anticipated that the Transportation Committee may take action on the following matters*)

8. San Gabriel Valley Bike Share Expansion Update: CTC Scope of Work & RFP Process
Recommended Action: Discuss and provide direction to staff.

METROPOLITAN TRANSPORTATION AUTHORITY (MTA) REPORT (*It is anticipated that the Transportation Committee may take action on the following matters*)

9. Oral Report
Recommended Action: For information only.

UPDATE ITEMS

10. Metrolink Update
Recommended Action: For information only.
11. Update on Active Transportation Planning Efforts
Recommended Action: For information only.

EXECUTIVE DIRECTOR'S REPORT (*It is anticipated that the Transportation Committee may take action on the following matters*)

12. Oral Report
Recommended Action: For information only.

COMMITTEE MEMBER ITEMS

ANNOUNCEMENTS

ADJOURN



SGVCOG Transportation Committee Unapproved Minutes

Date: June 21, 2018

Time: 4:30 PM

Location: Upper San Gabriel Valley Municipal Water District
602 E. Huntington Dr., Suite B, Monrovia, CA 91016

PRELIMINARY BUSINESS

1. Call to Order
The meeting was called to order at 4:09 p.m.

2. Pledge of Allegiance

3. Roll Call

Members Present

- Alhambra
- Claremont
- Diamond Bar
- Duarte
- Glendora
- La Cañada Flintridge
- Pomona
- South Pasadena
- Temple City
- LA County District 5

B. Messina

S. Pedroza

D. Liu

J. Fasana

V. Escalante

G. Brown

T. Sandoval, R. Guerrero

D. Mahmud

A. Avery

D. Perry

Members Absent

- El Monte
- San Gabriel
- South El Monte
- Walnut
- LA County District 1

SGVCOG Staff

- M. Creter
- K. Ward
- P. Hubler
- C. Cruz
- P. Duyshart

4. Public Comment

No public comment.

5. Changes to Agenda Order: Identify emergency items arising after agenda posting and requiring action prior to next regular meeting

No changes to the agenda order.

CONSENT CALENDAR

6. Transportation Meeting Minutes: 05/10/2018

There was a motion to approve the 05/10/2018 Transportation Committee Minutes, but with the amendment that S. Pedroza (City of Claremont) be added to the “Members Present” list for the 05/10/2018 meeting (M/S: S. Pedroza / R. Guerrero).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Duarte, Glendora, Pomona, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	Diamond Bar, El Monte, La Cañada Flintridge, San Gabriel, South El Monte, South Pasadena, Walnut, LA County District 1

PRESENTATIONS

7. SGV Greenway Network and Corridor Study

Before Alta’s presentation began, M. Creter reminded the Committee that this SGV Greenway Network Feasibility Study is part of an ATP Cycle 1 Grant application and subsequent award. The SGVCOG may use some of the data and findings from this analytical report for the COG’s Measure M allocation of funds. This is a component of the Active Transportation Study project.

James Powell, a Design Associate with Alta Planning + Design, Inc. presented the results of the SGV Greenway Network and Corridor Study to the Transportation Committee. He told Committee members that one of the main purposes of giving this presentation today is to have Committee members confirm that the corridors considered in the study for active transportation development are practical and make sense for their respective communities.

Questions/Discussion:

- A Committee member stated that a project in his City should be rated higher in the greenway analysis report because it has outstanding regional connectivity and every neighborhood that is adjacent to the project right-of-way is a disadvantaged community.
- Another Committee member pointed out that residents in her cities have spoken to her about a desire to see a bike path on an SCE utility corridor which runs through the City because it connects to two schools, so it could be a “Safe Routes to School” project.
- One Committee member remarked that he appreciates the thoroughness of the areas of the study. He wants to make sure that we are doing this study effectively, especially since these projects are closer to reality with Measure M funding. However, he pointed out that we have to work in coordination with LA County DPW (and FCD), because they ultimately control most of these rights of way. Marisa stated that the COG has conducted outreach with the County to make sure that they are in the loop and aware of our project desires and project priorities. County knows which channels are most feasible to build trails, too, because they know the layout of their properties.
- One Committee member commented on the Buena Vista Trail from Duarte Gold Line station. That trail was planned before the Gold Line was even planned or opened. The trail doesn’t go right to Gold Line, so planners need to incorporate way-finding planning, etc.
- M. Creter commented that pointed out that member cities who are speaking out to advocate for bike paths and greenway corridors in their respective cities is important because these City representatives know the opinions of their residents and know the idiosyncrasies of their cities and communities along the proposed corridors.
- D. Perry of LA county District 5 pointed out that Supervisor Solis was the lead, and Supervisor Barger the co-author, for the County to come up with a master plan to utilize Flood Control Channels to help create a new Greenway Network. He will follow up with the Supervisor on this matter.

8. SGV Regional Active Transportation Data Collection Project

Monica Curiel, the Active Transportation Data Coordinator for Bike San Gabriel Valley, provided the presentation for this item.

Questions/Discussion:

- One Committee member remarked that this is a great companion presentation to the previous presentation we had on the Greenway Network Study, and complimented Bike SGV for their work on this data collection project.
- One TAC member asked what happened to a Metro bikeway Master Plan from back in the day? M. Creter answered the question by pointing out that 2 years ago, Metro finished an Active Transportation Strategic Plan in addition to a Bikeway Master Plan. Fasana said Metro will follow up with the Bikeway Master Plan and give that to COG staff.
- A Committee member brought up a bicyclist app for bikers. Sometimes these apps will actually steer you AWAY from designated painted bike lanes. He thinks that too many of the bike lanes on our streets are too unsafe and not usable. He says that maybe we could come up with more buffered lanes or bike lanes on streets which are immediately parallel to busier arterials.
- M. Curiel was asked about a comparison in usage between buffered and non-buffered lanes.

9. Metrolink’s SCORE Program

Alex Davis, the Government Relations Manager for Metrolink and the SCRRA, gave the presentation on this item.

ACTION ITEMS

10. Election of the Chair and Vice-Chair

This item was moved to be considered and acted upon before Item 9 by the Chair, J. Fasana.

Chair:

There was a motion to nominate J. Fasana (City of Duarte) to be the Chair of the Transportation Committee for FY 2018-2019 (M/S: D. Mahmud / S. Pedroza).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

There was a motion to close nominations for the Chair of the Transportation Committee for FY 2018-2019 (M/S: D. Mahmud / S. Pedroza).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

There was a motion to elect J. Fasana (City of Duarte) to be the Chair of the Transportation Committee for FY 2018-2019 (M/S: D. Mahmud / S. Pedroza).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

Vice-Chair:

There was a motion to nominate S. Pedroza (City of Claremont) to be the Vice-Chair of the Transportation Committee for FY 2018-2019 (M/S: T. Sandoval / D. Mahmud).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

There was a motion to close nominations for the Vice-Chair of the Transportation Committee for FY 2018-2019 (M/S: T. Sandoval / D. Mahmud).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

There was a motion to elect S. Pedroza (City of Claremont) to be the Vice-Chair of the Transportation Committee for FY 2018-2019 (M/S: D. Mahmud / T. Sandoval).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Glendora, La Cañada Flintridge, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

11. Ballot Initiative to Repeal the Gas Tax Increase (SB 1 Repeal)

P. Hubler, the Director of Government and Community Relations for the SGVCOG, provided a presentation to the Committee about the types of projects which are funding through the SB 1 legislation.

Questions/Discussion: The following issues were discussed:

- A Committee member pointed out that LA County residents voted 71% in favor of Measure M in 2016. The premise of Measure M was that we could leverage local dollars (Measure M) against State dollars (and this includes SB 1 funds). Additionally, that inflation has increased by 73.67% since the 1993 Gas Tax (until the 2017 Gas Tax). Additionally, we should think of how much more congested our roads are, and how our roads have deteriorated more. Measure M wasn't meant to pay for the entire cost.
- A member remarked that polls show a bleak outlook for SB 1 staying alive. She asked P. Hubler: who would be behind pro-SB1 campaign efforts? Hubler did point out though that education about the vital projects that SB1 can fund will flip some people to vote to keep the SB1 taxes, as they see the pragmatic use of their tax dollars. Fix Our Roads Coalition is leading the charge. They will develop an education campaign. As a Public Agency, the COG cannot publicly advocate for SB1 campaigning, but can post educational information about the types of transportation infrastructure projects that SB 1 funds.
- Another member stated that the emphasis should be put on SAFETY when educating residents. Point out how the SB1 funds can fund vital public safety projects.
- One Committee member said that there is a cost to the taxpayer because bad dangerous roads can add more vehicle maintenance fees for many residents and taxpayers. We also need to show residents what they WILL be getting from these SB1 funds, and then public agencies
- Another voting member stated how their City fields calls from angry residents about city not fixing pot holes. Also pointed out that residents see this tax as an additional tax to Measure M. Residents don't see the difference between the two tax measures, and don't understand what types of projects each tax measure funds.
- One TAC member thinks it would be a good idea to educate the public about what the cost of maintaining and repairing roads (operation and routine maintenance) is, so residents realize how much it costs to repair roads for their use and benefit.
- One voting City mentioned that this item is going to their City Council soon, and he doesn't want to vote before his Council does, in case his vote misrepresents the City's official stance.

There was a motion made to recommend that the Governing Board oppose the Ballot Initiative to Repeal the Gas Tax Increase (M/S: T. Sandoval / B. Messina).

