

Bay Wheels Bikeshare E-bike Expansion Contract



ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

MTC Operations Committee
February 10, 2023

Background

A light gray map of the San Francisco Bay Area is shown in the background. Several counties are highlighted in a light yellow color, including Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Santa Cruz.

■ Update

- Presented bikeshare update at November 2022 Ops Committee and January 2023 Policy Advisory Council
- Presented transportation electrification funding at Partnership Board and Planning Committee in December 2022
- Worked with staff internally and externally at member cities on proposal
- Proposal focuses on opportunities to build ridership, create an equitable system across all cities, build a long-term sustainable system

■ Key Findings

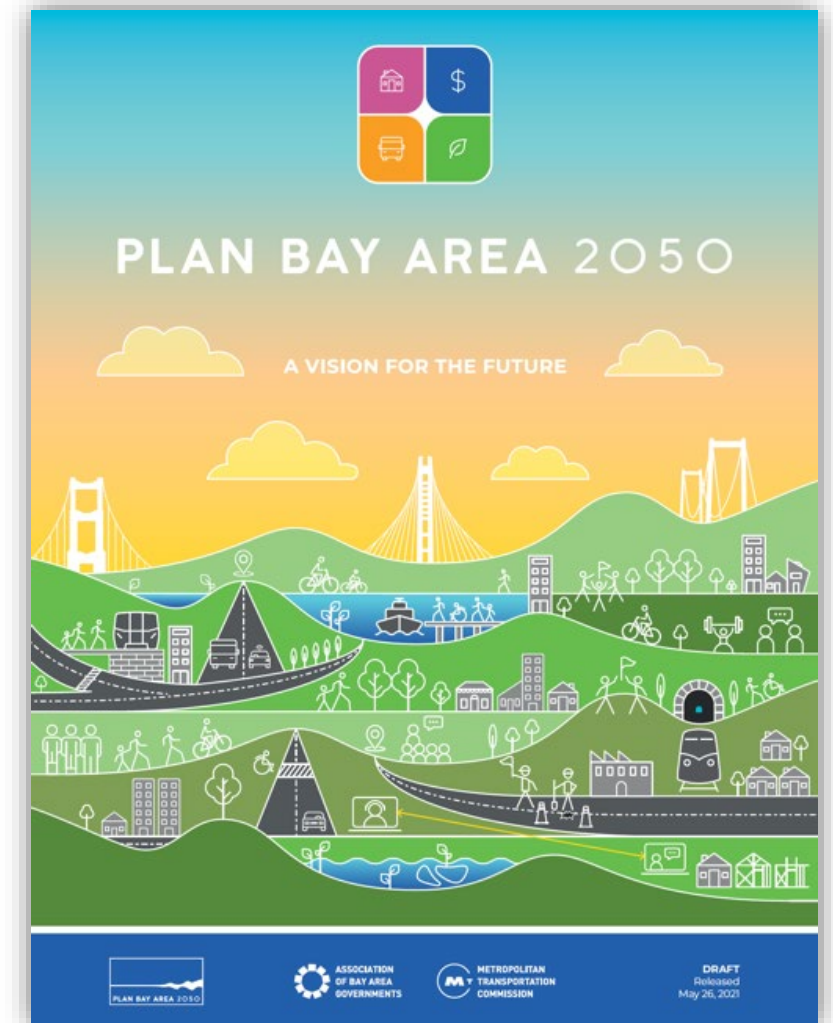
- Bay Wheels successful at demonstrating potential of e-bikes and bikeshare's role in regional transportation
- Business model challenges exacerbated by COVID
- Opportunity to shape future of regional bikeshare

Funding Background: MTC Transportation Electrification

PLAN BAY AREA 2050

STRATEGY EN8
CLEAN VEHICLES

- Accelerating transportation electrification is a key Plan Bay Area 2050 strategy to help achieve greenhouse gas reduction target
- MTC administers transportation funding through One Bay Area Grant (OBAG) program, including \$65M for transportation electrification initiatives



