



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 6

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Memorandum

TO: Policy Advisory Council

DATE: November 5, 2014

FR: Ursula Vogler and Sean Co, MTC Staff

W.I. 1114

RE: Bay Area Bike Share Update

Background

In the Bay Area, the transportation sector accounts for about half of the air pollution and greenhouse gas (GHG) emissions generated in the region. Since tailpipe emissions contribute significantly to criteria pollutants and GHGs, emission reductions from the transportation sector are essential to helping the Bay Area meet its GHG emission reduction goals. In order to address this issue, MTC has committed \$120 million in Cycle 1 and Cycle 2 Congestion Mitigation and Air Quality funds (CMAQ) to implement the Climate Initiatives Program, a multi-faceted program aimed at reducing transportation-related emissions and vehicle miles traveled (VMT). The Climate Initiatives Program's activities are a critical strategy of Plan Bay Area, and comprise about 6% of our region's 15% per capita emissions reduction target by the year 2035.

In Cycle 1 of the Climate Initiative Innovative Grants program, the Bay Area Air Quality Management District (Air District) and five Bay Area jurisdictions sponsored an application to test the feasibility of a multi-city bike sharing program which could be the precursor to a regional program covering a larger number of jurisdictions throughout the Bay Area. Under the Air District's leadership, the program successfully launched the 12- to 24-month pilot program in late August 2013.

Funding for the pilot project has been provided through grants and local funds totaling approximately \$11.2 million, which includes funds from the MTC's Congestion Mitigation and Air Quality (CMAQ) funds (\$7.2 million), the Air District's Transportation Fund for Clean Air (TFCA) (\$2.8 million), and local funds from the partners (\$1.4 million). This amount funds 1,000 bikes and 100 stations, of which 700 bikes and 70 stations are operational today.

As part of this report, staff will present an overview of the Bay Area Bike Share program, a summary of the pilot project's preliminary results and accomplishments, and the process for program expansion.

Overview

Bike sharing is similar to car sharing and involves an organized system of bicycles ideal for short distance point-to-point trips, providing users the ability to pick up a bicycle at any self-serve bike station and return it to any bike station located within the system's service area. The Bay Area Bike Share system includes a fleet of tamper- and vandalism-proof bicycles that employ radio-frequency identification smartcards, wireless, and internet technologies to coordinate and track bicycle pick-up, drop-off, and subscriber information.

Bay Area Bike Share launched on August 29, 2013, as the first public bike share service in California and the first regional, multi-city bike share program in the country. The first phase of the pilot includes 700 bicycles that are available for check-out from 70 kiosk stations located within the participating pilot communities of San Francisco (350 bikes), Redwood City (70 bikes), Mountain View (70 bikes), Palo Alto 50 bikes), and San Jose (160 bikes). The plans to purchase 300 additional bikes and 30 additional stations has been on hold over the past year due to disruption in the equipment supply chain, which has recently been restored; the Air District, MTC and bike share partners are now evaluating the timing of this purchase. The system operator is Alta Bicycle Share, Inc. (Alta).

Program Status and Year 1 Review

Program Status: During its first year of operations, 315,803 trips were taken system-wide on Bay Area Bike Share. During this same time period, 5,012 annual memberships and 31,800 causal memberships were sold. Over the next year, staff will be working with its partners and the system operator to review and analyze user and financial data in order to evaluate the program results with respect to:

- Avoided vehicle miles traveled (VMT) from mode shift
- Greenhouse gas and criteria pollution reductions
- Member travel mode behavior (including bike share and transit relationships, and travel mode shift)
- Operating costs by trip and by jurisdiction
- Cost-effectiveness
- Options for system financial self-sustainability

Please note that, as part of the Climate Initiatives Program, MTC is evaluating the Bay Area Bike Share program on VMT and greenhouse gas benefits. These evaluation results will be available in early 2015.

Bike Share Industry Update: Since late 2013, the bike share industry began experiencing changes that have hindered the ordering of additional equipment that was planned as part of the second phase of the pilot. Alta's equipment provider, PBSC Urban Solutions (PBSC), filed for bankruptcy in late 2013, and came out of bankruptcy in April 2014, when it was purchased by a new owner. The new owner of PBSC has been working to re-establish its manufacturing and

supply chains, and as of October 2014, has indicated that is ready to receive new orders. Meanwhile, Alta is also in the process of being acquired by new management and that process is anticipated to be completed later this year.

Despite these challenges, Bay Area Bike Share's day-to-day operations have not been negatively impacted and the outcome of these changes is expected to result in an overall stronger, more reliable industry.

