

Our Bikes

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Design-centric transit advocacy

Lessons from building a bike share advocacy group in San Francisco

Major expansion approved for Bay Area Bike Share

SF Examiner



2015



**Board of Supervisors
unanimously approves contract**

Motivate: SF will expand from 350 to 4,500 bikes



JUMP Bikes to launch dockless, electric bikeshare in SF

Mercury News



2018



Ford GoBikes are going electric in SF

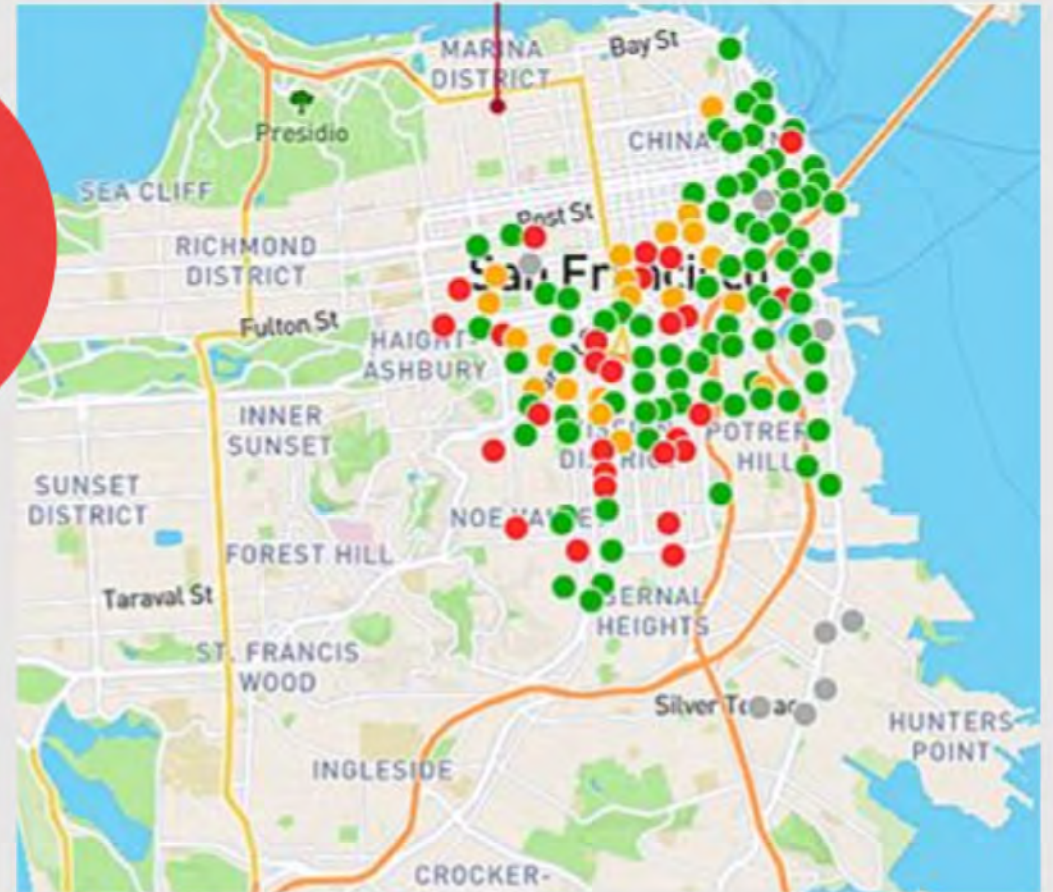
TechCrunch



2018

Supes, neighbors block Ford GoBike's citywide expansion

SF Examiner



Ford GoBike expansion fuels neighborhood conflict...

SF Examiner

Positive Op-ed

Attend meetings

?

Petition

Data visualization

Existing groups



Save Bike Share in the heart of Hayes Valley

169 signatures

Bring Ford Gobike to 24th Street, SF.

Cheap, clean, healthy transit for all.

305 supporters

Bring bikeshare to the entire Sunset District!

222 supports



SUBSCRIBE NOW!

SIGN PETITION

POP UP ADS



San Francisco,

Let's end bike share caps.

Tell our leaders to support new Ford GoBike stations and remove the cap on Jump ebikes.

100 signatures 🎉

way more
✓
~~500~~ ebikes ⚡



It's easy. Hop on a bike and
get to where you're going faster.

