



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Bay Area Regional Bicycle Share Pilot Project

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SPUR Evening Forum:
Bike Sharing Around the Bay
June 25, 2013*

- 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



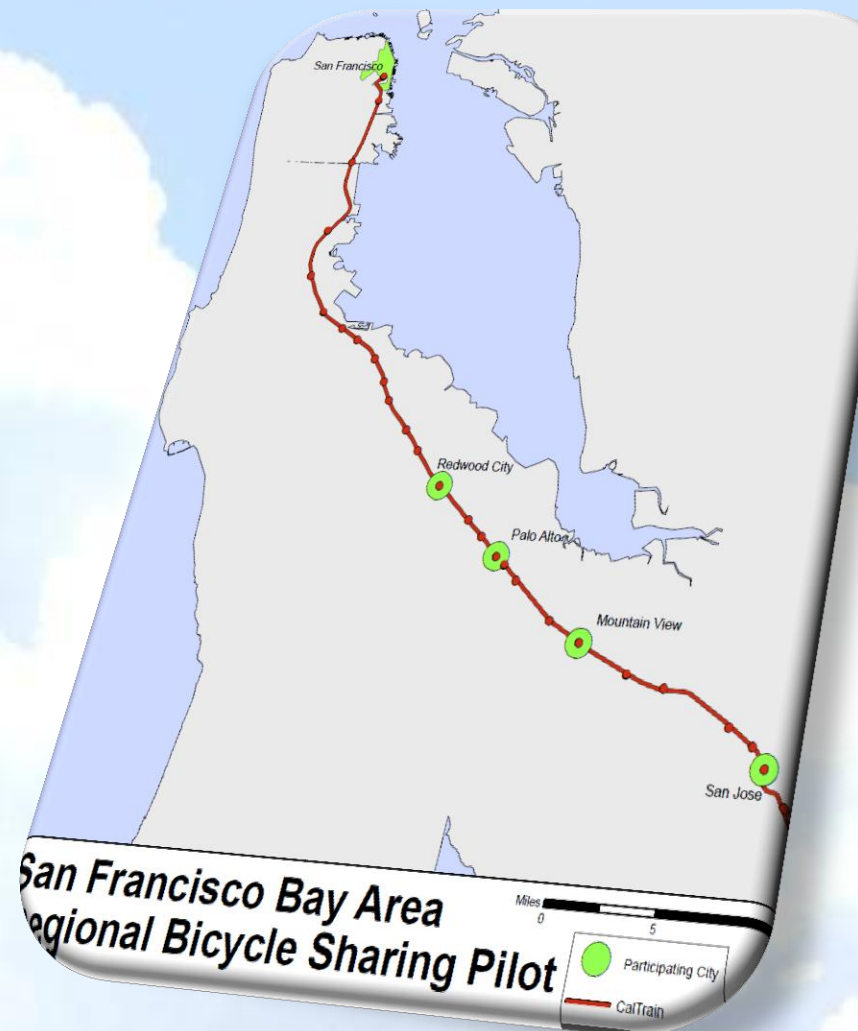
Pilot Project Background

- **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



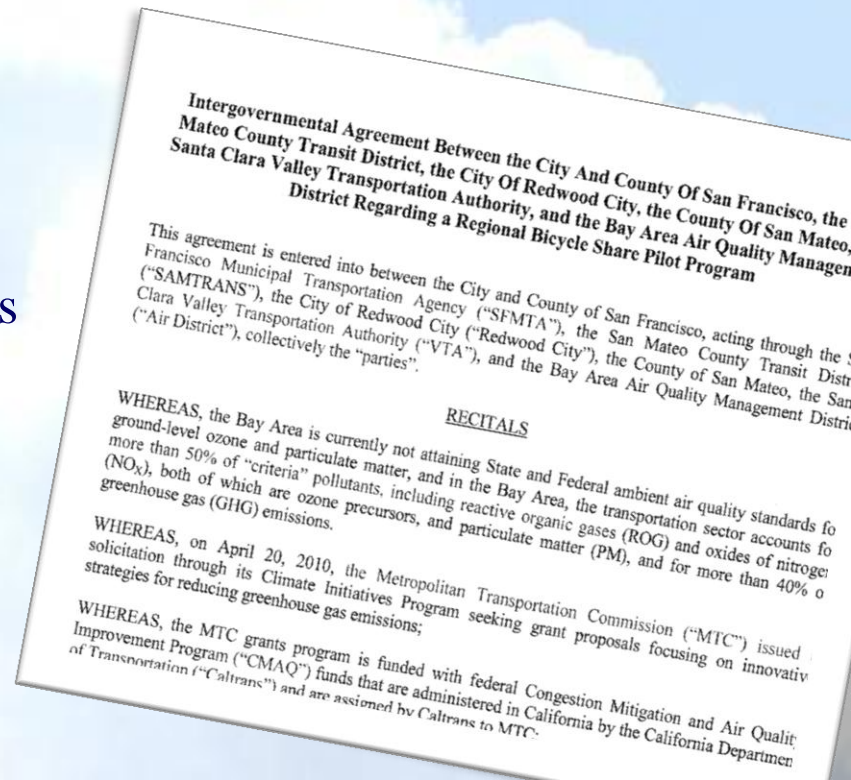
Pilot Project Goals and Objectives

- 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 region-wide 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



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 15th
 - 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



