
Bike Share Update and Expansion Efforts

Subject: Update on bike share with a focus on the Bay Area bike share program operated by Bay Area Motivate, Inc. (Motivate), under contracts with MTC and the participating cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose.

Background: Bike share acts as an important round-trip and first-and-last mile transportation option, and helps meet Plan Bay Area 2040 targets. In 2013, the Bay Area Air Quality Management District (Air District) launched the Bay Area Bike Share pilot with Alta Bicycle Share in five cities. In 2014, as part of the planned transition of management from the Air District to MTC, the Commission approved a post-pilot plan to spend \$16 million for capital costs to expand Bay Area Bike Share and grow the system from 700 bikes to 2,500 bikes. Instead of this plan, in May 2015, the Commission approved the 10-year, zero-cost contract with Motivate to grow the system to at least 7,000 bicycles in the cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose. The contract terms were crafted to promote public benefits including price protection, low-income membership and siting requirements and Clipper access. On December 31, 2015 the 7-party contract was signed and on June 27, 2017 the system launched as Ford GoBike in San Francisco.

Since 2015, the bike share industry has changed significantly. Many Chinese bike share companies started operating in the Bay Area and across the U.S. Since then, most have gone out of business, stopped operating in North America or have stopped operating bike share. Additionally, Lyft, Inc. (Lyft) has acquired Motivate, and Uber Technologies, Inc. owns Jump, which was formerly Social Bicycles, another partner in the domestic bike share industry.

As of April 1, 2019, the Ford GoBike system was completely deployed in the East Bay cities, with 1,500 bicycles and is 50% deployed in San Francisco and 70% deployed in San Jose. When the originally planned deployment is complete the system will have 7,000 bicycles and 320 stations. Ridership continues to grow steadily. In April, the system broke the all-time highest ridership with over 12,000 trips per day, which is greater than the SF Bay Ferry's average daily ridership in FY 2017-18. The system also surpassed 3 million trips since launch. Caltrain and the Ferry Building are the two most used bike share stations, showcasing the utility of Bikeshare connectivity with regional transit.

The program's annual membership is \$15/month or \$149/year, subject to an annual regulated increase of Consumer Price Index (CPI) + 2%. The program also offers a low-income membership option, called Bike Share for All, which is \$5/year for the first year and then \$5/month thereafter for unlimited 60-minute trips. Bike Share for All members make up 22% of members, among the highest percentage in the country, and in part thanks to an outreach contract with Transform, the bike coalitions and local community based organizations.

Notably, Motivate's parent company has merged with a subsidiary of Lyft, but the program continues to be operated by Motivate. In addition, Ford has agreed to step down as the title sponsor for the Bay Area to allow for a more community focused rebrand. Lyft is currently working with the community to determine the rebrand.

In December 2018, Motivate deployed ebikes in Emeryville, Berkeley, Oakland and San Jose, for a total of 1,400 ebikes in the five participating cities, and has since grown ebikes to just under 40% of the entire program fleet.

In response to the demand for ebikes and in light of the right of first offer provision in the agreements, MTC, the participating cities, and Motivate have entered into discussions to vastly increase the number of hybrid ebikes in the system, and more than triple the service area. This expansion would be at no cost for capital, operations, outreach or marketing to the participating cities or MTC.

To date, MTC, the City of San Jose and SFMTA have signed a letter agreement setting forth the parameters of this expansion consistent with the terms of the original 2015 agreement. The East Bay cities of Berkeley, Emeryville, and Oakland are in various stages of approval with planned Council consideration of the letter agreement this month.

Issues:

- 1) Ebike expansion process: Various interests have raised concerns about the exclusivity provision of the Motivate agreement as it relates to dockless bikes, and an expansion of the system without a competitive procurement and public input. From a planning and policy perspective, MTC believes it is in the region's interest to have a seamless bike share system that has strong public benefits, including a focus on safety, equity, transit, open data, customer service, fair wage and labor policies, and accountability components. MTC sees value in a regional system for the 5 cities with price protection and one membership that can be used in many cities, making each trip less expensive than the last, while providing a seamless first/last mile option for those taking transit between cities. The agreement with Motivate provides the public with the fiscal responsibility and certainty of a system with free capital and a 10-year commitment.
- 2) Recent ebike brake safety concern: On April 14, 2019, Motivate proactively removed approximately 1,675 ebikes from the Bay Area fleet out of an abundance of caution related to stronger than expected braking force on the front wheel. It may be a couple months until ebikes are restored in the fleet. In the meantime, classic bikes are being returned to the fleet and more focus is being put on rebalancing.

