



Regional Bike Share Expansion

From 700 to 7000 by 2017

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Transit systems are near capacity



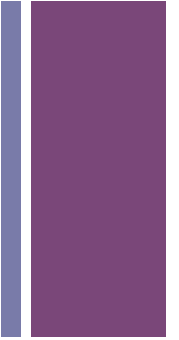
Regional transit



Local transit

+ But...

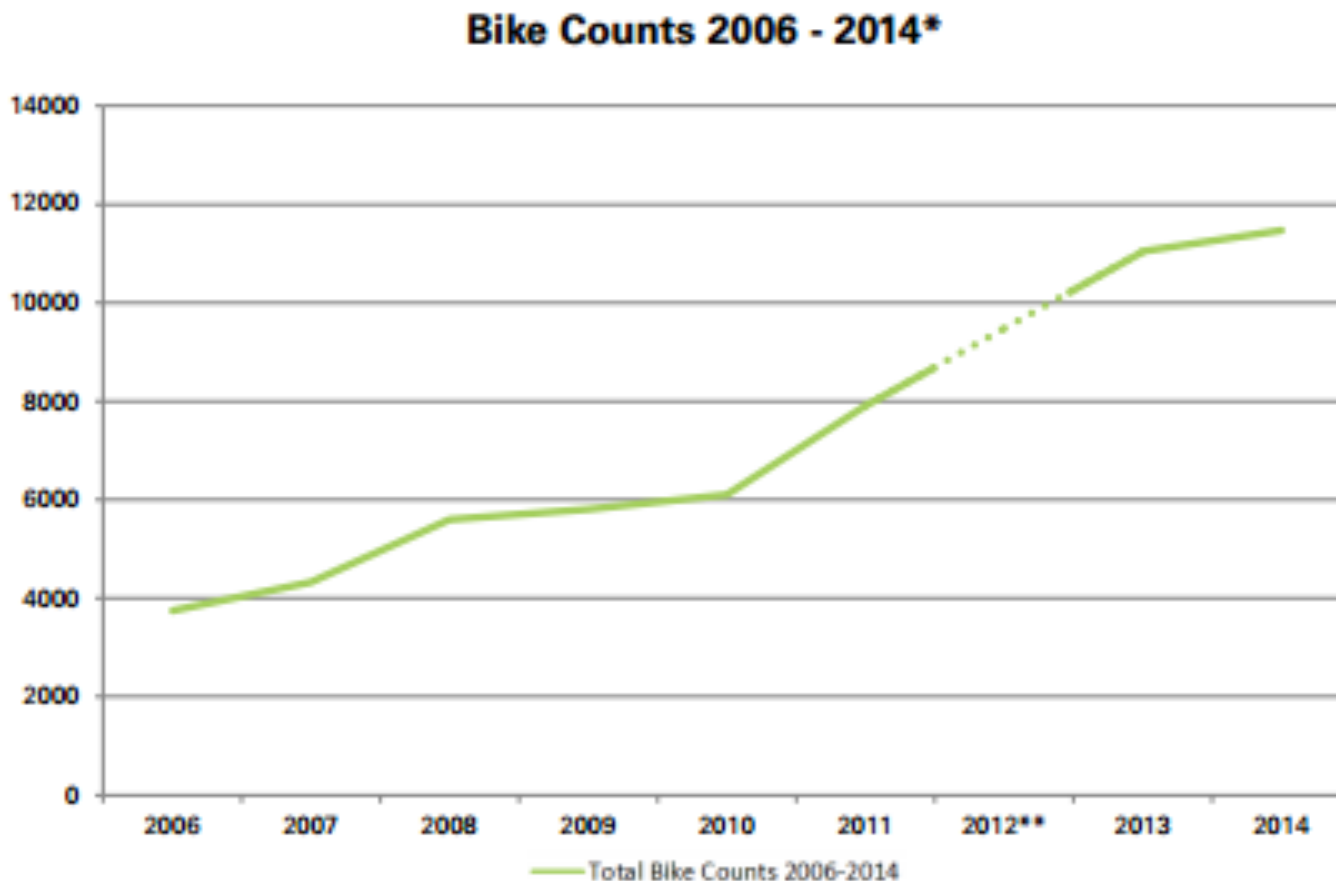
- Adding transit capacity takes time
- Federal funding is unpredictable
- Many short trips are made by bicycle