[MOTION PASSED]

AYES:	Alhambra, Claremont, Diamond Bar, Duarte, Pomona, South Pasadena, Temple City, LA County District 5
NOES:	
ABSTAIN:	Glendora, La Cañada Flintridge
ABSENT:	El Monte, San Gabriel, South El Monte, Walnut, LA County District 1

DISCUSSION ITEMS

12. San Gabriel Valley Bike Share Expansion Update

M. Creter, the SGVCOG's Executive Director, provided this update. She mentioned how, last Thursday, COG participated in a countywide Bike Share Workshop. It was educational for the COG as the COG is looking to implement a subregional-wide Bike Share Expansion program. The COG is currently trying to change the language of the terms of the already-awarded GGRF bike share expansion grant so that any company can submit bids through an open RFP process (rather than solely only the dock-based Metro service). The COG will soon reach out to cities to solicit interest in who wants to participate in the RFP process.

METROPOLITAN TRANSPORTATION AUTHORITY (MTA) REPORT

13. Oral Report

J. Fasana provided this report. He remarked how Sen. Holden is attempting to move a bill to take the 710 out of the State Highway code. Additionally, Supervisor Kuehl will be the New Metro Board Chair on July 1.

UPDATE ITEMS

14. Metrolink Update

The SBCTA and Metrolink Boards recently approved a 25% discount pilot program for the San Bernardino Line which will run through the end of the year. There is a similar program on the Antelope Valley Line, and it is actually revenue positive.

15. Update on Active Transportation Planning Efforts

M. Creter provided information pertaining to this update item. She announced that, 2 weeks ago, the applications were due for Metro Open Streets Cycle 3. There were four SGV-area projects which were submitted under this grant program: South Pasadena-Caltrans joint event on the 110 freeway, an Alhambra, San Gabriel, and South Pasadena event, an El Monte-South El Monte event, and Heart of the Foothills Round 2.

EXECUTIVE DIRECTOR'S REPORT

16. Oral Report

There was no report on this item.

COMMITTEE MEMBER ITEMS

No Committee member items.

ANNOUNCEMENTS

M. Creter announced that the Governing Board will go dark in September.

ADJOURN

The meeting was adjourned at 5:44 p.m.

REPORT

DATE: July 19, 2018

TO: SGVCOG Transportation Committee

FROM: Marisa Creter, Executive Director

RE: **LA Metro's NextGen Bus Study**

RECOMMENDED ACTION

For information only.

BACKGROUND

The Los Angeles County Metropolitan Transportation Authority's (LA Metro) Countywide bus system serves about 900,000 riders per day on weekdays across Los Angeles County. Even though nearly 1 million people ride LA Metro's buses every weekday, ridership across the bus system has been in a steady decline over the past decade. Thus, Metro has had to deal with a pressing question: how can it earn back the patronage of former frequent Metro Bus system customers, and do so in the most effective, efficient, and cost-effective manner?

Additionally, Metro's Bus system has not been significantly updated or revamped in approximately 25 years, meaning that the system is outdated. Since that time, LA County has evolved and transformed quite dramatically. This means that some routes likely service districts and neighborhoods which do not require as much service anymore, while other newly developed neighborhoods and districts which require new, additional, or supplemental bus service to meet the needs of those respective communities do not currently have an adequate level of bus service. Moreover, new residential, vocational, service-oriented, social, and entertainment destinations have been developed within the past 25 years. Plus, travel patterns have changed, as new transportation infrastructure and technologies have developed and as minority and disadvantaged communities become displaced by increased costs of housing and gentrification.

Since market forces, increased population, and shifting demographics are demanding substantive changes to Metro's Bus system, LA Metro is currently undertaking and commissioning a comprehensive, technical, and mammoth study, called the "NextGen Bus Study." This study is both a qualitative and quantitative analysis, the purpose of which is to significantly improve Metro's bus network by reimagining the bus system to better serve Los Angeles County's diverse and expanding population and potential customer base. This study has three main tasks and phases:

- Understanding travel markets,
- Developing service network concepts,
- Preparing bus service plans for all subregions in LA County.

Each of these phases will help LA Metro to systematically understand what is important and relevant to current, former, and potential bus riders before developing revised service implementation plans and routes. LA Metro's main goal is to have the NextGen Bus Study result in a new bus network which is more reflective of, and attractive to, the diverse residents of Los Angeles County. Any new bus network must integrate well with the many different modes of transportation options and

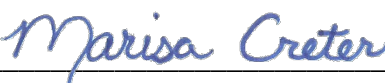
technologies which are now available to LA County consumers. The entire NextGen Bus Study is anticipated to take about 18 months, with the newly devised bus system going into effect in Fall 2019.

NEXT STEPS

While the NextGen Bus Study includes many technical components and contains a plethora of quantitative data pertaining to travel patterns, ridership, connectivity, demographics, market demands, etc., Metro holds the belief that its technical analyses can only inform them on their bus system and customer base so much. As a result, LA Metro is aiming to conduct aggressive and substantive outreach throughout all subregions and neighborhoods of the County. These outreach methods include a NextGen online survey (<https://www.metro.net/projects/nextgen/>), which can be accessed by the general public, community meetings, and telephone town halls. Metro has also convened a NextGen Bus TAC, and a NextGen Bus Study External Working Group. The SGVCOG has been invited to participate in the External Working Group, which enables Metro staff and its consultants to hear a broad range of viewpoints and feedback from representatives of key community stakeholders, including Metro Service Councils, subregional government agencies, environmental groups, low-income and social equity groups, educational institutions, municipal bus and transit operators, business organizations. Metro wants these key stakeholders and members of the general public to identify pertinent recommendations for how to improve bus service.

LA Metro is presenting information to the Transportation Committee today so that it can make itself available to hear additional valuable feedback, thoughts, and practical expertise from Committee members about how to enhance Metro's Bus System. As part of Metro's outreach efforts in the SGV subregion, Metro has also already presented the Bus Study information to the Public Works TAC and the Planning Directors' TAC in its effort to receive thorough and comprehensive feedback from the SGV region.

Prepared by: 
Peter Duyshart
Project Assistant

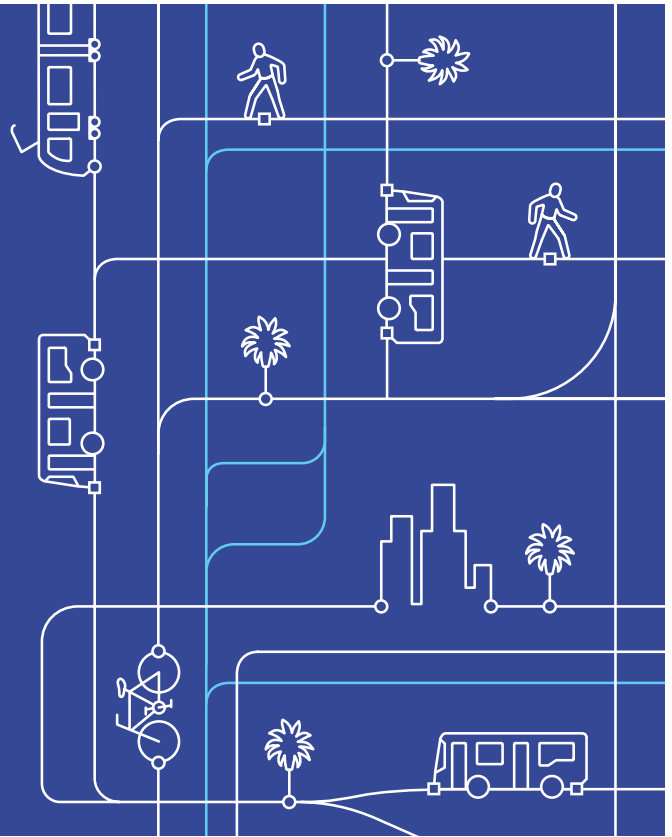
Approved by: 
Marisa Creter
Executive Director

ATTACHMENTS

- Attachment A – NextGen Bus Study Fact Sheet -- Page 9
- Attachment B – NextGen Bus Study Community Outreach Tool Kit -- Page 11
- Attachment C – NextGen Bus Study PowerPoint Slides -- Page 12

NEXTGEN Bus Study

Every day, we hear your comments about how Metro's buses can better serve you. We've listened. We've heard you. Now we're taking action. Metro is beginning the process to reimagine and restructure our bus system to better meet the needs of past, current and future riders.



So, what is NextGen?

The goal of the NextGen Bus Study is to design a new bus network that is more relevant, reflective of, and attractive to the residents of LA County. We believe this redesigned network will improve service to current customers, attract new customers and win back past customers.


Why are we doing this?

Simply put, our current bus network carries over 70% of our customers but hasn't had a major overhaul in 25 years. Since that time, LA County has evolved dramatically. We've added over a million residents, many local communities have transformed, and travel patterns have changed. The Metro Rail system barely existed at that time, but now has 105 miles of service and will continue to grow steadily over the next 25 years. With new transportation options like ride hailing apps and bike share, it's important that our bus system integrates with all the ways we travel throughout LA County today, with flexibility for the future.

When is it happening?

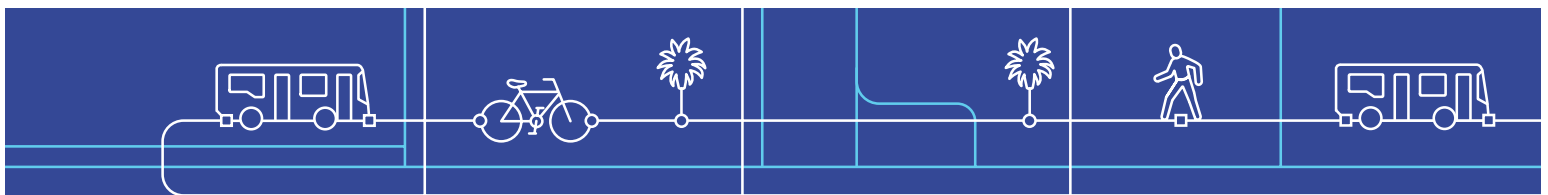
The entire study is estimated to take about 18 months, with our next generation of bus service going into effect starting in Fall 2019. The NextGen Bus Study consists of four steps. At each stage, the public will be encouraged to actively participate and provide informative and valuable input.

