



METROPOLITAN  
TRANSPORTATION  
COMMISSION

**Agenda Item 4a**

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105  
TEL 415.778.6700  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

*Memorandum*

TO: Operations Committee

DATE: June 2, 2017

FR: Executive Director

W. I. 1125

RE: Ford GoBike Launch

This memorandum is an information update to the bike share contract with Bay Area Motivate (Motivate).

**Background:**

In May 2015, MTC approved an expansion plan and contracted with Motivate to increase the current bicycle share program of 700 bikes to 7,000 in the cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose to increase transportation options in these cities, at no cost to taxpayers. Bike share is designed to provide personalized public transportation through short, one-way trips by bicycle. In December 2015, a seven-party agreement including Motivate, MTC, and the above-referenced cities was executed to begin this expansion plan. The term of the agreement is for ten years. The expansion was expected primarily to be funded through a sponsorship partnership. In September 2016, Motivate announced Ford Motor Company as the sponsor and Ford GoBike as the rebranded system name.

The regional launch is tentatively planned for June 28 in San Francisco. The launch event will include a press event with elected officials, sponsors, media, community leaders and founding members. Immediately following the press event, a bike ride may take place led by community leaders. The San Jose launch is tentatively set for June 29 with the same format as the regional launch but with a South Bay focus. All of the current bicycles and bike share stations in San Francisco and San Jose will be replaced with new Ford GoBike branded equipment and additional stations will be installed in new neighborhoods by launch.

The East Bay launch will take place on July 11. The format of this event is still being confirmed. On the event date, bike share will launch in the cities of Berkeley, Emeryville and Oakland for the first time. By fall, the East Bay will see 100% of its 1,200 bicycles installed.

In anticipation of the launch, staff has worked with partners to plan and deliver a number of related program components, including launch planning, membership sales, Clipper® access, bike share station siting at the Bay Area Metro Center, community outreach and an accessibility pilot.

### **Ford GoBike Memberships & Clipper®**

At the the beginning of June, Bay Area Bike Share rebranded to Ford GoBike. At this time, the annual memberships increased from \$88/year to \$149/year or \$15/month. The Low-Income Pass, for those who qualify for PG&E CARE or Muni Lifeline, is \$5/year in the first year and then \$5/month thereafter. At launch, members will be able to use one of three access mechanisms to take out a bike from a station: 1) the member's current Clipper® card, 2) a new Clipper® card provided by Ford GoBike, or 3) the Ford GoBike Phone Application.

For a member to use a Clipper® card to release a bike, she will provide her Clipper® card number to Ford GoBike, which the system will recognize when the member tags her Clipper® card at a Ford GoBike docking station. If a member does not have a Clipper® card, Ford GoBike will provide a Clipper® card that has been linked to the member's Ford GoBike membership.

Members can also choose to use the Ford GoBike phone app instead of the Clipper® card. To release a bike using the app, the member will receive a code from the Ford GoBike app, type the code on the keypad next to the bicycle they wish to unlock, and then release the bike.

### **Bike Share at the Metro Center**

Earlier this month, the Metro Center's Hub Customer Service Center (Hub) began selling Ford GoBike memberships. The Hub accepts both cash and credit payments for these memberships. A bike share station will also be installed in front of the Bay Area Metro Center.

### **Targeted Community Outreach**

MTC intends to execute a contract with Transform, a California transportation advocacy non-profit, to conduct bike share street ambassador style outreach through partnerships with each sub-region's bicycle coalition and community-based organizations. Through this contract, street ambassadors will work to qualify and sign-up 1,000 low-income bike share members by talking with people at transit stations, working with low-income housing units, and attending community events. This contract is jointly funded by MTC and Motivate.

### **Accessibility Pilot**

In light of community concerns raised in Oakland, MTC, the City of Oakland and Motivate will initiate a one-year accessibility pilot to better understand the City of Oakland's persons with disabilities bike share needs, and launch near-term accessibility strategies. MTC will act as the facilitator and each party will contribute funding to this pilot. This one-year pilot will inform recommendations and best practices for the other Ford GoBike cities.

  
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Steve Heminger

### **Attachment:**

- Presentation

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# Ford GoBike Bike Share Launch

Operations Committee  
June 9, 2017



**motivate**  
get going



# Background

Bike share is designed to provide personalized public transportation through short, one-way trips by bicycle.