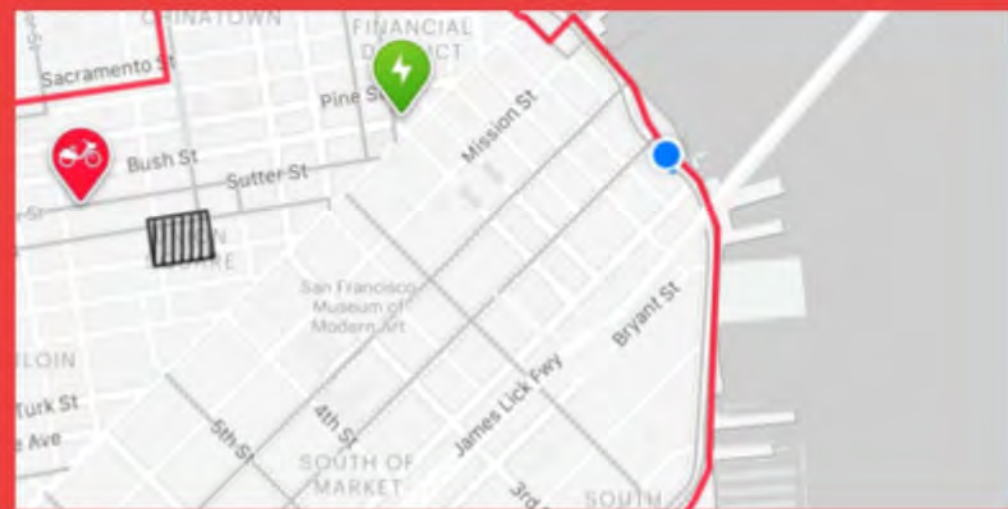
Lindsay on #ourbikes

BIKE SHARE

should be available

everywhere

in San Francisco





Advocates Want Bike Share Caps Removed

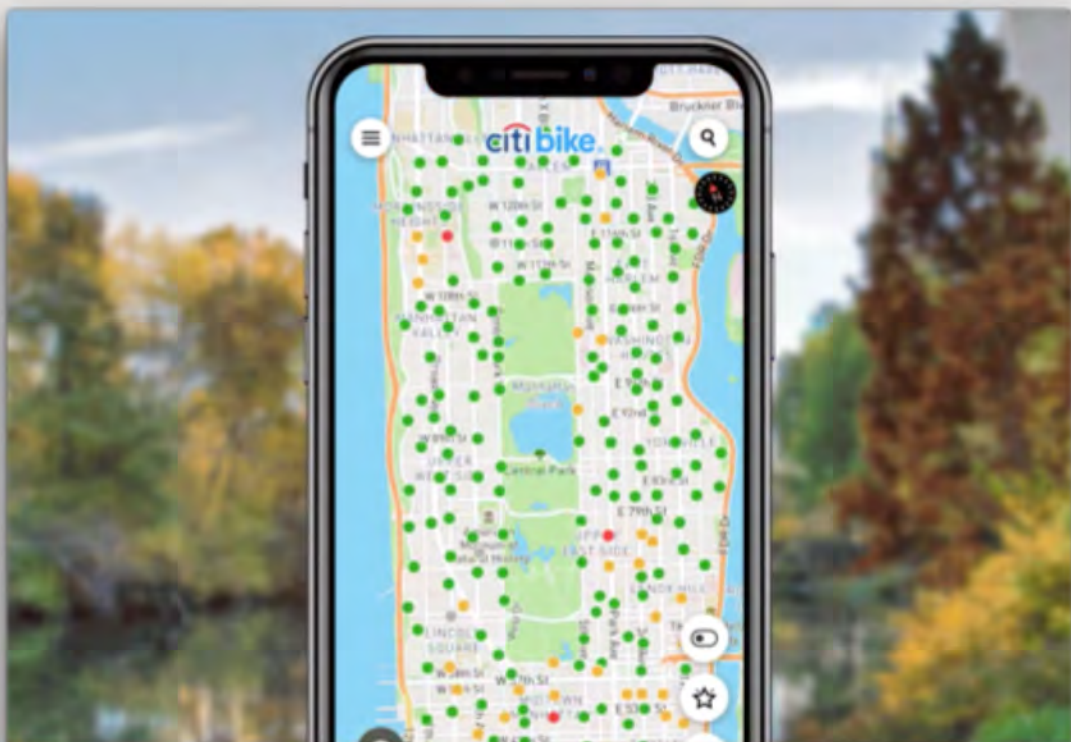
SF Streetsblog

Bike advocates want electric bike share 'caps' to end

SF Examiner



Action Alerts



18 bike stations by the park



0 bike stations by the park

Support bike share at Golden Gate Park

TO

[Redacted]

SUBJECT


[Redacted]

MESSAGE

[Redacted]

YOUR NAME

[Redacted]