NextGen Bus Study Phases

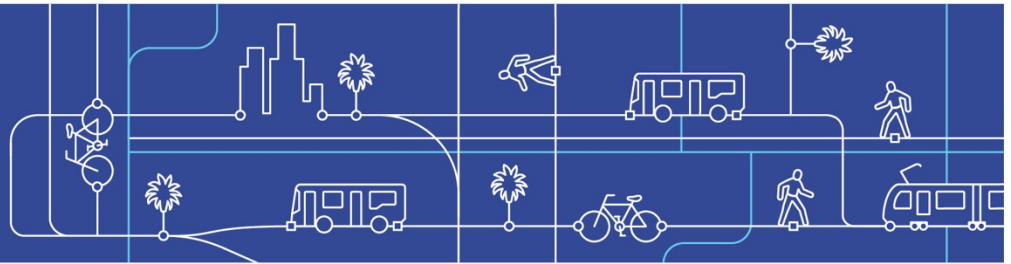
SPRING/SUMMER 2018	FALL 2018/WINTER 2019	SPRING/SUMMER 2019	FALL 2019
<p>Stage 1</p> <p>Learn about the habits and needs of past, current and potential riders, as well as their travel patterns and preferences</p>	<p>Stage 2</p> <p>Determine potential service strategies to best meet the rider needs identified in Stage 1</p>	<p>Stage 3</p> <p>Develop a new bus service plan based on input during Stage 2</p>	<p>Stage 4</p> <p>Launch new bus network throughout LA County</p>
<p>Continuous public engagement </p>			

How can you participate?

This is all about you. So, we need you as our partners. Every step of the process will include several opportunities for public input, including online platforms, community meetings, telephone town halls and public outreach. Check the project website at metro.net/nextgen for details or email the Project Manager at NextGen@metro.net.



NEXTGEN Bus Study

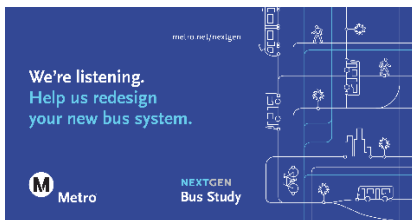


Dear Community Based Organization/External Working Group Member,

Thank you for your involvement in the NextGen Working Group. As we mentioned at the last meeting, the goal of the NextGen Bus Study is to design a new bus system that is more relevant, reflective of, and attractive to the residents of LA County. With your help, we believe the redesigned system will improve service to current customers, attract new customers and win back past customers. The entire study is estimated to take about 18 months, with improved bus service going into effect starting in Fall 2019. Throughout the study, the public will be encouraged to actively participate and provide informative and valuable input.

As we proceed with the Study, we would like to establish a communication protocol for future inquiries and ask you to help us with the following activities:

- **Outreach Program Tool Kit:** Please start by sharing with your own agency and community network the attached pdf *Dashboard*, which features live Project information links – including our short 7 question survey! Other items include a project presentation, a factsheet, and a website link. We would like to coordinate with each agency to provide ongoing communication tools in the effort to help build awareness and gain valuable feedback from your community.
 - **Survey Ask:** The short survey is included in the *Dashboard*. We need to hear from LA County residents what they think of the current Metro Bus system and how we can improve. We would appreciate it if you can ask your network to complete.
- **Widget and message for social, link the image to website:**
<https://www.metro.net/projects/nextgen/> “Get involved! Help Metro improve the LA County bus system and tell us what is important to you!”



- **Standing Meetings/Events:** Metro would like to participate and/or present at your agency's next meeting or event. Please let us know what you have coming up.

Thank you in advance for your assistance in the NextGen Bus Study. For additional information or questions, please feel free to contact me directly at 213-922-5644.

Robert Calix
Project Manager, Metro Communications

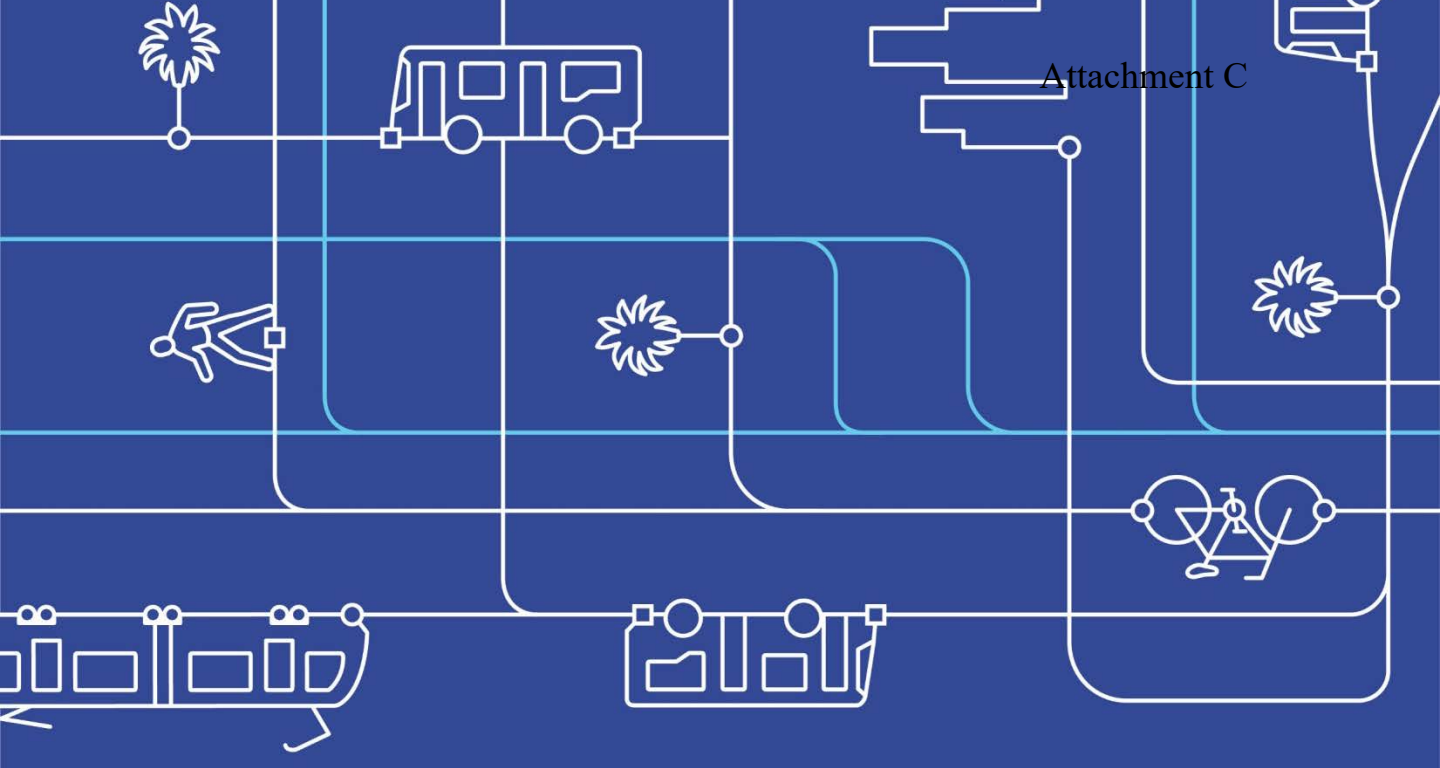


Metro

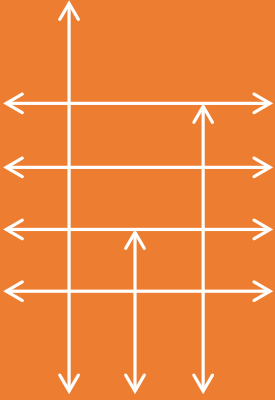
NEXTGEN Bus Study

Transit Market and Travel Demand

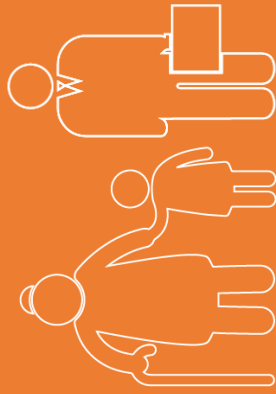
San Gabriel Valley Council of Governments
Transportation Committee
7.19.18



So, what is NextGen?



A new bus network



Something for everyone

Why are we doing this?

Outdated bus network

It's been 25 years since last redesign!

