Beverly Hills City Council Liaison / Traffic & Parking Commission Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Thursday, September 19, 2019
5:00 PM

AGENDA

1) Public Comment
   Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Dayton Way Two-Way Conversion Between Crescent Drive and Cañon Drive Feasibility

3) School Reconfiguration Traffic Mitigation Update

4) Bike Share Program Update

5) Adjournment

Huma Ahmed, City Clerk

Posted: September 17, 2019

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE.

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including 4th Floor Conference Room A, is wheelchair accessible.
Item 2
MEMORANDUM
CITY OF BEVERLY HILLS

TO: City Council and Traffic and Parking Commission Liaison Committee
FROM: Aaron Kunz, Deputy Director of Transportation
       Kevin Riley, T.E., Senior Transportation Engineer
DATE: September 19, 2019
SUBJECT: Dayton Way Two-Way Conversion between Crescent Drive and Cañon Drive Feasibility
ATTACHMENTS: 1. Parking Signage Enhancement and Operations
               2. Fehr & Peers Report

Introduction
This memorandum provides an analysis of a request from North Crescent Drive businesses to convert Dayton Way, between Crescent Drive and Cañon Drive, from one-way eastbound to two-way.

Background
At the May 2, 2019 Traffic and Parking Commission (TPC) meeting, businesses on the west side of Crescent Drive, north of Dayton Way, requested to convert the one-block section of Dayton Way between Crescent and Cañon Drives in order to access the 9361 Dayton Way City-owned parking garage from Crescent Drive.

The City’s parking facility on the north east corner of Dayton Way and Crescent Drive has retail businesses including Beverly Hills Market, Pioneer & Lucerne Hardware, Beverly Custom Cleaners, Pascal’s Barber Salon, Raphail Haute Coiffure, the United States Post Office, Cake Couture 90210, and Tutto Bene on the ground floor facing Crescent Drive. The parking facility has two separate entrances, with one at 9361 Dayton Way with access to the subterranean parking with spaces directly behind the retail establishment, and the other at 333 North Crescent Drive with elevator access to the stores.

The businesses expressed that with the closure of North Cañon Drive, customers accessing the 9361 Dayton Way parking facility from Wilshire via Cañon Drive would need to use Beverly Drive or other streets to the east to access the 9361 Dayton Way entrance due to the one-way configuration of Dayton Way. By converting the one-block section of Dayton Way, customers could use Crescent Drive to access the entrance.

The Traffic & Parking Commission asked staff to return with a preliminary review of the request to determine if further study was warranted. Using traffic forecasting modeling software to determine intersection delay (in seconds) and a graded (A to F) intersection Level of Service (LOS) at Wilshire Boulevard and Cañon Drive, Wilshire Boulevard and Crescent Drive, Cañon Drive and Clifton Way, Cañon Drive and Dayton Way, Crescent Drive and Dayton Way, and Crescent Drive and Clifton Way. The model results included a delay of several minutes at the intersection of Dayton Way and Cañon Drive from the conversion.

On June 21, 2019, staff met with the Beverly Hills Market and Pioneer & Lucerne Hardware business owners and presented staff’s evaluation and conclusion that the conversion would result
in unacceptable delays. Based on this discussion, staff agreed to focus on improved signage at the entrances of both parking facilities. Enhanced signage has since been placed outside of both entrances and inside the building (Attachment 1).

At the July 11, 2019 TPC meeting, staff included the results of the assessment as an information item. Of the four members present, three agreed that the request should be forwarded to the Liaison Committee, and one stated the item did not warrant further discussion.

Following the July 11, 2019 TPC meeting, staff provided traffic modeling data to Fehr & Peer (transportation consultant) who concurred with staff’s initial assessment of the delays. Per discussion with the Chair and Vice Chair of the Traffic & Parking Commission, the item was placed on the August 1, 2019 agenda for additional discussion. In review of the agenda at the August 1, 2019 meeting, the Commission by consent agreed the item should be forwarded to the Liaison Committee without further discussion.

**Conclusion**

With continued interest in the conversion, staff asked Fehr & Peers to conduct a more detailed study (Attachment 2), including options to reduce delay and identification of signal, sign and striping changes required (attached). Staff seeks Liaison Committee direction on next steps.
ATTACHMENT 1
9361 Dayton Way and 333 N. Crescent Drive parking facility signage

ACCESS TO RETAIL STORES FROM BOTH STRUCTURES

Retail stores are located on the ground/street level. Elevators are available in both facilities to each parking level. A directory is located in both facilities in the elevator lobbies.