Recommendation: N/A

Attachments: N/A


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Bike Share Update

with a focus on Ford GoBike & ebike expansion

MTC Operations Committee

May 10, 2019

Overview

- Plan Bay Area 2040 Targets
- Background
- Industry Update
- Deployment and System Usage
- Community Outreach and Low-Income Membership
- Clipper Access
- Lyft Acquisitions & Ebike Expansion

Plan Bay Area 2040 Targets

- Climate Protection: **Reduce CO₂**
- Healthy & **Safe** Communities: Reduce road crashes and increase physical activity
- **Equitable** Access: Reduce share of household income spent on housing and transportation
- Transportation Effectiveness: Increase non-auto **mode share**



Background

- 2013: Air District & Alta Bicycle Share launched five-city Bay Area Bike Share pilot
- Initial post-pilot plan, not pursued:
 - 2014: Commission approved \$16.4 million for 2,500 bikes and up to \$1.5 million in operating subsidy
- May 2015: Commission approved five-city, 10-year, zero cost, exclusive agreement with many public benefits for at least 7,000 bicycles. Management of bike share shifted from Air District to MTC
- December 31, 2015 agreement signed commitment with many public benefits
- June 28, 2017 San Francisco launch



Industry Update

2017:

- Bluegogo
- Ofo
- Spin and LimeBike
- Motivate
- Social Bikes/JUMP

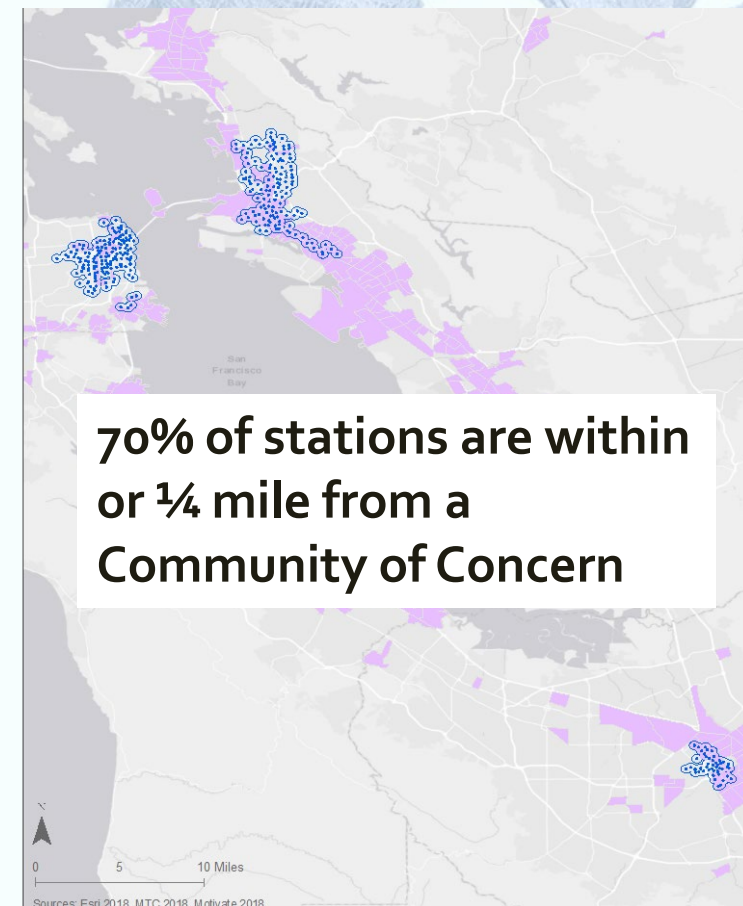
2019:

- ~~Bluegogo~~
- ~~Ofo~~
- Spin and LimeBike
- Lyft
- Uber

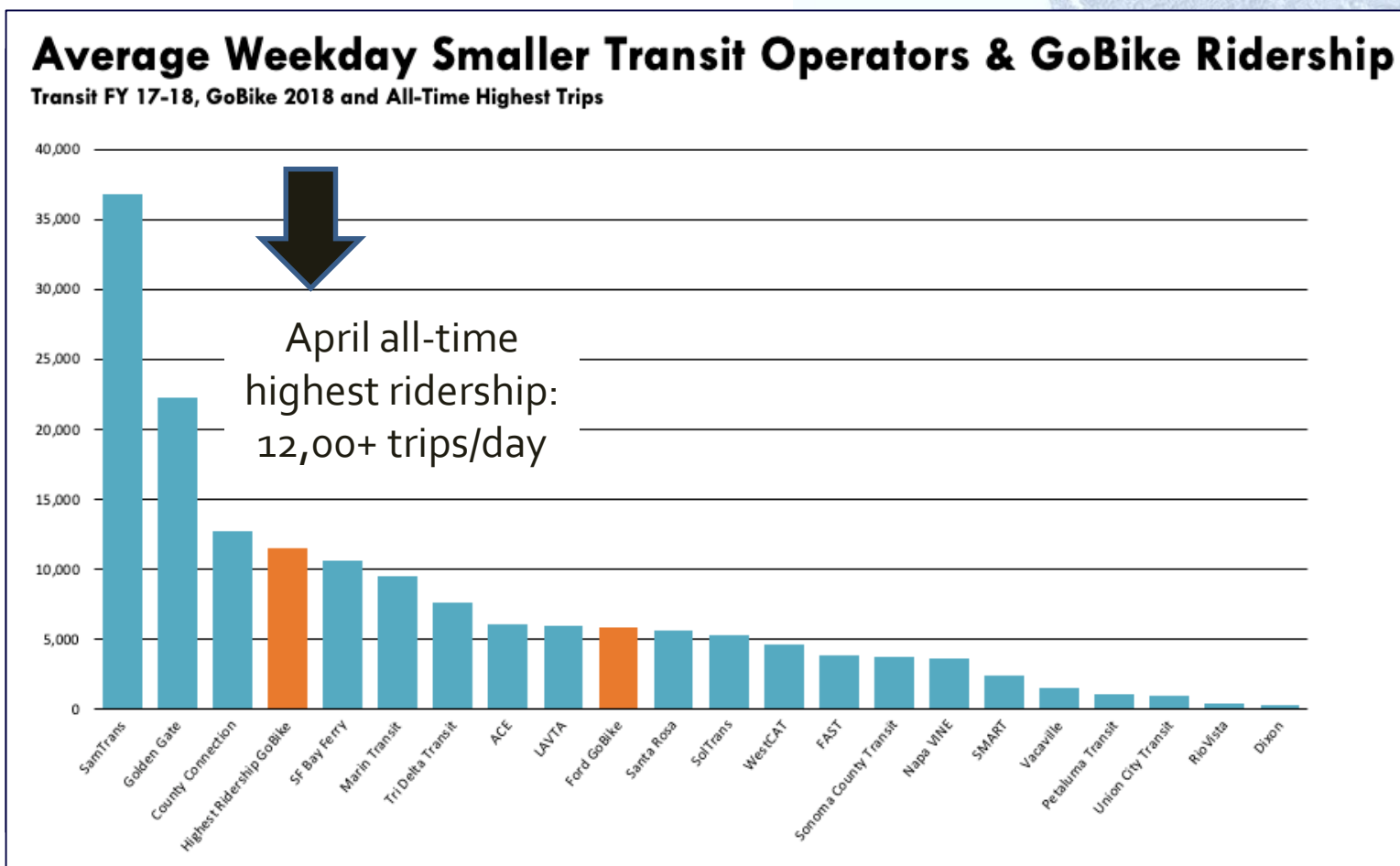
Deployment

City	Planned Bikes	Bikes Deployed	% Complete	# of Ebikes
Berkeley	400	1,500*	100%	580
Emeryville	100		100%	
Oakland	850		100%	
San Jose	1,000	700	70%	95
San Francisco	4,500	2,250	50%	1000
Total	7,000	4,450	64%	1,675

*150 unassigned planned bikes, were deployed in the East Bay.