More People

1 million new residents

More places to go

New destinations

More ways to get there

Travel patterns have changed

Outreach to Date

+4,500

25

2

10

3

3

2

2

1

9

Questionnaire Responses

Service Council Presentations

External Working Group Workshop

Rap Sessions with Bus Divisions

Da Vinci High School Student Workshops

Customer Care Focus Group Sessions

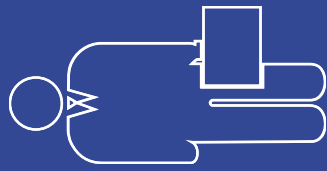
Telephone Town Halls

Technical Advisory Committee Meetings

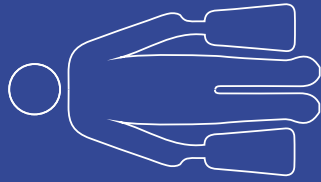
Internal Working Group Meetings

Other Meetings and Workshops

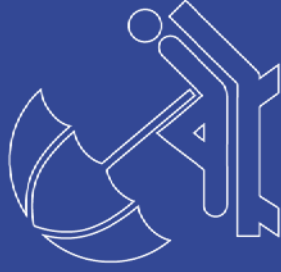
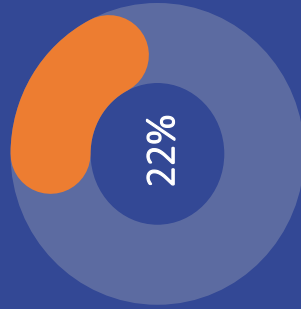
Four Types of Customers



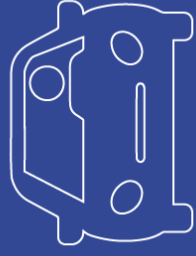
Frequent



Occasional



Infrequent



Non-Rider



Attachment C



Frequent Riders



Make up around 80% of all Metro bus boardings

For every frequent rider
that leaves, we lose
2-3 boardings
a day

If 1 in 4 non riders
used transit two times per month
we would more than recoup
the lost ridership

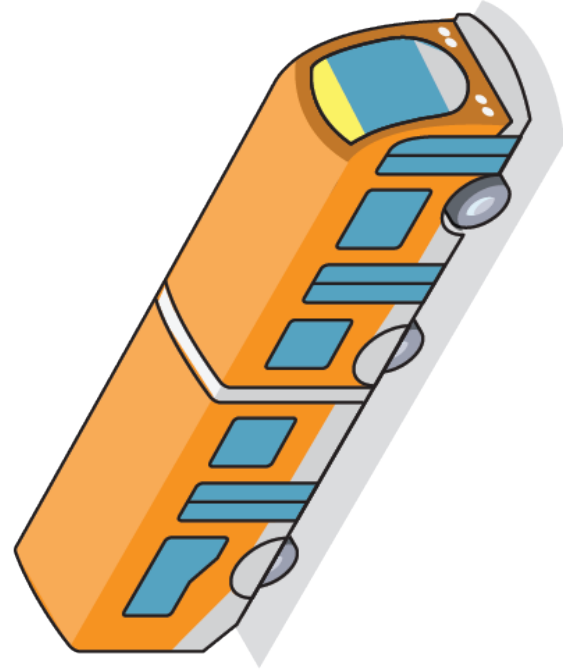
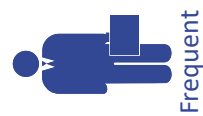
Main Reason for Riding

Current Riders



It's convenient

- I don't have a car available
- I don't want to drive in traffic
- I don't have a drivers license
- It's good for the environment
- It's cheaper than parking



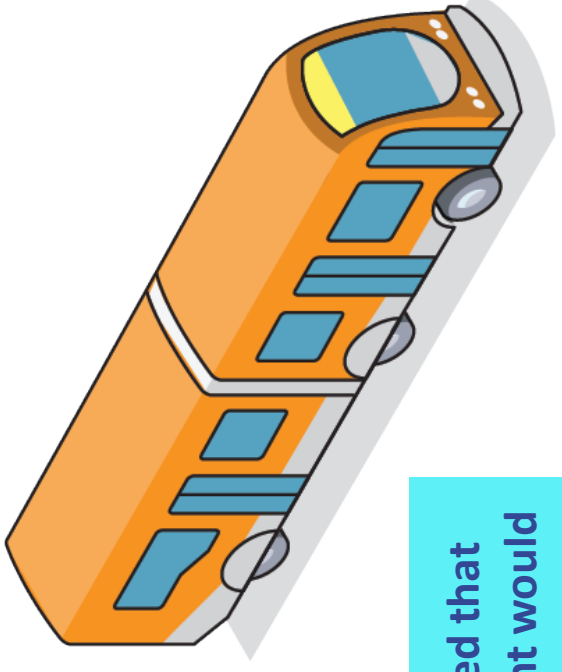
Primary Improvement Desired

Current Riders

- More frequent service
- More reliable service
- Lower fares
- More security
- More late-night service
- Cleaner buses or stops
- Better walking access
- More weekend service
- Better information
- Improved amenities



Over 40% indicated that each improvement would lead them to ride more



Current Riders

Primary Improvement Desired



What Does Frequent Mean?



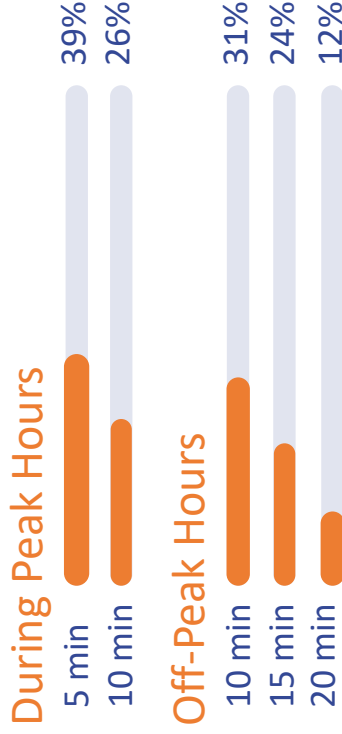
Occasional



Infrequent



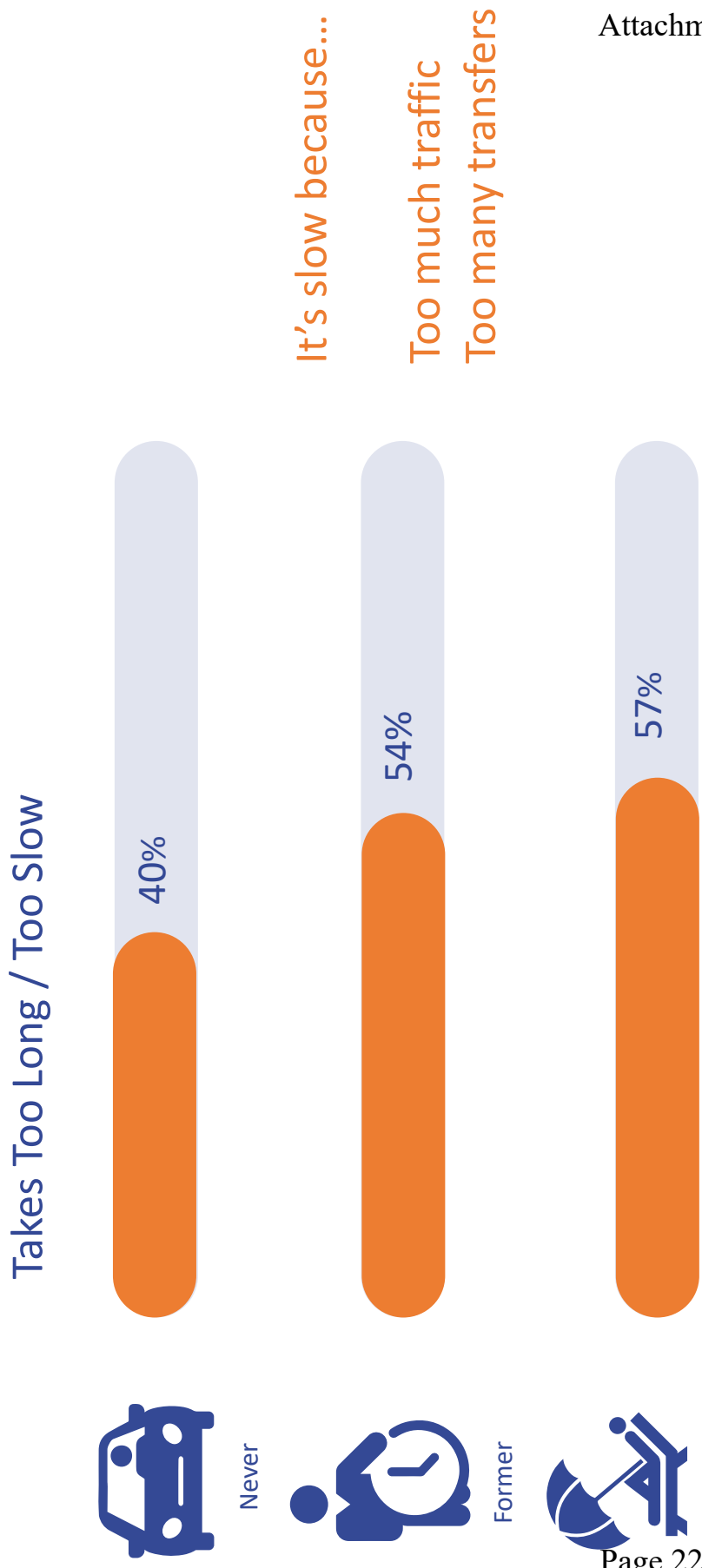
Never



1. Buses are on time
2. Accurate information on real-time arrival
3. Reduced transfer wait time
(for Former and Infrequent Riders)

Main Reason for Not Riding

Non-Riders



Service Parameters

All Riders

Travel Speed

Frequency

Reliability

Current

More Service

Fares

Information

Former

Security
(women, certain geographies)

First/Last
Mile (elderly, higher income)

Comfort
(odors, crowding)

