



SFMTA

# Stationless Bikeshare Pilot Mid-point Evaluation

SFMTA Board of Directors

9.18.18

Jamie Parks

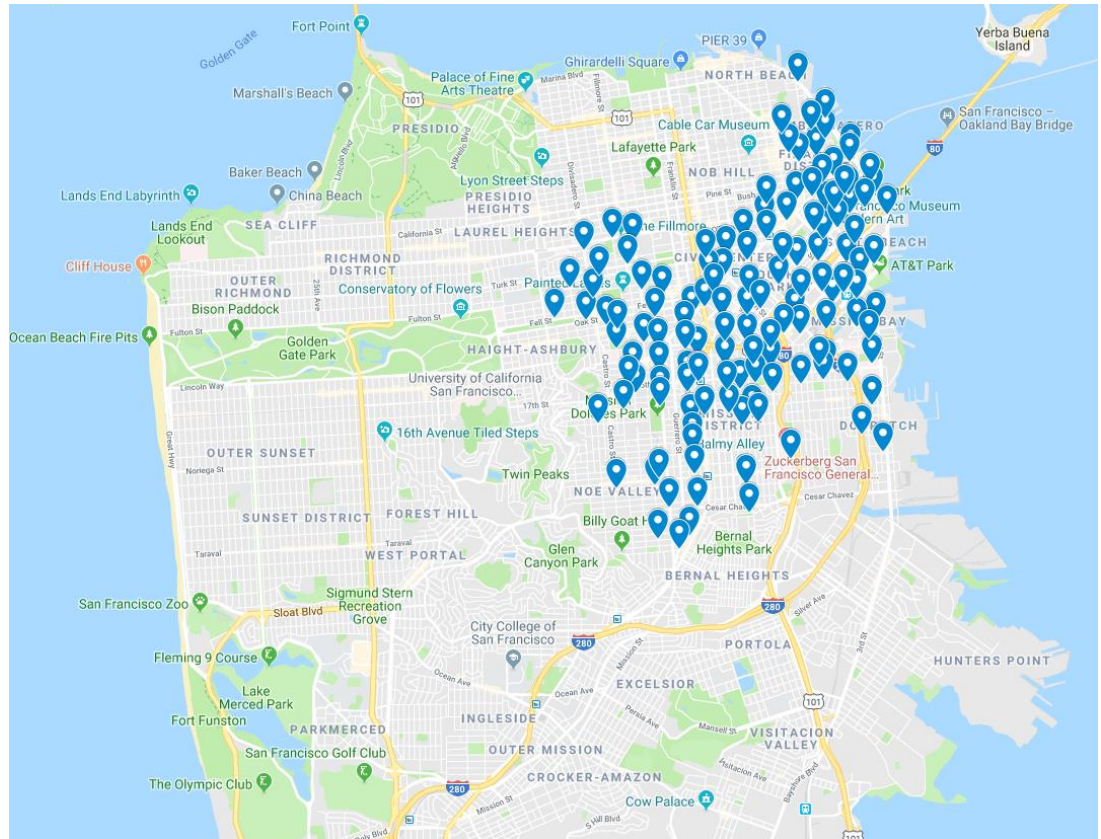
# Context



- *January 2017* – Stationless bikeshare operators begin in SF.
- *April 2017* – MTA Board adopts stationless bikeshare legislation.
- *June 2017* – MTA creates Stationless Bikeshare Application .
- *July 2017* – Station-based bikeshare Ford GoBike launches expansion.
- *January 2018* – SFMTA awards JUMP a permit for an 18-month pilot.
  - Accessibility
  - Safety
  - Public Benefit

# Ford GoBike System

- 131 stations, 1,200 bikes
- ~6,000 trips/weekday
- ~5,500 active SF members
- 20% of members enrolled in Bike Share For All low income program
- Expanding to 320 stations and 4,500 bikes, completion end of 2019



