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

Ford GoBikes are going electric in SF
Supes, neighbors block Ford GoBike’s citywide expansion
SF Examiner

Ford GoBike expansion fuels neighborhood conflict...
SF Examiner
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
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

SUBJECT

MESSAGE

YOUR NAME

⚠️ Please customization

SEND EMAIL

BCC yourself
Customize every email
Revise email content as you get more information
Pre-populate everything
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!