Infrequent/ Non-Rider

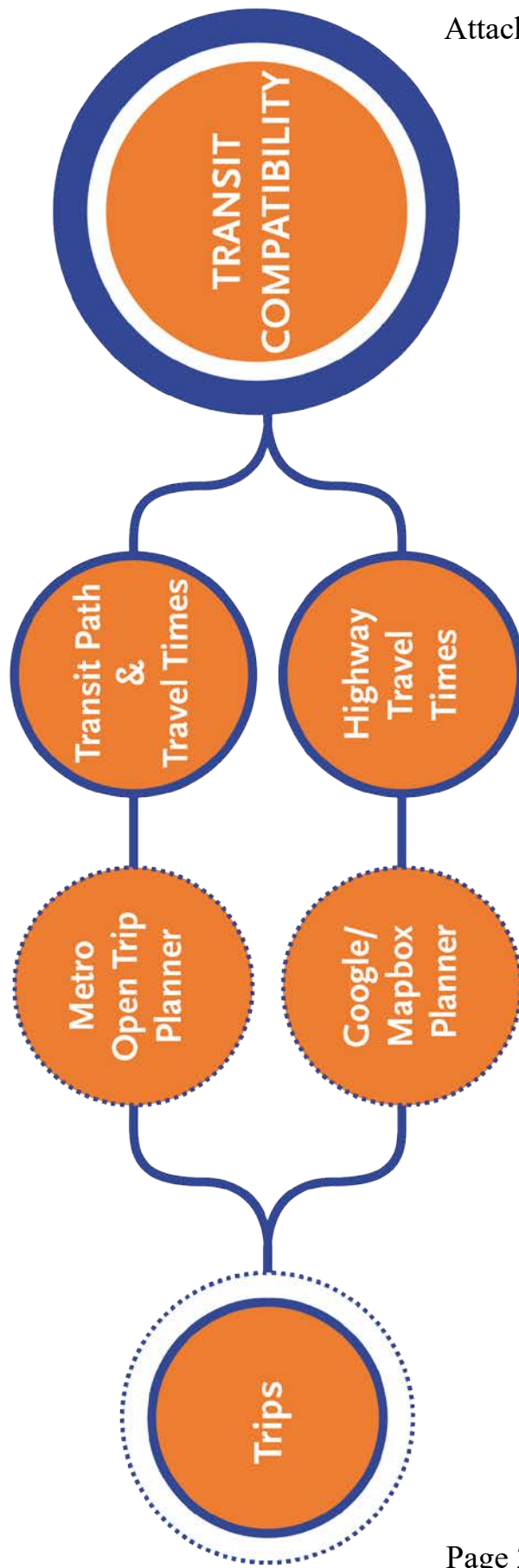
Information
(non-riders)

First/Last
Mile (women, youth, elderly)

Comfort
(odors, crowding)

Transit Speed Competitiveness

Run all trips made in LA County through trip planning tools

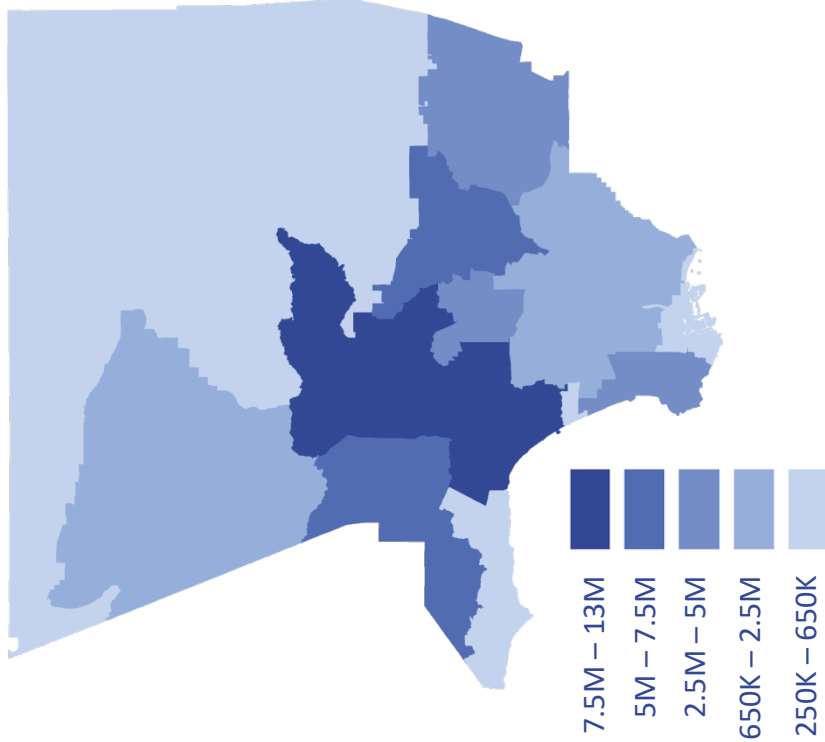


Trip Origins

Total vs Transit Trips

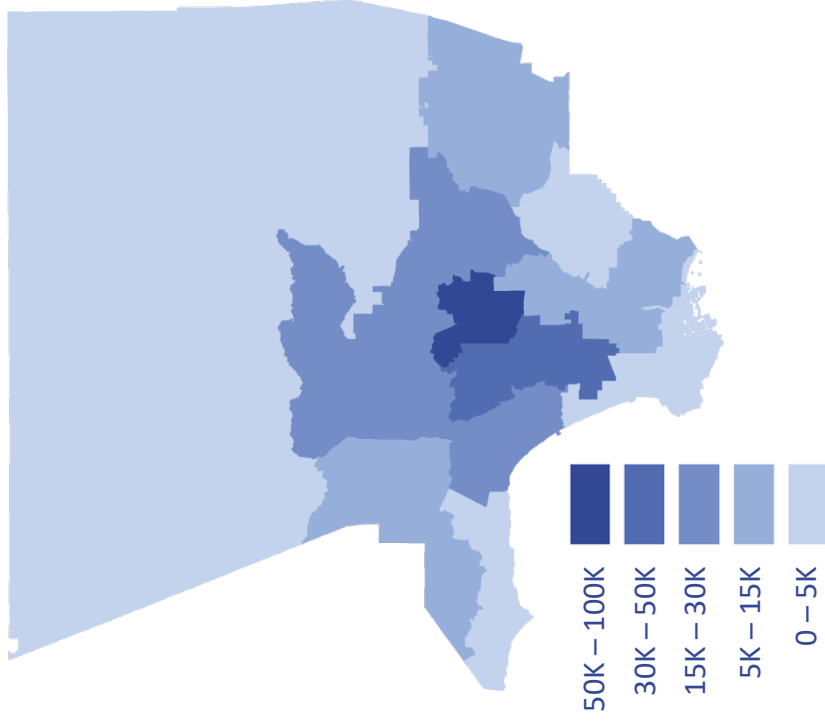
All Trip Origins

Location Based Services (LBS)



Transit Trip Origins

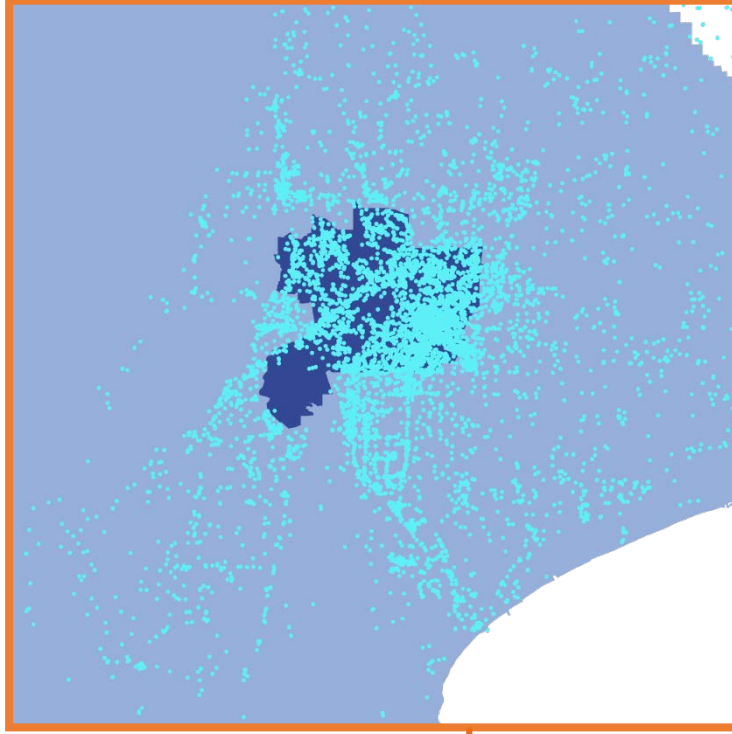
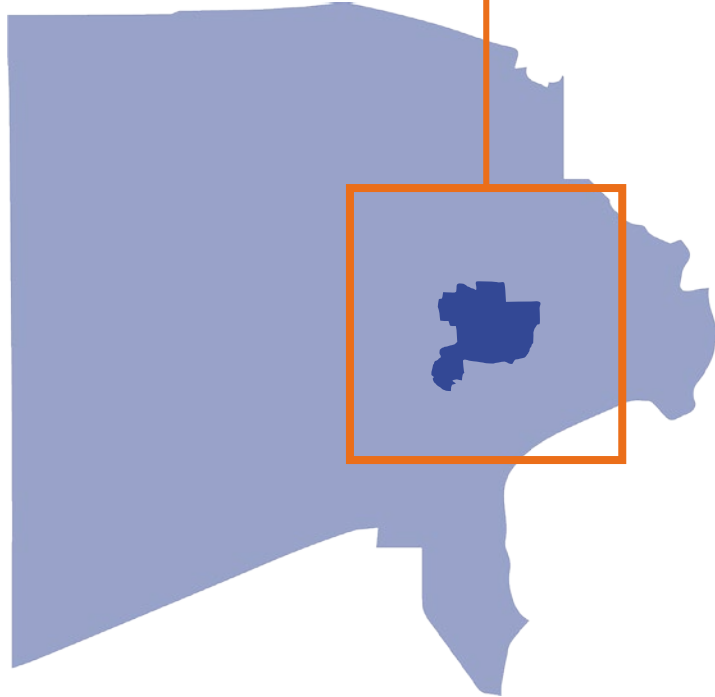
(TAP Data)



