

# Bay Area Bike Share

A Lasting Civic Transformation for the Bay Area Region



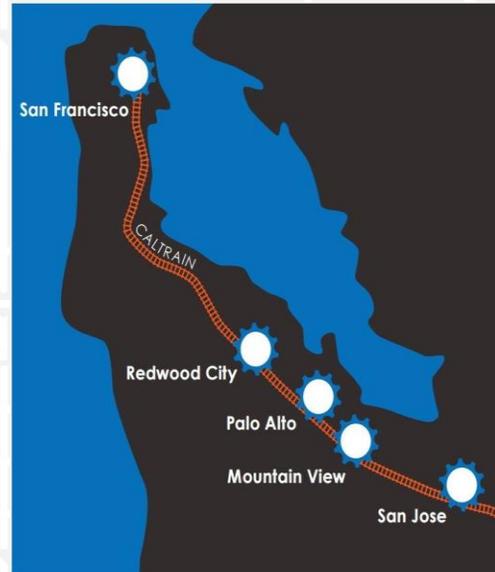
## Who is Motivate?



## 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

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## 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

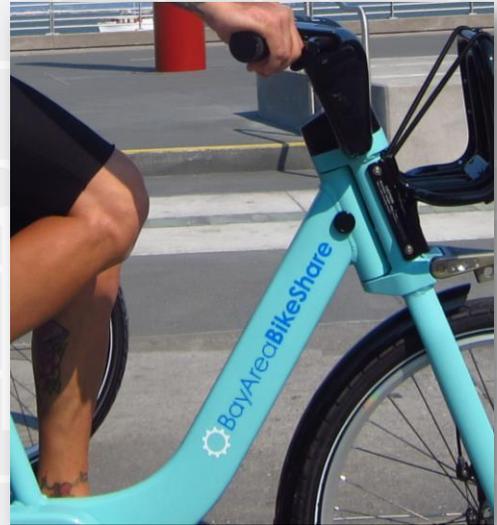
- 51% of Bay Area trips are less than 3 miles\* – a distance that can easily be covered by bicycle
- 12% of reduction of drive-alone trips\*\*

### 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](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 Cycling Workshop**  
Palo Alto  
May 2  
6:00 pm - 7:00 pm  
Mike's Bikes of Palo Alto  
3900 El Camino Real

Register for the FREE workshop today: <http://bit.ly/1WYNv3C>

- ✓ Learn the rules of the road
- ✓ How to navigate the streets by bike
- ✓ How to use Bay Area Bike Share

Questions: Contact Ann Jasper: [ann@bikesofvalley.org](mailto:ann@bikesofvalley.org)

BayAreaBikeShare

SUSTAINABILITY BICYCLE COALITION

## 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



## Current Planned 2018 Bike Counts

Growth of Fleet during Expansion			
CITY	CURRENT FLEET SIZE	EXPANSION FLEET SIZE	INCREASE
SF	310	4,500	+4,190
San Jose	110	1,000	+ 890
Palo Alto*	37	0	+ 0
Mountain View*	59	0	+ 0
Oakland	0	850	+ 850
Berkeley	0	400	+ 400
Emeryville	0	100	+ 100
TBD	54	0	+ 54
<b>TOTAL</b>		7,000	

\* 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)

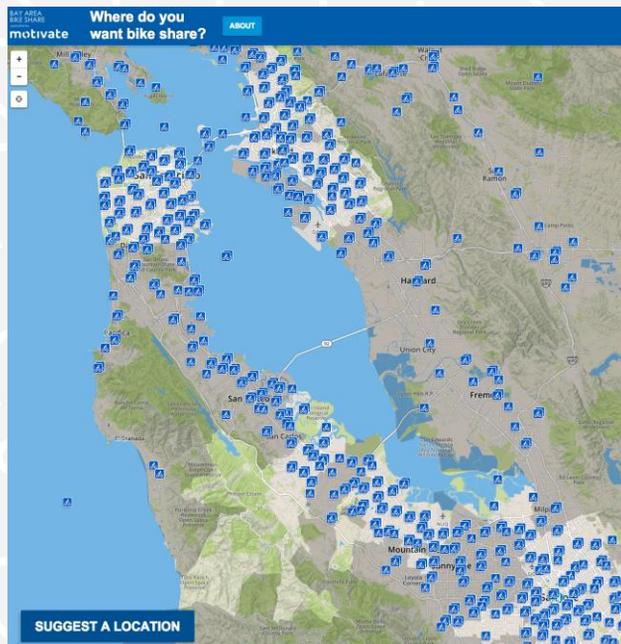
Bikes Arrive  
Fall 2017

**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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**motivate**  
get going

