

BAY BIKES

San Mateo Bike Share Program



BACKGROUND

- ▶ 50 Bike pilot launched on May 12, 2016
- ▶ Funded directly by City of San Mateo
- ▶ Bikes located at 11 hubs across the City
- ▶ Social Bicycles is the bicycle vendor
- ▶ Bikes Make Life Better is the system operator



KEY DIFFERENTIATORS

- ▶ System runs on smart bikes instead of smart hubs
- ▶ Bikes can be locked to any rack or pole
- ▶ Bikes can be put on hold mid-reservation
- ▶ Hubs can be more spread out and have fewer bikes



HUB LOCATIONS



- ▶ Pilot focuses on transportation hubs and employment centers
- ▶ Secondary focus on key commercial destinations
- ▶ Flexibility to adjust locations and quantity of bikes based on demand
- ▶ Many preferred locations have limited space for bike racks
- ▶ License agreements required with private property owners

PRICING

HOURLY	MONTHLY	PLANS DESCRIPTIONS
<p>\$5 /hour</p> <p>CHOOSE THIS PLAN</p> <p>Prorated per minute</p>	<p>\$15 /month</p> <p>CHOOSE THIS PLAN</p> <p>Includes 1 hour of daily free time</p>	<p>- Trips are prorated to the minute.</p> <p>- Put a bike on hold before locking it to a rack to keep it in your name. The clock will still keep ticking.</p> <p>- Clock starts when you reserve a bike via mobile/web.</p> <p>MISCELLANEOUS ACTIVITY CHARGES / CREDITS</p> <p>Out-of-Hub Fee / \$3 charge</p> <p>Out of System (out of geographic boundaries) / \$100 charge</p> <p>Reserve bike for up to 10 min / Standard fees applies</p>

- ▶ Hourly rate translates to 3 cents per minute
- ▶ Testing program that credits \$3 out of hub fee if bike starts out of hub
- ▶ Pricing not intended for cost recovery

MOBILE APP

- ▶ Shows location and availability of bikes
- ▶ Can reserve bike 10 minutes ahead
- ▶ Allows user to access account number and check balances



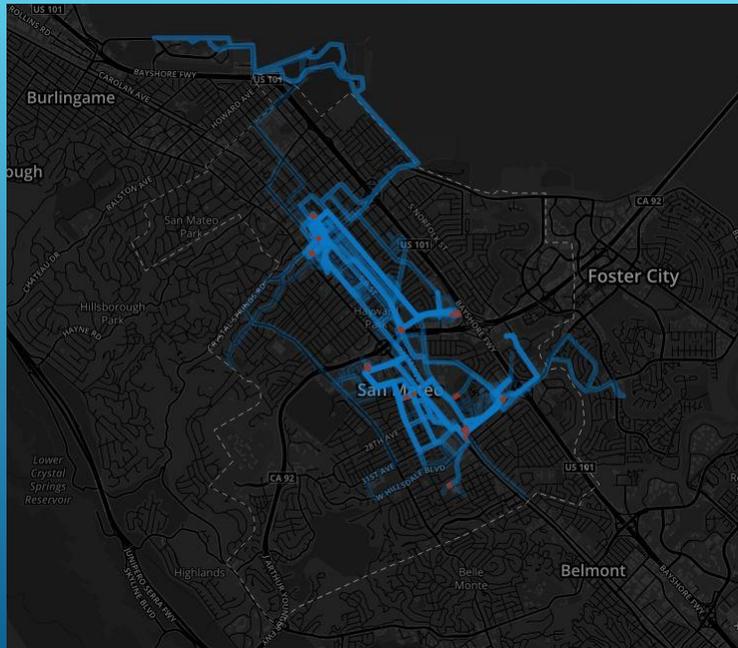
DATA DASHBOARD

SUMMARY

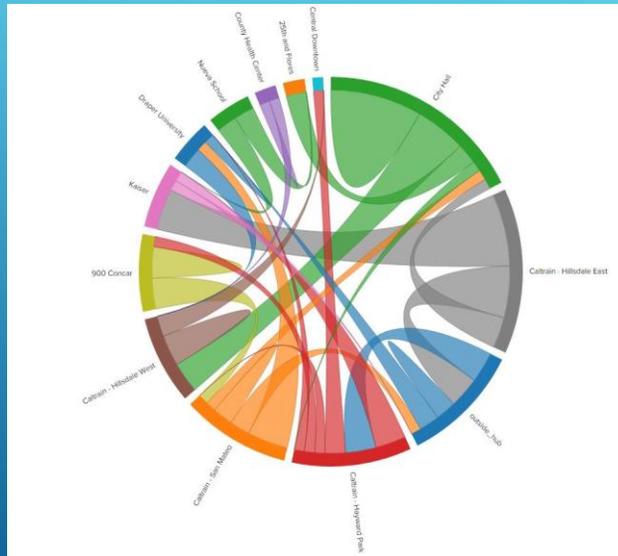
TODAY YESTERDAY LAST WEEK LAST MONTH ALL TIME CUSTOM DATE RANGE

MEMBERSHIP		REVENUE [USD]		SYSTEM HEALTH		TRIPS	
NEW SIGNUPS 114	QUIT MEMBERS 33	NET REVENUE 908.56 USD		BIKE AVAILABILITY 98.73%		OVERALL TRIPS 451	
ACTIVE MEMBERS 223	ALL TIME MEMBERS 275	MEMBERSHIPS 630	RIDES 314.56	REPAIRS REPORTED 28	REPAIRS RESOLVED 25	UNIQUE TRIPS 484	TOTAL MILES 606.65
		FEES 150	ADMIN DEBITS 0			TOTAL TIME 123h 19m	ALL TIME TRIPS 922
		ALLOWANCES -186					
VS DRIVING		AVERAGES [USD]		HUBS		TRENDS	
CARBON REDUCED 534.95 lbs	CALORIES BURNED 24,206	BIKE DAILY REVENUE (REVENUE / BIKE / DAY) 0.61	AVG. REVENUE PER USER 4.07	OUT OF HUB LOCKUPS 52	OUT OF SYSTEM LOCKUPS 0	BIKE UTILISATION (TRIPS / BIKE / DAY) 0.3	BIKE DAILY USAGE RATE (AVG. RENTAL TIME / BIKE / DAY) 9:05
MONEY SAVED \$291.00		AVG. REVENUE PER BIKE 18.4	AVG. REVENUE PER TRIP 2.01			NEW SIGNUPS TO TRIPS RATIO 0.25	

HEAT MAP



ORIGIN AND DESTINATION



TARGET SYSTEM METRICS

- ▶ Membership target is 10 per bike – 500 for pilot
- ▶ Ridership goal is to reach 1 trip per bike per day
- ▶ No expectation for user fees to cost recover
- ▶ 2 months in we are at 220 members and 0.3 trips per bike per day



IDEAL OUTCOME

- ▶ Expand system further in San Mateo
- ▶ System adopted throughout Peninsula
- ▶ Reciprocity with San Francisco and San Jose systems established
- ▶ Corporate sponsor identified to cover operating costs
- ▶ Clipper card payment integration