

Bike Share Expansion

PLANS AND PROGRAMS COMMITTEE

JUNE 16, 2015

Presentation overview

- Bay Area Bike Share pilot program overview
- Motivate International, Inc. expansion proposal
- Next Steps

What is bike share?

- A fleet of shared bicycles available at self-serve kiosks
- An innovative transportation system meant for short trips



Bay Area Bike Share Pilot Program

Background

- 700 bikes and 70 stations across five cities

Pilot funding

Funding Source	Total Allocated (\$M)	Estimated Spent (\$M)
MTC – CMAQ Funds	\$7.1	\$5.8
BAAQMD – TFCA Funds	\$2.8	\$1.4
Other local cities/CMA	\$1.5	\$1.5
Total	\$11.4	\$8.7



Bay Area Bike Share Pilot Program – Results

Trips

- 485,000 trips in 18 months

Emissions

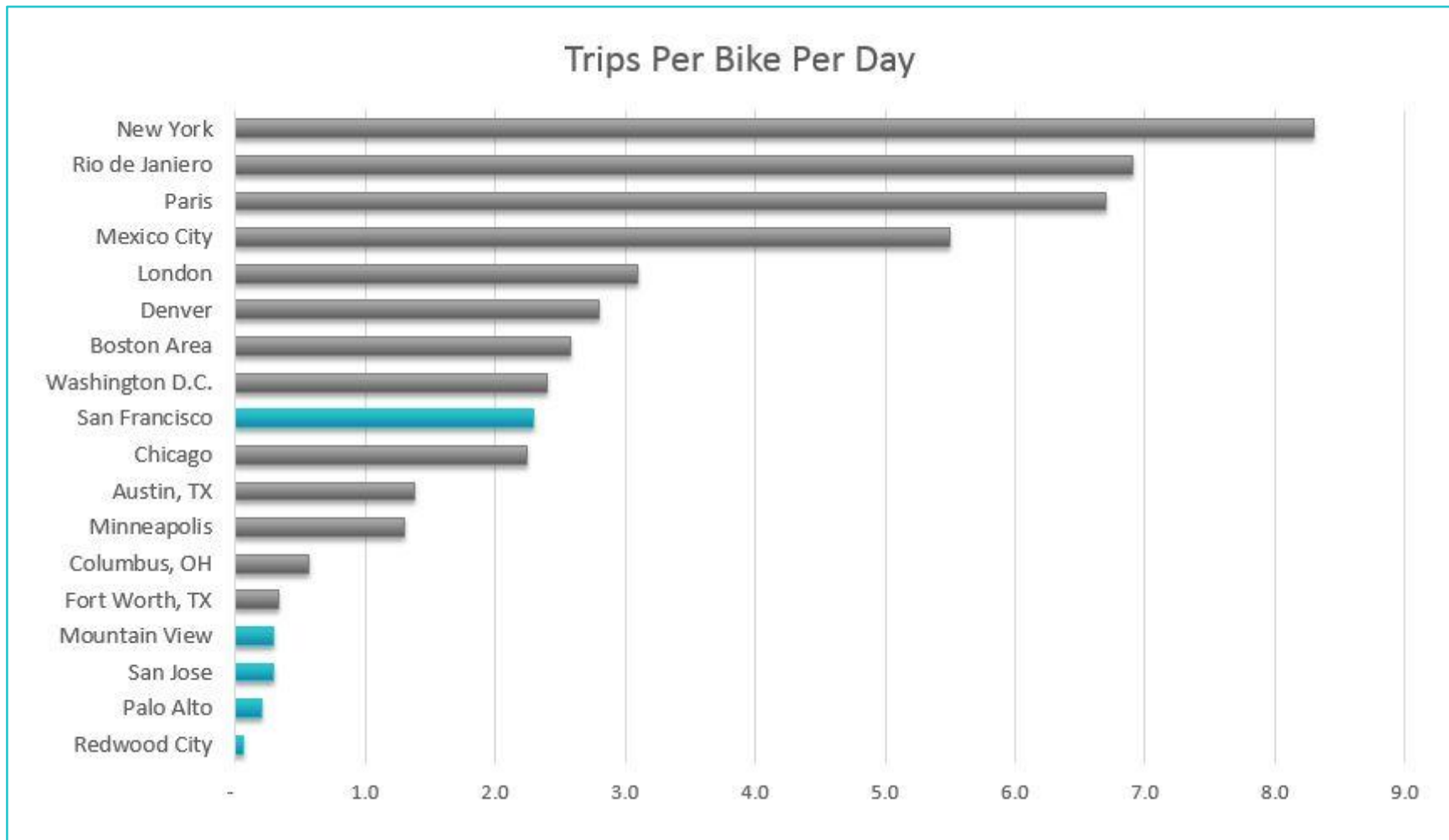
- GHG emissions reduced:
79 tons in 1st year

Mode share

- 12% of bike share trips
replace drive-alone trips



National and International Comparisons



Previous Plans for Expansion – 2014

Cities identified

- Expansion planned for Berkeley, Emeryville, Oakland, San Francisco, San Jose, and San Mateo

Anticipated size

- Approximately 1,500 new bikes

Estimated Cost

- \$12+ million in capital expenses
- Operating funds TBD

Bike Share Industry Evolution

Private model

- NYC's Citi Bike launched in 2013
- Fully privately funded with 12,000 bikes by 2017



Image: www.citibikenyc.com

Motivate International, Inc.

