

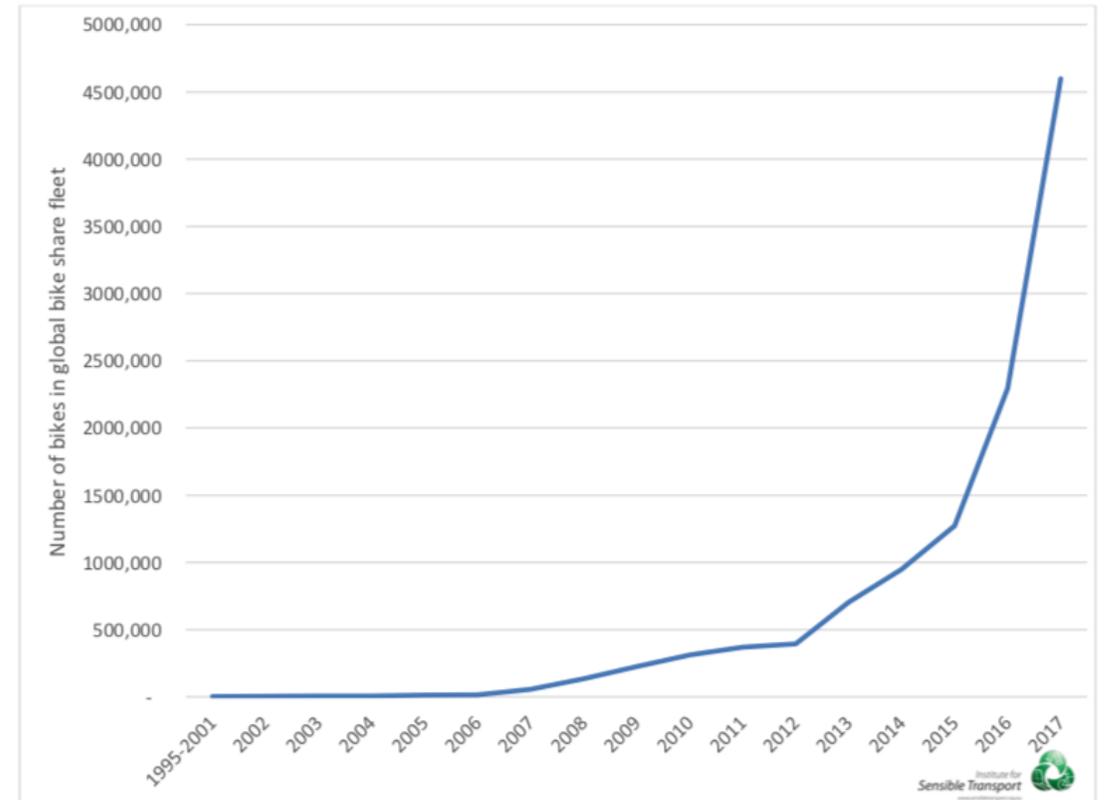
Bike Share in the Bay Area

Kara Oberg, Active Transportation Planner, MTC
Caltrain BAC, July 19, 2018

Bike Share