+ The growth in biking in San Francisco is robust



**2006-2014
206% increase**

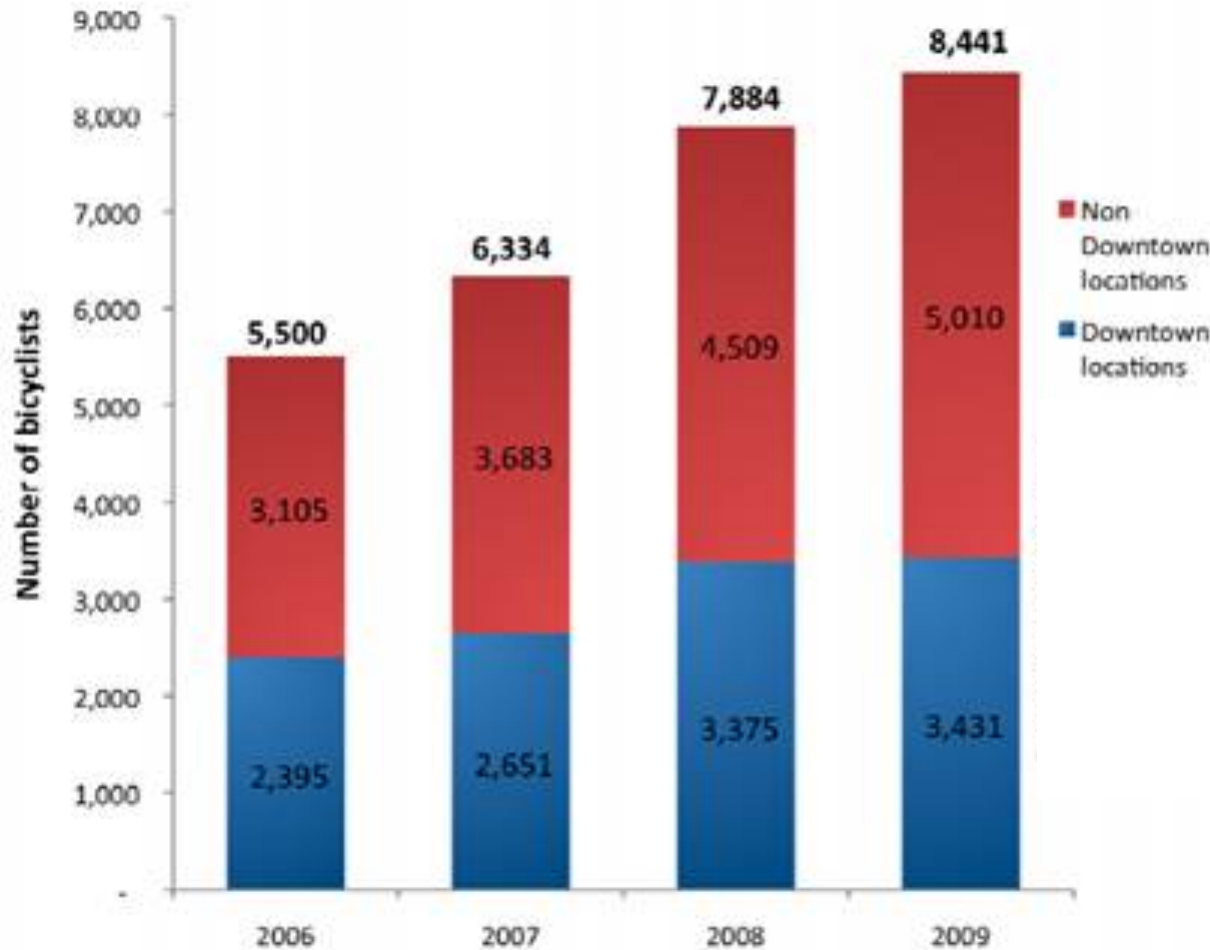
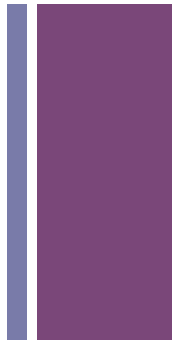