Downtown LA

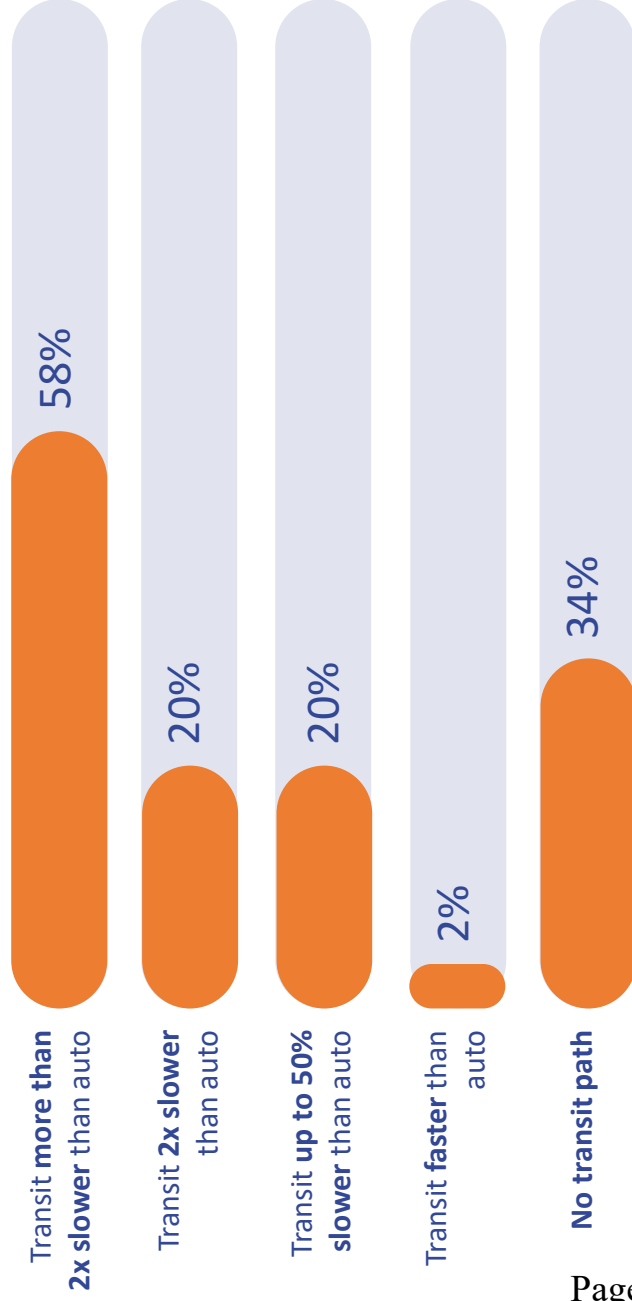
Where They Work

Work Location of
DTLA/Northeast LA Residents



Competitiveness of transit

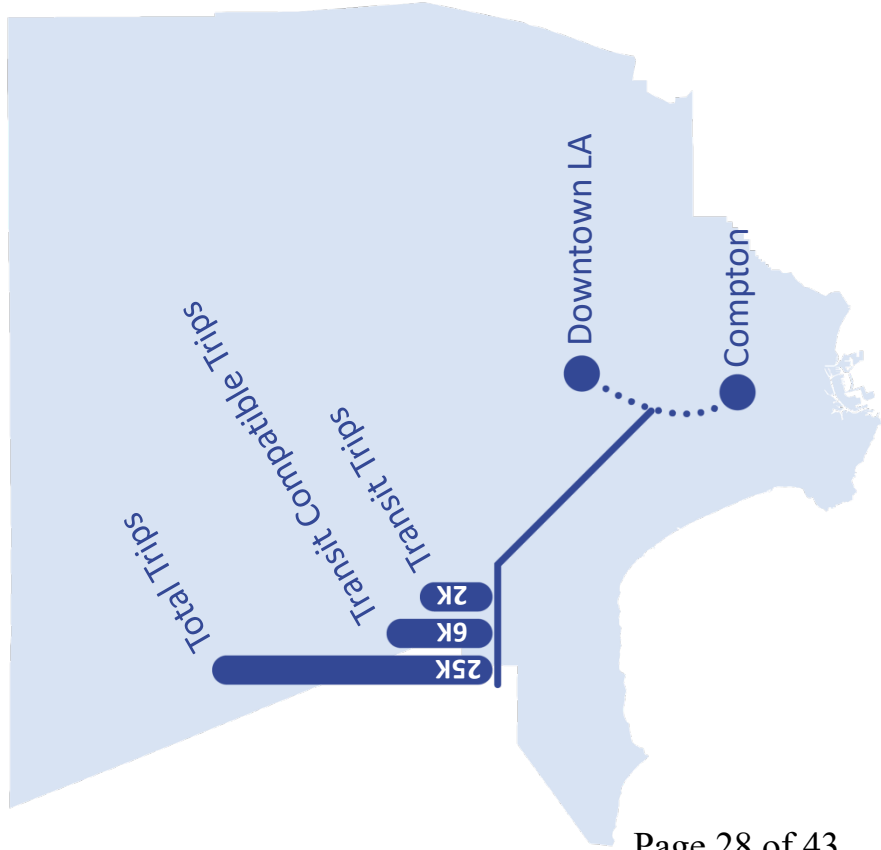
Competitiveness of 2,500 trips made by DTLA/Northeast LA residents



Transit

Competitiveness

How the analysis will be extended...



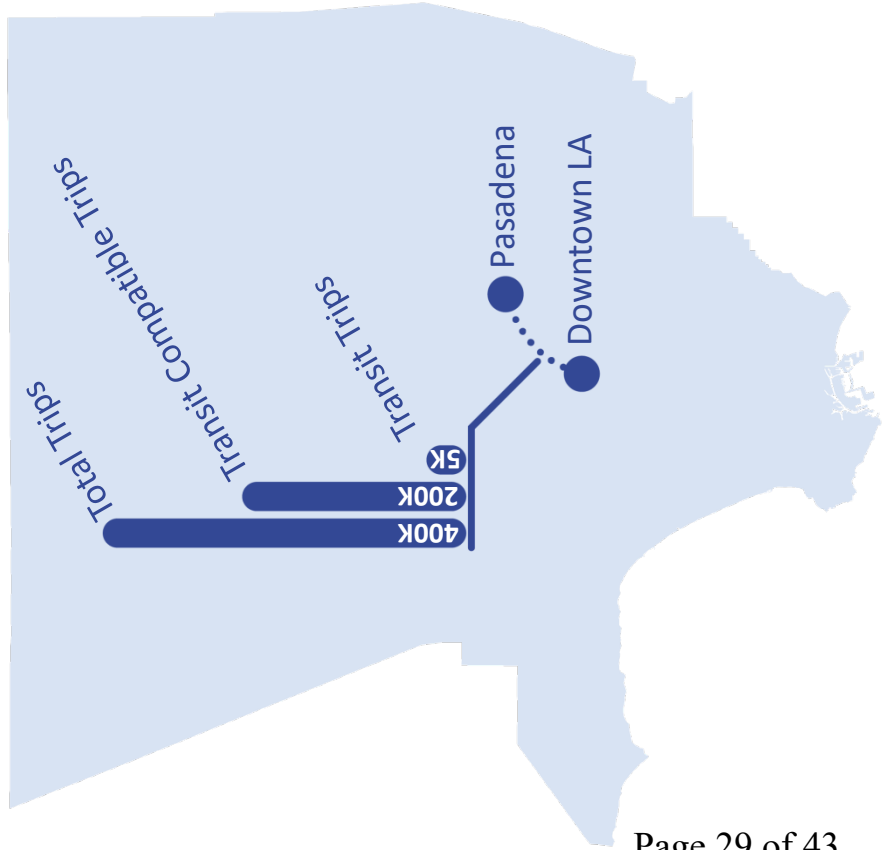
- Small travel market
- Transit competitiveness is low
- Among competitive trips, transit share is reasonably high

Should we invest to improve transit speed & frequency to increase compatible trips?

Transit

Competitiveness

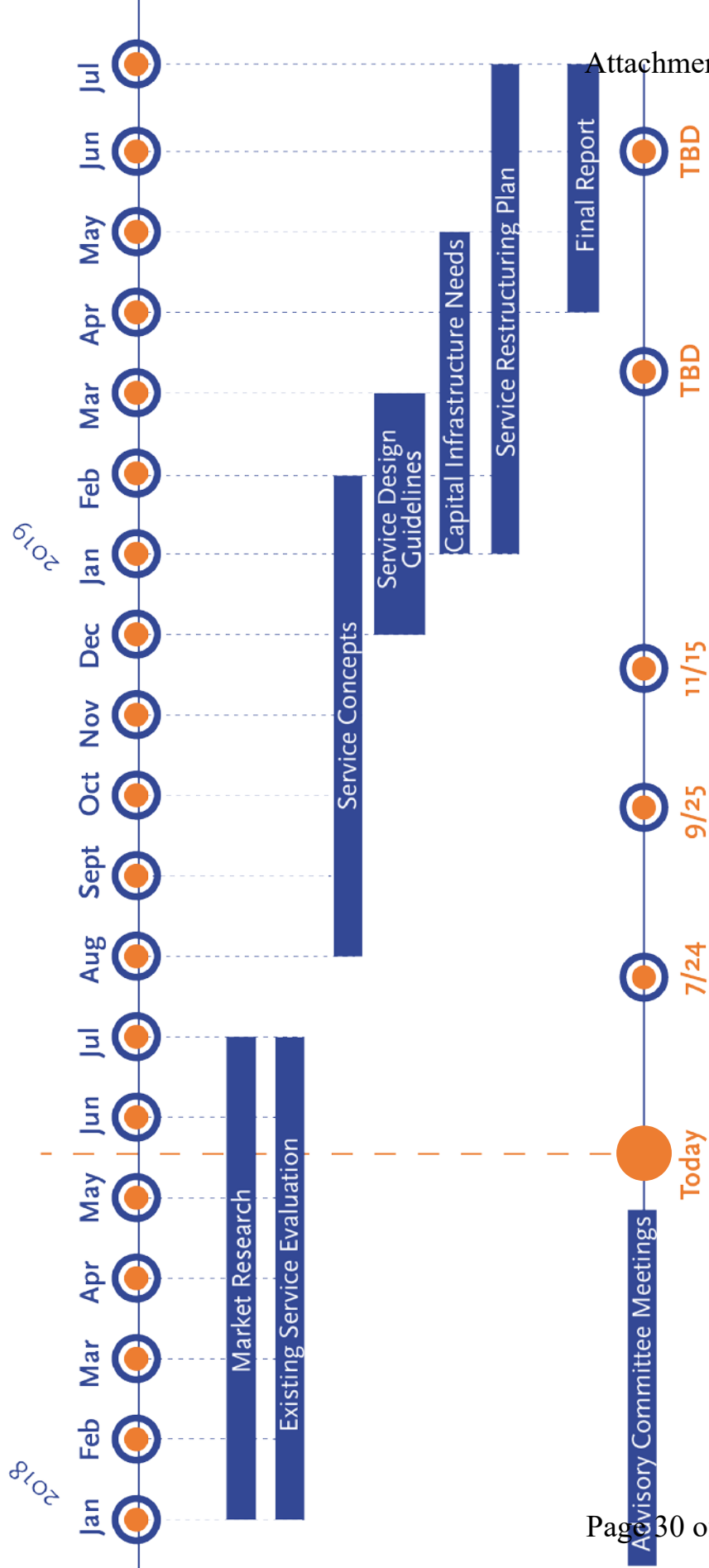
How the analysis will be extended...



