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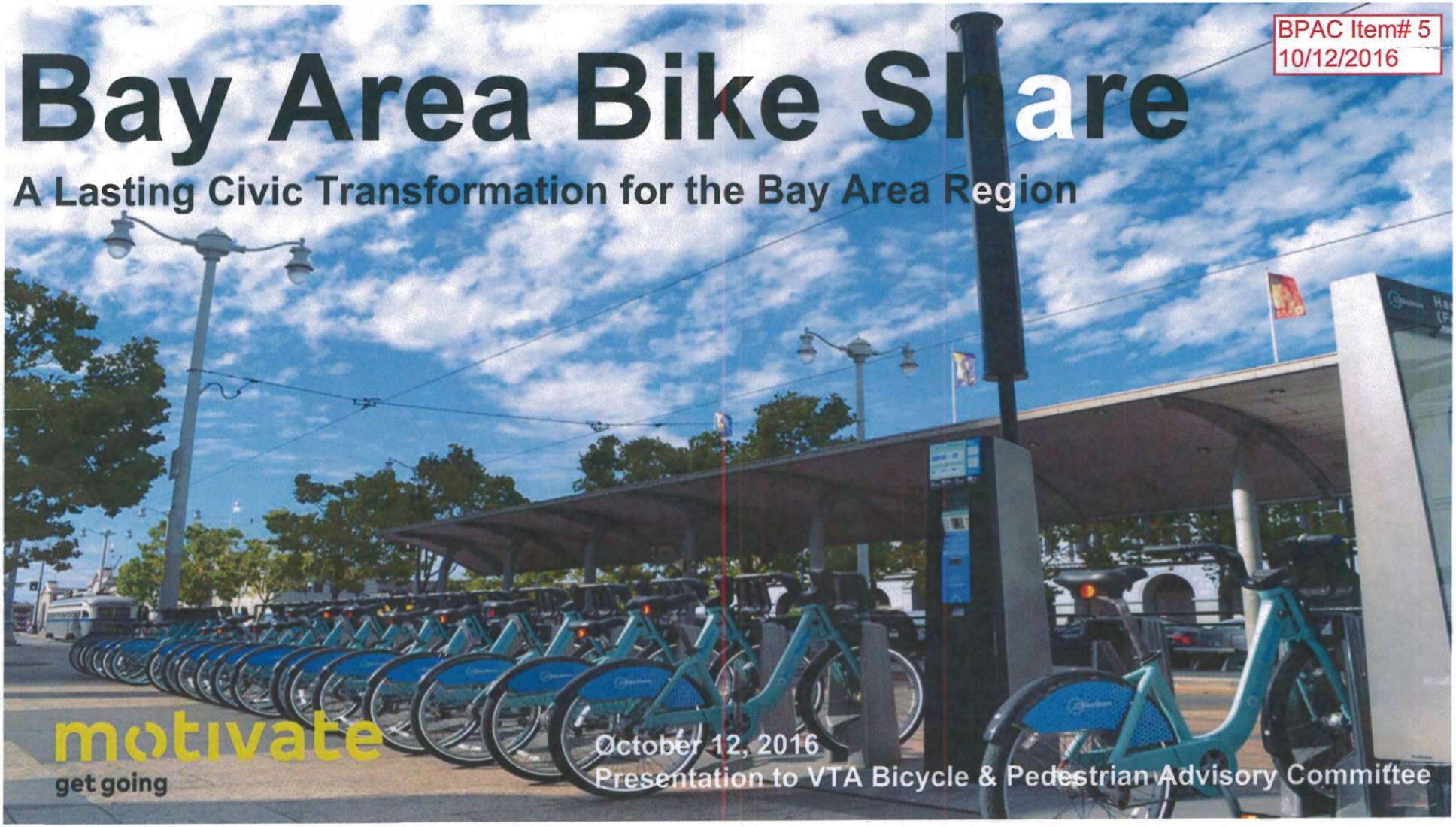
Bay Area Bike Share

A Lasting Civic Transformation for the Bay Area Region



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October 12, 2016
Presentation to VTA Bicycle & Pedestrian Advisory Committee