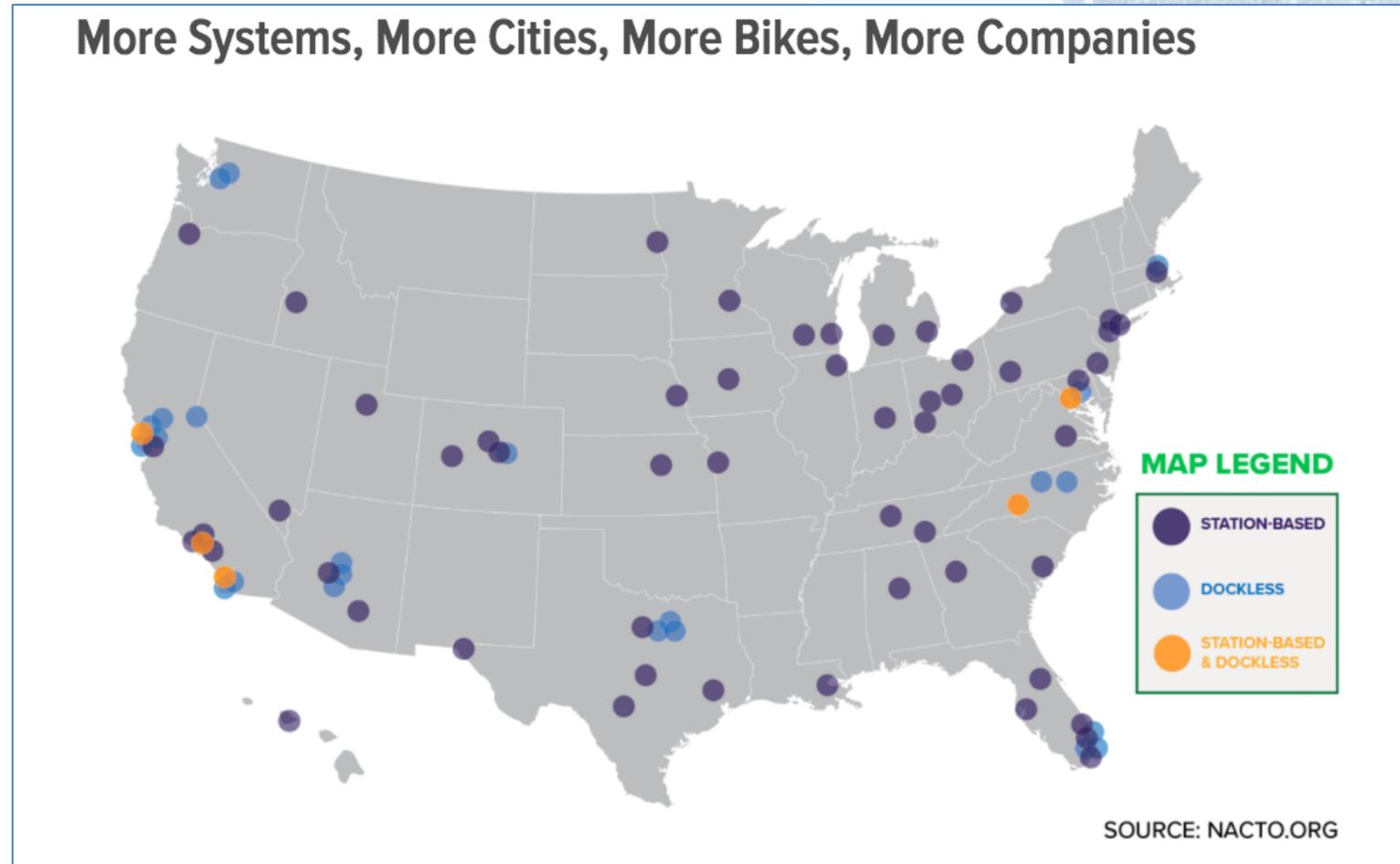
- Personalized public transportation for short trips by bicycle
- One of fastest growing modes of transport globally
- 12-minute trips

