

Metropolitan Transportation Commission

Policy Advisory Council Equity & Access Subcommittee

June 12, 2019

Agenda Item 3

Equity Overview of Two MTC Active Transportation Programs

Subject: Overview of Equity Provisions for the Regional Bike Share and Active Transportation Programs.

Background: *Overview of Regional Bike Share and Active Transportation Programs*
MTC entered into a 10-year exclusive contract with Motivate Inc. to own and operate a 7,000 bicycle share system in the cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose. Included in this contract are five terms that help to reduce the barrier to entry for low-income communities to access bike share. MTC also administers the regional Active Transportation Program (ATP), which funds projects that encourage increased use of active transportation. ATP aims to accomplish this by increasing the proportion of trips accomplished by biking and walking, and increasing safety and mobility for non-motorized users, while working to reduce greenhouse gases, enhance public health, ensure that disadvantaged communities fully share in the benefits of the program and provide a broad spectrum of projects to benefit many types of active transportation users.

At a regional level, bike share and funding active transportation programs helps to meet at least four of the *Plan Bay Area 2040* targets, including reducing CO₂, increasing physical activity, reducing the amount of household income spent on transportation and increasing non-auto mode share.

Regional Bike Share Program

The 10-year bike share contract has equity provisions that include a low-income membership, cash payment option, Clipper as a membership identifier, 20% of stations in Communities of Concern, and the joint funding of low-income outreach. The program's standard annual membership is \$15/month or \$149/year, subject to an annual regulated increase of Consumer Price Index (CPI) + 2%. The low-income membership option, called Bike Share for All, is \$5/year for the first year and then \$5/month thereafter for unlimited 60-minute trips¹. As of May 2019, Bike Share for All members made up 22% of members, which is among the highest percentage in the country. In addition to the low-income membership, cash payment is also available at the Bay Area Metro Center Hub, the Oakland Public Library and the Berkeley Public Library.

Members can unlock a bicycle by either a phone application or by tapping their Clipper card. As of May 2019, just under 40% of members use a Clipper card to unlock a bicycle, which reduces the need a smart phone and use of a data plan to unlock a bicycle. In addition, 20% of stations are required to be in Communities of Concern. In March 2019, over 40% of stations were in Communities of Concern with about 70% within or ¼ mile from a Community of Concern.

MTC and Motivate jointly funded a low-income outreach contract with Transform. This contract was the result of a Bike Share Equity Working Group with representatives from each participating city, Bike East Bay, San Francisco Bicycle Coalition, Silicon Valley Bicycle Coalition, Transform and MTC. The Working Group's goal is for the Ford GoBike membership and ridership to be representative of the communities where it operates. To help meet this goal, Transform worked with the bicycle coalitions, The

¹ <https://www.fordgobike.com/pricing/bikeshareforall>

Scraper Bike Team, Cycles of Change, San Francisco Yellow Bike Project and Chinese Newcomers Services Center to hire local ambassadors to explain how the bike share program works, provide information on the low-income membership, and sign up residents as members. Thanks in part to this contract, 22% of Ford GoBike members are low-income residents.

Active Transportation Program

MTC administers the Bay Area's Active Transportation Program (ATP), which is the primary funding program for active transportation projects in the region. ATP includes about \$220 million per year statewide, with 50% allocated to the State for its statewide program and 10% allocated to small urban and rural counties – both of which are administered through Caltrans/California Transportation Commission. The remaining 40% is administered by large Metropolitan Planning Organizations (MPOs), including MTC.

To help meet the goal of ensuring that disadvantaged communities fully share in the benefits, the application assigns 10 points to projects serving Disadvantaged Communities (DACs). The state also mandates a 25% funding minimum requirement for DACs. MTC has adopted a measure to define our DACs as Communities of Concern (COC). In the Bay Area, 22% of the population is located in a COC.

In this most recent ATP cycle from 2019, the regional portion of funding totaled \$37 million out of \$49 million overall. Over all four cycles since the program's inception in 2014, a total of \$236 million was distributed, with \$212 million (90%) of this total benefitting COCs.

Successful ATP project types are generally projects that benefit DACs or COC, highly effective/cost-benefit projects (such as gap closure, safety improvements, infrastructure/non infrastructure combination and complete streets), and Safe Routes to School.

All Cycles 2014 through 2019	Amount Awarded (\$Ms)		
	State	Regional	Total
Total	\$100	\$136	\$236
COC Investment	\$97	\$115	\$212
Total Share Benefitting COCs	97%	86%	90%

One example of an ATP funded project in a COC is the East Palo US-101 Pedestrian/Bike Overcrossing. This crossing provides connectivity from the residential Woodland community southwest of Highway 101 to the rest of East Palo Alto on the northeastern side of U.S. Highway 101. The project provides access to shopping and community centers, schools, and the regional trails system. The completion is slated for mid-2019.