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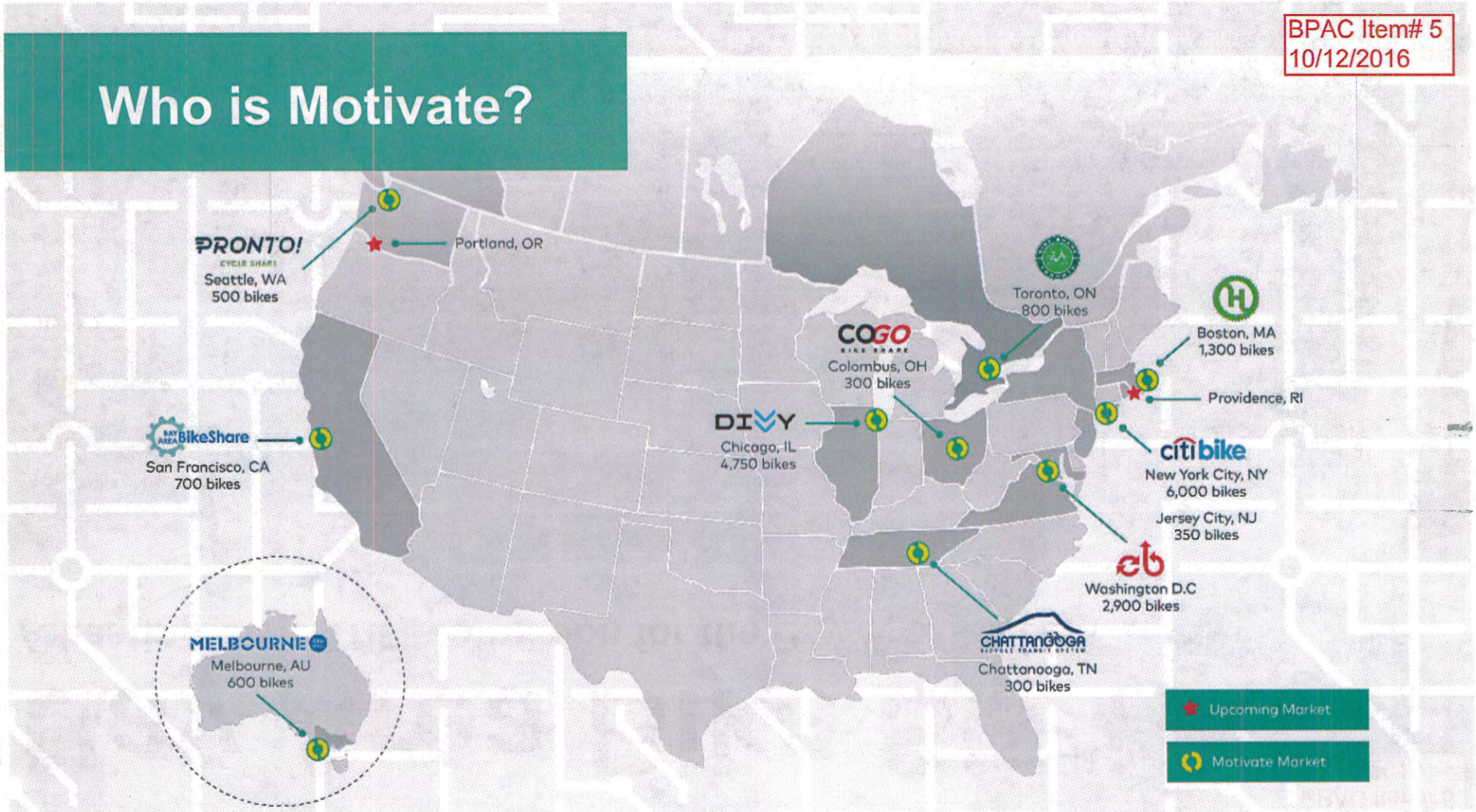
Who is Motivate?



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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
- **1M+** total trips taken
- **10,000** annual memberships
- **60,000+** 24hr memberships

* Redwood City sunsetted its program on June 30, 2016

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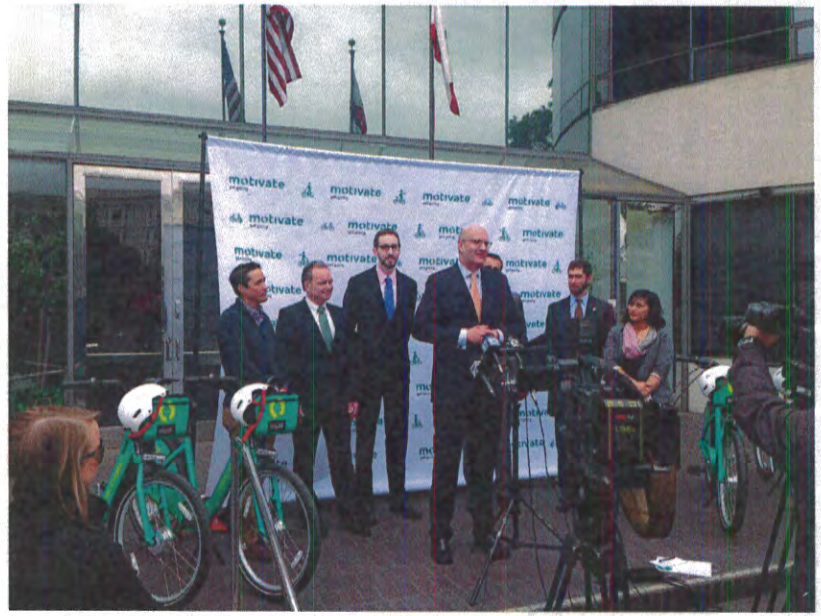
Regional Expansion

- 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.