- Large travel market
- Transit competitiveness is high
- Among competitive trips, transit share is low

Should we invest to improve service quality & amenities to capture larger share of compatible trips?

Schedule



Questions?

REPORT

DATE: July 19, 2018

TO: Transportation Committee
Governing Board

FROM: Marisa Creter, Executive Director

RE: **REGIONAL BIKE SHARE SYSTEM REQUEST FOR PROPOSAL (RFP)**

RECOMMENDED ACTIONS

- 1) Authorize the Executive Director Release RFP for the implementation of a regional automated dockless bike share system.
- 2) Assign project management to the Capital Projects and Construction Committee

BACKGROUND

In August 2017, the California Transportation Commission (CTC) awarded the SGVCOG a \$4.55 million Greenhouse Gas Reduction Fund (GGRF) Grant to expand bike share throughout the San Gabriel Valley. This grant will fund 840 bikes in 15 participating cities. As submitted in the original application, Pasadena was included in the proposed service area map. If Pasadena expresses interest in participating, this would be eligible under the guidelines of the grant. Staff is recommending allowing them to participate in order to maximize interoperability, create a contiguous system and meet minimum municipal participating requirements of the grant. As required by the grant, the SGVCOG submitted a draft allocation package to the CTC, which was approved at its June meeting.

Based on direction of the SGVCOG Transportation Committee, the staff was directed to develop and solicit a request for proposal (RFP) as a means to engage a qualified firm to provide services for implementing, operating, and maintaining a highly successful and financially self-sustaining regional automated dockless bike share system. The bike share equipment, infrastructure, ongoing operations/maintenance and program launch are at no cost to participating cities. Additionally, staff are recommending assigning the regional bike share project to the Capital Projects and Construction Committee to leverage added expertise. Below is the outline of research efforts by staff in the form of a draft scope of work for the regional bike share expansion that will be formalized into a formal RFP in the coming months.

BIKE SHARE EXPANSION SCOPE OF WORK

The goal of the RFP is to engage a qualified firm to provide services for implementing, operating and maintaining a highly successful and financially self-sustaining regional automated dockless bike share system. Based on the specifications of the grant, the system must include 840 dockless bicycles. The bike share system will also incorporate technology to allow bicycles to be returned at any existing bike rack or identified bike parking location. At least 40% of the bicycles in the fleet must be enabled with pedal-assist technology, and at least 420 bicycles in the fleet must serve communities that are identified as Disadvantaged Communities as defined by CalEnviroScreen or

SB 535. Additionally, cities will have the option to explore incorporating electric dockless scooters as a component of their fleet. Implementation of the system is expected to take place beginning in Spring of 2019. It is expected that the system will launch in phases, with flexibility for proposers to set a timeline of implementation. The successful firm shall be responsible for site planning and installation of the system at locations on public properties, private properties, parks, in the public right-of-way and at all other proposed locations.

As described in the scope of work below, the SGVCOG, on behalf of the participating cities, will fund certain expenses related to equipment, infrastructure and program launch. A successful proposer must agree to operate and maintain the system at no cost to the SGVCOG and participating cities. The participating cities agree to identify the proposer/vendor as the sole authorized bike share provider within their jurisdiction. The scope of work includes the following:

- Vendor must deliver, at a minimum, 840 dockless bicycles to communities in the San Gabriel Valley. Proposal should identify an optimized fleet size and cost per bicycle. The SGVCOG retains the discretion to fund additional bicycles if deemed appropriate. At least 40% of the bicycles must be pedal assist.
- Proposal must include a long-term (minimum 36 months) plan for launch, maintenance and operations that addresses the following:
 - **Launch and Pre-Launch:** Vendor will be responsible for planning and executing launch events to showcase the system and provide an opportunity for media and community engagement. These events will begin the region wide roll out of the system. Based on coordination with participating cities, the vendor may launch the system in phases. Additionally, vendor will assist with the enrollment of users, coordinate with cities on City-specific launch events, and identify and support additional strategies, such as open streets events, to engage first-time users.
 - **Marketing, Outreach and Education:** Vendor will oversee branding, marketing, membership sales and public relations. Marketing and outreach should, at minimum, focus on the following groups: college and university students, major employers, and transit users. Marketing and outreach materials should incorporate safety information and best practices to minimize accidents, encourage use of helmets and reinforce existing laws. Vendors are encouraged to partner with nonprofit or community-based organizations to outreach to community members to increase participation and support safety messaging.
 - **Maintenance and Operations:** This includes ongoing reporting, customer service, accounting, complaint resolution and legal issues associated with system.
 - **Bicycle Parking Infrastructure:** Vendor will be responsible for installation of additional bike racks, bike corrals, designated parking zones and hubs, signage and wayfinding to locate bike parking. For any proposed parking zones and/or hubs, proposal should include details on how designated zones would be selected and marked (i.e. paint, decals, etc.), and may include areas prohibited for parking. Bike parking placement can be informed and improved by mapping hot spots of demand for walking, biking, and bike share and connections to existing bike lanes and trails.
 - **Bike Parking Strategy:** Proposal must include a comprehensive strategy for ensuring that a very high percentage of bicycles will be parked legally and responsibly at any time, minimizing the negative impacts to pedestrians,

transit riders, private property owners. In addition to leveraging additional bicycle parking infrastructure referenced above, the strategy should be multi-faceted and could include existing or new technology, user incentives/disincentives, education, restrictions on parking areas (and in which types of locations). The strategy should include the use of geo-fencing to encourage/enforce legal bike parking. If any proposed technology is not yet available, provide a date by which it would be launched. Vendor Bike Parking Strategy should ensure at least 90% of bicycles are parked in compliance with the parking strategy at all times. The eligibility of the expenses will vary based on their nature. Any up-front infrastructure costs, such as geo-fencing technology, sensors, etc., are eligible as well as any initial education and marketing included as a part of launch activities. Any ongoing labor, marketing, pricing incentives or other expenses incurred after launch are ineligible.

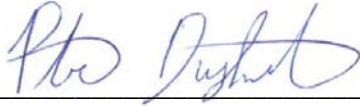
- **Ongoing Maintenance Plan:** Vendor must identify a plan to ensure ongoing, regular maintenance of all bicycles. Maintenance includes, but is not limited to repair and lifecycle replacement of entire system and all components, to ensure safe and usable bikes. Additionally, vendor must identify a strategy to ensure that a high percentage (>90%) of pedal-assist bicycles are charged.
- **Ongoing Operations Plan:** Utilizing fully-informed data-driven recommendations, vendor shall work with participating communities to identify bike share priority zones. The operations plan will address re-balancing of the bikes, incorporating system equity to ensure stations are accessible to a broad cross section of the community, and incorporate community needs for first last mile connectivity.
- **Benefit to Disadvantaged Communities (DAC):** Per the terms of the funding source, at least 420 bicycles must be intended to serve Disadvantaged Communities as defined by [CalEnviroscreen](#) or [SB 535](#). The Vendor operations plan and placement strategy must describe how the bikes will serve the DAC's within the participating communities.
 - **Ensuring User Privacy and Data-Sharing to Public Agencies:** Vendor must agree to cooperate with the SGVCOG and cities in the collection and analysis of aggregated operations and usage data. Additionally, the vendor must describe what reasonable precautions will be taken to ensure user privacy and encryption of financial data. Requirements related to the sale of data will be negotiated during the contracting phase.
 - **Financial Plan:** Proposal must describe how the bike share system will be financially sustained without public funds, including an identification of sponsorships (if applicable) and detailed ridership fee information.

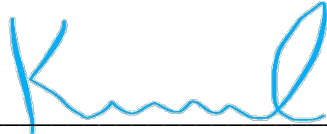
NEXT STEPS


Attachment A contains the complete draft scope of work for the bike share expansion RFP. Staff is currently working to finalize the RFP and gathering a list of interested cities by the end of July.

REPORT

Once approval from the CTC has been received, staff will be able to receive reimbursement for eligible expenses.

