

April 19, 2016

Bike Share Update

Information Item to SFCTA Plans & Programs Committee

motivate
get going

New bike share agreements between MTC, Motivate, cities began December 31, 2015

- The program will grow tenfold, from **700 to 7,000 bikes** in:
 - San Francisco
 - San Jose
 - East Bay (Oakland, Berkeley, Emeryville)
- Delivered at **no cost to taxpayers**
- 20% of stations in MTC-designated **Communities of Concern**



10x expansion of bike share program to deliver transformational regional growth

Phased roll-out over 2016-2018 will bring bike share to new communities.

| Growth of Fleet during Expansion | | | |
|----------------------------------|--------------------|----------------------|----------|
| CITY | CURRENT FLEET SIZE | EXPANSION FLEET SIZE | INCREASE |
| SF | 328 | 4,500 | +4,172 |
| San Jose | 129 | 1,000 | + 871 |
| Oakland | 0 | 850 | + 850 |
| Berkeley | 0 | 400 | + 400 |
| Emeryville | 0 | 100 | + 100 |
| TBD | | 150 | + 150 |
| TOTAL | | 7,000 | |



The Bay Area's bike share will be the largest bike share per-capita in the country when expansion is complete

Site Planning process combined analytics and public feedback

- Rigorous data analysis process, supplemented by feedback from MTA program managers to determine recommended service area
- Using data and field analysis, our consultants identified over 200 “technically viable” sites for Phase 1 stations
- Motivate offered briefings to city officials, electeds and key stakeholders to review selections
- Revisions made
- Public Workshops allowed residents to discuss station locations with each other and provide comment to help narrow down selections
- Draft final maps are now posted for comments for those unable to attend workshops



4-6 feasible location options per grid square were presented at public workshops

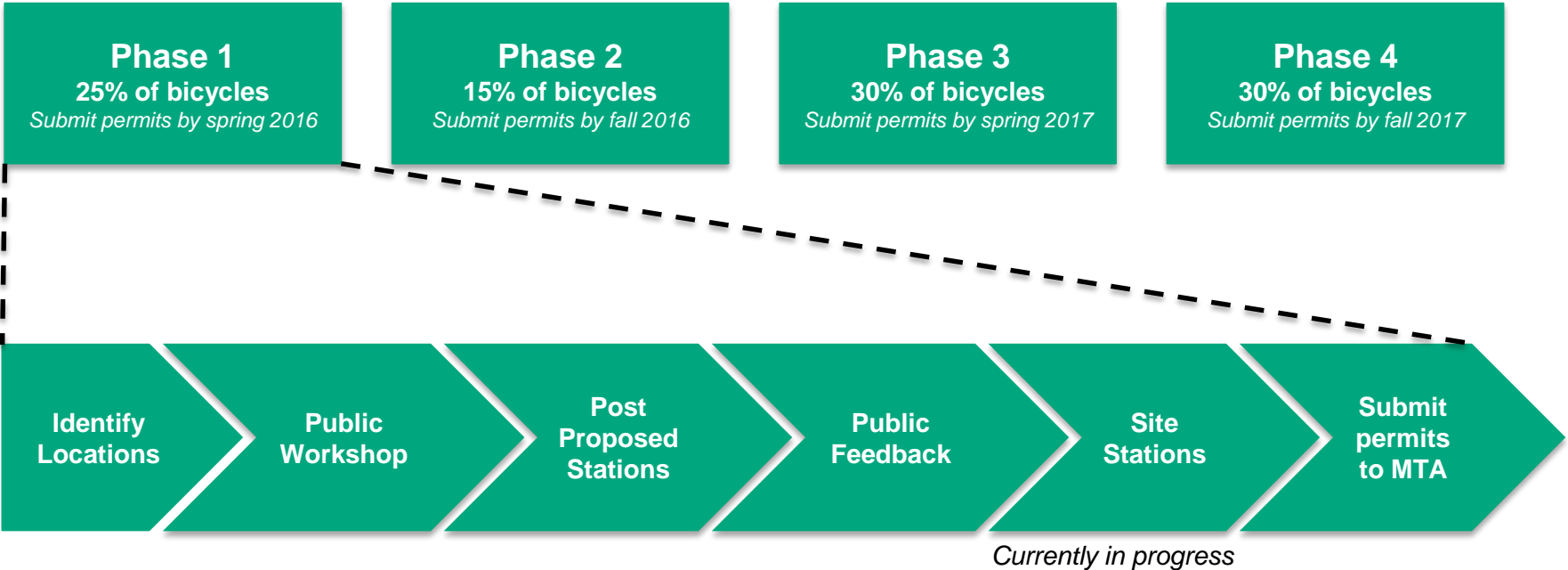
Extensive community engagement process for Phase 1 complete - 1,000s engaged

