



Rialto Bike Share Business and Implementation Plan

Background

In 2018, the City of Rialto, CA commissioned a study to determine the feasibility of a local bike share system and to determine the factors that would support success for a potential program. The study recommends the City of Rialto procure a “turnkey” bike share system to install and operate a bike share system beginning in 2020.

Through that study, a team of bike share specialists worked closely with the City to analyze Rialto’s existing conditions, research national best practices, evaluate potential system types, and develop preliminary cost estimates for a recommended Rialto bike share program. Each phase of the work informs the study’s recommendations. The final report for the study included the following sections:

What is bike share?

A bike share system is a network of shared bicycles available for short-term use, usually 15 to 45 minutes. People can check out a bicycle from locations around the city, ride to their destination, and then leave the bicycle for someone else to use. Bike share programs aim to increase transportation options by helping people move quickly around their neighborhood or connect with the larger community without using a car.

Local Context Analysis: showing the potential demand for bike share in Rialto and discussing integration of bike share with transit.

Bike Share Technology: summarizing the different types of bike share (and scooter share) systems and provides a comparison of these systems.

Social Equity: analyzing demographics in Rialto and providing research into best practices for incorporating equity into bike share systems.

System Type Evaluation: assessing different system types based on how well they will meet the goals for bike share in Rialto and recommending a preferred type.

System Costs: estimating costs for the preferred system type and identifying potential funding sources for bike share.

Program Goals

The City of Rialto established goals for a bike share program based on input from the project's Technical Advisory Committee and important considerations identified by City staff. Top goals for bike share in Rialto are:

- Equity: provide an affordable form of transportation to everyone
- Increase safety for bicycling trips
- Increase bicycling activity
- Connecting to transit

Business and Implementation Plan

The **recommended system type for bike share in Rialto is a turnkey system**. To implement a turnkey system, the City of Rialto will issue a Request for Proposals (RFP) to contract with a company that can provide the full range of bike share services, including: providing and installing the equipment, operations, rebalancing, customer service, and maintenance.

Costs

Preliminary costs estimates indicate Rialto's existing implementation budget of \$200,000 could support a pilot program of turnkey system of 30-40 bikes and 6-7 stations for three years. For a turnkey system, all of costs associated with bike share (launch, capital, operations, and maintenance costs) are typically wrapped into a single annual per-bike fee. Turnkey providers deliver the complete bike share infrastructure and launch services.

Table 1 displays the projected costs for a turnkey system in Rialto over three years. The cost estimates assume a three-year budget of \$200,000 and are based on data provided by one vendor that operators turnkey bike share systems. With a turnkey system, the City of Rialto will not collect any revenue from the bike share system. The bike share user and trip fees are retained by the turnkey provider.

Table 1. Projected Turnkey System Costs

Year	1	2	3
Number of Stations	6	7	7
# of bikes	30	35	35
COSTS			
Projected Turnkey Contract Cost	\$ 60,000	\$ 70,000	\$ 70,000
Costs Cumulative	\$60,000	\$130,000	\$200,000

Additional public or private funding will need to be identified during the first three years to continue operations after year three. There is no on-going financial responsibility to the City if additional funding is not secured, but the bike share equipment would be removed. Potential sources for additional funding include advertising, sponsorship, and state and federal grant programs.

Initial Locations

A set of initial locations, as shown in Figure 1, were prioritized using a combination of public input, demand analysis, and best practices regarding distance between stations. The demand analysis incorporated residential density, employment density, transit, and recreation locations to create a heat map that illustrates highest potential for bike sharing. The public input points were analyzed using a cluster analysis in GIS, which identifies areas where multiple people identified a desire to have bike share and the degree to which points are clustered. Industry best practices find that bikes or bike share stations should be placed within a 3-5-minute walking distance of one another, corresponding to approximately a quarter mile. Some locations were selected to meet this distance criteria and densify the system, despite slightly lower modeled demand.

Tier 1 locations would offer a small service area of about 1.5 square miles but provide a station density meeting best practices. Tier 2 locations were indicated as high demand, but would spread the stations over a greater distance, and may not provide enough station density, given 6 stations within the system.

