



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



3

Bike Share Arrives



www.bayareabikeshare.com

4

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



5

Bicycles and Stations

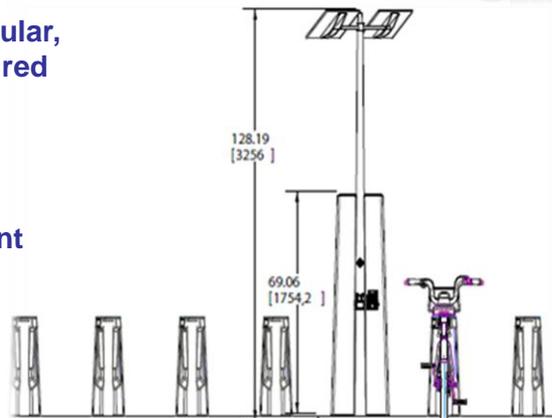


Stations

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

Bicycles

- Commuter style
- Vandal/theft resistant



6

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 an errand, grab a bite, 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!

7

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

8

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

9

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**



10

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

11

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)



12

Questions?