864 3627 42868
9361 Dayton Way
333 N. Crescent Drive

ENHANCED SIGNAGE FOR BOTH STRUCTURES

- New signage was installed at 9361 Dayton and is pending at 333 N. Crescent Drive.
- Interior painting has been completed in both facilities.
- Exterior painting at entry to both facilities is pending.
- Signage as requested by BH Market was installed at entrance to both facilities.
  - Signage was modified at exit to accommodate the small lift utilized by BH Market.
333 N. Crescent Drive
MEMORANDUM

Date: September 13, 2019
To: Aaron Kunz, City of Beverly Hills
From: Ryan Liu & Claude Strayer, PE
Subject: Dayton Way Two-Way Conversion Study

The City of Beverly Hills has requested an evaluation of converting Dayton Way between N. Canon Drive and N. Crescent Drive from one-way to two-way operation. The conversion is being considered due to the closure of N. Canon Drive at Wilshire Boulevard as part of the Metro Purple Line construction activities. The two-way conversion would provide additional circulation opportunities, including improved access to the City-owned parking garage at 9361 Dayton Way. This memorandum presents the operational changes that would result from the two-way conversion as well as the design changes that would be needed to implement the conversion.

Traffic Operations

Traffic operations were analyzed for the following two intersections that could be potentially impacted from the two-way conversion of Dayton Way between N. Canon Drive and N. Crescent Drive:

- N. Canon Drive & Dayton Way
- N. Crescent Drive & Dayton Way

Intersection operations were analyzed during the AM (7:00 – 9:00) and PM (5:00 – 7:00) peak hours under three scenarios: 1) Existing Conditions, 2) With Canon Closure, and 3) With Canon Closure & Two-Way Conversion of Dayton Way. The traffic diversions developed as part of the N. Canon Closure Transportation Study were used to estimate peak hour travel demand in the study area with the temporary roadway closure in place and the implementation of the two-way conversion.

An origin-destination study was conducted in May 2019 to determine the number of vehicles traveling from the intersection of Wilshire Boulevard & N. Canon Drive to the parking garage at 9361 Dayton Way. Traffic count data was collected from 7:00 AM to 8:00 PM. During the 13-hour count period, 57 vehicles were observed to travel from Wilshire Boulevard & N. Canon Drive to the parking garage. The highest number of vehicles recorded in a signal hour was 17 vehicles between 11:00 AM and noon. For most of the hours observed, fewer than 5 vehicles were making this trip.
Table 1 presents the peak hour traffic operations for each analysis scenario. As shown, the two-way conversion would result in a substantial amount of additional vehicular delay at the intersections of N. Canon Drive & Dayton Way. During the PM peak hour, the delay at the N. Canon Drive & Dayton Way intersection would be much higher than the LOS F threshold of 80 seconds.

Table 1: Intersection Operations with N. Canon Closure and Dayton Two-Way Conversion

<table>
<thead>
<tr>
<th>INTERSECTION</th>
<th>PEAK HOUR</th>
<th>EXISTING CONDITIONS</th>
<th>CANON CLOSURE CONDITIONS</th>
<th>CANON CLOSURE &amp; DAYTON TWO-WAY CONDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Delay (s)</td>
<td>LOS</td>
<td>Delay (s)</td>
</tr>
<tr>
<td>Dayton Wy &amp; N. Canon Dr</td>
<td>AM</td>
<td>22</td>
<td>C</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>87</td>
<td>F</td>
<td>117</td>
</tr>
<tr>
<td>Dayton Wy &amp; N. Crescent Dr</td>
<td>AM</td>
<td>44</td>
<td>D</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>35</td>
<td>D</td>
<td>35</td>
</tr>
</tbody>
</table>

While the delay estimate from the Synchro software program has been reported for comparison to prior studies, we typically do not recommend reporting delay levels higher than 300 seconds (five minutes) because vehicles are likely to change their travel path when delay is this high. However, whether the delay would be precisely at that level, vehicle delay would be much higher than currently occurs for the following reasons:

- Eastbound Dayton Way currently carries approximately 700 vehicles during the PM peak hour. With the closure of N. Canon Drive, the volume is expected to increase by just under 10% (approximately 760 vehicles). The majority of these vehicles are traveling through the intersection at N. Canon Drive to continue on eastbound Dayton Way (525 vehicles with the closure in place). With the two-way conversion, through vehicles would need to merge into a single travel lane between N. Beverly Drive and N. Canon Drive. Only one through travel lane would be provided at the N. Canon Drive intersection, effectively reducing the eastbound capacity by 50% when compared to current conditions that has two travel lanes.