Tier 1 Locations

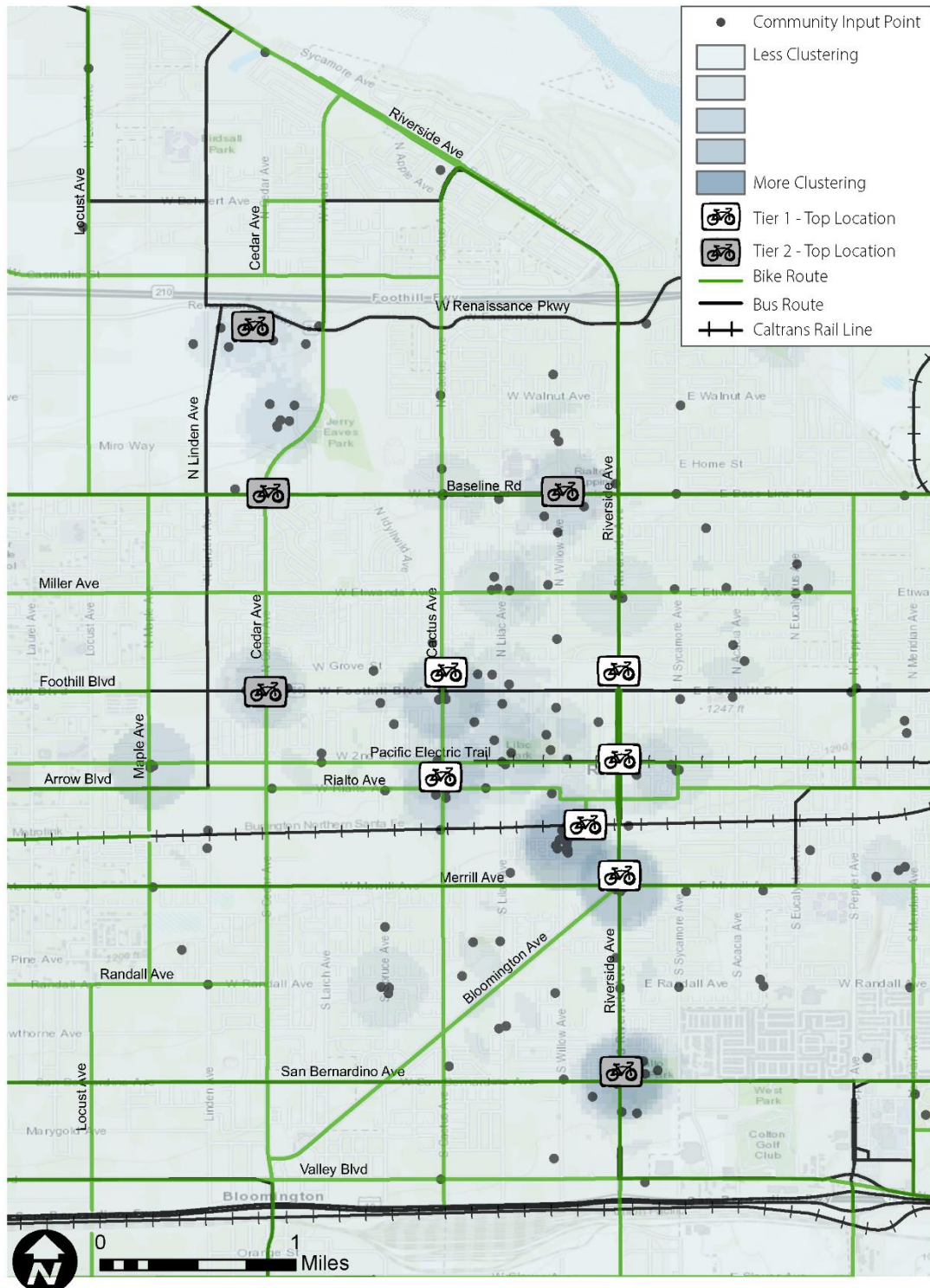
1. N Cactus Ave & Foothill Blvd - high demand in model, cluster of public input points
2. Pacific Electric Trail (N Cactus Ave south of 2nd St) – bicycle facility, cluster of public input points
3. N Riverside Ave & Foothill Blvd – high demand, bridging gap between locations
4. N Riverside Ave & 1st St - high demand, bridging gap between locations
5. N Riverside Ave & Merrill Ave – high demand, cluster of public input points, commercial area
6. Metrolink Station – transit connection, high demand in model, cluster of public input points