May 27, 2015	Commission Approval
Dec 31, 2015	Contract Execution
Sept 9, 2016	Motivate partners with Ford Motor Company = Ford GoBike



# Tentative Launch Dates

700 → 7,000 bicycles

June 28, 2017 San Francisco

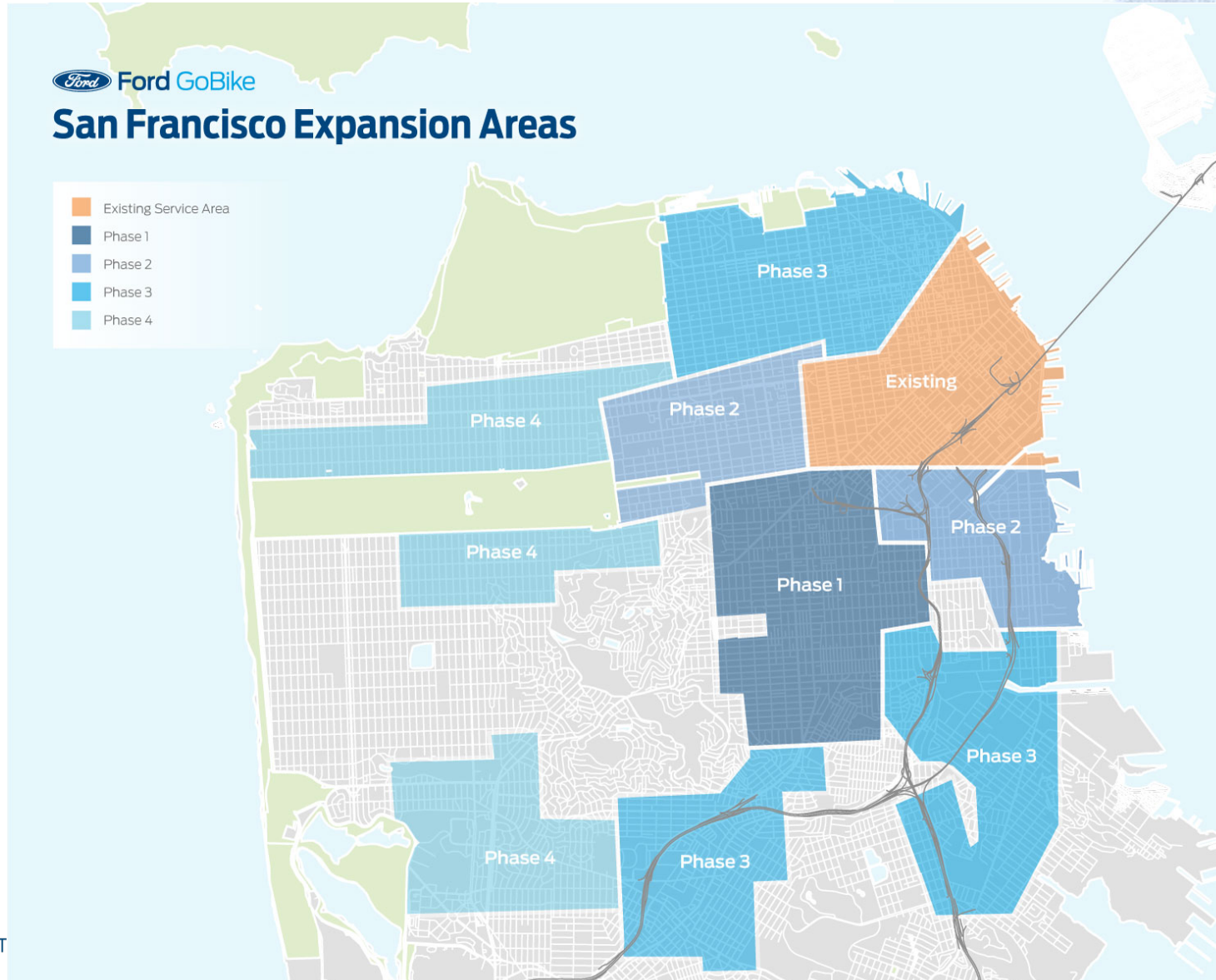
June 29, 2017 San Jose

July 11, 2017 Berkeley,  
Emeryville &  
Oakland





# Ford GoBike Service Area



# Ford GoBike Membership & Clipper®

Bay Area Bike Share ➡ Ford GoBike

Membership:

- \$149/year or \$15/month
- \$5/year Low-Income (PG&E CARE or Muni Lifeline) then \$5/month thereafter.

