

# Bike Share Expansion Proposal

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MTC ADMINISTRATION COMMITTEE

APRIL 8, 2015

## Presentation overview

- Bay Area Bike Share pilot program overview
- Motivate International, Inc. expansion proposal
- Approval process

## What is bike share?

- A fleet of shared bicycles available at self-serve kiosks
- An innovative transportation system meant for short trips



# Bay Area Bike Share Pilot Program

## Background

- 700 bikes and 70 stations across five cities

## Pilot funding

Funding Source	Total Allocated (\$M)	Estimated Spent (\$M)
MTC – CMAQ Funds	\$7.1	\$5.8
BAAQMD – TFCA Funds	\$2.8	\$1.4
Other local cities/CMA	\$1.5	\$1.5
Total	\$11.4	\$8.7



# Bay Area Bike Share Pilot Program – Results

## Trips

- 485,000 trips in 18 months

## Emissions

- GHG emissions reduced:  
79 tons in 1<sup>st</sup> year

## Mode share

- 12% of bike share trips  
replace drive-alone trips



# Plans for Expansion – 2014

## Cities identified

- Expansion planned for Berkeley, Emeryville, Oakland, San Francisco, San Jose, and San Mateo

## Anticipated size

- Approximately 1,500 new bikes

## BAAQMD/MTC role changes

- BAAQMD to lead Electric Vehicle Infrastructure program
- MTC to lead bike share

# Bike Share Industry Evolution

## Private model

- NYC's Citi Bike launched in 2013
- Fully privately funded with 12,000 bikes by 2017



Image: [www.citibikenyc.com](http://www.citibikenyc.com)

## Alta Bicycle Share/Motivate International, Inc.

- Alta launched the pilot program under BAAQMD
- Alta purchased by Motivate in October 2014
- Motivate proposed a private expansion to MTC in 2015

# Motivate Proposal – System Properties

## System size

- 7,000 bikes

## Bikes by city:

- Berkeley – 400
- Emeryville – 100
- Oakland – 850
- San Francisco – 4,500
- San Jose – 1,000
- 150 additional bikes TBD



# Motivate Proposal – Schedule

## Launch dates

- For the East Bay, San Francisco, and San Jose:

Date	Share of bikes to be deployed
June 1, 2016	25%
October 1, 2016	15%
April 1, 2017	30%
November 1, 2017	30%

## Term

- Proposed: 10 years
- May be reduced if above targets are not met

# Motivate Proposal – Performance Requirements

## Key Performance Indicators

- Five KPIs for best rider experience
- Liquidated damages in case of failure
- Option to declare default in event of consistent KPI breach

## Security Fund

- \$250,000 to serve as security for the faithful performance by Motivate of all obligations under the contract

# Motivate Proposal – Sponsorship/Revenue

## Sponsorship and advertising

- Motivate will pursue opportunities
- MTC in consultation with cities for approval

## Revenue share

- Potential for revenue sharing at a later date



# Motivate Proposal – Additional Buy-in

## Existing pilot cities (other than SF, SJ)

- May contract with Motivate to continue operations

## Non-participating, non-pilot cities

- May contract with Motivate to deliver and operate new equipment

## Participating cities

- May add additional bikes and stations



# Low Income and Limited English Proficiency

## Motivate-sponsored discount membership

- 40% of annual membership price; monthly installments
- PG&E CARE enrollment

## Station siting

- 20% of stations in Communities of Concern

## MTC-led efforts

- Separate funding for regional outreach



Image: Instagram user Green Philly Blog: [instagram.com/greenphillyblog](https://www.instagram.com/greenphillyblog)

# Sole Source Justification

- **No public cost for capital**
  - \$15M+ available for redirection for Commission priorities
- **No public cost for ongoing O&M of up to \$4M/year**
- **Lower public cost for program administration**
- **Large, dense system completely installed by 2017**
- **New public-private partnership model for transportation system delivery**



# Implementation Steps if Approved

- **Pilot**

- Transition pilot program from BAAQMD to MTC

- **Contracts**

- Negotiate an agreement with Motivate and an Intergovernmental Agreement with participating cities

- **Implementation**

- Coordinate with cities on permitting, advertising and sponsorship, and outreach

# Approval Process

## BAAQMD Mobile Source Committee

– April 23

## BAAQMD Board

– May 6

## MTC Commission

– May 27

- For final approval





<http://www.bayareabikeshare.com>