*Existing GoBike Stations*

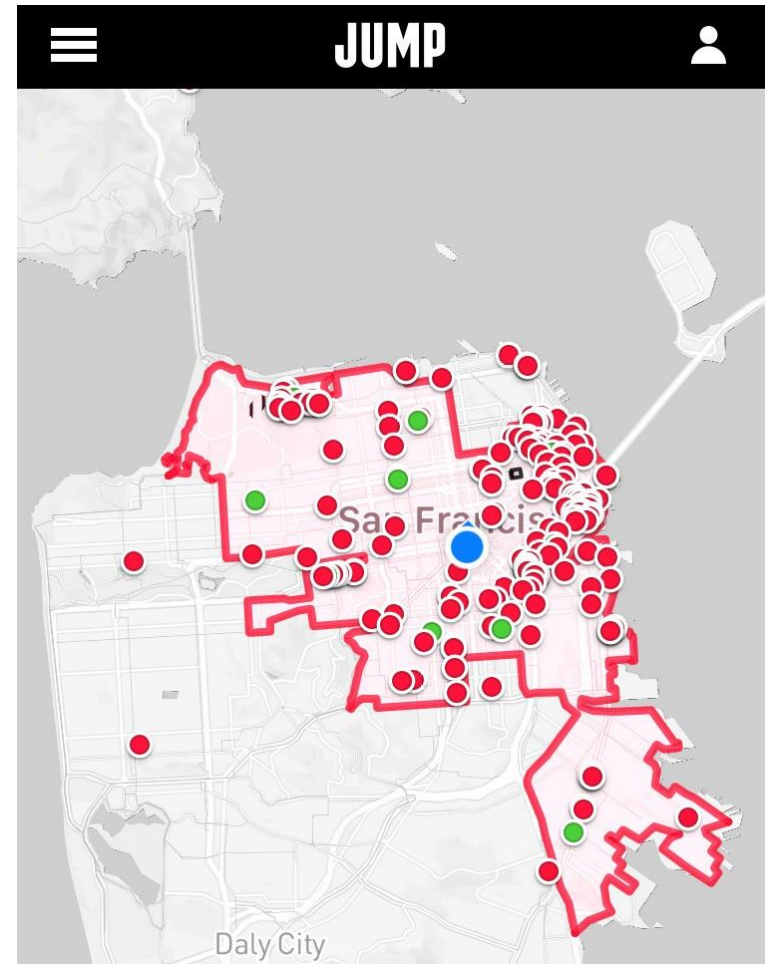
# Stationless Pilot Overview

- Jan 2018 – Jun 2019
- 250 bikes, can expand to 500 after 9 months
- Evaluation metrics
  - Compliance - Parking, Distribution, Terms/Conditions
  - Usage - Total Ridership, comparison to GoBike
  - Public Feedback – Concerns and issues