Recommendation: N/A

Attachments: Presentation

Bike Share for All and Active Transportation Program

Kara Oberg and Karl Anderson, Metropolitan Transportation Commission
Policy Advisory Council, Equity & Access Subcommittee, June 12, 2019

Overview

- Plan Bay Area Targets
- MTC Bike Share Overview
 - Bike Share for All
 - Bike Share Capital
- Active Transportation Program

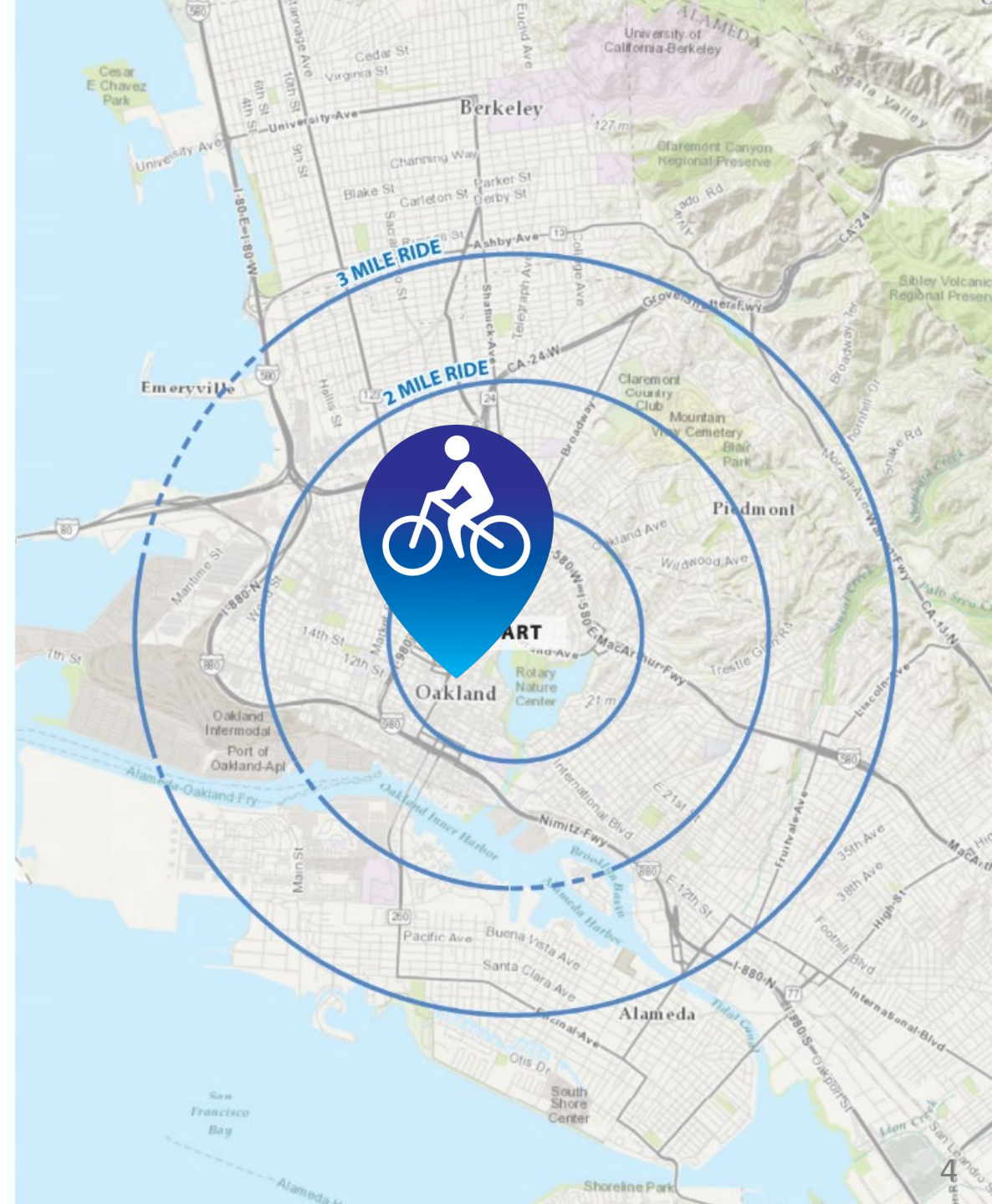
Plan Bay Area 2040 Targets

- 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**

Why?

Of all the Bay Area trips
Over 50% are 3 miles or less...

the perfect distance to
travel by...