- The new westbound travel lane on Dayton Way would result in changes to the signal operations. The traffic signal at N. Canon Drive & Dayton Way currently operates as three phases: 1) Northbound/southbound travel flow on N. Canon Drive, 2) Eastbound travel flow on Dayton Way, and 3) Pedestrian only phase. With the two-way conversion, a fourth signal phase would be required for the new westbound approach. This would result in an additional 10 seconds of green time for the new westbound approach in which all other travel movements are stopped.
• The combination of the capacity reduction on eastbound Dayton Way and the fourth signal phase required for the new westbound approach would result in vehicle demand exceeding the intersection capacity. The reason the delay levels being reported are so high is primarily due to extreme congestion levels on the eastbound Dayton Way approach. Only a portion of the vehicle demand would be able to proceed through the intersection during the green light and many vehicles would have to wait through multiple signal phases to travel through the intersection (each signal phase is 60 seconds currently and would be 70 seconds with the two-way conversion).

A potential option to reduce vehicle delay at the N. Canon Drive & Dayton Way intersection would be to remove the pedestrian scramble. The pedestrian only phase of the intersection is 23 seconds. With the removal of the pedestrian only phase, pedestrians would cross with the flow of traffic as they do at other signalized intersections in the City. The additional green time would be primarily allocated to eastbound Dayton Way to reduce vehicle delay. With the removal of the pedestrian scramble, the intersection would continue to operate at LOS F but vehicle delay would be reduced (PM peak hour delay would be approximately 90 seconds).

As shown in Table 1, the intersection delay would improve at the N. Crescent Drive & Dayton Way intersection. The traffic signal at N. Crescent Drive & Dayton Way currently operates as three phases: 1) Northbound/southbound travel flow on N. Crescent Drive, 2) Eastbound travel flow on Dayton Way, and 3) Westbound travel flow on Dayton Way. With the two-way conversion, the eastbound and westbound approaches could share a signal phase which would provide additional green time for vehicles traveling on Dayton Way.

**Conceptual Design**

The two-way conversion of Dayton Way between N. Canon Drive and N. Crescent Drive would require the following design changes (see Figure 1 for illustration):

• Dayton Way Restriping: Dayton Way is currently 35 feet wide with two eastbound travel lanes (9 feet each) and parking on both sides of the street. With the two-way conversion, new centerline striping would be needed (double yellow lines) to provide one eastbound and one westbound travel lane.

• On-Street Parking: Due to the narrow lane widths on Dayton Way, we recommend removing parking on the south side of the street (3 parking spaces), removing one parking space on the north side of the street, and adding parking on the eastern portion of the north side of the street (2 parking spaces). Only providing parking on the north side of the roadway would allow the eastbound and westbound travel lanes to be slightly wider to better accommodate the opposing travel flows with the two-way conversion. The reason for recommending parking on the north side is because of the landscaped buffer along the sidewalk on the south side of Dayton Way between the alley and N. Crescent Drive (this
would need to be removed to provide parking meters and passenger loading/unloading). In addition, travel flows are expected to be lower on westbound Dayton Way; and therefore, fewer vehicles would be delayed while cars are entering/exiting the adjacent on-street parking spaces.

- Traffic Signals: The signalized intersections at both ends of the two-way conversion would require upgrades. At N. Canon Drive, new 4-section signal heads would be required to accommodate the new westbound approach on Dayton Way. At N. Crescent Drive, the 3-section signal heads directing westbound travel flow on Dayton Way would need to be upgraded to allow vehicles to travel through the intersection.

- Signing: Traffic flow signage would need to be modified to reflect the two-way operations on Dayton Way. For example, the “one-way” signs would be removed and the “do not enter” signs at Crescent Drive would be removed.

The removal of the pedestrian scramble phase at the N. Canon Drive & Dayton Way intersection would require additional signal, signage, and striping changes.
Remove (3) parking spaces on south side of Dayton Way.

Remove (1) parking space and preserve (3) parking spaces on north side of Dayton Way and flip direction to face westbound.

Re-stripe Dayton Way between N Crescent Drive and N Cannon Drive to allow for two-way operations, with one lane in each direction and street parking on the north side of the street.

Add (2) parking spaces on north side of Dayton Way.

