



SFMTA

Bikeshare - Pricing

Who? How? Why?

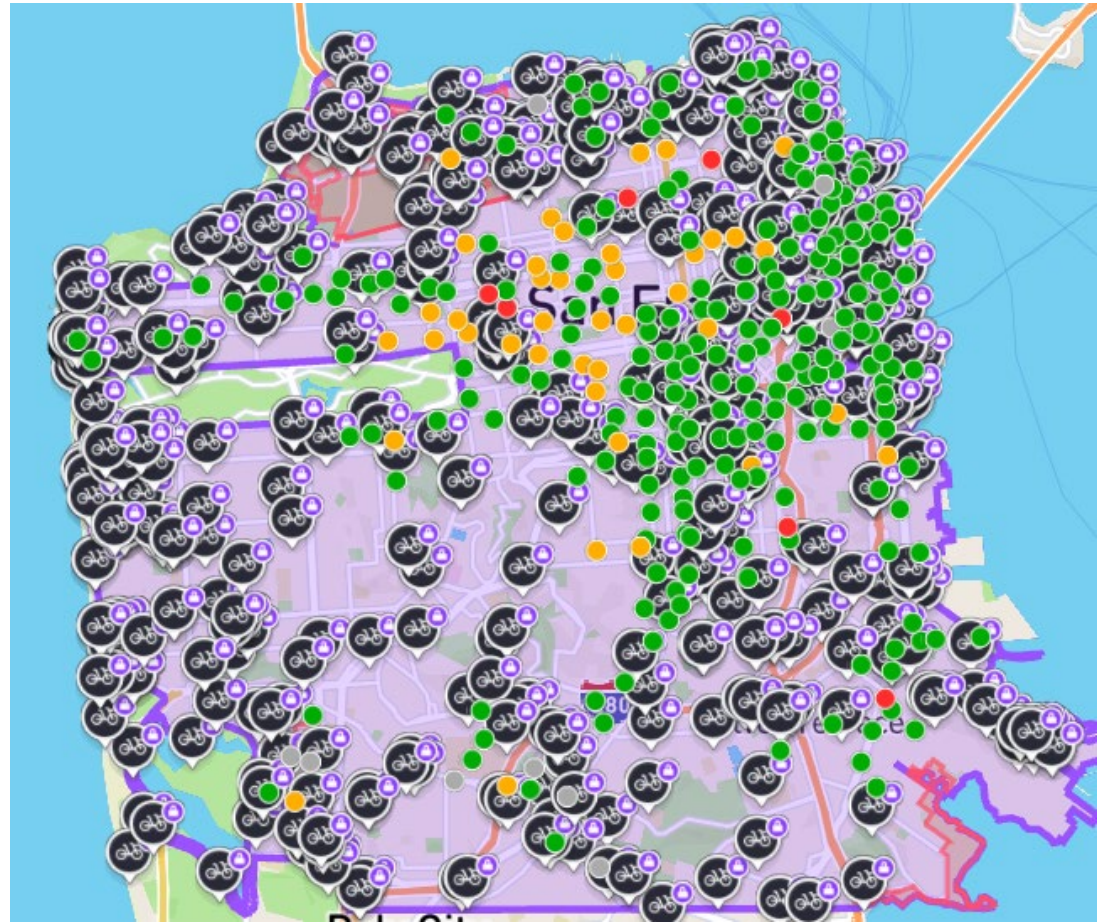
Administration, Operations, & Customer Service Committee