Outreach: Outreach is an important component of Bay Area Bike Share. During the first year, Bay Area Bike Share was represented at over 32 community events in 10 Bay Area cities to engage the public and promote the system. In addition, the program was promoted through the Spare the Air social media and staff tabling at local events. Staff also made numerous presentations to stakeholder and advocacy groups. The program has also received two awards: 1) the 2014 Clean Air Award for Transportation from Breathe California (April); and 2) the 2014 Pedestrian/Bicycle Project of the Year from the California Transportation Foundation (May).

Safety: Bay Area Bike Share places a strong emphasis on safety and has sponsored approximately 20 safety/training classes that were held over the past year in each of the five pilot cities. The classes were conducted by the San Francisco Bicycle Coalition and the Silicon Valley Bicycle Coalition and were provided at no-charge to the public. In addition, Bay Area Bike Share partnered with a helmet manufacturer to give annual members a \$10 discount towards helmets. The San Francisco Municipal Transportation Agency (SFMTA) also provides helmets to members at no-charge.

Next Steps and Future Expansion Plans

In mid-2014, MTC and the Air District approved MTC to take the lead to operate and expand the post-pilot Bay Area Bike Share program. Under this plan, each agency will continue to contribute funding for program expansion and will jointly oversee implementation of the program, but MTC will assume the day-to-day management of the program's contracts. As such, MTC has begun working on the following expansion-related activities:

Funding for Expansion: Since April 2014, MTC has approved \$8.7 million in CMAQ funds and \$7.7 million in Active Transportation Program (ATP) funds (pending approval by the California Transportation Commission in November) for program expansion to Oakland, Berkeley and San Mateo, and new sites within the existing cities. The Air District's Board has also approved TFCA funds that could further support program expansion into other non-pilot communities, following the completion of an MTC-led Strategic Plan for the system.

Strategic Plan: MTC has hired Toole Design Group to assist with development of the program's strategic plan, which will include ridership and cost analyses, expansion and implementation strategies, funding requirements for inclusion in the regional program, and equity and outreach recommendations.

RFP Development: MTC is currently working on development of a procurement vehicle for the system's hardware, software, operations, and maintenance vendor(s). At the time of the previous procurement, the bike share industry in North America was in its infancy, offering only two or three hardware and operations options. In the past year, however, the bike share industry has introduced new bicycle suppliers, backend software suppliers, and firms that offer design, deployment, and management, creating more hardware, software, and operational options. MTC, in partnership with the Air District and the current and future system partners, have begun developing parameters for the post-pilot system, which will be part of the procurement vehicle released within the next year.

Low Income Program: MTC, along with Air District, SFMTA, and Alta staff have begun planning for a low income pilot to be implemented under the current bike share contract. The pilot will work with select Community-based Organizations and non-profits to offer low cost annual memberships to their members. While the pilot parameters are still in the final stages of development, staff anticipates that the pilot will be ready to launch in early 2015.

Marketing and Outreach: MTC has set aside funds for the marketing and outreach of the post-pilot Bay Area Bike Share system, including outreach to low income and non-English speaking communities.

MTC staff will attend your November 12 Policy Advisory Council meeting to present an overview of the Bay Area Bike Share System and its plans for continuation and expansion. MTC staff then plans to request approval of portions of the system's strategic plan, including procurement parameters and funding specifics, from MTC's Programming and Allocations Committee in late 2014 or early 2015.

Past Present Future

Sean Co
Ursula Vogler



What is Bike Share?

Witte Fietsen, Amsterdam 1965



Bycyklen,, Denmark 1995



Velib, Paris 2007



Stem Safety Sticker



Handlebar

One piece, integrated design with dual brake levers, bell, and 7-speed grip shift

Front Rack

Fits more than a basket with a versatile design that secures all of your goods with a clever bungee cord

Saddle

Comfortable commuter design, seat height adjusts for people 4'10" to 6'5"

Fenders

Fends off the rain and grime and keeps billowing clothing from catching in the spokes

Tires

Wide for a smooth ride, puncture resistant and nitrogen-filled for longevity

Weight: 42.5 lbs

Heavier than a normal bike because the frame and components are engineered for heavy urban usage

Lights

1 white LED light in the front and 2 red LED lights in the rear turn on automatically when you pedal

Frame

Durable aluminum step-over design

Dynamo Hub

Powers the front and rear lights and holds a charge for 2 minutes after you stop pedaling.