Figure 1. Global growth of the bike share fleet



Source: Russell Meddin, 2018

Bike Share in US & Bay Area



Bike Share & Plan Bay Area 2040 Targets

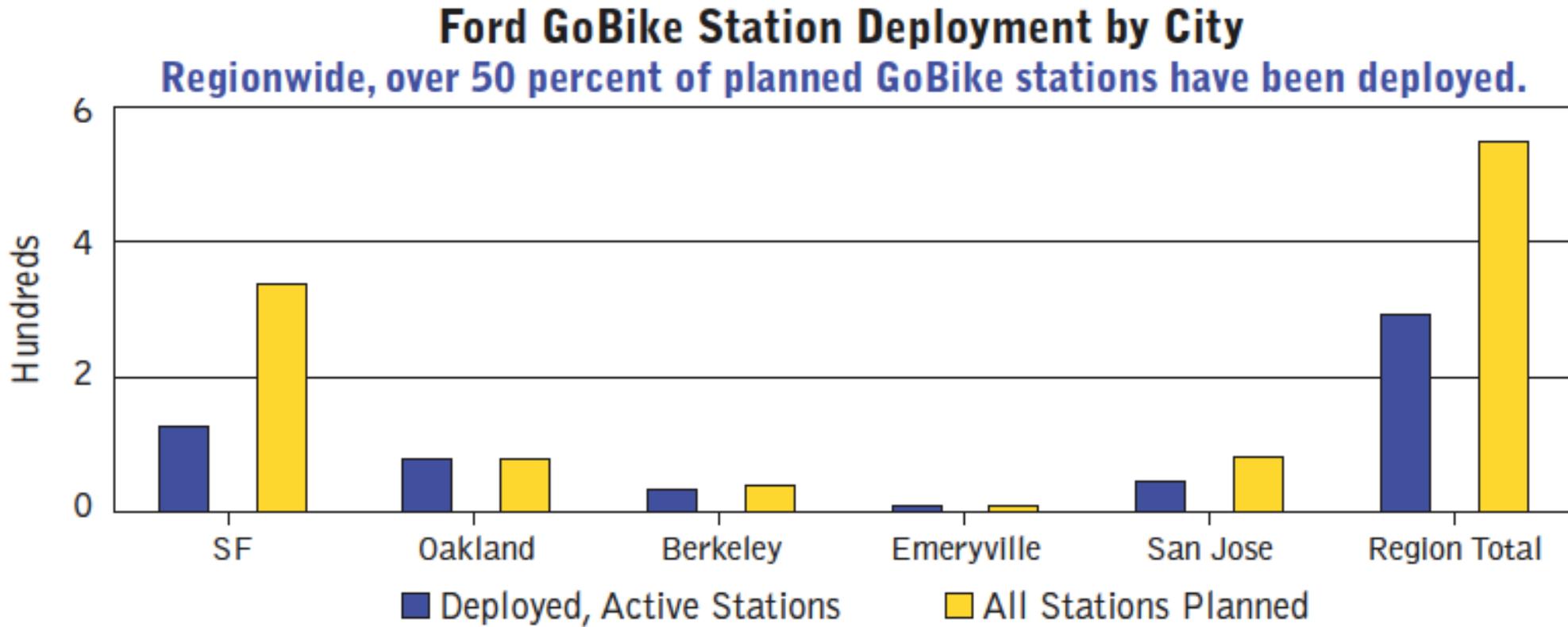
- Climate Protection: **Reduce CO₂**
- Healthy & **Safe** Communities: Reduce road crashes and increase physical activity
- **Equitable** Access: Reduce share of household income spent on housing and transportation
- Transportation Effectiveness: Increase non-auto **mode share**

MTC and Ford GoBike

- Public-private partnership between MTC, Motivate and 5 Ford GoBike cities
- Zero cost to taxpayers for capital or operations
- Open data, Clipper & Equity
- At launch, second largest system in North America