- **5,000 Suggest-a-Station submissions**
 - Submissions helped determine service area, site locations
- **70+ Stakeholder meetings**
 - Provide bike share 101, address any questions
 - Attend regular community group meetings
 - Walking tours of sites with community and agency leads (eg BART, Port, Rec and Parks)
 - Iterative meetings with Supervisors
- **3 Public Workshops: D6, D8, D9 for Phase 1**
 - Supervisors co-sponsored workshops
 - 20-30 workshop attendees per session
 - Positive feedback about interactive and thorough approach
- **100 Comments collected from SF online map**
- **3 Libraries with Maps of Proposed Stations**
 - Feedback opportunity for those without internet, general public



Community members review a map together at a public workshop. Workshops for Phase 1 were held in Districts 6, 8, and 9.

The first of four expansion phases is approaching **motivate** station permitting get going



Bike share will expand in phases, maintaining contiguous service area throughout. When complete, bike share will be in all 11 Districts and each of the 7 Communities of Concern.

Serving the public interest

Affordable and Equitable transit

- \$15/month, or \$149/year
- \$5/month or \$60/year or for customers eligible for California Alternative Rates for Energy (CARE) or Muni Lifeline

Active Transportation

- 30% of D.C bike share members report losing weight.

Emission and Congestion Reduction

- 13% of Minnesota members replaced SOV trips with bike share trips

First / Last Mile

- Create modal connections which alleviate over-crowded transit lines

Supports Vision Zero

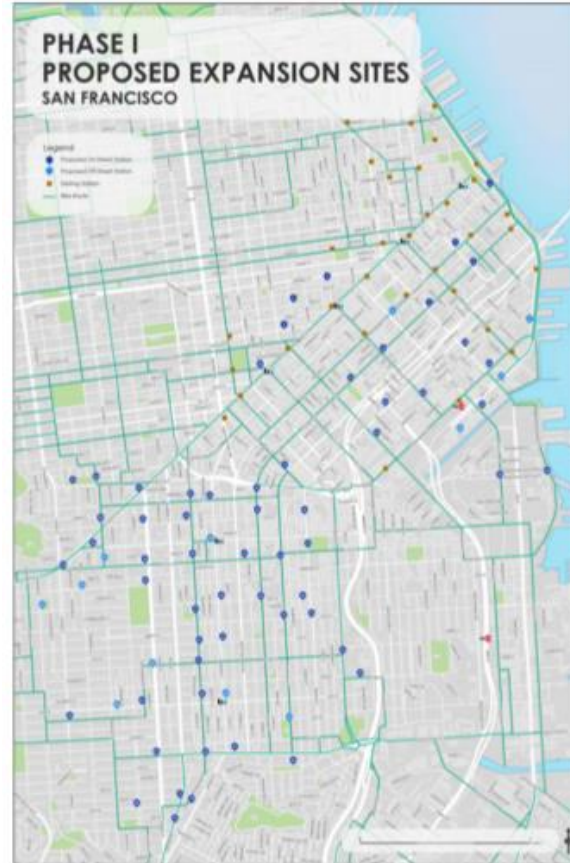
- Increased population of cyclists
- Opportunity to provide safety info to all

Commitment to local hiring

- “Green collar” jobs paying at or above living wage, with competitive benefits



Phase 1 proposed station location map available online



www.bayareabikeshare.com/expansion