Remove conflicting signage and striping.

Modify signal at N Crescent Drive and Dayton Way by changing 4-section westbound signal heads to 3-section signal heads.

Modify signal at N Cannon Drive & Dayton Way by adding 4-section signal heads to westbound approach. Implement additional signal phase for new westbound approach.

Provide advance striping and signage on one-way eastbound section of Dayton Way of two-way operations ahead.
Conclusion

The conversion of Dayton Way between N. Canon Drive and N. Crescent Drive from one-way to two-way operation would result in substantial additional delay during the PM peak hour at the N. Canon Drive & Dayton Way intersection. The combination of the capacity reduction on eastbound Dayton Way (one through travel lane in comparison to two lanes currently) and the new signal phase required for the westbound approach would result in vehicle demand exceeding the intersection capacity. Vehicles traveling on eastbound Dayton Way would need to merge into one through lane as they approach the N. Canon Drive intersection, and vehicles would have to wait through multiple signal phases to travel through the intersection (each signal phase is 60 seconds currently and would be 70 seconds with the two-way conversion).

To minimize the amount of vehicle delay at the N. Canon Drive & Dayton Way intersection with the two-way conversion, the pedestrian scramble could be removed. The pedestrian only phase of the intersection is 23 seconds. With the removal of the pedestrian only phase, pedestrians would cross with the flow of traffic as they do at other signalized intersections in the City. The additional green time would be primarily allocated to eastbound Dayton Way to reduce vehicle delay and the signal cycle length would remain at 60 seconds, which is ideal for the signal progression in the downtown triangle. With the removal of the pedestrian scramble, the intersection would continue to operate at LOS F but vehicle delay would be reduced (PM peak hour delay would be approximately 90 seconds).

If the two-way conversion of Dayton Way is implemented, the changes to circulation patterns in the area should be noticed through changeable message signs and traffic control officers should be located at both ends of the conversion at N. Canon Drive and N. Crescent Drive for at least the first few days of operation. The most significant change will be for vehicles traveling on eastbound Dayton Way as they approach the N. Canon Drive intersection. Specifically, vehicles traveling in the left lane will no longer be able to continue on Dayton Way at the N. Canon Drive intersection (the left lane will only allow left-turn movements onto N. Canon Drive). If vehicles were to travel through the intersection from the left lane, they would end up in the new westbound travel lane on Dayton Way facing on-coming vehicles. In addition, if the pedestrian scramble phase is removed, additional signage should be implemented to warn pedestrians that they can no longer cross diagonally.
Item 3
MEMORANDUM
CITY OF BEVERLY HILLS

TO: City Council and Traffic and Parking Commission Liaison Committee
FROM: Aaron Kunz, Deputy Director of Transportation
       Martha Eros, Transportation Planner
       Christian Vasquez, Transportation Planning Analyst
DATE: September 19, 2019
SUBJECT: Beverly Hills Unified School District School Reconfiguration Traffic Mitigation
ATTACHMENTS: None

Introduction
This memorandum provides an update on the Beverly Hills Unified School District (BHUSD) school reconfiguration traffic mitigation.

Background
In October 2018, BHUSD announced a reconfiguration of the four elementary schools in the city: Beverly Vista School will be converted to a middle school (6th-8th grade), with K-5 students from Beverly Vista and El Rodeo schools distributed between Horace Mann and Hawthorne schools.

A staff report outlining traffic mitigation plans for Beverly Vista, Horace Mann and Hawthorne schools was presented at the July 16, 2019 City Council Study Session. Following a field visit to each school, the Beverly Hills Police Department provide an update on the implementation efforts.

Discussion
Police Department (PD) and Transportation staff have conducted observations of Beverly Vista, Horace Mann and Hawthorne schools pick-up/drop-off activity since the start of the school year on August 12, 2019.

As part of the school reorganization, the City installed 50 signs with varying verbiage specific to each school. Almost all signs involved replacement or new sign poles. Public Notices advising of the TPC’s July 11th review of proposed sign modifications in the public right-of-way were mailed to 1,630 households in the three project areas.

The majority of signs were installed by the week of July 29th. Based on a BHPD site visit of all three schools on August 6, 2019, followed by Transportation and Public Works field checks, a punch list of outstanding items, including additional signs and curb painting, was developed. On August 10, the entire sign plan, including punch list items, was completed.