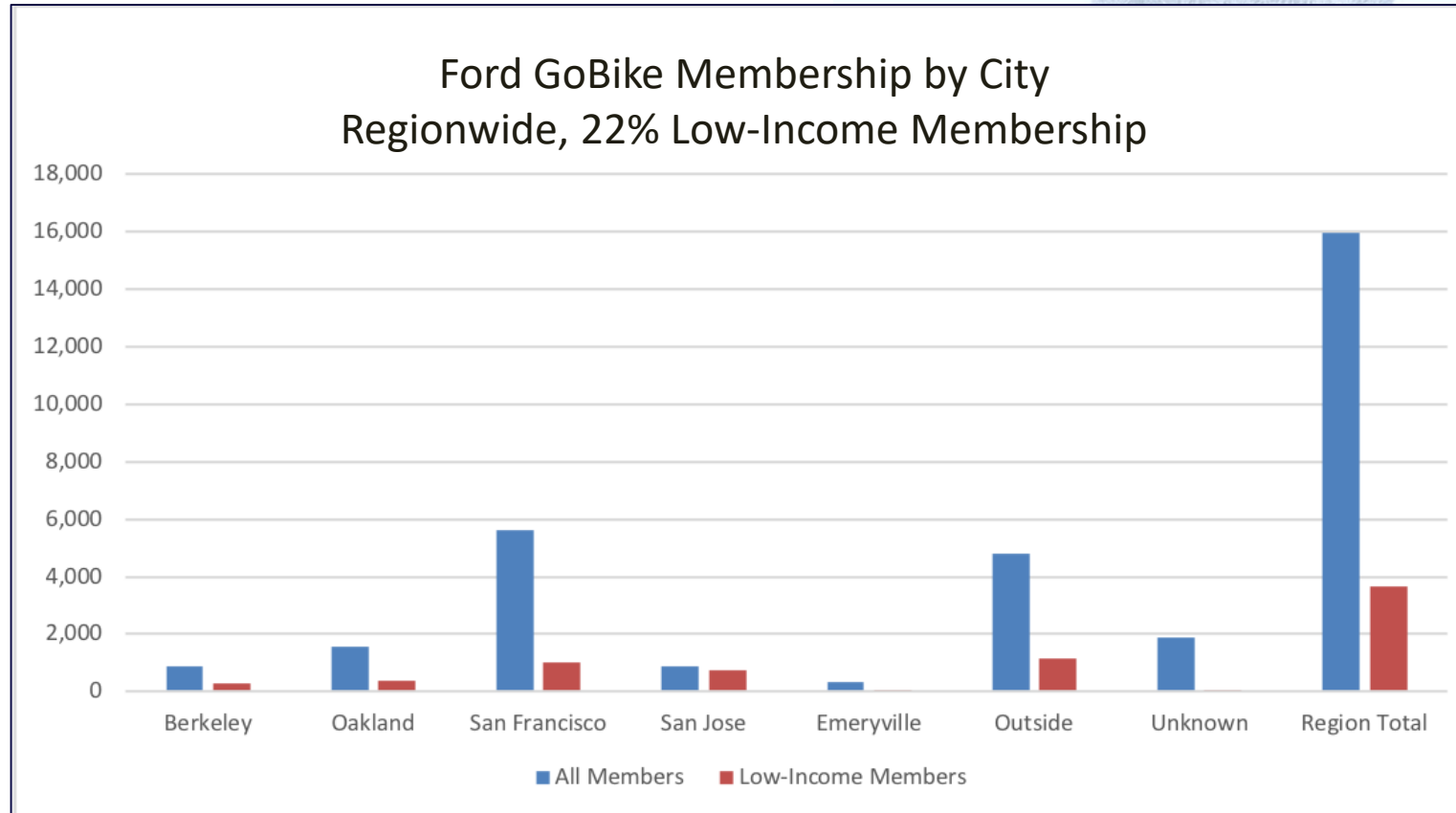
System Usage



Community Outreach

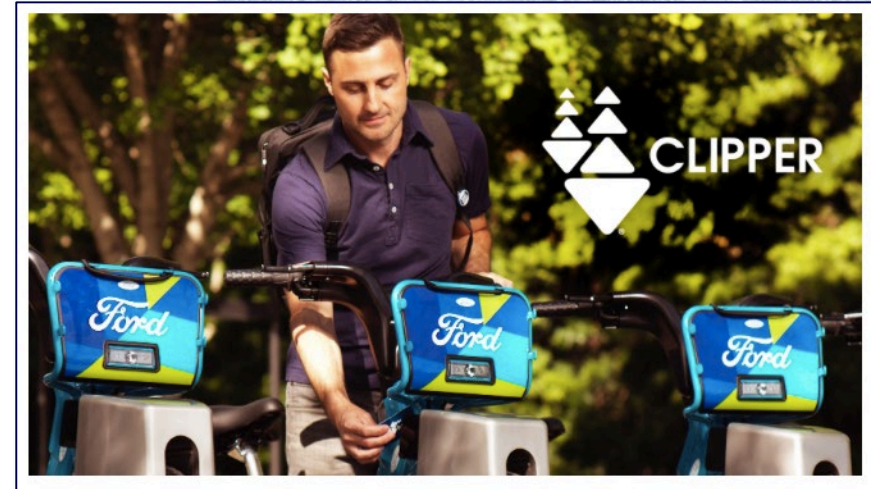


Low-Income Membership



Clipper Access

- 37% of members use their Clipper card to unlock a bicycle
- This provides a more seamless transit transfer and non-smart phone option



Lyft Acquisition & E-Bike Expansion

City	Planned Bikes*	New Ebikes** (Pending Final Approvals)	Total Bikes
Berkeley	450	850	3,700
Emeryville	100	100	
Oakland	850	1,250	
San Jose	1,000	1,000	2,000
San Francisco	4,500	4,000	8,500
Total	7,000	7,200	14,200

*150 unassigned planned bikes, were deployed in the East Bay.

** Up to.