Chain protector

Protects the chain and your clothing

Drum Brakes

Are unaffected by rain or road grit

Shifter

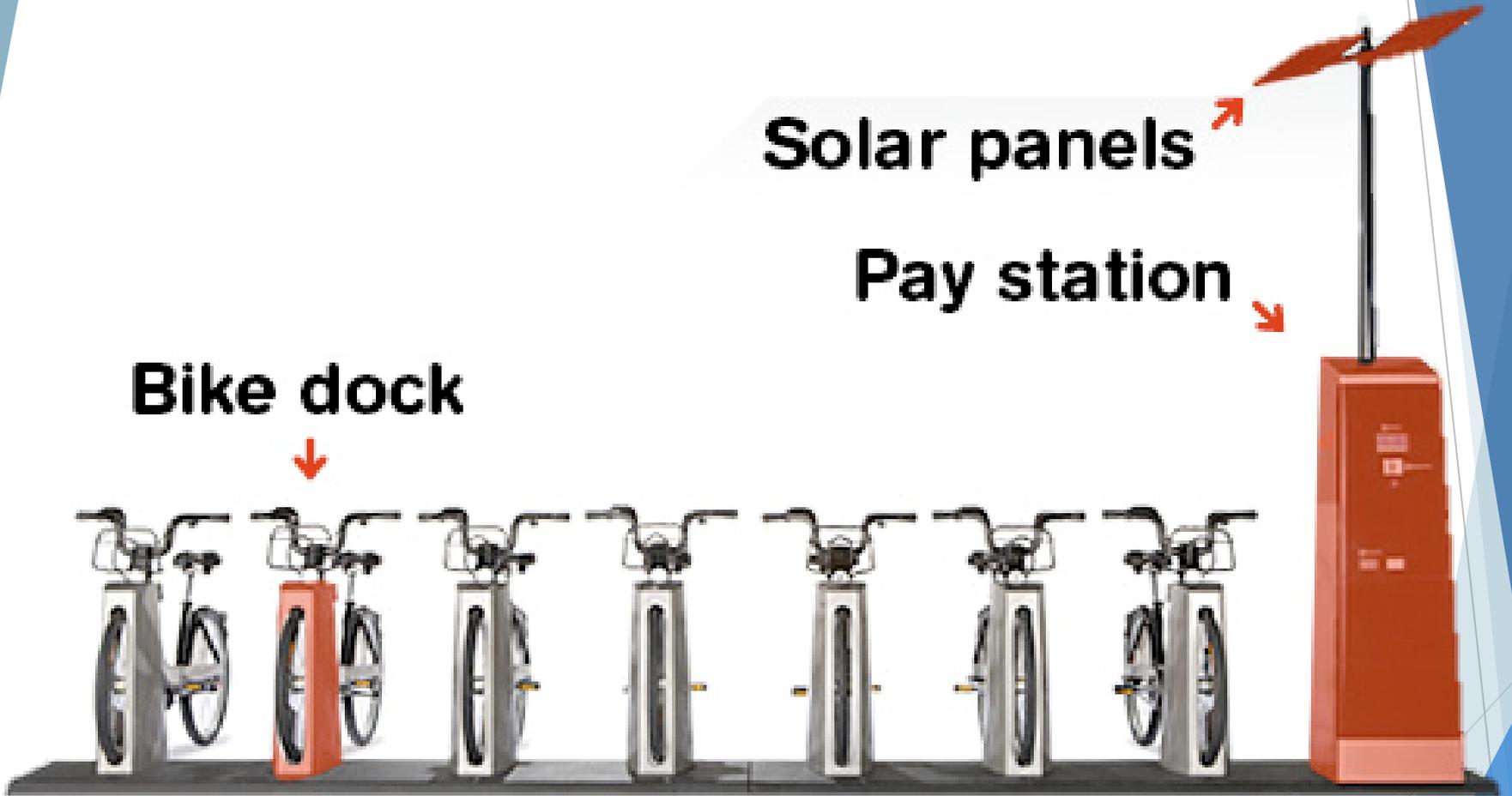
Shimano Nexus 7-speed Internal Gear Hub



Solar panels

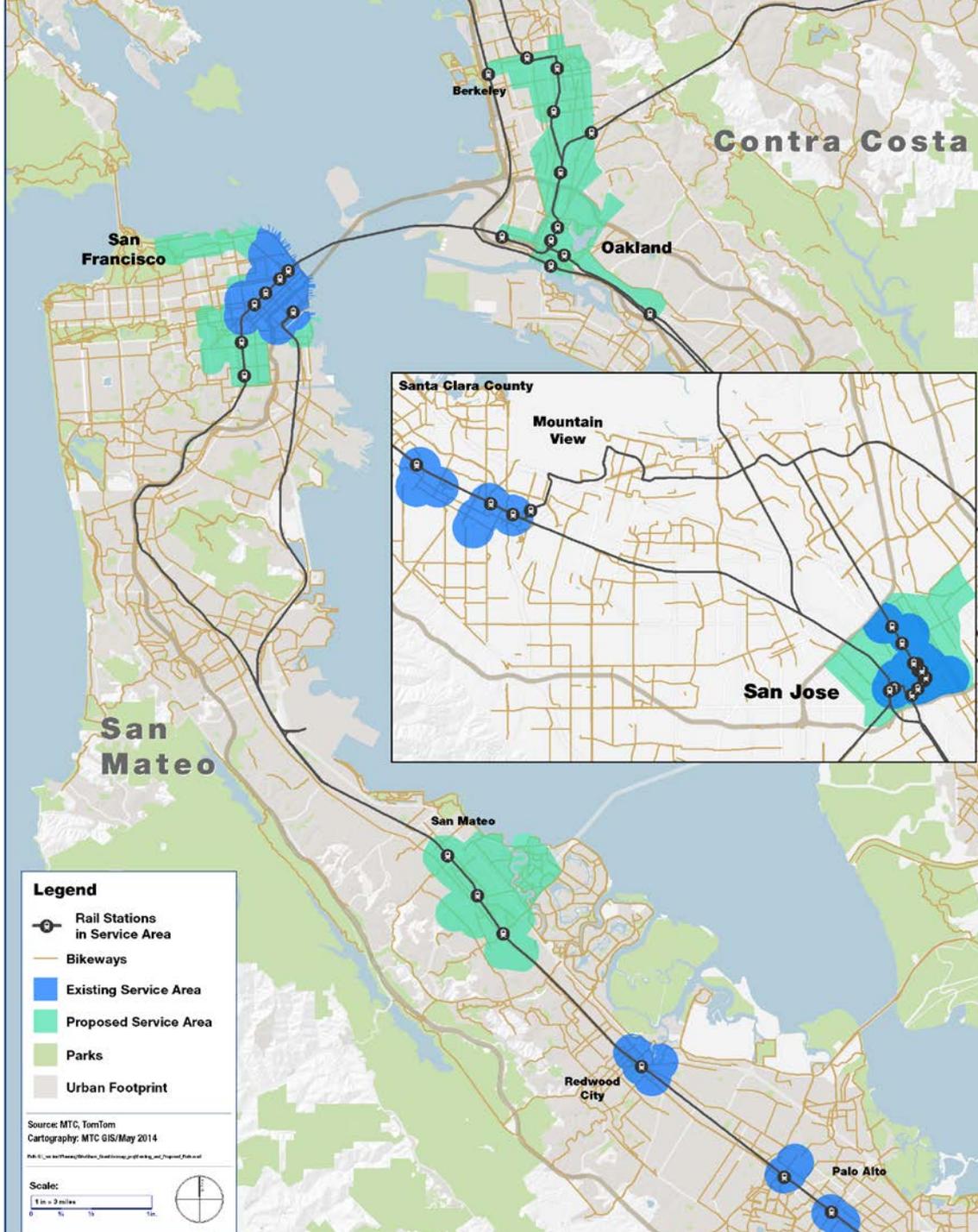
Pay station

Bike dock



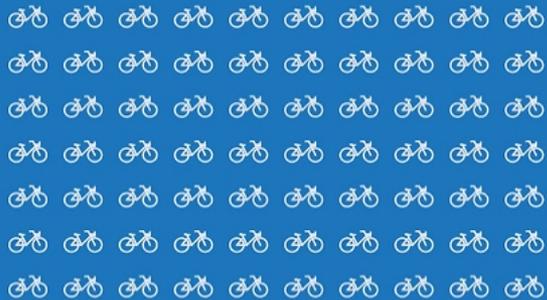


- ▶ \$11.8 Million (\$7.2 million CMAQ, \$2.8 million Air District, \$1.4 local match)
- ▶ Bay Area Air Quality Management District manages pilot program contract with Alta Bicycle Share
- ▶ MTC to expand and conduct new procurement for operator



700 BIKES

🚲 = 10 BIKES



San Francisco

5 CITIES

Redwood City

Palo Alto

Mountain View

San Jose

39,638

Total Members

378,360

Total Trips

Operations

- Rebalancing
- Maintenance
- Call Center

Software

- Operations Software
- Membership

Hardware

- Bikes
- Docks
- Communications

System Planning

- Planning
- Permitting

Outreach

- Marketing
- Low-Income Program

Sales

- Sales
- Sponsorship
- Advertising

Bay Area Bike Share

- ▶ 77% Male
- ▶ 23% Female
- ▶ 71% Age 25-44
- ▶ 71% Access to personal vehicle



Bike Share's Next Phase

- ▶ Strategic Plan
- ▶ RFP for Operations, Hardware, Software
- ▶ Low Income Program
- ▶ Marketing and Outreach