# Stationless JUMP System

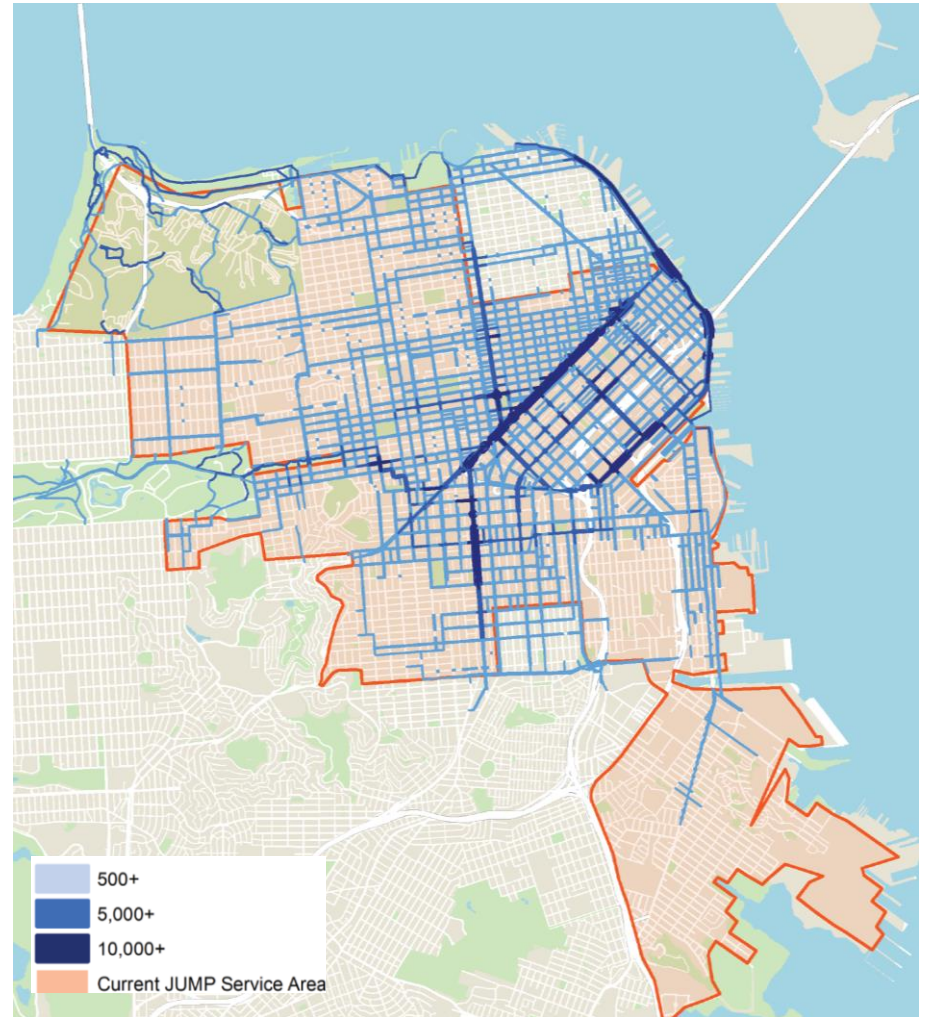
- 250 bikes, “lock-to” design
- 50 additional bikes authorized by Presidio Trust in September 2018
- \$2/30m + 7¢/min above 30m
  - 25m trip = \$2
  - 40m trip = \$2.70
- +\$6 credit to park in designated area
- Low-income BOOST program
  - \$5 annual membership
  - Free 60m/day, 7¢/min above 60m
- Target distribution:
  - 3bikes/sqmi
  - 20% in communities of concern