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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 (p. 69 - 71)
- *Per data from survey conducted by ICF International during Bay Area Bike Share's first year in operation

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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

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Community & Membership

- **Extensive Outreach** to neighborhoods for station siting
- **Partnerships** with community groups to improve access
- **Discount memberships** available for low-income residents
- **Integration with Clipper**
  20 month roadmap after expansion

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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
TOTAL		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 2017-2018 will bring bike share to new communities.

Current cities can add stations, new cities can join, and private sector companies can sponsor stations.

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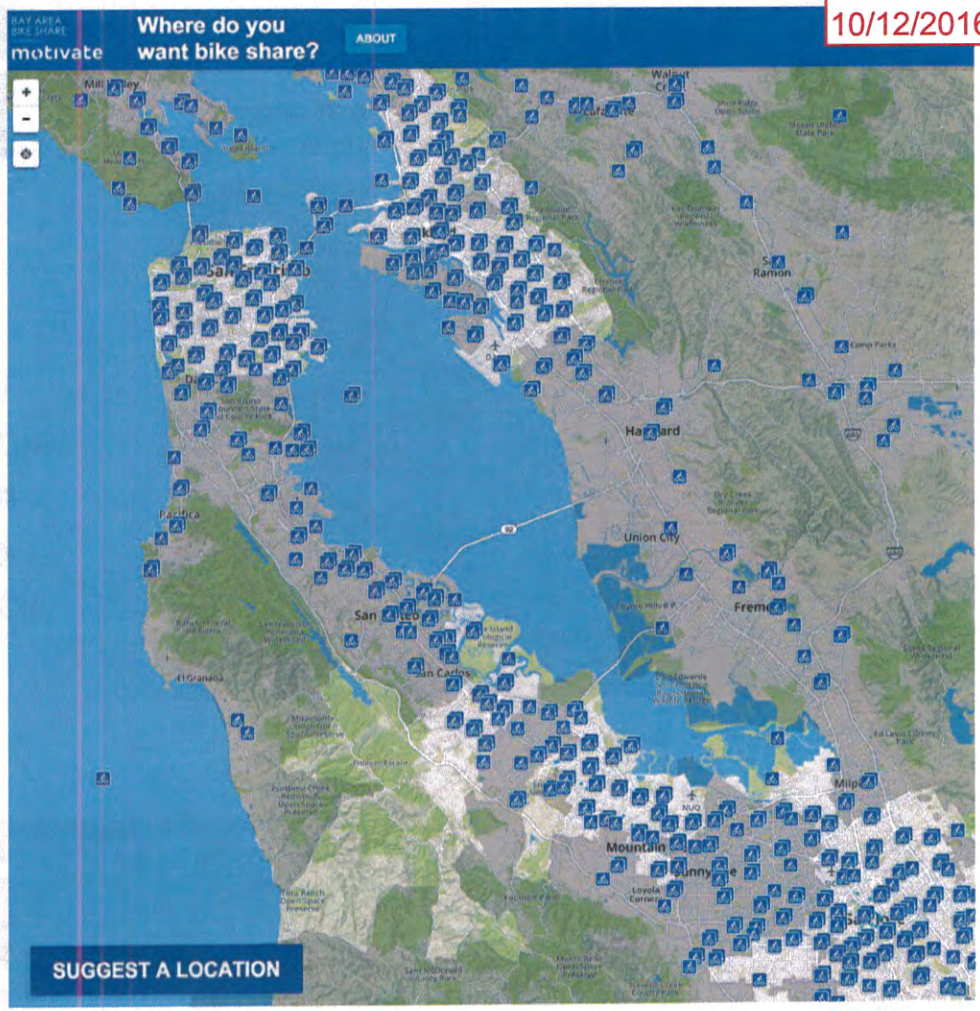
Peninsula Opportunity

- 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



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Palo Alto leading interoperable bike share solution for the peninsula

On Oct 4, 2016, Palo Alto City Council approved that staff move forward to contract with Motivate for a 350-bike Smart Bike system that is inter-operable with the system in the "Participating Cities" (SF, SJ, East Bay)

Source: image from Portland's BIkeTown website. Biketown uses SOBI bikes and is operated by Motivate.

The Palo Alto Agreement (pending approval) could set a template for other peninsula cities to follow

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Expansion Timeline

Phase 1 (25% of bikes)	Phase 2 (15% of bikes)	Phase 3 (60% E'Bay bikes)	Phase 4 (30% SF, SJ bikes)	Phase 5 (30% of bikes)
Bikes Arrive Spring 2017	Bikes Arrive Summer 2017	Bikes Arrive Summer 2017	Bikes Arrive Late 2017	Bikes Arrive Spring 2018

Additional Questions

Emily Stapleton, General Manager
emilystapleton@motivateco.com

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