





- Pilot Project Background and Goals
- Roadmap, Regional Process and Next Steps
- Introduction to Bay Area Bike Share



### Bay Area Air Quality Management District (BAAQMD)

- Established in 1955
- 7 million population
- 9 Counties
- 5,340 square miles

Mission: To protect and improve public health, air quality, and the global climate





## Pilot Project Background

- May 2010 Metropolitan Transportation Commission (MTC)'s Climate Initiatives grant program:
  - Air District and 5 agencies submit separate initial applications for funding for bikesharing projects
  - August 2010 Air District submits final joint application
- Initial Pilot Funding –
   \*7 million (M):
  - \$1.4 M Air District
  - \$4.29 M Caltrans/MTC
  - \$1.3 M Local Funding





















## Pilot Project Goals and Objectives

- Deploy and test bike sharing in 5
   Bay Area cities
  - Initial fleet of 700 shared bicycles
  - Secure additional funding to achieve full pilot fleet size of 1,000 bicycles
- Evaluate Pilot results to determine successful conditions for regionwide deployment:
  - Expansion of fleet size in initial service areas
  - Expansion of in service network area to include new communities





## Bay Area Bike Share a Multi-Agency Partnership

### **Interagency Agreement:**

- Establishes mechanism for working collaboratively and for decision making (Steering Committee)
- Defines financial and programmatic obligations

### Advantages:

- Potential for robust, unified, regional, bicycle transit system
- Partnership = diversity of perspectives

### Challenges:

- Balancing needs of individual communities with regional approach
- Collaboration takes time

Intergovernmental Agreement Between the City And County Of San Francisco, the Mateo County Transit District, the City Of Redwood City, the County Of San Mateo, Mateo County Transit District, the City Of Redwood City, the County Of San (Mateo, Santa Clara Valley Transportation Authority, and the Bay Area Air Quality Manager District Regarding a Regional Bicycle Share Pilot Program

This agreement is entered into between the City and County of San Francisco, acting through the County of San Francisco, acting the County of San Francisco, acting through the County of San Francisco, acting the County of San Francisco, acting the County of San Francisco, acting the Co This agreement is entered into between the City and County of San Francisco, acting inrough the Francisco Municipal Transportation Agency ("SFMTA"), the San Mateo County Transit District of Can Mateo County Transit District Of Can Mateo County Transit District Of Can Mateo Ca Francisco Municipal Transportation Agency ("SFM1A"), the San Mateo County Transit Distribution Vallay Transportation Authority ("Redwood City"), the County of San Mateo, the San Mateo, t ("SAMTRANS"), the City of Redwood City ("Redwood City"), the County of San Mateo, the San Mario ("VTA"), and the Bay Area Air Quality Management Distribution ("Air District") collectivaly the "narriage"

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WHEREAS, on April 20, 2010, the Metropolitan Transportation Commission ("MTC") issued WHEREAS, on April 20, 2010, the Metropontan Transportation Commission ("MIC") Issued solicitation through its Climate Initiatives Program seeking grant proposals focusing on innovative strategies for reducing greenhouse gas emissions;

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## Bike Share Program Roadmap

### Pre-Work:

Local Feasibility Study, Community Outreach and Funding

### Program Development:

- Interagency Agency Agreement
- Caltrans Approvals and Agreement
- Request for Vendor Proposals (RFP) and Selection
- Develop, Negotiate and Execute Agreement
- Pre-Launch

### • Program Implementation:

- Service Operations and On-going Financing
- Data Collection and Analysis



## Pre-Launch and Service Operations

- Procure, assemble, and install equipment
- System development (website, hiring, local office/warehouse)
- Design/permitting
- Customer Service
- Operations
- Safety
- Compliance with all applicable federal, state, and local laws and ordinances





## Local Implementation Actions

- Perform suitability analysis and planning studies, generate list of potential bikeshare-ready sites, and provide relevant GIS data and CAD drawings for each location:
  - Utilities
  - Parking Restrictions
  - Curb Lines and Contours
- Parcels and Property
   Ownership
- Public Right of Way
- Assist vendor with permitting license/approvals and waive or cover fees
- Obtain CEQA or environmental clearance as needed
- Engage local stakeholders, promoting, and marketing the bicycle share pilot



### Next Steps

- Program implementation actions (Pre-Launch)
  - Assembly, test and deploy stations and bikes
  - Outreach, marketing with input from local stakeholders
- Program Launch August 2013
  - Membership Sales July 15<sup>th</sup>
  - Launch Date Announcement July
- Program Analysis
  - Pilot data monitoring and evaluation
  - Provide best practices and lessons learned
  - Recommendations for expansion (6,000 10,000 bicycles)





## Introducing Bay Area Bike Share

## **BAY Bike Share**





### Bicycle Sharing Transit Service

- Member based system
- For short-term use (not in place of rental)
- Check out/return to different locations w/in each service area
- Customer call center support
- Operates 24/7





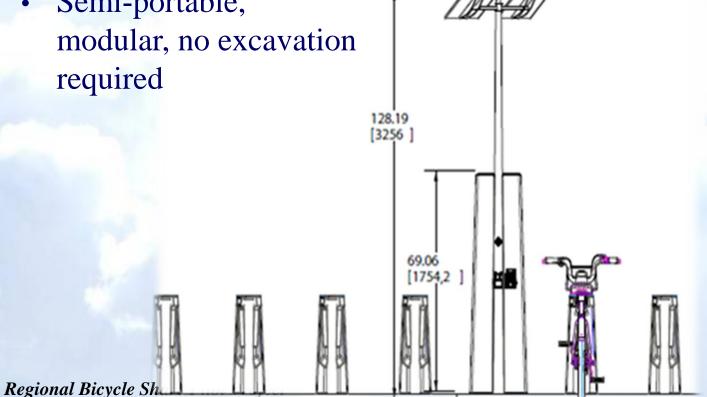
### Bicycles and Stations

### **Stations**

- Battery powered, solar charged
- Semi-portable, modular, no excavation required

### **Bicycles**

- Commuter style
- Vandal/theft resistant





# How it Works:



#### BUY

Purchase a 24-hour or 3-day membership from any kiosk. Annual memberships are available at www.bayareabikeshare.com.



#### TAKE

Choose a bike and enter your unlocking code on the dock or use your member key to unlock it. Pull up on the seat and then pull the bike out of the dock to release.



### RIDE

Run an errand, grab a bite, or get to work or class. Remember to bring your helmet and watch your ride time!



#### RETURN

Return the bike to any Bay Area Bike Share station. Wait for the green light on the dock to confirm locking.



### REPEAT

Swipe your credit card for a new unlocking code or use your member key. Take any bike, any time!





### Membership Pricing

\$9 24 Hours\$22 3 Days\$88 1 Year

Additional fees apply to trips over 30 minutes

0-30 minutes of each ride: INCLUDED

31–60 minutes of each ride: \$4 Each additional 30 minutes: \$7



## BAAQMD Bikeshare Contacts



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