- Alta launched the pilot program under BAAQMD
- Motivate purchased Alta in October 2014
- Motivate proposed a private expansion to MTC in 2015

Approval Process

MTC Administration Committee

- April and May

BAAQMD Mobile Source Committee

– April 23

BAAQMD Board

– May 6

MTC Commission

– May 27

- Final approval of terms



System Properties

System size

- 7,000 bikes

Bikes by city:

- San Francisco – 4,500
- San Jose – 1,000
- Oakland – 850
- Berkeley – 400
- Emeryville – 100
- 150 additional bikes TBD



Schedule

Launch dates

Date	Share of bikes to be deployed
June 1, 2016	25%
October 1, 2016	15%
April 1, 2017	30%
November 1, 2017	30%

Term

- Proposed: 10 years
- May be reduced if above targets are not met

Performance Requirements

Key Performance Indicators

- Five KPIs for best rider experience
- Liquidated damages in case of failure
- Option to declare default in event of consistent KPI breach

Security Fund

- \$250,000 to serve as security for the faithful performance by Motivate of all obligations under the contract

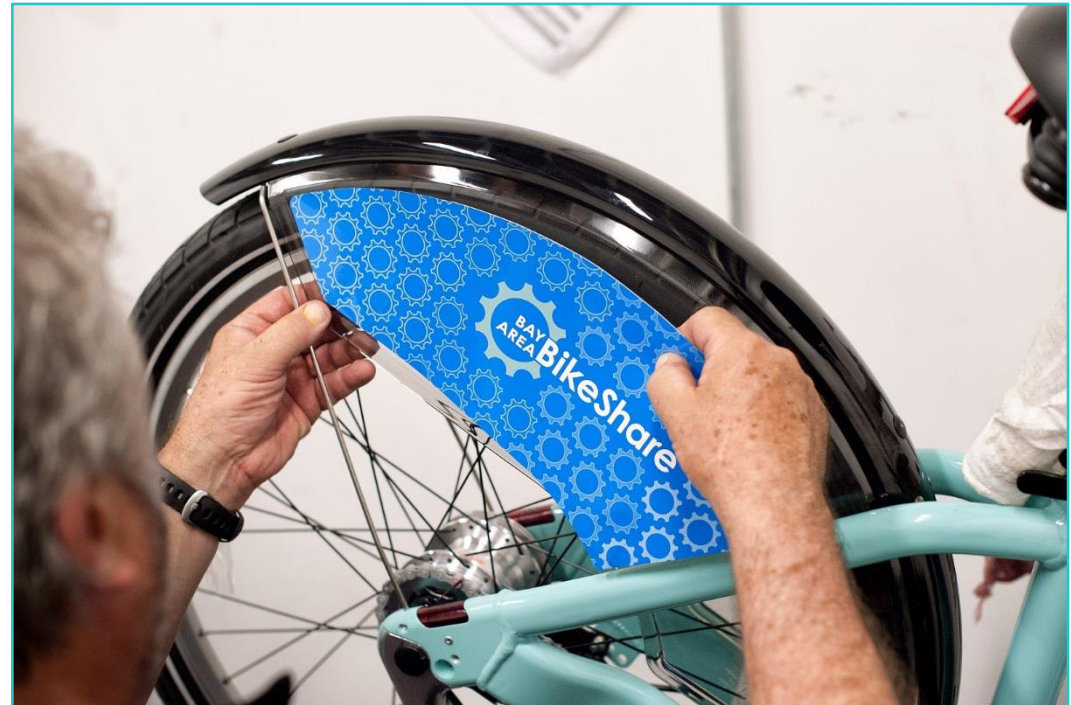
Sponsorship/Revenue

Sponsorship and advertising

- Motivate will pursue opportunities
- MTC in consultation with cities for approval

Revenue share

- Potential for revenue sharing at a later date



Additional Buy-in

Existing pilot cities (other than SF, SJ)

- May contract with Motivate to continue operations

Non-participating, non-pilot cities

- May contract with Motivate to deliver and operate new equipment

Participating cities

- May add additional bikes and stations



Low Income and Limited English Proficiency

Motivate-sponsored discount membership

- 60% off annual membership (\$60/year); monthly installment options
- PG&E CARE enrollment

Station siting

- 20% of stations in Communities of Concern

MTC-led efforts

- Separate funding for regional outreach with cities



Image: Instagram user Green Philly Blog: [instagram.com/greenphillyblog](https://www.instagram.com/greenphillyblog)

Emerging Communities

Proposed \$4.5M from MTC for future bike share

- For capital purchase, at pilot program prices + 10%
- Ongoing cost of \$130 per dock per month required
- Same discount and sponsorship opportunities available

System Size	Capital Cost	Annual Operating Cost
5 stations, 50 bikes	\$300,000	\$150,000



American with Disabilities Act (ADA)

Motivate to comply with ADA requirements

- All website and mobile applications
- Station and kiosk locations
- Station component design



Estimated Value

- Up to \$65 million value over 10 years
- 7,000-bike system launched in 2.5 years

Bike Share Cost Element	Estimated Annual Expense	10-Year Value (2015 dollars, 3% discount rate)
Capital cost for 6,300 expansion bikes & stations	--	\$37.6 million
Annual operating & maintenance cost above 80% farebox recovery	\$3.2 million	\$21.4 million
Staff oversight, marketing, & contract management	\$1.0 million	\$6.7 million
Total	\$4.2 million	\$65.7 million

Implementation

- **Pilot**
 - Transition pilot program from BAAQMD to MTC (Summer 2015)
- **Contracts**
 - Negotiate agreements with Motivate and participating cities (Summer 2015)
- **Implementation**
 - Coordinate with cities on permitting, advertising and sponsorship, and community outreach (through 2017)



<http://www.bayareabikeshare.com>