



Update on San Antonio Bike Share & Proposed Assignment of Operating Agreement to BCycle

Transportation & Mobility Council Committee

John Stevens, CCDO

Tuesday, December 1st



Bike Share Overview

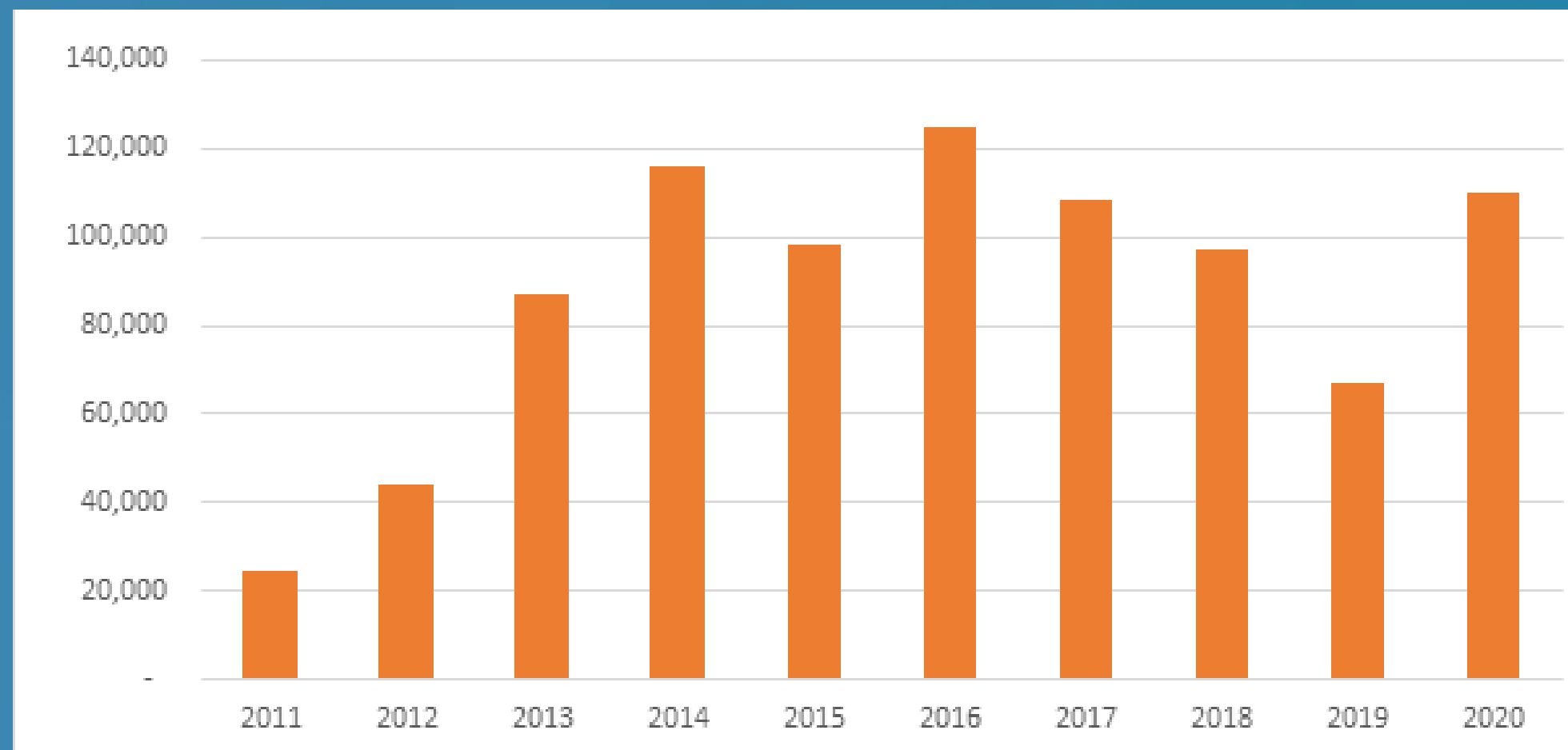
SAN ANTONIO BIKE SHARE

A 501(c)(3) non-profit that the City contracts with to provide docked bike share services. They have an agreement with BCycle.