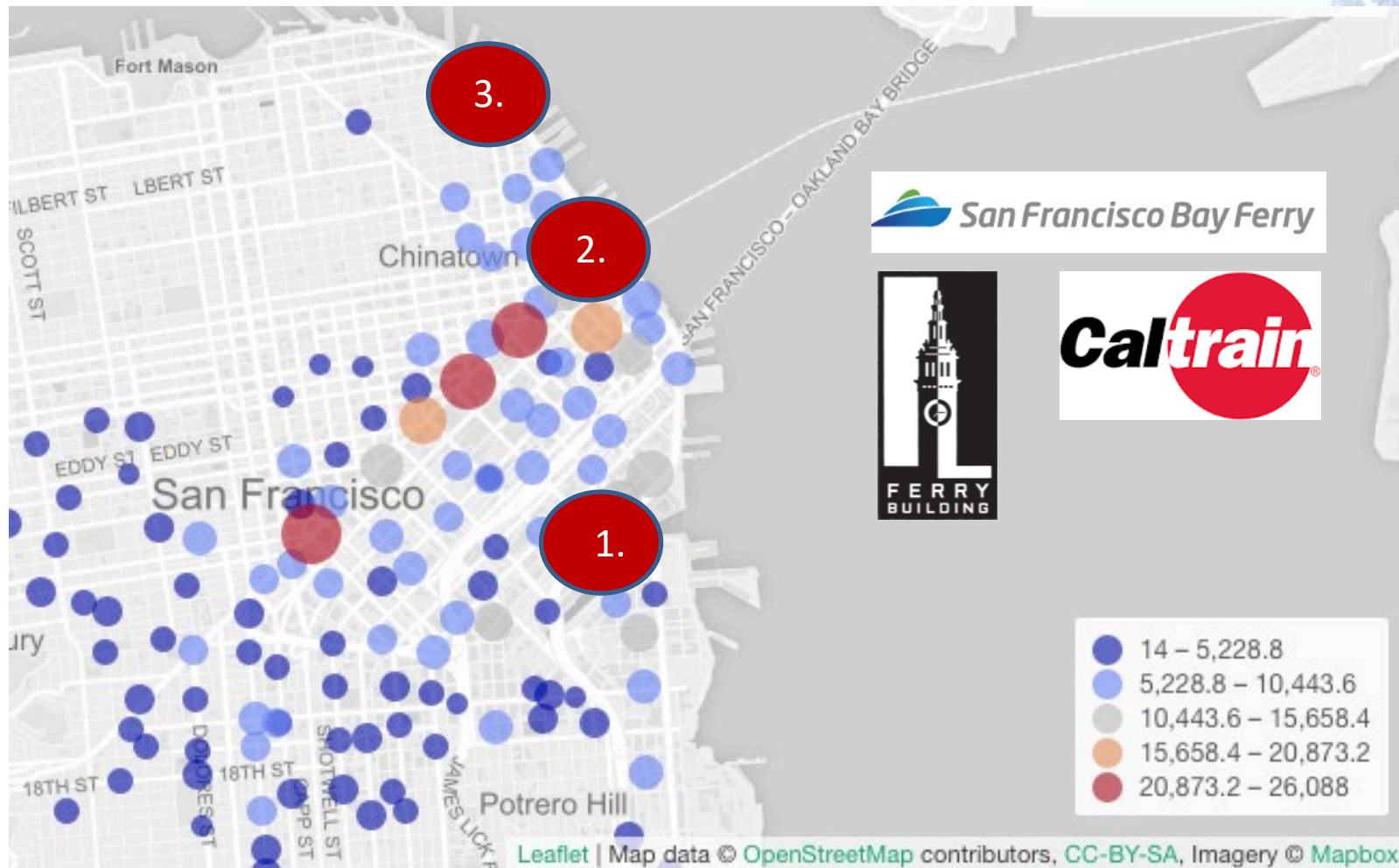


Ford GoBike Background

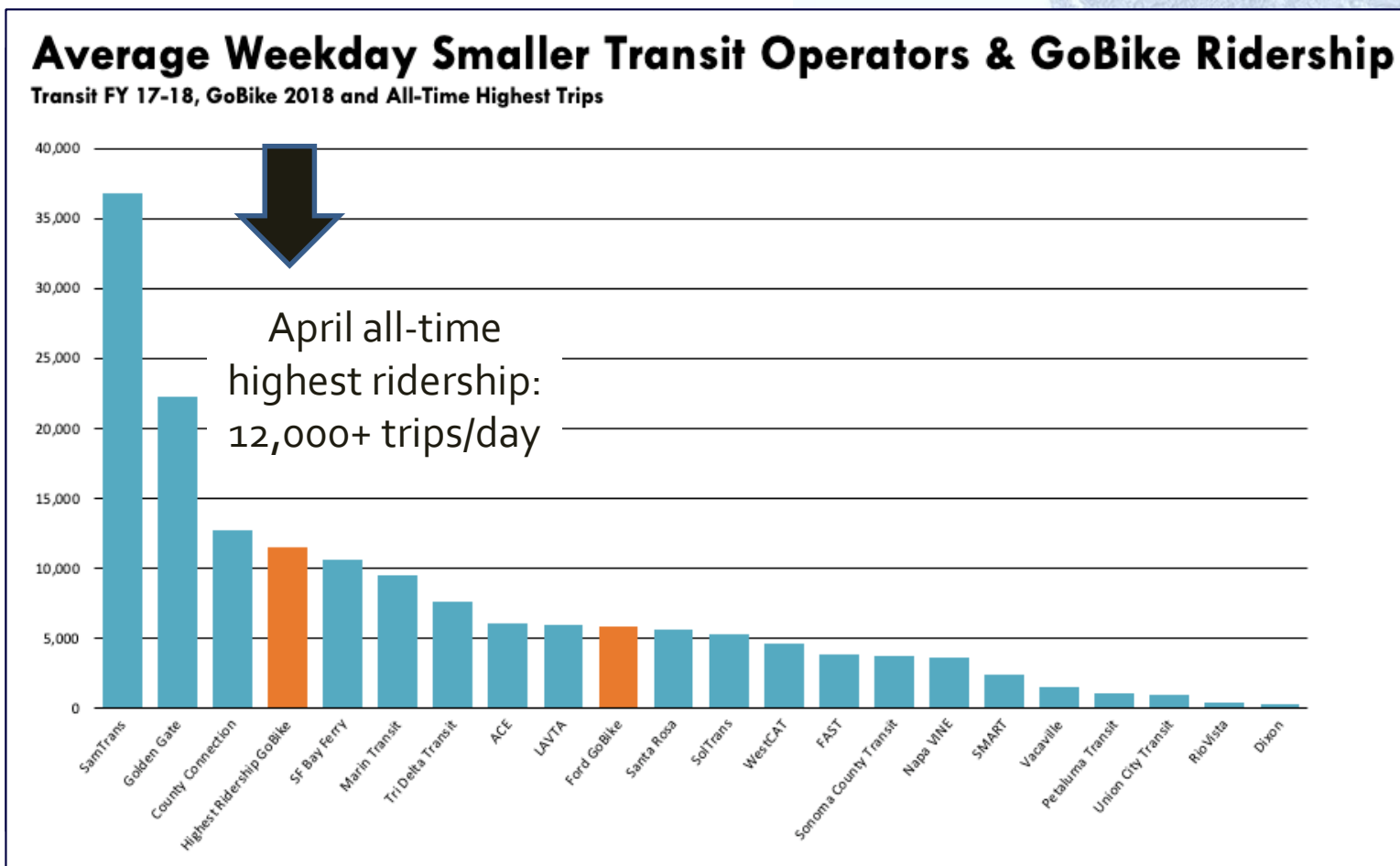
- May 2015: Commission approved contract
- December 31, 2015 agreement signed
- Zero public cost for capital or operations, 7,000 bikes & 10-year commitment with many public benefits
- June 28, 2017 San Francisco launch