Potential Transportation Electrification Initiatives

Category	Investment
Charging Infrastructure Implementation <ul style="list-style-type: none">• Transit station lots• Partnerships with Air District, Community Choice Aggregators (CCAs)• Focus on Equity Priority Communities (EPCs)	\$35M-\$40M
Electric Bikeshare <ul style="list-style-type: none">• Electrifying docking stations• Increase in regional e-bike fleet with focus on BayWheels• Focus on EPCs	\$15M-\$20M
Public Fleet Electrification <ul style="list-style-type: none">• Municipal fleet vehicle charging infrastructure	\$8M
Regional Transportation Electrification Program Evaluation and Strategic Plan	\$2M
Total	\$65M

Proposal Development

- **Considerations**
 - Bikeshare will play a valuable role in:
 - Plan Bay Area 2050 (greenhouse gas and vehicle-miles traveled reductions)
 - Regional transit recovery
 - Climate Initiatives
 - Regional Active Transportation Plan
 - Transition from zero dollar contract to a model with more policy control
- **Goals:**
 - Equity
 - Build program longevity
 - Prepare for bikeshare future
 - Regional coordination and expansion
 - Mitigate risk and liability



Proposed Contract with Lyft: \$15.94M

Capital Investments: \$13.94M

	<i>Description</i>	<i>Proposal</i>
<i>Bike Fleet Upgrade</i>	Upgrade fleet by funding next generation e-bikes and spare parts throughout the region	\$10.3M 2.7k e-bikes and spare parts
<i>Station Infill and Network Expansion</i>	Station infill to improve system reliability in all cities, with additional geographic expansion of service area in Oakland, Berkeley and San Jose to accommodate growth in e-bikes.	\$3.2M 55 –66 stations 0-630 infill docks
<i>Station Electrification</i>	Pilot electrify 8-10 stations	\$0.44M- station hardware
<i>Total Capital Investments</i>		\$13.94M

Equity Investments: \$2.0M

	<i>Description</i>	<i>Proposal</i>
<i>Student College Program</i>	Subsidized low-cost memberships for students	\$2.0M
<i>Total Capital Investments</i>		\$2.0M

Additional Intended Investments (non-Lyft): \$3.86M

Capital Investments: \$0.56M

	<i>Description</i>	<i>Proposal</i>
<i>Station Electrification Pilot</i>	Electrify 8-10 stations. Funding will cover costs to cities for civil work to connect to the electric grid and project management	\$0.56M
<i>Total Capital Investments</i>		\$0.56M

Equity Programs and Expansion: \$2.7M

	<i>Description</i>	<i>Proposal</i>
<i>Equity: Adaptive Bikeshare Program</i>	Build off Bay Area Outreach and Recreational Program (BORP) pilot program	\$0.2M
<i>Regional Expansion</i>	Expansion to adjacent cities with some local matching	\$2.5M
<i>Total Programming Investments</i>		\$2.7M

Additional Funding: \$0.6M

	<i>Description</i>	<i>Proposal</i>
<i>Station Siting Staff Needs</i>	Fund staffing needs for station siting	\$0.6M
<i>Total Additional Investments</i>		\$0.6M

Term Sheet Key Points

- **Pricing:**
 - Annual membership reduced to \$150
 - Member e-bike per minute fees reduced by 25% to \$0.15/min for first year
 - Price accumulator for monthly members
- **System Size:**
 - 2,700 e-bikes, subject to jurisdictional approval
 - Estimates:
 - East Bay: 925
 - Berkeley: 260 Emeryville: 65, Oakland: 600
 - San Jose: 650
 - San Francisco: 1,125
- **New Stations and Docks:**
 - 55-66 stations and 0-700 infill docks; subject to jurisdictional approval
 - Estimates (dock distribution TBD):
 - East Bay: 30
 - Berkeley: 9, Emeryville: 2, Oakland: 19
 - San Jose: 21
 - San Francisco: 4
- **Pass Products**
 - MTC subsidizes 20,000 memberships for college students

Key Next Steps

- Coordinate with member cities on jurisdictional approval
- Continue working and coordinating with MTC Committees and Policy Advisory Council
- Seek approval for additional funding as part of Transportation Electrification
- Promotion and marketing push for rollout of new program features in partnership with cities and Lyft