Tier 2 Locations

1. Renaissance Marketplace – cluster of public input points, commercial area
2. N Cedar Ave & W Foothills Blvd – high demand in model, cluster of public input points, commercial area
3. N Cedar Ave & Baseline Rd – high demand area, bridging gap between locations
4. W Baseline Rd & N Willow Ave – high demand in model, cluster of public input points, commercial area
5. Riverside Ave & San Bernardino Ave – high demand in model, cluster of public input points, Rialto City Park

Figure 1. Initial Locations Map

RIALTO, CA BIKE SHARE - PRIORITY LOCATIONS



Operations

As a turnkey system, the contractor will be responsible for all aspects of the bike share system including installation, maintenance, and operations for a minimum of three years. This will include initial equipment, spare parts, rebalancing trucks, maintenance tools, information technology equipment & software applications, licensing, upgrade assurances, and necessary warranties. The contractor will have their own staff responsible for installing, preparing, launching, and operating the system and the estimated costs reflect all these aspects.

Pricing for bike share varies by city, and the City of Rialto will have input into appropriate pricing structures and programs to meet equity goals, such as on discounted memberships and access options for people living on low incomes.

Bikes are generally rented via a mobile app linked to a credit card. The contractor will design, maintain, and host a website and a mobile app that promotes the program and allows users to register, submit secured credit card data, and execute a user agreement. The website and mobile app will also include real-time map updates to allow users to locate stations and/or bicycles. These can be promoted via the City of Rialto website, and Rialto's various social media outlets.

The system will be contextually branded for Rialto. The contractor, in collaboration with and under the direction of the City of Rialto will oversee branding, marketing, and membership sales. The contractor will be responsible for securing sponsors and advertisers to supplement system revenue, if necessary.

The City can provide the contractor information to geo-fence bicycle access, meaning that the software/hardware interface can prevent bikes from being parked in certain locations, going beyond a certain range, or going above a certain speed (i.e. in a busy pedestrian mall).

System Maintenance and Recalibration

The contractor will be responsible for developing and implementing a regular inspection, maintenance, and repair schedule that keeps the system in continuous compliance with all local regulations, partner contracts, and warranty requirements. System maintenance includes preventive maintenance, inspection, and prompt repair or replacement of all system elements including but not limited to terminals, signs, bicycles, bicycle components, concrete or asphalt beneath stations, solar panels, website, operating system and all software. It will also include inspecting, cleaning, and removing graffiti from system structures within 24 hours of discovery, as well as removal of debris in and around the system structures.

In an ideal bike share system, use of the bikes will serve to balance the system. However, rebalancing of bikes is often required. The contractor will be responsible for monitoring system usage and trends and transporting bikes accordingly within 24 hours.

Data Requests

At regular intervals, the City can request the contractor to submit reports that track key performance indicators. Reports should include the following information at a minimum:

- Statistics on ridership by station

- Monthly business/financial metrics

The City reserves the right to request additional data, such as demographics (by membership overall and associated with ride data) and ride origins and destinations. The City should request this data in Excel and GIS formats, as it can provide insights about where people are going by bicycle, especially if the system is not docked.

Post-Implementation Actions

Following the launch of the system, the turnkey provider will handle all aspects of bike share operations including, maintenance, rebalancing, and customer service. Alta will handle the following aspects on behalf of the City of Rialto:

- **Monitoring and support:** Alta will monitor the performance of the bike share system to ensure the chosen operating is meeting their requirements and provide recommendation to improve the system
- **Education:** Alta will provide workshops to train people on how to properly use the bike share system and how to ride safely on city streets and trails.
- **Outreach:** Alta will host outreach events to promote the system and work with employers to incentivize bike share use