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SUBCOMMITTEE
SUBCOMMITTEE NO. 6 ON BUDGET
PROCESS OVERSIGHT AND
PROGRAM EVALUATION

Assembly California Legislature



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June 16, 2015

Metro Board of Directors
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 900012-2952

RE: BIKESHARE

Honorable Metro Board Chair Garcetti and Metro Board Members,

As Mayor and member of the Santa Monica City Council and most recently as a California Assemblymember, I have actively advocated for a regional bikeshare program for Los Angeles County. My interest dates back to investigating the Paris Velib shortly after its introduction. The common thread that ties together virtually all bikeshare systems is full interoperability from station-to-station regardless of jurisdictional boundaries: a seamless customer experience.

Those who will be its customers - Los Angeles residents and visitors - deserve a first class bikeshare system in our region. That concept was built into the Santa Monica RFP process by including input from multiple jurisdictions, including all members of the Westside Cities Council of Governments (Santa Monica, West Hollywood, Beverly Hills, Culver City & Los Angeles), LA Metro, County of Los Angeles and bicycle advocates.

Moreover, Santa Monica became lead city because it had secured a \$2 million grant for planning and implementation. Faced with the loss of this grant money (after at least one extension had been granted), all parties knew that Santa Monica would necessarily have to move forward or lose the grant. Santa Monica's program will roll out as a pilot in the next few weeks and it is anticipated that the full program will begin implementing around November of this year.

It was in this context that Metro issued its RFP. It is my understanding that Metro's RFP did not consider interoperability as a key criteria. As a result, it appears, none of the three finalists match the technology that Santa Monica has adopted. Moreover, Long Beach has also adopted Santa Monica's vendor and Beverly Hills, West Hollywood and UCLA are poised to do the same.

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A multitude of issues are created by non-interoperability and I will leave it to Santa Monica staff to describe the full breadth. However, it is clear that each of them individually and all of them collectively will significantly degrade the customer experience and, quite possibly, doom our system to failure. How can we justify this to taxpayers and customers?

I respectfully request that the Committee reject all bids. Metro should pause while Santa Monica and other cities roll out their bikeshare program and re-evaluate when that process is complete.

Very truly yours,



RICHARD BLOOM

Assemblymember, 50th Assembly District