SYSTEM OVERVIEW

The first bike share network in Texas |
59 Stations | Roughly 426 bicycles |
189 New Pedal Assisted Bicycles

TRIP HISTORY



Bike Share Working Group

- Larry Graf, DRG Architects; Chair, U.S. Green Buildings Council (South Texas Region); Bicycle Mobility Advisory Committee Member
- Steve Young, Innovation Director, VIA
- David Heard, CEO, Tech Bloc; Chief Marketing Officer, SecureLogix
- Corrina Green, Director of Major Capital Projects & Real Estate, UTSA; Member, National Placemaking Council, ULI
- Angelica Palm, Marketing Director, The Bank of San Antonio
- Art Reinhardt, Former Interim Deputy Director, TCI
- Brian Dillard, Director, Innovation
- Veronica Carrillo, Assistant Director, CCDO
- Homer Garcia, Director, Parks and Recreation Department
- Timothy Hayes, Pedestrian Mobility Officer, TCI



SA Bike Share Status in March 2020

SABS faced significant challenges at the time the Bike Share Working Group convened in January 2020. Some of these metrics have improved as ridership increased during the pandemic.

- 40% reduction in ridership between 2016 - 2019
- 31.7% reduction in membership since 2016
- Loss of title sponsor SW General Hospital in December 2019
- SABS anticipated they would cover 27.5% of their expenses with projected revenue
- SABS projected they would need financial support as early as April 2020



Key Findings of the Working Group

Operating Budget

San Antonio Bike projects to lose \$450,000 - \$600,000 over a calendar year.

This projection does not include any budget for:

- Marketing staff or a marketing budget
- Funding for replacing aging equipment.

The Working Group recognized that San Antonio Bike Share's shortfall is likely more than \$600,000 with the items highlighted above.

PRICING MODEL AND PRODUCT IS NOT ATTRACTING MEMBERS

\$100 annual membership or \$19.49 monthly (\$233.88 per yr) compares unfavorably to the purchase of a personal bicycle.

VALUE IN PEDAL ASSISTED BICYCLES

The Working Group believes that pedal assisted bicycles add significant value and begin to change the value proposition.

The 189 pedal assisted bicycles account for nearly 70% of system usage in 2020.



9 of the top 10 routes include trips beginning and ending at Blue Star and trips between the various Missions.

A struggling system at street level

There are many under-performing stations at street level.

Key Findings of the Working Group

USED BY VISITORS & FOR RECREATIONAL TRIPS

- In 2019, 61% of trips were taken by visitors
- Local users also selected day passes or single trip rides over membership
- Local members took just over 10,000 rides in 2019

The Working Group recognizes that the current and future use is generally a recreational use rather than commuting. For future growth, the working group values smaller stations installed in corridors that will have new bike infrastructure and greater population density.

DOCKED BIKE SHARE IS STRUGGLING IN OTHER MARKETS

Both Denver and Seattle have recently wound down docked bike share networks.

Seattle turned to dockless pedal assisted bicycles and Denver is pursuing an open RFP for bike share and dockless vehicles.



BCycle Proposal

BCycle and SABS have approached the City regarding a potential assignment of SABS' operating agreement to BCycle.

- BCycle would be responsible for operating the local system
 - Will continue to have a local operations team and manager
- Would invest to convert to all pedal-assisted bikes within 6 months
- Responsible for future capital expenditures and investment
- Greater capacity to manage the business
- Natural partner as our infrastructure and the systems it relies on are provided through BCycle
- Prevents an interruption in service that would potentially result from an RFP or SABS halting service



Contract Oversight

The City will oversee and manage the contract with Bcycle. City will have the ability to approve:

- Changes in station locations and the location of new stations
- Changes to membership and fee structure

The contract will also require an annual briefing to Transportation & Mobility Council Committee and an annual survey of users and residents

- City will have the ability to review survey and add supplemental questions



Staff Recommendation

Staff recommends that the Transportation & Mobility Council Committee endorse the assignment of San Antonio Bike Share's Operating Agreement to BCycle.

The Bike Share Board of Directors that oversees San Antonio Bike Share will be dissolved, as they will have assigned their responsibilities to a 3rd party entity.

Following Endorsement by the Council Committee, staff will move forward to contracting with BCycle, and the assignment will be presented to the full Council for consideration in January.