Ford GoBike Stations by Total Trips + Regional Transit

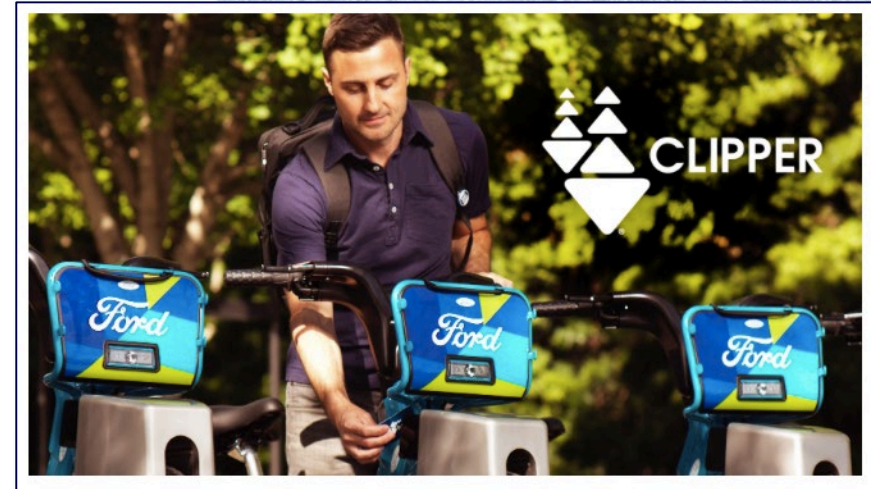


Transit Trips



Membership

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



Membership

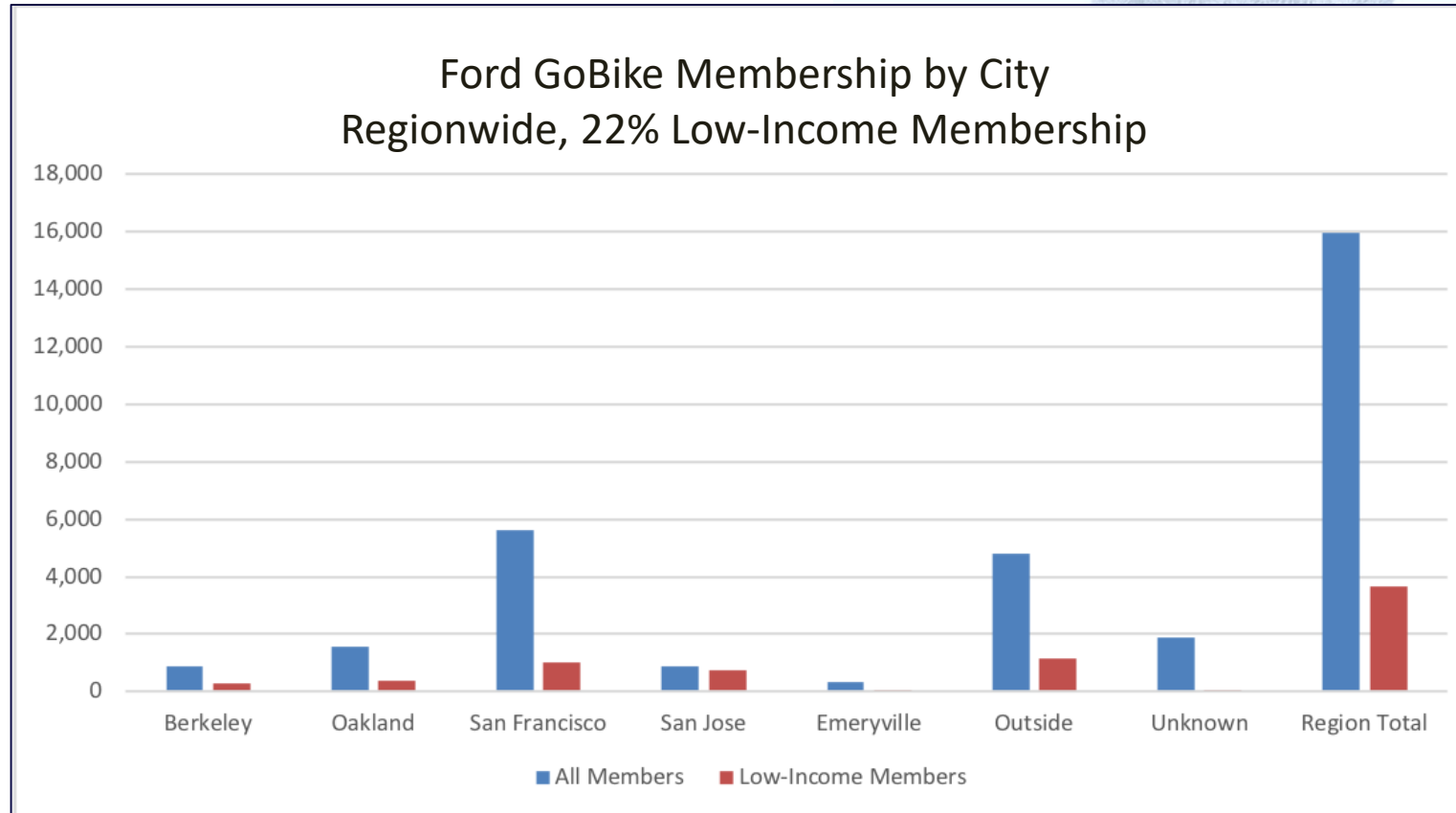
- Membership - each trip is less expensive than the last
- Bike Share for All - \$5 yr. then \$5/mo.




Community Outreach



Low-Income Membership




Bike Share for All



Our communities. Our transportation. Our future.

Select Language ▼

SEARCH 

ABOUT US ▼OUR WORK ▼GET INVOLVED ▼BLOG & RESOURCES ▼DONATE ▼

Home » Ford GoBike is a model for equitable bike share access in the US, thanks to community engagement

FORD GOBIKE IS A MODEL FOR EQUITABLE BIKE SHARE ACCESS IN THE US, THANKS TO COMMUNITY ENGAGEMENT

For Immediate Release: September 20, 2018






CONTACT: Edie Irons, Communications Director, 510-334-1344, eiron@transformca.org


OAKLAND, CA - [New data shows](#) 20 percent of Ford GoBike memberships are discounted "Bike Share for All" memberships for low-income riders, among the largest share of any bike share system in the country. By comparison, discounted memberships make up only 9 percent of bike share memberships on Indego in Philadelphia and just 3 percent for Bluebikes Boston — systems often lifted up as bike share pioneers based on their low-income programs.

[The information](#) was made available by TransForm, the nonprofit organization that coordinated community outreach about the discounted bike share memberships and other biking resources in low-income neighborhoods throughout the Bay Area. This equity outreach was funded by the Metropolitan Transportation Commission (MTC) and Motivate, the operator of Ford GoBike, and took place between September 2017 and March 2018. Ford GoBike launched in Summer 2017 in San Francisco, San Jose, Oakland, Berkeley, and Emeryville.