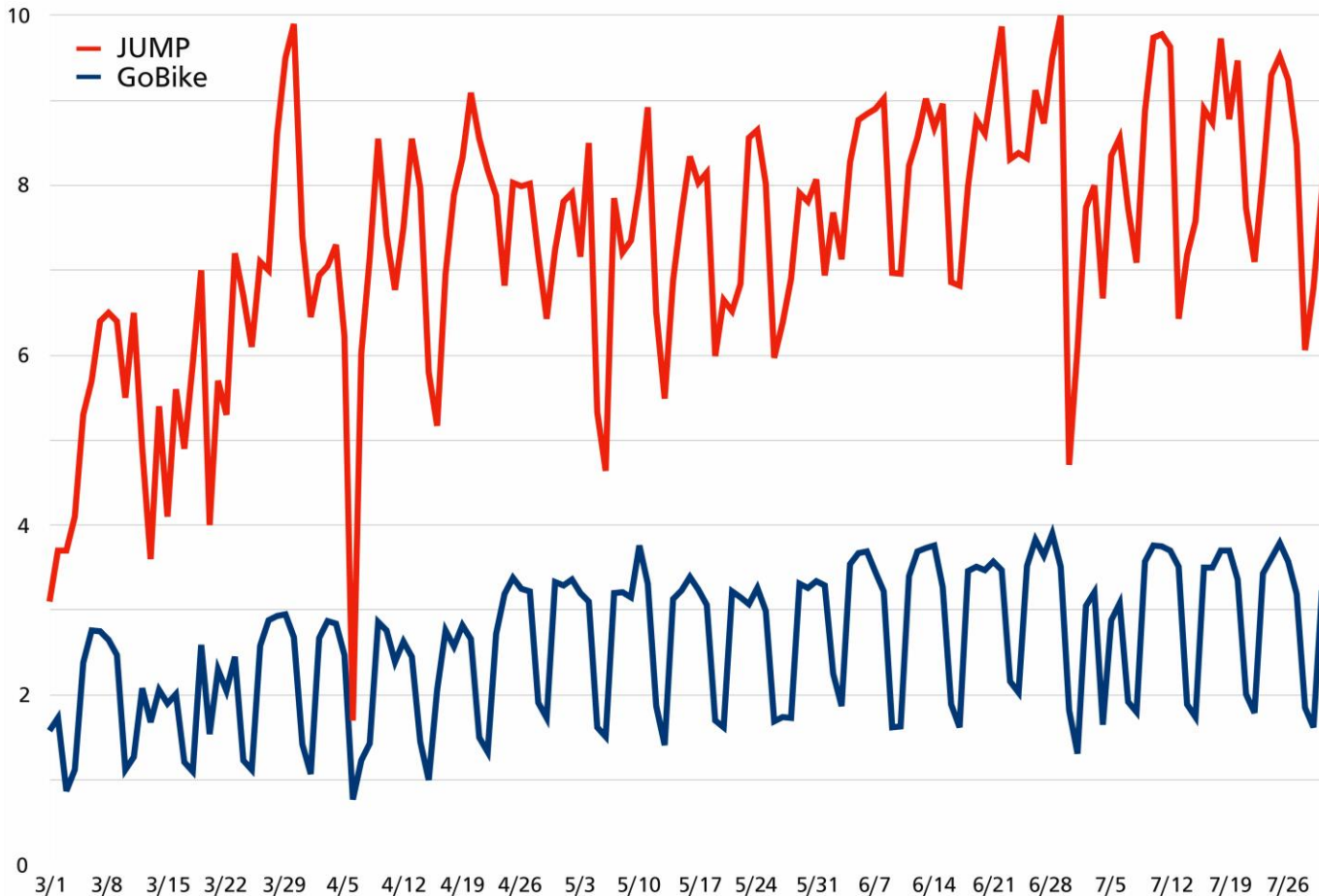
# Usage & Maintenance

- 7+mo of operation
  - 326,000 total trips
  - ~2250 trips/weekday
  - 8-10 trips/bike/day
- 38,000 unique users
- 850,000 miles traveled
- Avg trip length: 2.6 miles
- Avg maintenance effort: 2000 activities/month



