



# **Growing and Sustaining Your Own Bikeshare System:**

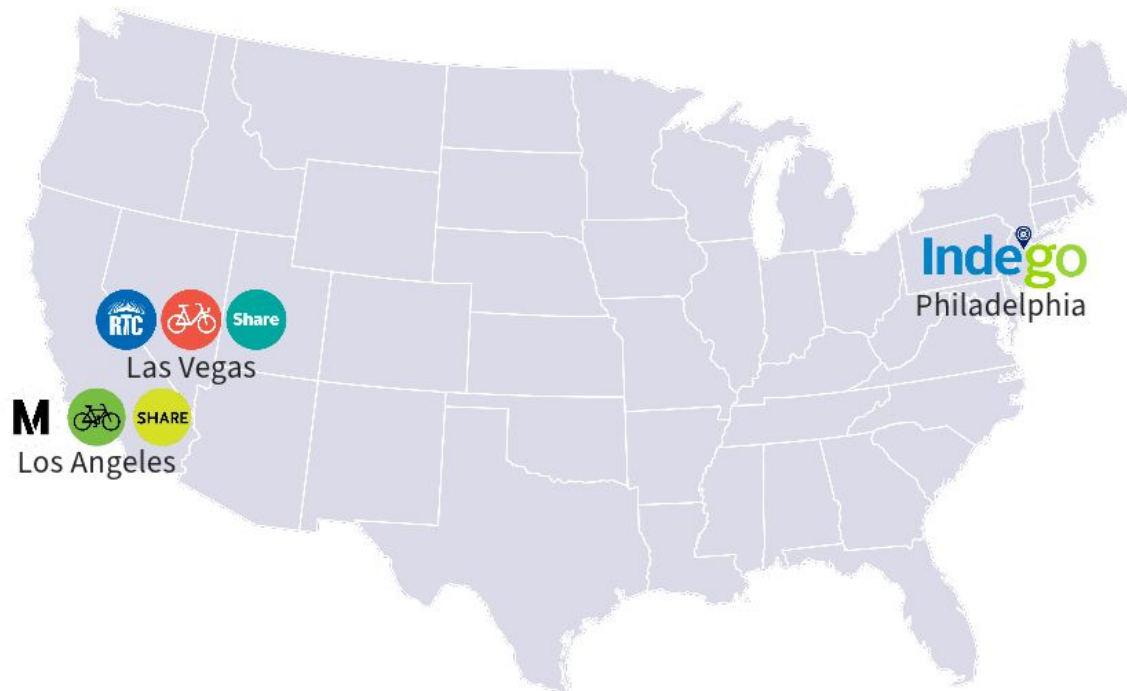
## **From the LA Metro Bike Share operator's perspective**

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# About Bicycle Transit Systems

- Bike Share operator in 3 cities + Call center for 20 bike share systems
- Women, LGBTQ-owned. Women-Led.
- Union-operated in LA
- Mobility justice - Vision: **Every person has access to a bike**

Operator of three Bike Share systems across the country:



**Celebrating 10 years  
& 10 million trips!**



# About Metro Bike Share



## System Overview

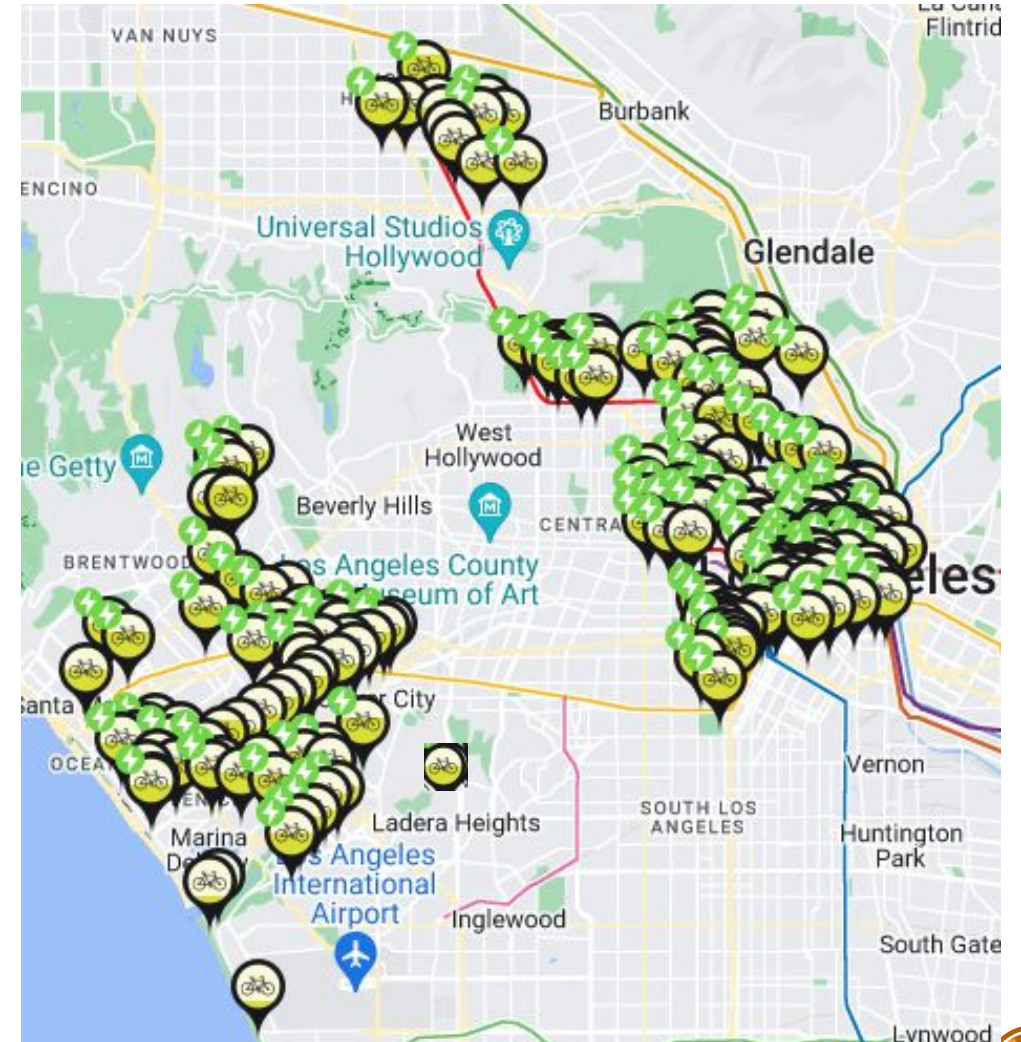
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- 225 stations, with kiosks & docks
- 1,800 bikes (16% e-bikes) – BCycle equipment
- Metro-owned, LADOT / LA City partner
- Launched July 2016, 2.2 million trips
- System funding:
  - ✓ City
  - ✓ Metro

