Who is Motivate?
**Regional Ops Today**

**Pilot Stats:**
- Launched August 2013
- Continuation Agreement through June 2016
  - 300 bikes / 35 stations in SF
  - 110 bikes / 16 stations in SJ
  - 59 bikes / 7 stations in Redwood City
  - 59 bikes / 7 stations in Mountain View
  - 37 bikes / 5 stations in Palo Alto
- **750,000+** total trips taken
- **10,000** annual memberships
- **60,000+** 24hr memberships

* Redwood City sunsetted its program on June 30, 2016

**Regional Expansion**

- 2013-15 Pilot Program managed by BAAQMD
- New Program Agreement with MTC signed December 31, 2015
- 10-year term, two 5-year options
- Motivate will fund expansion privately in San Francisco, Berkeley, Oakland, Emeryville, and San Jose
- Cities in MTC region may participate

The Bay Area's bike share will be the largest bike share per-capita in the country when expansion is complete.
Serving the Public Interest

Affordable and Equitable transit
  • $14.95 / month or $149 / year
  • $5 / month or $60 / year for customers eligible for Lifeline

Active Transportation
  • 30% of D.C. bike share members report losing weight.

Emission and Congestion Reduction
  • 51% of Bay Area trips are less than 3 miles* — a distance that can easily be covered by bicycle
  • 12% of reduction of drive-alone trips**

First / Last Mile
  • 97% of Citi Bike riders have a Metrocard and 53% of Citi Bike riders combine bike share with other modes.

Supports Vision Zero

Commitment to local hiring

• Source: http://www.mtc.ca.gov/planning/2035_plan/Supplementary/T2035-Travel_Forecast_Data_Summary.pdf (p. 69 - 71)
• *Per data from survey conducted by ICF International during Bay Area Bike Share’s first year in operation

Safety

➢ A platform for safety education

➢ Bike rules printed on all bikes, kiosks, and literature

➢ Safety classes offered to the public

➢ Discounts on helmets for members

Intro to Urban Bicycling Workshop
Palo Alto
May 2
9am - 12pm

Mike’s Bikes of Palo Alto
1356 San Cruz Ave

Register for the FREE workshop today: http://bit.ly/1VIHv1C
✓ Learn the rules of the road
✓ How to navigate the streets by bike
✓ How to use Bay Area Bike Share

Questions: Contact: leslie@bikesalive.org
Community & Membership

- **Group discounts** for public agencies and non-profits
- **Partnerships** with community groups to improve access
- **Discount memberships** available for low-income residents
- **Integration with Clipper**
  20 month roadmap after start of expansion

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Current Planned 2018 Bike Counts

<table>
<thead>
<tr>
<th>CITY</th>
<th>CURRENT FLEET SIZE</th>
<th>EXPANSION FLEET SIZE</th>
<th>INCREASE</th>
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</thead>
<tbody>
<tr>
<td>SF</td>
<td>310</td>
<td>4,500</td>
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<tr>
<td>San Jose</td>
<td>110</td>
<td>1,000</td>
<td>+890</td>
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<tr>
<td>Palo Alto*</td>
<td>37</td>
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<td>Mountain View*</td>
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<td>+0</td>
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<td>400</td>
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<tr>
<td>Emeryville</td>
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<tr>
<td>TBD</td>
<td>54</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>7,000</td>
<td></td>
</tr>
</tbody>
</table>

*Mountain View and Palo Alto are currently reviewing their long-term bike share plans. Their numbers in this grid represent bike counts today.

Phased roll-out over 2016-2018 will bring bike share to new communities.

Current cities can add stations, new cities can join, and private sector companies can sponsor stations.
Expansion Timeline

**Phase 1**
(25% of bikes)
Bikes Arrive
Early 2017

**Phase 2**
(15% of bikes)
Bikes Arrive
Spring 2017

**Phase 3**
(60% E’Bay bikes)
Bikes Arrive
Summer 2017

**Phase 4**
(30% SF, SJ bikes)
Bikes Arrive
Fall 2017

**Phase 5**
(30% of bikes)
Bikes Arrive
Spring 2018

Peninsula Opportunity

- There is interest and demand for bike share from customers in cities along the peninsula
- Travel patterns of peninsula may vary from SF, SJ, and the East Bay
- Motivate can work with cities to customize station location strategy and operational techniques
- One seamless user experience for the customer is preferred
Additional Questions

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