***No bicycle count data collected in 2012

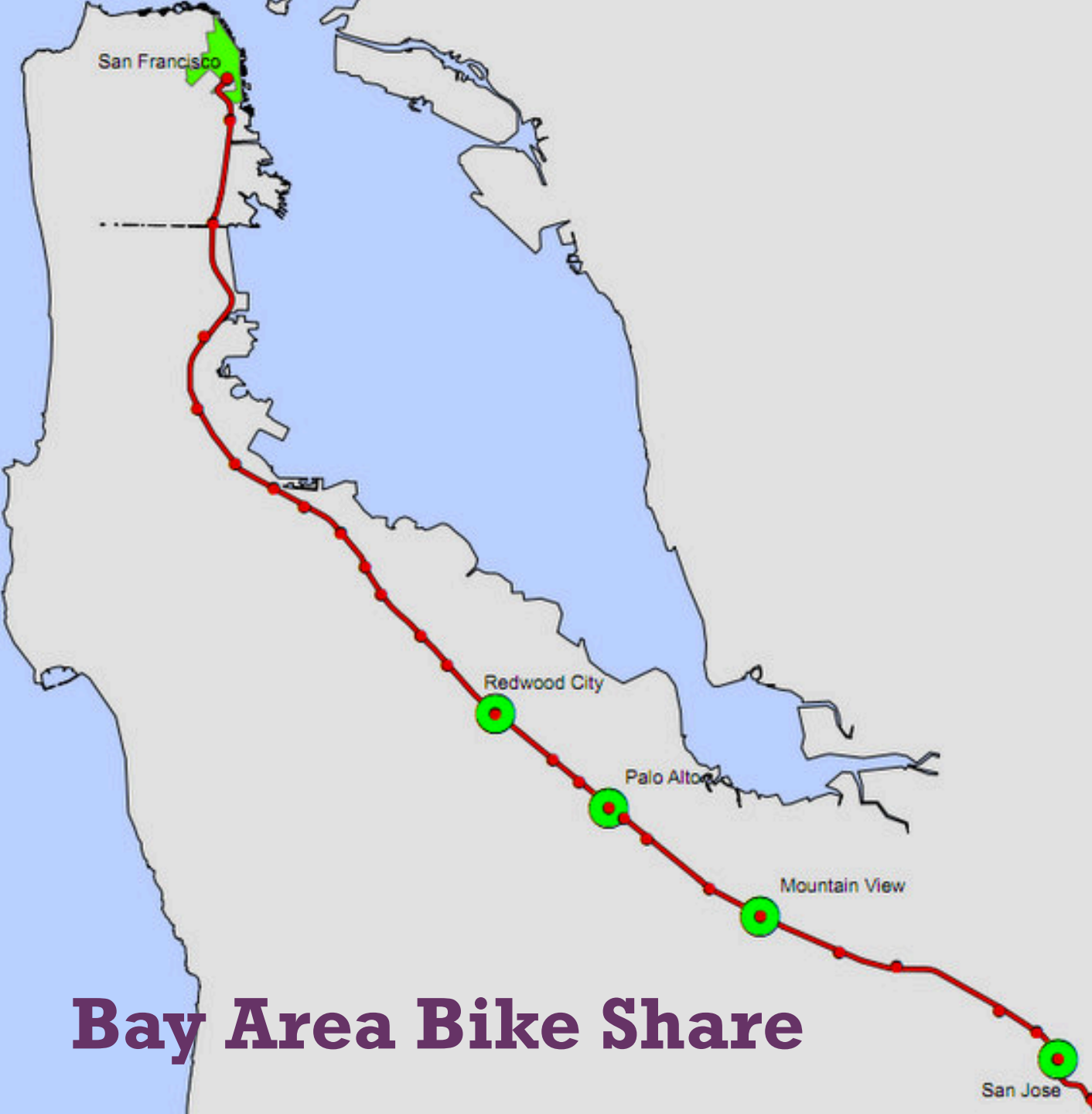
*Volumes represented are at the same 19 locations since 2006



We gained ridership even during our famous bike injunction



**2006-2009
53% increase
with no
investment**



San Francisco

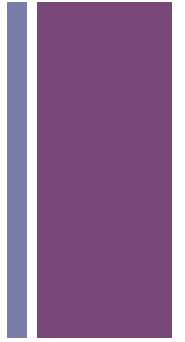
Redwood City

Palo Alto

Mountain View

San Jose

Bay Area Bike Share



**Bike share
supplements
transit**

And it's fun



Bay Area Bike Share in San Francisco



- 90% of trips system-wide were taken in San Francisco (since September 2013)
- 3.5 to 4.25 trips per bike each weekday in San Francisco (since July 2015)



Bike Share is a business



- Private sector is better at managing membership than the public sector
 - The primary focus is on growing the customer base and therefore increasing membership
 - Websites, mobile apps and online content are usually better and more up to date
 - Customer care and communications (including social media) are more of a focus
- Municipal financing is highly constrained



How can the public sector support robust bike share use?



- Commuter benefits policies should include bike share
- Transportation Demand Management policies should include bike share
- Bike Share should be permitted, if not required, at master and infill development projects, both office and residential.
- Cities should work with large institutions (multi-campus medical centers, universities, convention centers, etc.) to reach organization-wide membership pools.

+ Thank you

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