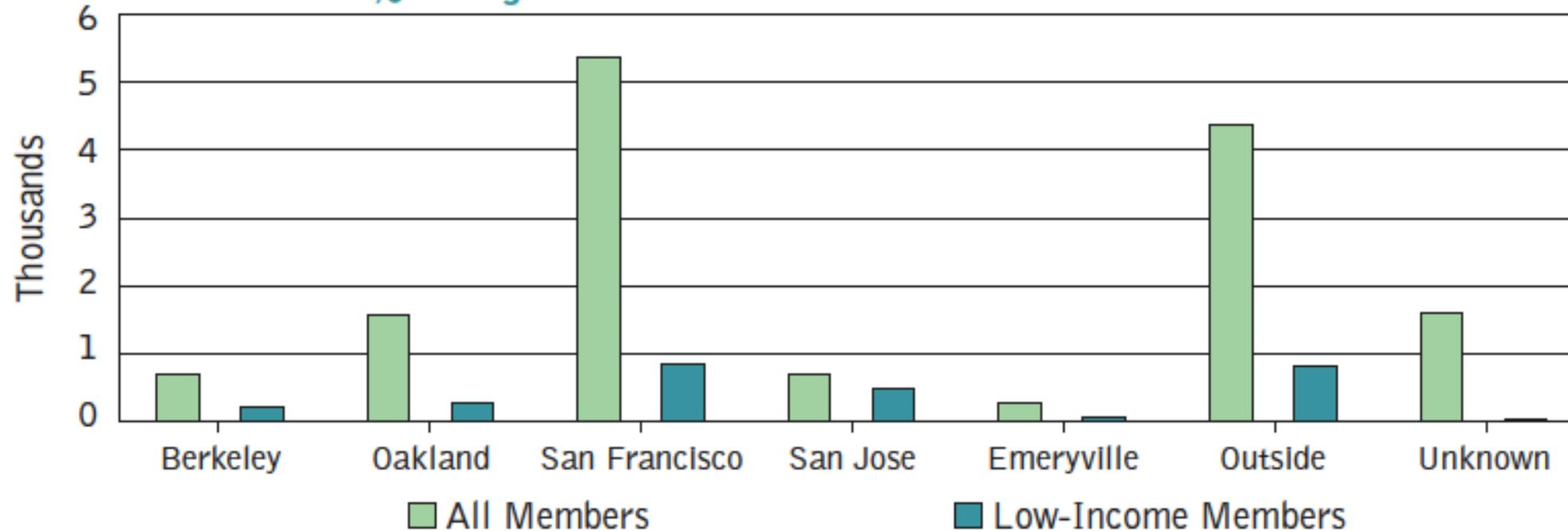
Deployment



Membership

Ford GoBike Membership by City

19% of regional members are Bike Share for All members*

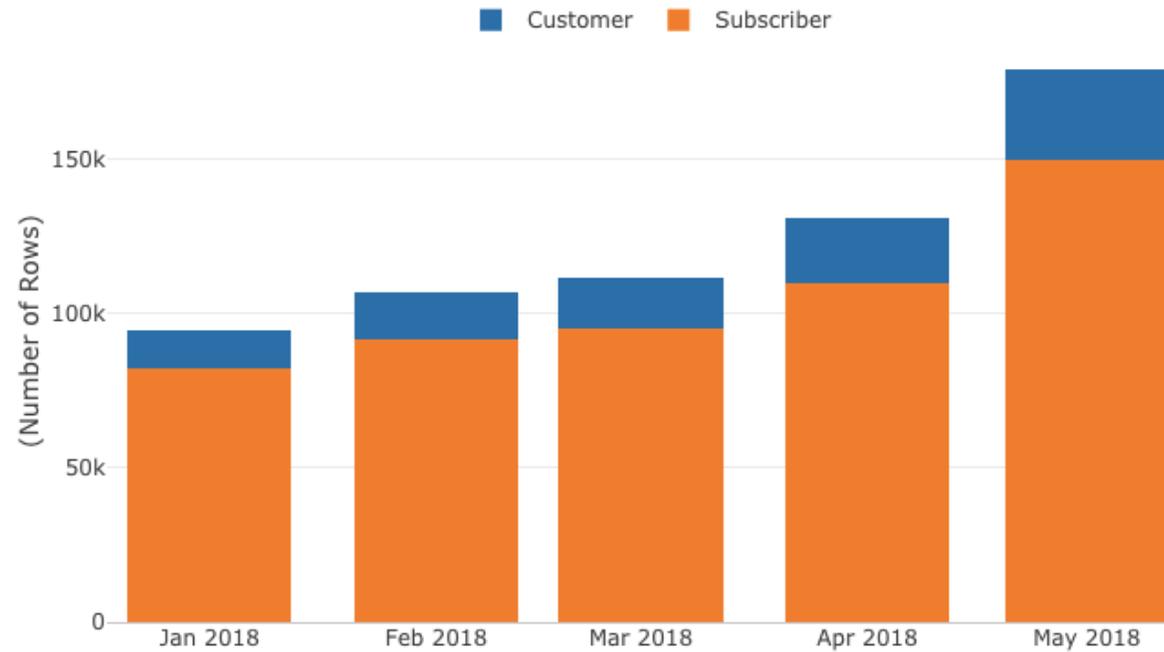


*Bike Share for All Is a low-income membership program.