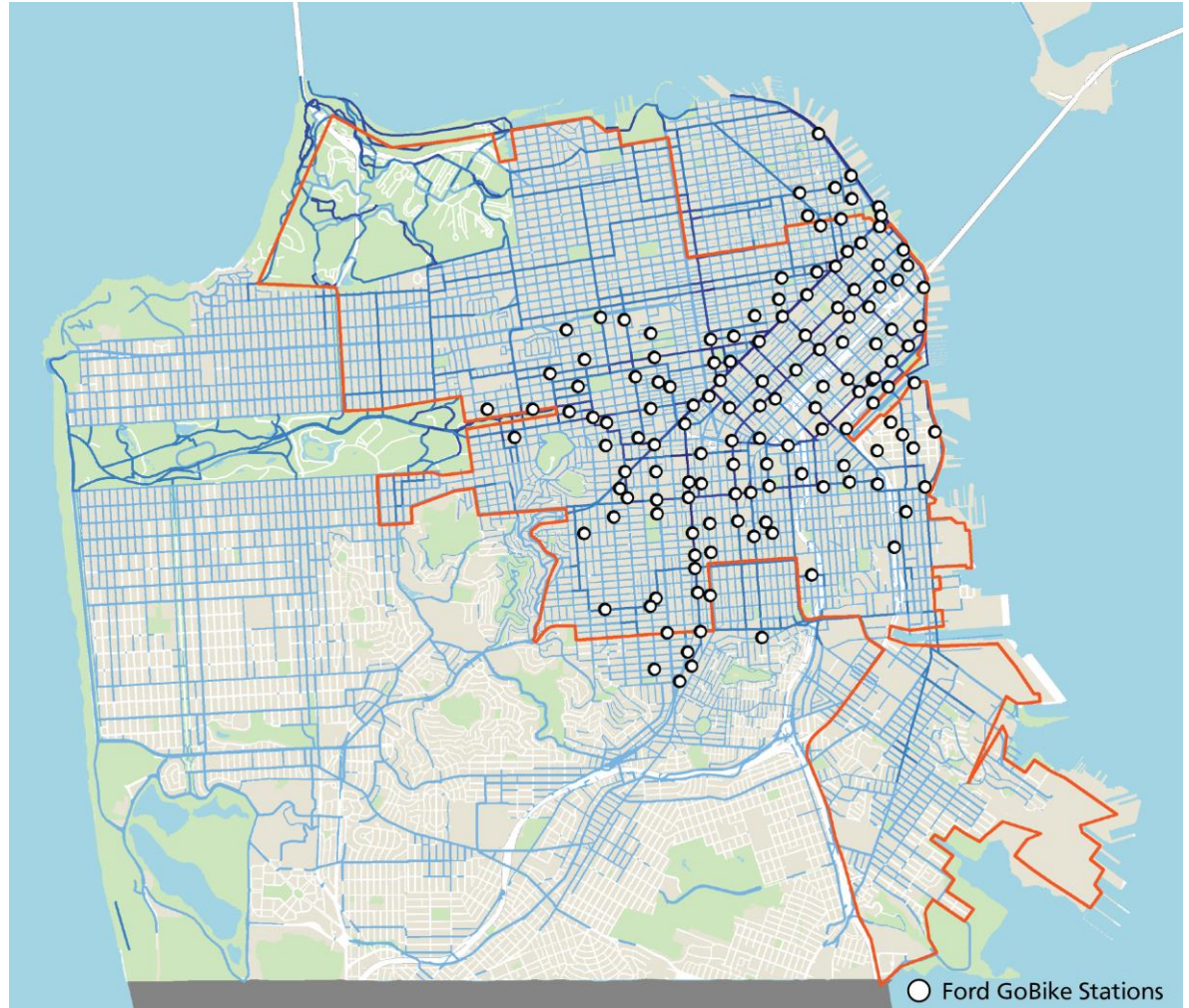
# Comparison to Station-Based System

Trips per Bike per Day



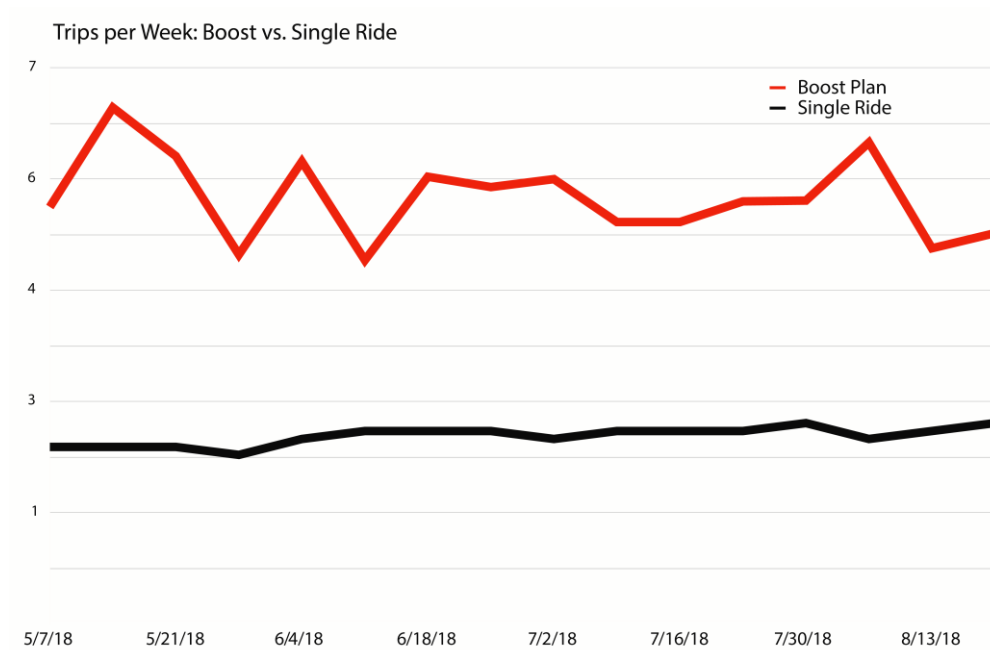
# Comparison to Station-Based System

- Stationless trips often occur outside of areas served by bikeshare stations.