A joint meeting with City staff (Transportation, PD, and executive management) and BHUSD was held on August 14, 2019 to debrief on observations and discuss potential traffic mitigation strategies. Observations and concerns included queuing; congested intersections; blocked pedestrian access; vehicles stopping on crosswalks; 3-point turns; high level of City resources required; and signage to address late drop off or early dismissal. Potential strategies for each school include:
- Beverly Vista
  - Police Department to communicate with the BHUSD crossing guards to coordinate pedestrian crossings
  - Modify afternoon no-parking signage times from 2pm-4pm to 1pm-4pm to accommodate early dismissal (completed)
  - Replace “No Parking Anytime” signs with “No Stopping Anytime” on the 200 block of Rexford Drive to deter drivers from stopping or loading this area (completed)
  - Add delineator line markings next to Elm Drive cutout

- Horace Mann
  - Modify morning no-parking signage times from 7am-9am to 7am-10am to accommodate late school drop-off (completed)
  - Add additional “No Parking, Passenger Loading Only” sign on westbound Charleville Boulevard immediately west of Arnaz Drive to clarify loading area (completed)
  - Evaluate drop-off procedures for students with disabilities

- Hawthorne
  - Modify morning no-parking signage times from 7am-9am to 7am-10am to accommodate late school drop-off (completed)
  - Evaluate opening Elevado Avenue entrance for foot traffic only during pick-up time (BHUSD has decided not to pursue)

Signs were updated on August 15 to address early arrivals and late dismissals at each school, and one additional sign was added at Horace Mann. Staff received additional concerns from residents on adjacent streets (200 blocks of South Maple and Crescent Drives) regarding congestion, blocked driveways, and vehicles parking to drop off/pick up students. Staff continues to observe pick-up activity at the schools, and will coordinate with PD and BHUSD on potential strategies to address the concerns.
Item 4
Introduction

This memorandum provides an update on the Beverly Hills Bike Share Program 2019 summer activity and outreach plan to promote the program. This memorandum is for information only.

On July 16, 2019, the City Council approved a two-year extension to the City’s agreement with the current bike share operator, Cyclehop, LLC (Cyclehop).

Background

In May 2016, the City of Beverly Hills was the second city in Los Angeles County to implement a bike share program with a fleet of 50 smart bicycles and 10 bike share stations. Prior to launching the bike share program, City staff and Cyclehop evaluated more than 30 potential bike share station locations citywide. The City installed 10 bike share stations despite facing challenges, such as opposition by adjacent property owners, lack of public right-of-way, and conflict with existing sidewalk furniture.

In April 2019, Beverly Hills Bike Share joined the City of Santa Monica, City of West Hollywood, and the University of California, Los Angeles (UCLA) to launch the regional bike share network, Bike Share Connect. This integrated the Beverly Hills, Santa Monica, West Hollywood and UCLA bike share systems into a combined service area, gave users equal access to all bikes throughout the service area with a single membership, and improved the user experience by allowing users to travel between jurisdictions without incurring additional fees.

Discussion

Ridership

Bike share activity for the Beverly Hills Bike Share System increased by approximately 29% during the summer 2019 months. Below is a chart showing the monthly number of bikes checked out from a Beverly Hills Bike Share station from May 2016 to August 2019:
The number of Beverly Hills Bike Share members, based on users that entered a Beverly Hills zip code, increased by approximately 7% from May 31, 2019 to August 31, 2019. Below is a breakdown of members by plan type, with the Pay-As-You-Go plan remaining the most utilized plan:

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Members as of May 31, 2019</th>
<th>Members as of August 31, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Monthly</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Academic</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Pay-As-You-Go</td>
<td>880</td>
<td>944</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>896</strong></td>
<td><strong>959</strong></td>
</tr>
</tbody>
</table>

Stations

Below is a table of the Beverly Hills Bike Share stations with average monthly activity (bikes picked up and dropped off per month) from April 2018 to August 2019. The top most utilized stations are: (1) N. Camden Drive / S. Santa Monica Blvd., (2) 3rd Street/Maple Drive, and (3) S. Santa Monica Blvd./Wilshire Blvd.