Ridership

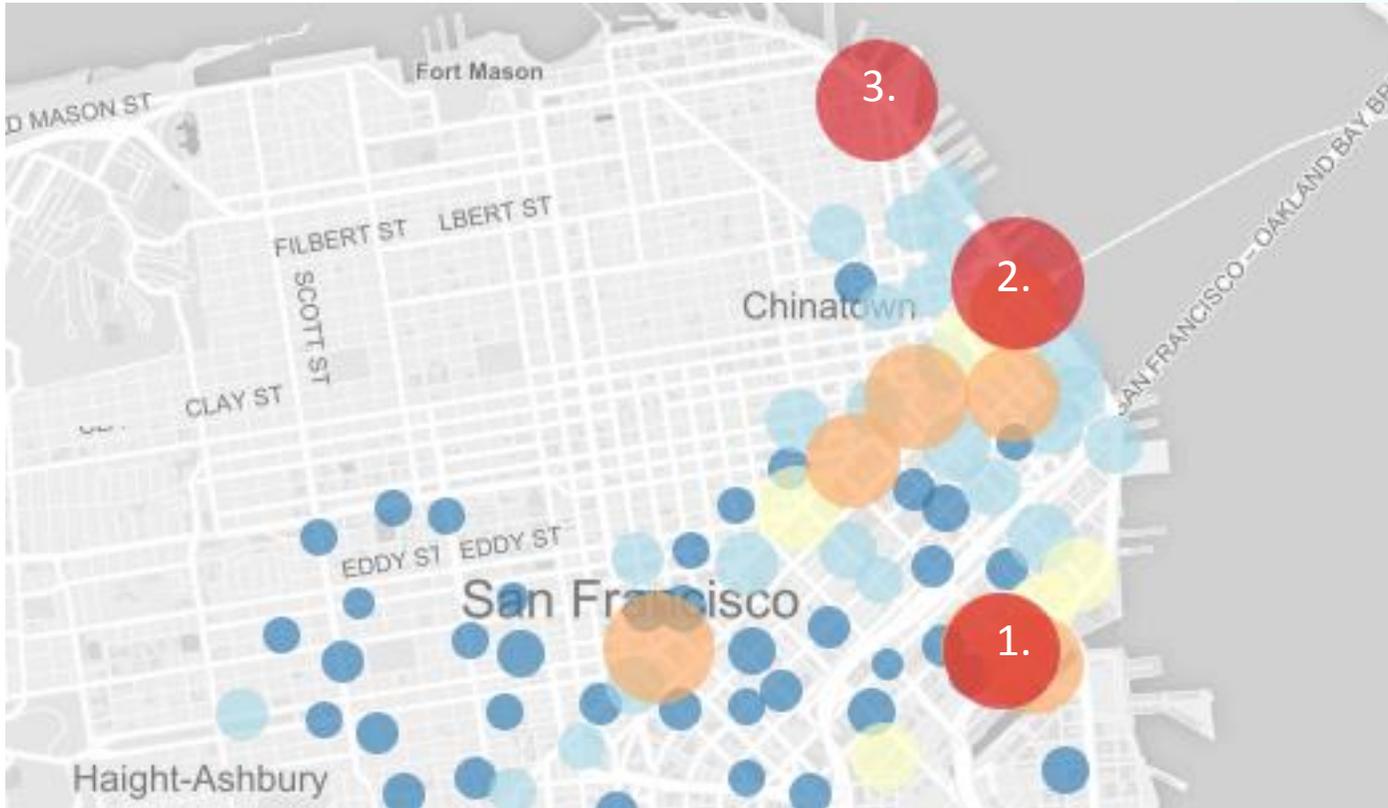
Trips by Month (Regular Members vs Casual Riders)

Includes All Trips



Total Trips by Month and User Type (Includes Bike Share for All)

Ford GoBike Stations by Total Trips + Regional Transit



 San Francisco Bay Ferry



- 1 - 3,038.2
- 3,038.2 - 6,075.4
- 6,075.4 - 9,112.6
- 9,112.6 - 12,149.8
- 12,149.8 - 15,187