Prepared by: 
Peter Duyshart
Project Assistant

Prepared by: 
Katie Ward
Senior Management Analyst

Approved by: 
Marisa Creter
Executive Director

ATTACHMENTS

Attachment A – Bike Share SGV Regional Expansion Scope of Work -- Page 37

Statement of Scope of Work

The San Gabriel Valley Council of Governments (SGVCOG) desires to engage a qualified firm to provide services for implementing, operating and maintaining a highly successful and financially self-sustaining regional automated dockless bike share system. At a minimum, the system must include 840 dockless bicycles. The bike share system should incorporate technology to allow bicycles to be returned at any existing bike rack or identified bike parking location. At least 40% of the bicycles in this fleet must be enabled with pedal-assist technology, and at least 420 bicycles in the fleet must serve communities that are identified as Disadvantaged Communities as defined by [CalEnviroScreen](#) or [SB 535](#). Implementation of the system is expected to take place beginning in Spring of 2019. It is expected that the system will launch in phases, with flexibility for proposers to set a timeline of implementation. **LIST OF CITIES ONCE CONFIRMED**

The successful firm shall be responsible for site planning and installation of the system at locations on public properties, private properties, parks, in the public right-of-way and at all other proposed locations.

As described in the scope of work below, the SGVCOG, on behalf of the participating cities, will fund certain expenses related to equipment, infrastructure and program launch. The vendor must agree to operate and maintain the system at no cost to the SGVCOG and participating cities. The participating cities agree to identify the vendor as the sole authorized bike share provider within their jurisdiction.

Scope

- Vendor must deliver, at a minimum, 840 dockless bicycles to communities in the San Gabriel Valley. Proposal should identify an optimized fleet size and cost per bicycle. The SGVCOG retains the discretion to fund additional bicycles if deemed appropriate. At least 40% of the bicycles must be pedal assist (**Eligible Expense**).**LIST OF CITIES ONCE CONFIRMED**
- Proposal must include a long-term (minimum 36 months) plan for launch, maintenance and operations that addresses the following:
 - **Launch and Pre-Launch (Eligible Expense):** Vendor will be responsible for planning and executing launch events to showcase the system and provide an opportunity for media and community engagement. These events will begin the region wide roll out of the system. Based on coordination with participating cities, the vendor may launch the system in phases. Additionally, vendor will assist with the enrollment of users, coordinate with cities on City-specific launch events, and identify and support additional strategies, such as open streets events, to engage first-time users.
 - **Marketing, Outreach and Education (Ineligible Expense):** Vendor will oversee branding, marketing, membership sales and public relations. Marketing and outreach should, at minimum, focus on the following groups: college and university students, major employers, and transit users. Marketing and outreach materials should incorporate safety information and best practices to minimize

accidents, encourage use of helmets and reinforce existing laws. Vendors are encouraged to partner with nonprofit or community-based organizations to outreach to community members to increase participation and support safety messaging.

- **Maintenance and Operations:** This includes ongoing reporting, customer service, accounting, complaint resolution and legal issues associated with system.
 - **Bicycle Parking Infrastructure (Eligible Expense):** Vendor will be responsible for installation of additional bike racks, bike corrals, designated parking zones and hubs, signage and wayfinding to locate bike parking. For any proposed parking zones and/or hubs, proposal should include details on how designated zones would be selected and marked (i.e. paint, decals, etc), and may include areas prohibited for parking. Bike parking placement can be informed and improved by mapping hot spots of demand for walking, biking, and bike share and connections to existing bike lanes and trails.
 - **Bike Parking Strategy (Eligibility Varies):** Proposal must include a comprehensive strategy for ensuring that a very high percentage of bicycles will be parked legally and responsibly at any time, minimizing the negative impacts to pedestrians, transit riders, private property owners. In addition to leveraging additional bicycle parking infrastructure referenced above, the strategy should be multi-faceted and could include existing or new technology, user incentives/disincentives, education, restrictions on parking areas (and in which types of locations). The strategy should include the use of geo-fencing to encourage/enforce legal bike parking. If any proposed technology is not yet available, provide a date by which it would be launched. Vendor Bike Parking Strategy should ensure at least 90% of bicycles are parked in compliance with the parking strategy at all times. The eligibility of the expenses will vary based on their nature. Any up-front infrastructure costs, such as geo-fencing technology, sensors, etc, are eligible as well as any initial education and marketing included as a part of launch activities. Any ongoing labor, marketing, pricing incentives or other expenses incurred after launch are ineligible.
 - **Ongoing Maintenance Plan (Ineligible Expense):** Vendor must identify a plan to ensure ongoing, regular maintenance of all bicycles. Maintenance includes, but is not limited to repair and lifecycle replacement of entire system and all components, to ensure safe and usable bikes. Additionally, vendor must identify a strategy to ensure that a high percentage (>90%) of pedal-assist bicycles are charged.
 - **Ongoing Operations Plan (Ineligible Expense):** Utilizing fully-informed data-driven recommendations, vendor shall work with participating communities to identify bike share priority zones. The operations plan will address re-balancing of the bikes, incorporating system equity to ensure

RFP Evaluation Criteria

- **Proposer's Expertise & Experience (25%):**
 - Documented the experience on similar projects including bikeshare, carshare, and/or other sharable transportation
 - Experience in developing and operating bike share system for cities, including launch, marketing, and outreach. Proposal should specifically identify experience in operating multijurisdictional system.
 - Ability to maintain a system in a state of good repair for routine and nonroutine needs of bikes and station areas
 - References from municipal clients.
 - Proposal should include ridership data for any existing systems.
 - Qualifications of key personnel and roles.
- **Quality of Equipment & Software (15%):**
 - Reliability, quality of installation and equipment as demonstrated in existing systems in operation.
 - Ability to meet all "required" elements listed in Table XXX (Bicycle Elements)
 - Ability to acquire high quality equipment with enough stock to serve all participating cities and mechanisms for the SGVCOG and cities to monitor the quality of user experience and enhance the system as needed over time.
- **Maintenance and Operations Plan (30%)**
 - Ability to address elements identified in Scope of Work and meet Performance Metrics identified in Table X.
- **Cost (30%):** The Cost Proposal shall include costs listed as eligible in Table XXX (Eligible Costs). Proposal must clearly identify cost per bicycle (standard and pedal-assist).

Performance Metrics

Performance Indicator	Description	Measurement Tool	Minimum Performance Standard	Reporting Frequency
App & customer service support portal	App/ reservation system fully operational	Uptime reporting	99.5% uptime.	Any given point in time/Quarterly
Bicycle distribution	Maps identifying trends in peak bike distribution	Maps showing aggregate usage patterns	Fleet will focus on serving the following communities: <ul style="list-style-type: none"> List Once Confirmed 	Any given point in time/Monthly
Bicycles in service (In working order)	Bikes in service	Daily uptime reports	Deploy and maintain a minimum of 840 bicycles (including at least 40% pedal assist) in service in any calendar month. Bicycles will be phased into deployment over a 6 week period and can be increased based on usage and demand. Vendor will inspect and performance maintenance on all bicycles at least monthly or every 200 miles, whichever is less, to ensure that at least 97% of bicycles are available for public use at all times, and a minimum of 90% of all ebikes should be at least 50% of full charge at all times.	Any given point in time/Quarterly
Report Responsiveness	Response time to non-working bicycles, improper bicycle parking, graffiti / other damage on bicycles or other complaints communicated to Customer Service	Time relative to report logs	All reports will be resolved within two (2) hours during business hours between 8am to 8pm Monday through Friday except for State and Federal holidays. For any reports outside of business hours, issues must be resolved within two hours (2) of start of business hours.	Any given point in time/Quarterly
Data Reporting	Real-time data on usage	Aggregate data reports, data dashboards, and mapping	Vendor shall develop and maintain a data “dashboard” that is available to the City and the SGVCOG 24-hours a day, 7 days a week, with real time data, at a minimum the following will be included:	Any given point in time/Monthly

			<ul style="list-style-type: none"> • Total bicycle trips • Avg. number of daily riders • Avg. distance of rides • Pick-up and drop-off heat maps • Trip route heat maps • Location of parked bikes • Avg. duration of trips • Unique riders per week 	
Bicycle Parking	Implementation of bicycle strategy to ensure that bicycles are not blocking ADA access or right-of-way. Minimized nuisance parking.	Reported complaints and maps of designated parking locations compared to available bikes within the location.	Vendor shall ensure that at least 90% of bicycles are parked in compliance with the agreed upon parking strategy at all times.	Any given point in time/Monthly

DRAFT

Bicycle Elements

Required Elements

- Lighting and reflector system (include rear and front light and meeting California Vehicle code requirements for bicycles ridden at night)
- Puncture resistant tires
- Reliable and intuitive braking system
- One size to fit majority of adult population with seat-only adjustment
- Theft and tamper resistant
- Cargo capacity for up to twenty pounds
- Equipped with GPS tracking devices or equivalent
- Bike with a chain-guard and multiple gears (3 or more)
- Easy to operate: easy to mount and to hold in stopped position
- Kickstand or other device to allow the bicycle to be supported upright
- Equipped with sensors on bikes to diagnose and self-report mechanical problems
- Easy to operate: easy to mount and to hold in stopped position
- Front or rear basket

Desired Elements

- Corrosion resistant material with rust-proof external parts
- Chainless bike
- Light weight (less than 35 pounds)
- Comfortable seat with an upright riding position allowing for confident riding in traffic
- Record of reliable operation under similar regional bikeshare system conditions
- Easily adjustable seat that resists movement after adjustment
- Lighting system that remains on when the bicycle is not in motion (i.e., stopped at an intersection)

Pedal Assist Elements

Required Elements

- User interface panel that lets riders know their speed and battery charge level.
- Capped speed of 20MPH
- 40+ mile range on a single charge

Desired Elements

- Optional on/off drive system
- Solar Charging