



GROWING BIKE SHARE:  
APPROACHES TO FUNDING SYSTEMS  
& MAJOR EXPANSIONS

SAN FRANCISCO CONTEXT

# BAY AREA – HIGH MAINTENANCE

- 9 Counties
- Over 20 transit operators
- No consistent fare policy, definition of “youth,” or “senior.”
- 35,000+ business rules in regional fare payment system (Clipper) rules table
- Transfers between operators are not free, or often discounted
- Commuter lines (BART and Caltrain) are at capacity.
- Commuter lines carry bicycles onboard because of first and last mile issues
- Housing Affordability Crisis and punishing commutes
- Congestion
- Transit ridership dropping generally
- Mania for local control

# BAY AREA – MAKE IT EASIER

- The same system – Ford GoBike – in 5 cities so far
- Accept the regional fare card
- Provide a low-income membership that doesn't require a credit card
- Grow the system and reduce bikes on trains
- Center the program at the MPO

# BAY AREA – STATIONS

- West Bay - San Francisco 120
- East Bay - Oakland 67
- East Bay - Berkeley 11
- East Bay - Emeryville 8
- South Bay-San Jose 34

Total 240

# BAY AREA - BIKES

- West Bay - San Francisco 1200+
- East Bay 900+
- South Bay - San Jose 350+

Total 2450+

# BAY AREA - MEMBERSHIP

- 8,000 members, 644 (8%) are Bike Share for All riders
- 29,000 unique riders

# BAY AREA - TRIPS

- Nearly 250,000 trips in 4 months
- Roughly 4,000 trips/day system-wide (typically over 3,000 of those are in San Francisco)
- 2.7 trips/bike/day in West Bay (San Francisco)
- 1 trip/bike/day in East Bay
- ~.50 trips/bike/day in West Bay (San Jose)