## Roles & responsibilities

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- LA Metro: New service areas, bike replenishment, TAP integration, fare structure...
- City of LA: Station permits, support w/ encampments...
- Bike Transit: Operations & maintenance, community engagement, marketing, customer service



Metro Bike Share Ridership is growing!



**Numbers  
indicate  
success:**

**Ridership!**



# What a Bike Share System absolutely needs to be sustainable



The city issues Permits



No bikes, no rides



AI doesn't fix bikes



# Station permits - **Wanted**

Constantly needs **new** station locations

Public Right-Of-Way stations require permits (93%)

Prime real estate needed:

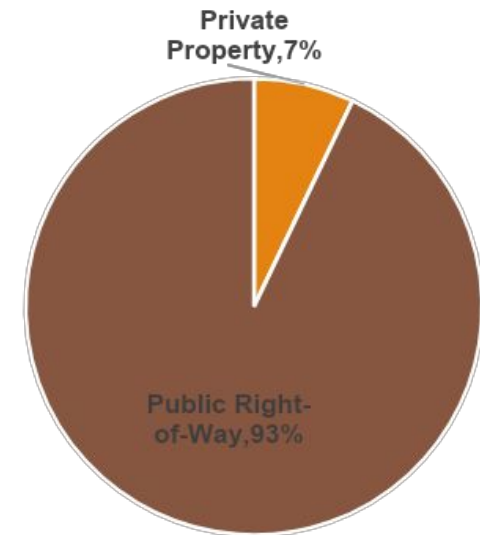
- Competition: Cars!, NIMBYs, EV charging, vendors...
- Policies/Guidelines too restrictive
- Equipment innovation: less space, electrified

## Together we can make change happen!



*Most successful stations: prime locations*

### Metro Bike Share Station locations



# BIKES - STABILIZE THE FLEET SIZE

## >>> Strong Loss mitigation plan

### PREVENTION

- Messaging
- R&D
- Product modification
- Software updates

### RECOVERY

GPS Assisted Asset

Recovery Program:

- **GPS**
- **Automated process**
- **Dedicated resources**
- **Fast response**

CONTINUOUS IMPROVEMENTS

PARTNERSHIP / RELATIONSHIP

Missing bikes decreased significantly!



# Missing bikes trend



# Retain **STAFF**

## Safety first

- Training
- Equipment
- Processes: Incident reports, “ Team Lift”, ” Blackout” stations...
- Communication: internal, participative & with the community
- Continuous improvement: safety committees w/direct input from staff

## Strong DEIJ Culture & constant dialogue

- DEIJ driven
- Representation: Union (2021)
- Accountability at all levels
- Transparency

## Pay & Work-Life balance

- Decent pay, health benefits
- Reduced Work Week (2023)
  - 100% pay
  - 80% of the time
  - 100% efficiency







**Staff retention rate: 86%  
in LA at the end of 2023!**

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# Numbers indicate **success**:



**<5%**

**Bike loss  
&  
Stable fleet size**



**86%**

**Employee  
Retention rate**



**+65%**

**Ridership YOY**

# Thank You

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Pronouns: She/Her/Hers



*Leading the bike share revolution, one ride at a time.*

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