 Please customization

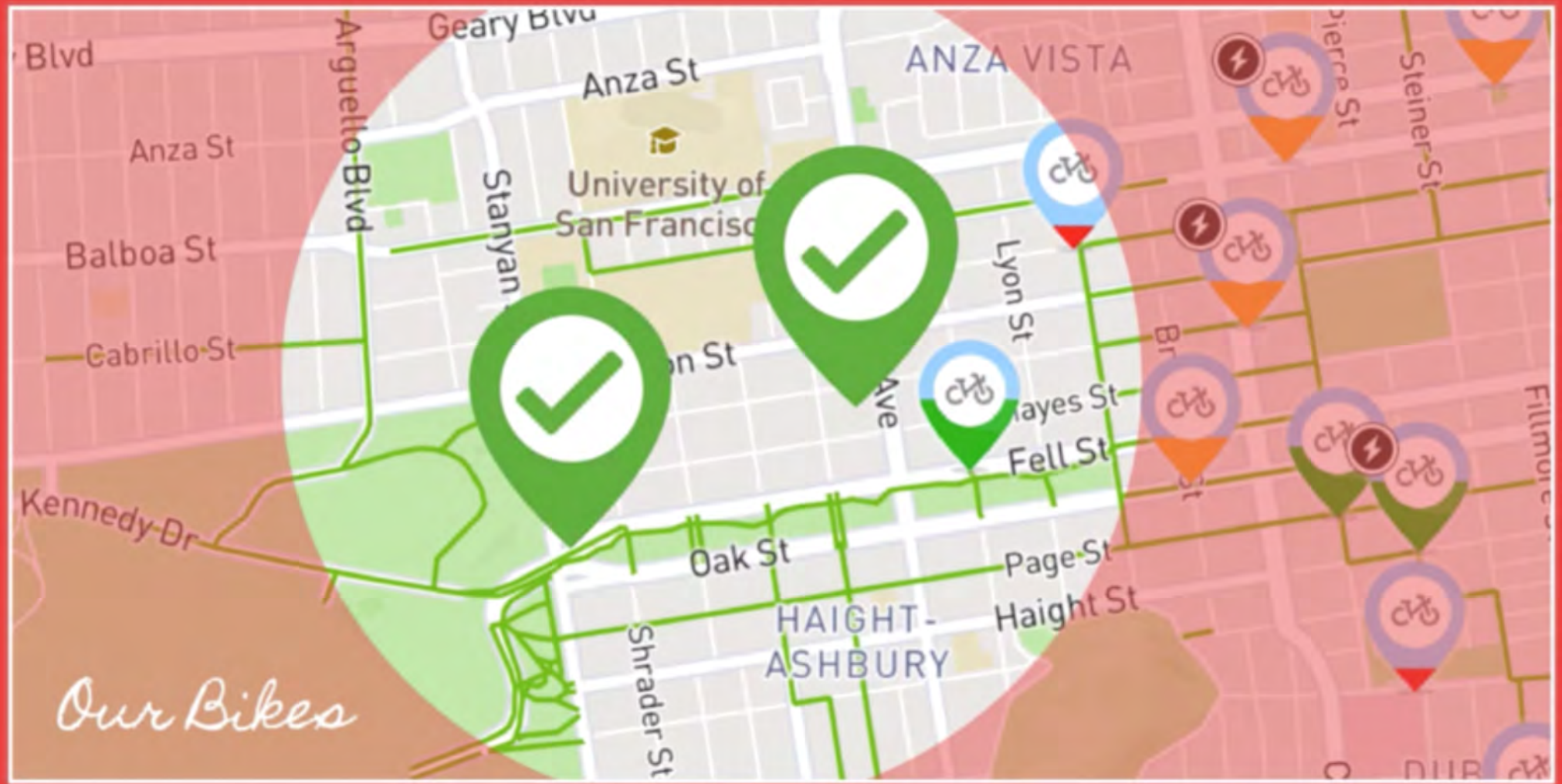
SEND EMAIL

BCC yourself

Customize every email

**Revise email content as
you get more information**

Pre-populate everything



Our Bikes

 **ACTION ALERT**

Build Protected Bike Lanes on Howard Now



I worked with Tess at Medium - she is -
now was - one of kindest, warmest,
most thoughtful people I've met.
I am devastated by our loss of this
remarkable person and citizen.

- Caitlin



11,000 Bikes! Bike share to Expand Citywide

May 2019

A clear, focused ask

**A healthy disregard for
the impossible**

User-centric experience

Remove bike share caps

**Ignoring 'SF can't add more
bikes because of contract'**

Fun, well-designed & simple

▶ **What's next**

What other causes need a campaign?



Thank you!