Ford GoBike Product Development

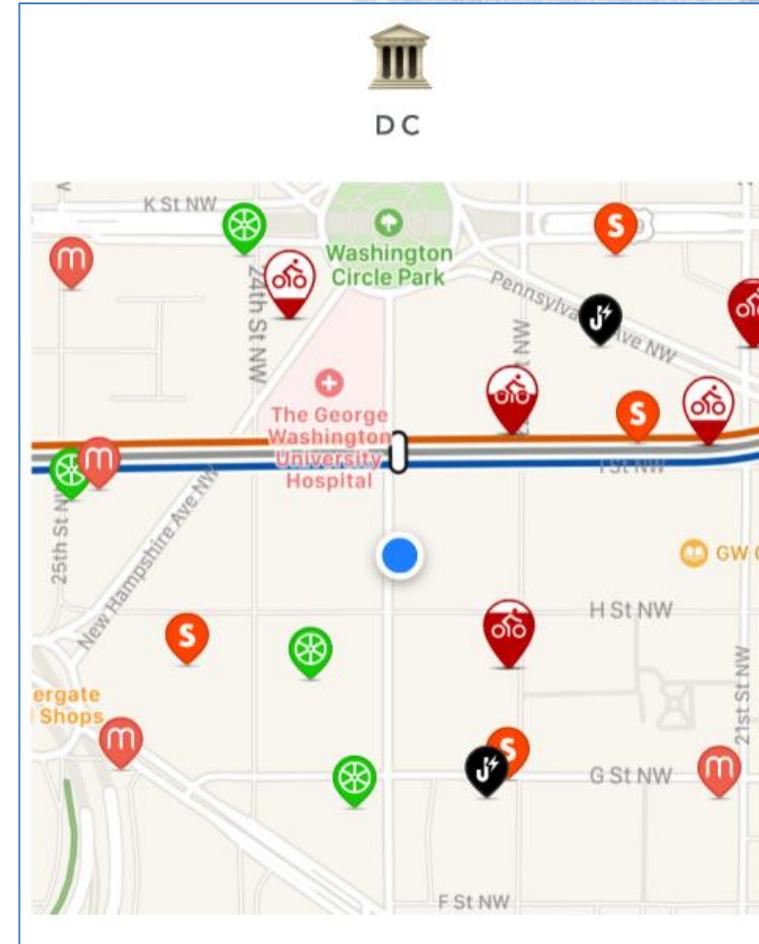


Bike Share Capital Program

- Richmond, Fremont, and SCTA & TAM
- 20% C.O.C
- Clipper as identifier
- Safety standards
- Commission's direction: Corridor approach

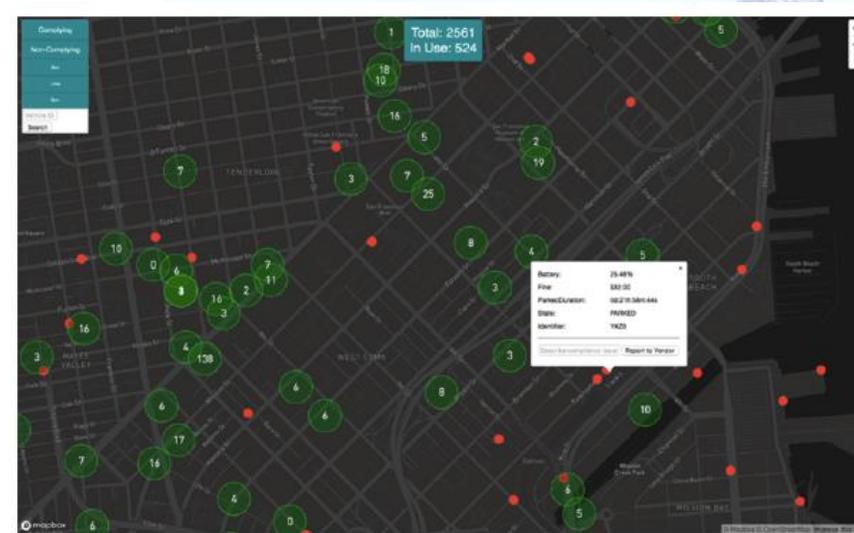
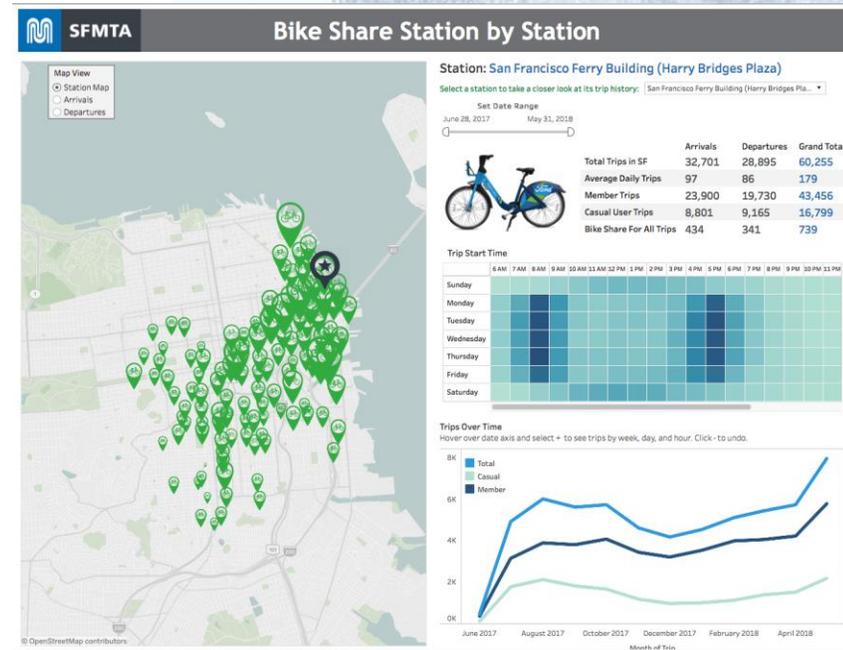


Access



Operations

- Internal
- Third Party
- Company Specific



Bike Share & New Mobility Guidelines

- NACTO's Guidelines for Regulation and Management of Shared Active Transportation
- SFMTA & SFCTA's Emerging Mobility Guiding Principles
- API, GBFS
- Transit First
- Equity
- Safety
- Accessibility, etc

Thank you
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