<table>
<thead>
<tr>
<th>Station Location</th>
<th>Average Monthly Activity April 2018 to August 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. Camden Dr. / S. Santa Monica Bl.</td>
<td>73</td>
</tr>
<tr>
<td>3rd St. / Maple Dr.</td>
<td>63</td>
</tr>
<tr>
<td>S. Santa Monica Bl. / Wilshire Bl.</td>
<td>57</td>
</tr>
<tr>
<td>Crescent Dr. / S. Santa Monica Bl.</td>
<td>51</td>
</tr>
<tr>
<td>Wilshire Bl. / Beverly Dr.</td>
<td>48</td>
</tr>
<tr>
<td>S. Beverly Dr. / Gregory Way</td>
<td>38</td>
</tr>
<tr>
<td>Wilshire Bl. / Doheny Dr.</td>
<td>37</td>
</tr>
<tr>
<td>La Peer Dr. / Olympic Bl.</td>
<td>37</td>
</tr>
<tr>
<td>La Cienega Tennis Center</td>
<td>30</td>
</tr>
<tr>
<td>Civic Center Dr. / Burton Way</td>
<td>28</td>
</tr>
</tbody>
</table>
Cost and Revenue

The annual operation cost of the bike share program is funded with Measure R transportation funds. The monthly operations cost for the system is $9,125.00 for a total annual operating cost of $109,500.00 for the 50 bike system. On average, the annual revenue the City receives from the bike share program is approximately $20,400, and the City subsidizes approximately $89,125 annually. The net average Beverly Hills Bike Share cost per ride is approximately $27. Below is a table summarizing the annual operation costs and revenue of the City’s bike share system:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018*</th>
<th>2019 (Jan-May)</th>
<th>2019 Summer (Jun-Aug)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operation Cost</td>
<td>109,500.00</td>
<td>109,500.00</td>
<td>45,625.00</td>
<td>27,375.00</td>
</tr>
<tr>
<td>Revenue**</td>
<td>20,146.88</td>
<td>20,602.32</td>
<td>11,219.49</td>
<td>4,136.78</td>
</tr>
<tr>
<td>Subsidy</td>
<td>89,353.12</td>
<td>88,897.68</td>
<td>34,405.51</td>
<td>23,238.22</td>
</tr>
</tbody>
</table>

* Beverly Hills Bike Share became a part of Bike Share Connect in April 2018
** Revenue generated from memberships, per-minute trip charges, and fees.

Outreach

City staff has been working with the Cyclehop’s marketing team to promote the bike share program at various City events and on social media. City staff promoted the bike share program during the August 6th National Night Out event. Cyclehop pushed out social media promotions during the BOLD summer season and the August 18th CicLAvia event in West Hollywood. Cyclehop’s outreach includes visiting businesses and hotels this calendar year to promote a promotion plan to local employers/employees.

The City continues to offer a free helmet program to Beverly Hills Bike Share members in partnership with the Conference and Visitors Bureau, and offering membership discounts at City events.

City of West Hollywood

On August 31, 2019, the City of West Hollywood discontinued their “WeHo Pedals” bike share program due to low performance. West Hollywood’s alternative plan includes developing an 18-month pilot program to permit one private company to operate a limited number of dockless electric bikes or “e-bikes” in West Hollywood.

West Hollywood released a Request for Proposal (RFP) for a dockless electric bike program in May 2019, but did not receive any proposals by the deadline. The City re-issued the RFP with amended permit fees on September 3, 2019, and plans to select a vendor in October 2019.

Bike Share Connect (Beverly Hills, Santa Monica, UCLA) bikes will be allowed to operate in West Hollywood and park for free at former West Hollywood bike share hubs. The Beverly Hills Bike Share fleet will continue to be collected and redistributed at existing Beverly Hills stations and may not be regularly available for check-out in West Hollywood.

Dockless electric bike: “low-speed pedal-assisted electrical bicycle that is equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to provide assistance when the bicycle reaches the speed of 20 miles per hour” (City of West Hollywood March 18, 2019 City Council report)
Next Steps
Due to the Metro Purple Line Extension Rodeo Station construction work, the Wilshire/Beverly bike share station will be removed by September 20th. Staff is currently evaluating alternative stations:

- Northeast corner of North Santa Monica Boulevard/Canon Drive (adjacent to Beverly Gardens Park, NSMB bike lane and tour bus loading zone)
- In the former Metro bus cutouts on North Canon Drive between North Santa Monica Boulevard and Park Way (first on-street station, adjacent to Beverly Gardens Park)
- Roxbury Park (approved by City Council on August 30, 2016)
- La Cienega Boulevard/Wilshire Boulevard (close to future Metro La Ciénega Station)

Staff plans to present options to the TPC at their October 3rd meeting and forward a recommendation to City Council for review soon thereafter.

Staff will continue to work with Cyclehop to promote the bike share program and will evaluate West Hollywood’s e-bike pilot program.