Take Action

Email Sign-Up



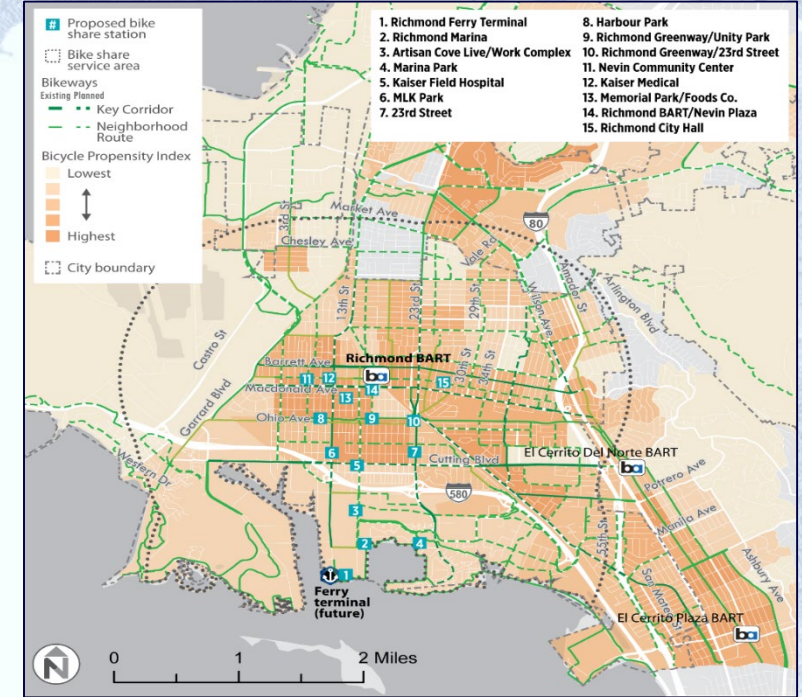
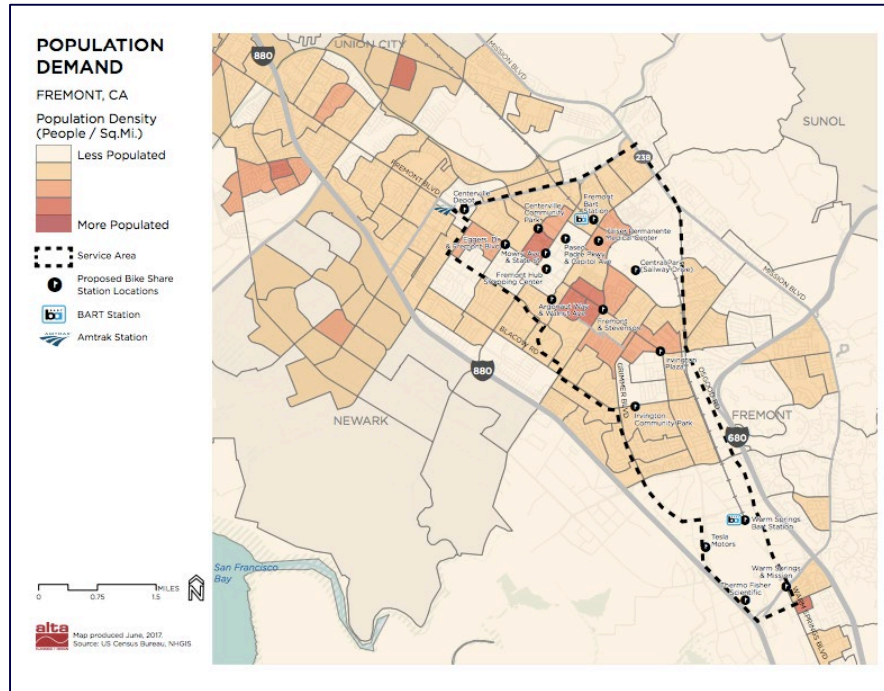
 **Related Blog Posts**

What a long, inspiring trip it's been

Bike Share Capital

- Funding requirements:
- 20% of service area in Communities of Concern or CARE neighborhoods
- International Safety Standards: ISO
- Clipper as Membership Identifier

Bike Share Capital



Active Transportation Program (ATP)

