Bike Share in the Bay Area

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Caltrain BAC, July 19, 2018
Bike Share

• Personalized public transportation for short trips by bicycle
• One of fastest growing modes of transport globally
• 12-minute trips

Figure 1. Global growth of the bike share fleet

Source: Russell Meddin, 2018
Bike Share in US & Bay Area

More Systems, More Cities, More Bikes, More Companies

SOURCE: NACTO.ORG
Bike Share & Plan Bay Area 2040 Targets

• Climate Protection: **Reduce CO₂**
• Healthy & **Safe** Communities: Reduce road crashes and increase physical activity
• **Equitable** Access: Reduce share of household income spent on housing and transportation
• Transportation Effectiveness: Increase non-auto mode share
MTC and Ford GoBike

• Public-private partnership between MTC, Motivate and 5 Ford GoBike cities
• Zero cost to taxpayers for capital or operations
• Open data, Clipper & Equity
• At launch, second largest system in North America
Deployment

Ford GoBike Station Deployment by City

Regionwide, over 50 percent of planned GoBike stations have been deployed.

Hundreds

- Deployed, Active Stations
- All Stations Planned
Membership

Ford GoBike Membership by City

19% of regional members are Bike Share for All members*

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*Bike Share for All is a low-income membership program.
Ridership

Trips by Month (Regular Members vs Casual Riders)

Includes All Trips

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<th>Month</th>
<th>Customer</th>
<th>Subscriber</th>
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<td>Jan 2018</td>
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Total Trips by Month and User Type (Includes Bike Share for All)
Ford GoBike Stations by Total Trips + Regional Transit
Ford GoBike Product Development
Bike Share Capital Program

- Richmond, Fremont, and SCTA & TAM
- 20% C.O.C
- Clipper as identifier
- Safety standards
- Commission’s direction: Corridor approach
Access
Operations

- Internal
- Third Party
- Company Specific
Bike Share & New Mobility Guidelines

- NACTO’s Guidelines for Regulation and Management of Shared Active Transportation
- SFMTA & SFCTA’s Emerging Mobility Guiding Principles
- API, GBFS
- Transit First
- Equity
- Safety
- Accessibility, etc
Thank you
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