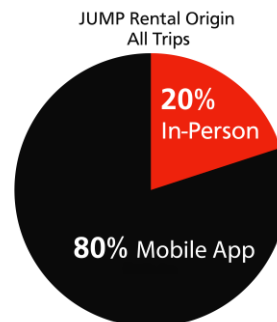


# Low-Income BOOST Plan



- 225 BOOST Riders: 2.5% of all trips in the last month
- Nearly 1,500 BOOST trips in last month
- \$5/year
- Free 60min/day
- Do not need phone or credit card

**20%** of total JUMP trips are from in-person rental



# Public Feedback

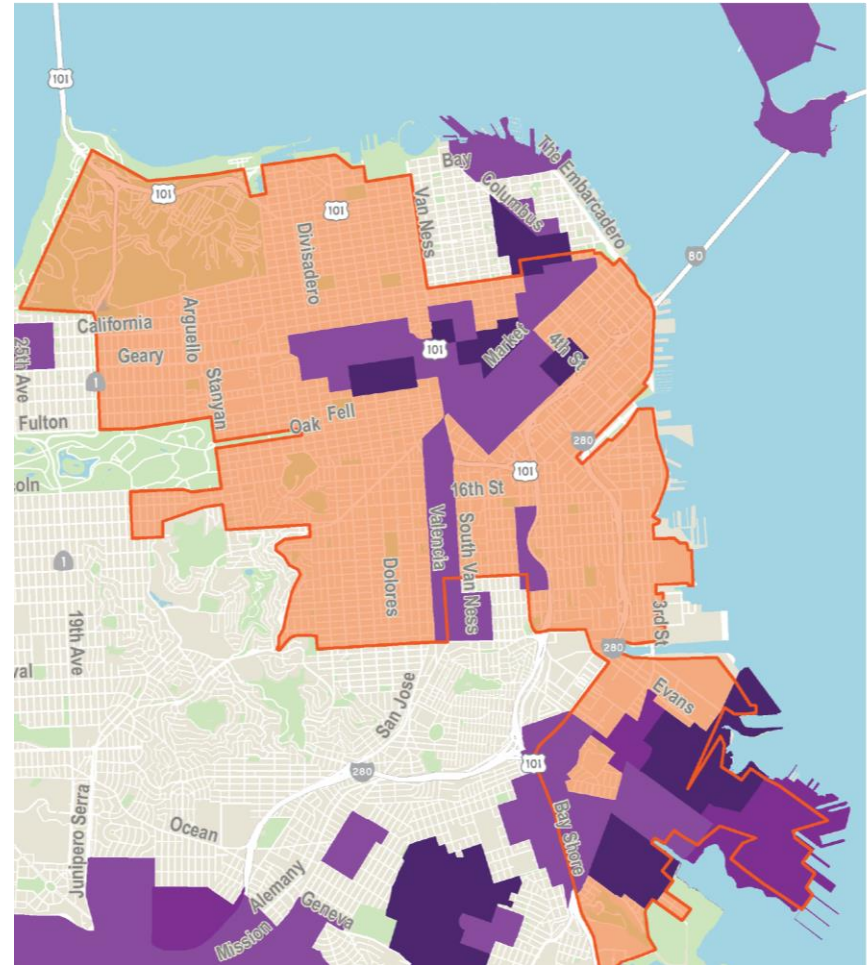
- 55% trips start/end in CoC, but some CoCs report underservice
- Bike rack parking demand
- More public engagement needed
- Survey support for more bikes



*San Francisco,*

**Free our bikes.  
End bike share caps.**

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



# Conclusions

- Shared e-bike demand is high.
- JUMP bikes complement Ford GoBike, with different trip lengths, origins, and destinations.
- The lock-to design addresses major issues with sidewalk clearance.
- Stationless bikeshare leads to an increasing demand for bike parking.
- Rebalancing guidelines should be improved for general redistribution, and to address geographic equity goals.
- MTA should work with JUMP to develop more robust equity engagement, including promotion of low-income plan.

# Next Steps

- Expand number of JUMP bikes to 500.
- Complete pilot evaluation.
- Continue compliance monitoring.
- Complete Emerging Mobility data harmonization effort to evaluate real time performance.