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



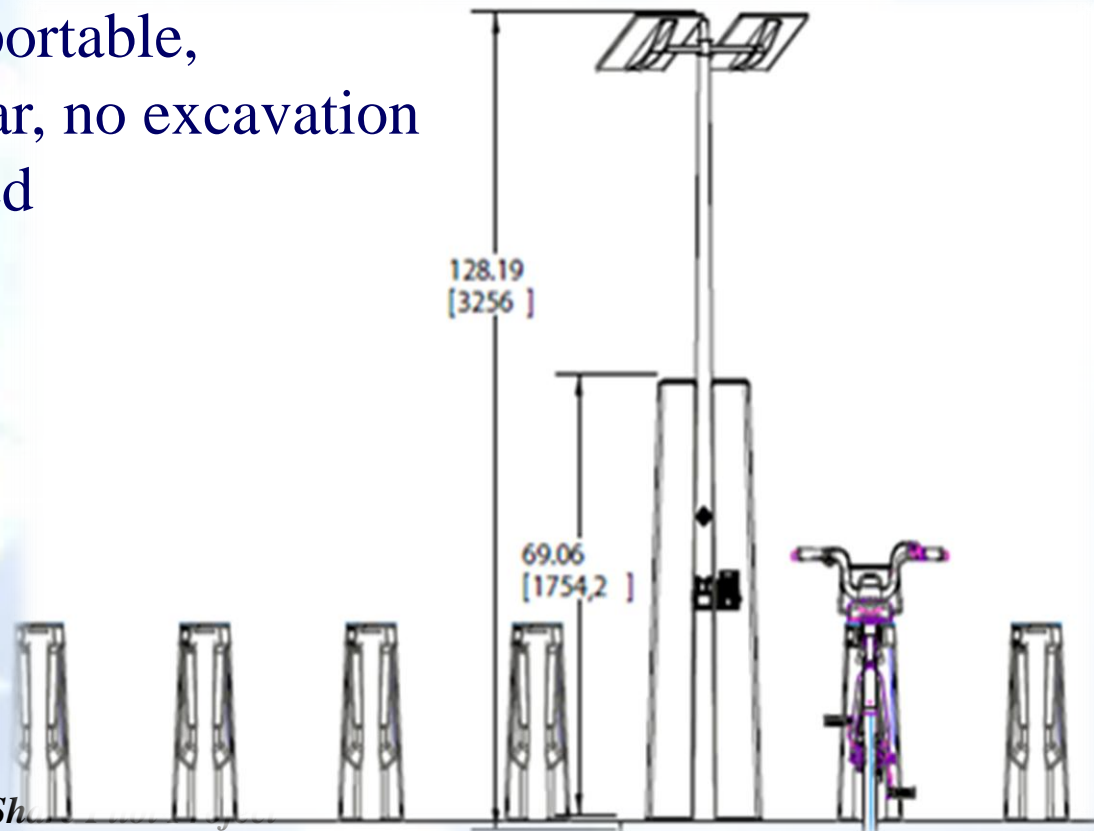
Bicycles and Stations

Stations

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

Bicycles

- Commuter style
- Vandal/theft resistant





BAY AREA BikeShare

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!



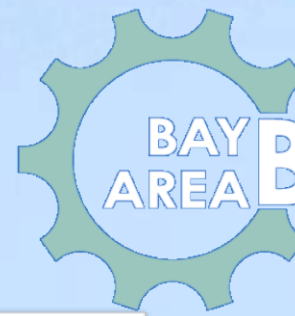
RETURN
Return the bike to any Bay Area Bike Share station. Wait for the green light on the dock to confirm locking.



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



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BAY AREA BikeShare

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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