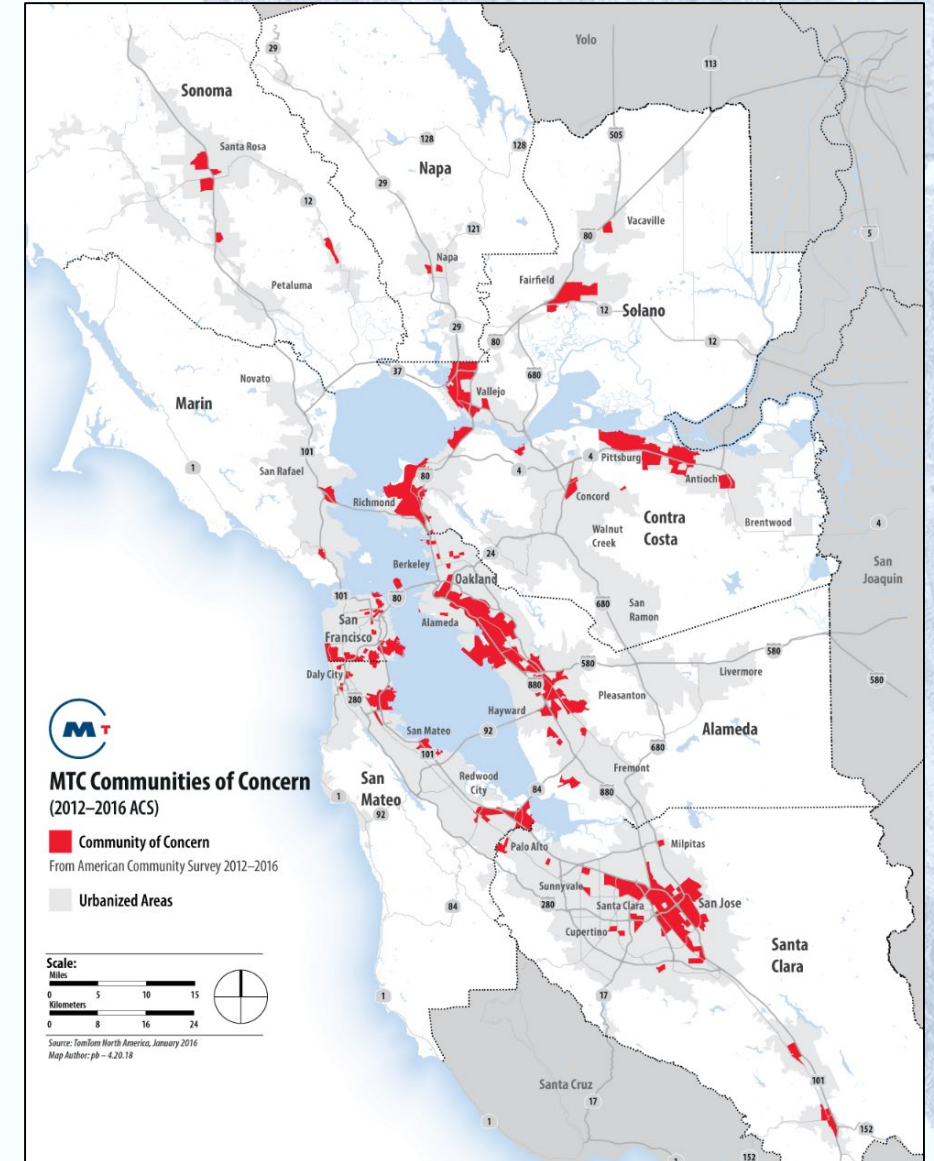
- Primary funding program for active transportation projects in the region
- About \$220 million per year
 - 50% to State for Statewide Program (Caltrans/CTC)
 - 40% to 10 large Metropolitan Planning Organizations (MPOs)
 - 10% to Small Urban/Rural (MTC ineligible to compete)
- The Metropolitan Transportation Commission (MTC) is the MPO for the 9-county Bay Area
- MTC's ATP website: <https://mtc.ca.gov/atp>

Summary of Previous ATP Cycles

Program	Year	Amount Awarded in Millions			
		State	% of State	Regional	Total
Cycle 1	2014	\$ 26	14%	\$ 31	\$ 57
Cycle 2	2015	\$ 20	11%	\$ 30	\$ 50
Cycle 3	2016	\$ 32	24%	\$ 22	\$ 54
Cycle 3 Augmentation	2017	\$ 10	10%	\$ 16	\$ 26
Cycle 4	2019	\$ 12	5%	\$ 37	\$ 49
Totals		\$ 100	12%	\$ 136	\$ 236

MTC's Communities of Concern

- Areas that have a concentration of both minority and low-income households
- Applicants may use MTC's COC definition to meet the Disadvantaged Community requirement
- MTC uses the latest data from the American Community Survey, currently 2012-2016 5-year Estimates
- Map of current COC areas in the region is available at:
 - <https://arcg.is/15Kqya>



Investment in COCs

All Cycles 2014 through 2019	Amount Awarded (\$Ms)		
	State	Regional	Total
Total	\$ 100	\$ 136	\$ 236
COC Investment	\$ 97	\$ 115	\$ 212
Total Share Benefitting COCs	97%	86%	90%

- **Successful Project Types (General)**
 - Projects benefiting Disadvantaged Communities and Communities of Concern
 - Highly effective/cost-benefit projects
 - Gap closures, safety improvements, Infrastructure/NI combination, complete streets
 - Safe Routes to School

ATP Funded Projects

- Oakland - Fruitvale Alive Gap Closure Project
- Pittsburg - Walk Bike Pittsburg 2035
- Richmond - Yellow Brick Road
- San Rafael - Francisco Blvd East Ave Bridge Bike Ped Connectivity
- Napa County - SRTS Program
- San Francisco - 6th Street Pedestrian Safety Project
- East Palo Alto - US-101 Pedestrian/Bike Overcrossing
- Gilroy - Gilroy Moves! SRTS Non-infrastructure
- Fairfield - East Tabor/Tolenas Safe Routes to School Gap Closure Project

ATP Funded Projects

Oakland - Fruitvale Alive Gap Closure Project



1. Raised Cycle track
2. Bus stop moved to far-side (New bus shelter)
3. Highly visible striped bike crossings provided on three intersection legs
4. Pedestrian-oriented lights improve pedestrian safety and match Fruitvale Alive lights.
5. Chain link fence replaced with decorative green fencing and relocated to back of columns.