Boston Low-Income Program



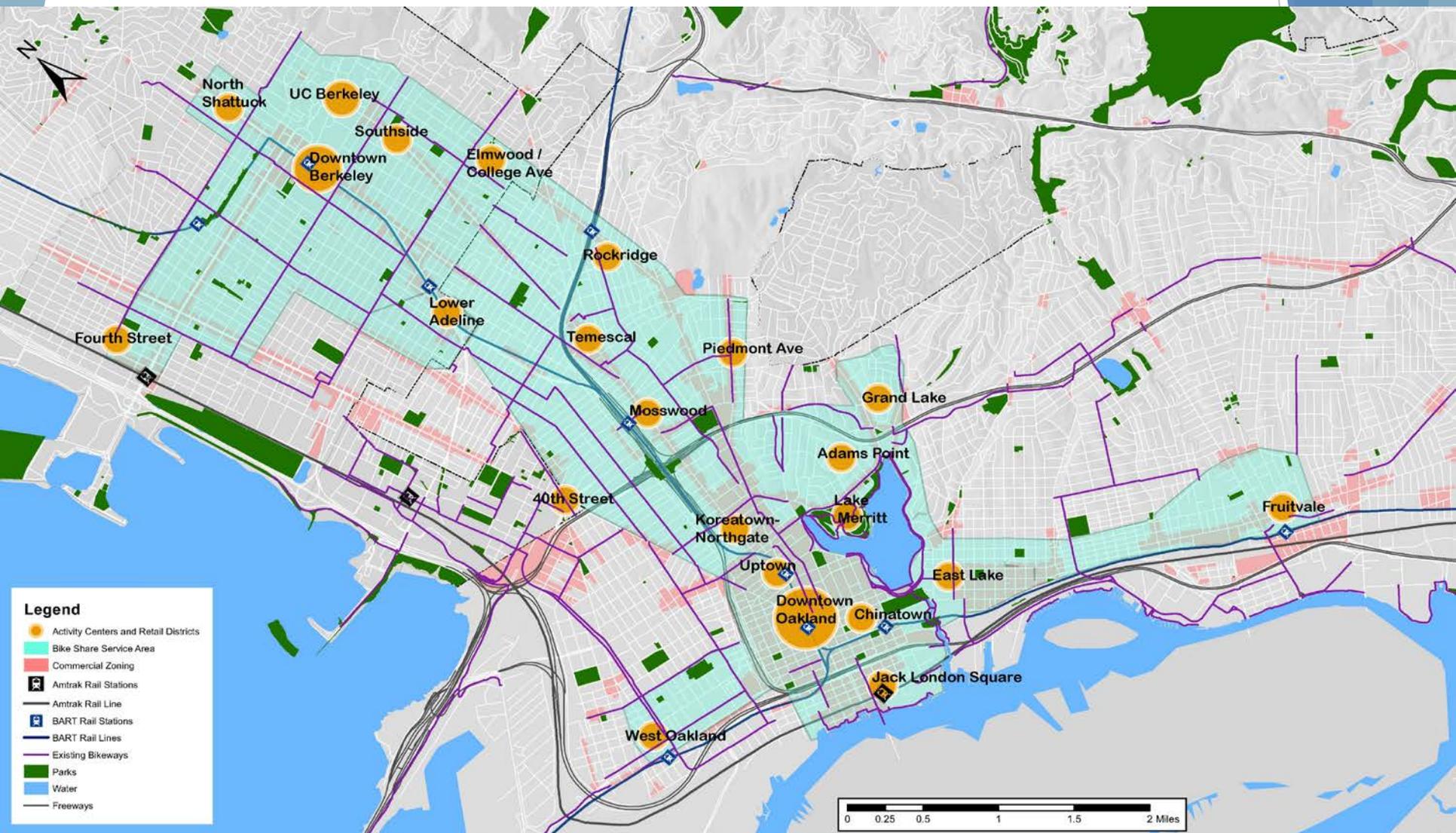
- ▶ \$5.00 Membership
- ▶ Over 1500 Members to date
- ▶ High System Usage by Participants
- ▶ 0 Lost/Stolen Bikes

Future Funding

- ▶ CMAQ and ATP Funds
- ▶ User Fees: Fare box recovery around 80%
- ▶ Sponsorship Program



East Bay Bike Share Service Area Activity Centers and Retail Districts



Questions?

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