Bay Area Regional Bicycle Share Pilot Project
Caltrain Bicycle Advisory Committee
San Mateo
July 18, 2013

Background

- May 2010: MTC’s Climate Initiatives grant program
- August 2010: Air District submits final joint application
- Initial Pilot Funding: ~ $7 million
Goals and Objectives

• Deploy/test concept in 5 cities
  – Initial fleet of 700 bicycles
  – Get funding to achieve full pilot fleet size of 1,000 bicycles

• Evaluate Pilot, potentially deploy regionally:
  – Expand fleet in initial areas
  – Include new communities

Bike Share Arrives

www.bayareabikeshare.com
How Does It Work?

- Member-based system
- Short-term use
- Not rental
- Check out/return to different location
- Customer call center support
- Operates 24/7

Bicycles and Stations

Stations
- Battery powered, solar charged
- Semi-portable, modular, no excavation required

Bicycles
- Commuter style
- Vandal/theft resistant
How It Works

BUY
Purchase a 24-hour or 3-day membership from any kiosk. Annual memberships are available at www.bayareabikeshare.com.

TAKE
Choose a bike and enter your unlocking code on the dock or use your member key to unlock it. Pull up on the seat and then pull the bike out of the dock to release.

RIDE
Run errands, grab a bike, or get to work or class. Remember to bring your helmet and watch your ride time!

RETURN
Return the bike to any Bay Area Bike Share station. Wait for the green light on the dock to confirm locking.

REPEAT
Swipe your credit card for a new unlocking code or use your member key. Take any bike, any time!

Membership Pricing

$9 24 Hours
$22 3 Days
$88 1 Year

Additional fees apply to trips over 30 minutes
0–30 minutes of each ride: INCLUDED
31–60 minutes of each ride: $4
Each additional 30 minutes: $7
Multi-agency Partnership

• Interagency Agreement
• Pre-work
  - Local Feasibility Study, Community Outreach and Funding
• Program Development
• Program Implementation
  - Service operations
  - On-going financing
  - Data collection and analysis

Pre-launch Activities

• Procure, assemble and install equipment
• System development: website, hiring, local office/warehouse
• Design/permitting
• Customer Service
• Operations
• Safety
• Federal, state, local laws and ordinances
Local Actions

- Perform suitability analysis
- List of potential bike share-ready sites
- Provide relevant GIS data and CAD drawings
- Assist vendor with permitting and fees
- Obtain environmental clearance
- Engage local stakeholders, promoting and marketing the pilot

Next Steps

- Program implementation actions (Pre-launch)
  - Assembly, test and deploy stations and bikes
  - Outreach, marketing with input from local stakeholders
- Program Launch: August 2013
  - Membership sales: July 15
  - Launch date announcement
- Program Analysis
  - Pilot data monitoring and evaluation
  - Provide best practices and lessons learned
  - Recommendations for expansion (Up to 10,000 bicycles)