6. Cobble surfacing for low maintenance edge band.
7. Underpass paint improvements cleaned and refurbished.
8. Curb radius reduced to shorten pedestrian crossing distance.
9. Gateway signage added.
10. Decorative railings protect bikeways from adjacent vehicles



1. Median widened for refuge and planted with street trees.
2. Roadway narrowed slightly to shorten pedestrian crossing distance.
3. Raised Cycle track with street trees.
4. Curb radius reduced to shorten pedestrian crossing distance.
5. Bus stops with shelter & seating.
6. City-owned area landscaped and improved.
7. Pedestrian-bikeway-oriented street lights.
8. Raised Cycle track/Pedestrian path buffered with planters.
9. City gateway sign
10. Street Trees on surplus property (later phases)

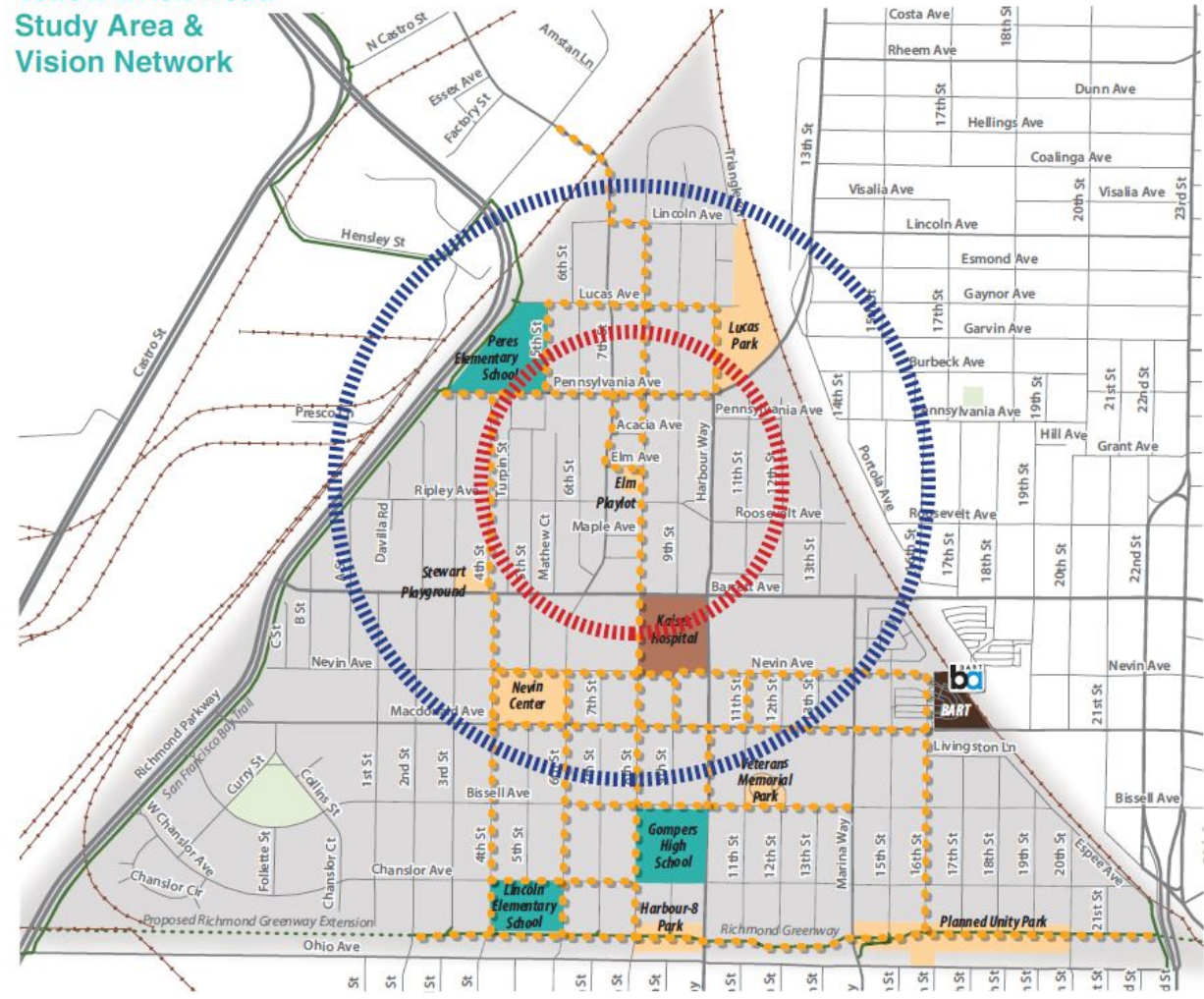
ATP Funded Projects

Richmond - Yellow Brick Road

Design Inspirations and Potential Treatments



Yellow Brick Road Study Area & Vision Network



ATP Funded Projects

East Palo Alto - US-101 Pedestrian/Bike Overcrossing



Thank you

Kara Oberg, koberg@bayareametro.gov

Karl Anderson, kanderson@bayareametro.gov