Adrian Leung, Bikeshare Program Manager

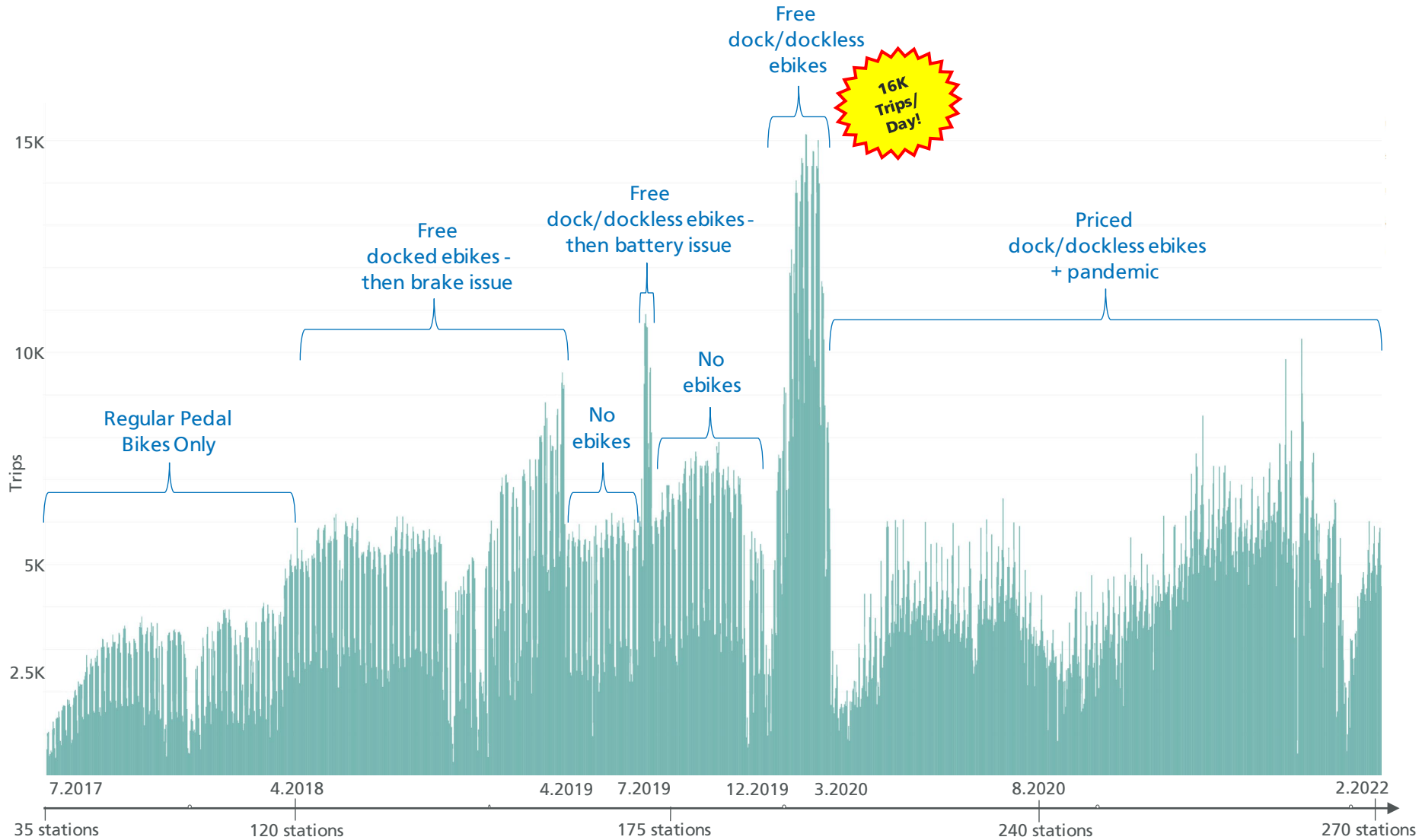
5.19.22

Current System

- ~270 Stations
- Regular pedal bikes
- Dock/dockless eBikes
- Citywide service



Service Flux



So far...

Triumphs



- Citywide ~5 min walk from bikeshare
- 7 million SF Trips
- Same low-priced membership
- No cost to taxpayers

Challenges



- Slow expansion
- Shared decision-making
- Theft and vandalism

How much is it... (reg ped)



Membership



Single Trip



Bike Share for All

Riding with Bay Wheels

Membership Type	Annual or Monthly	Single Trip	Annual (<i>income restrictions apply</i>)
Included ride time (per trip)	45 minutes	30 minutes	60 minutes
Membership price	\$169/year or \$29/month	N/A	\$5/year first year (\$5/month after)
Unlock fee	\$0	\$3.49	\$0
Cost per minute after included ride time	20¢	30¢	13¢


How much is it...(ebikes)

Additional ebike fees

Cost per minute during the included ride time	20¢**	30¢	5¢ (capped at \$1)
Parking outside of a Bay Wheels station	\$2	\$2	\$2
Parking violations — <i>Locking an ebike to itself, private property, trees, or any other structures. Leaving an ebike blocking pathways, sidewalks, or ramps. Learn more.</i>	\$25	\$25	\$25

Special Zones


Bay Wheels Service Area

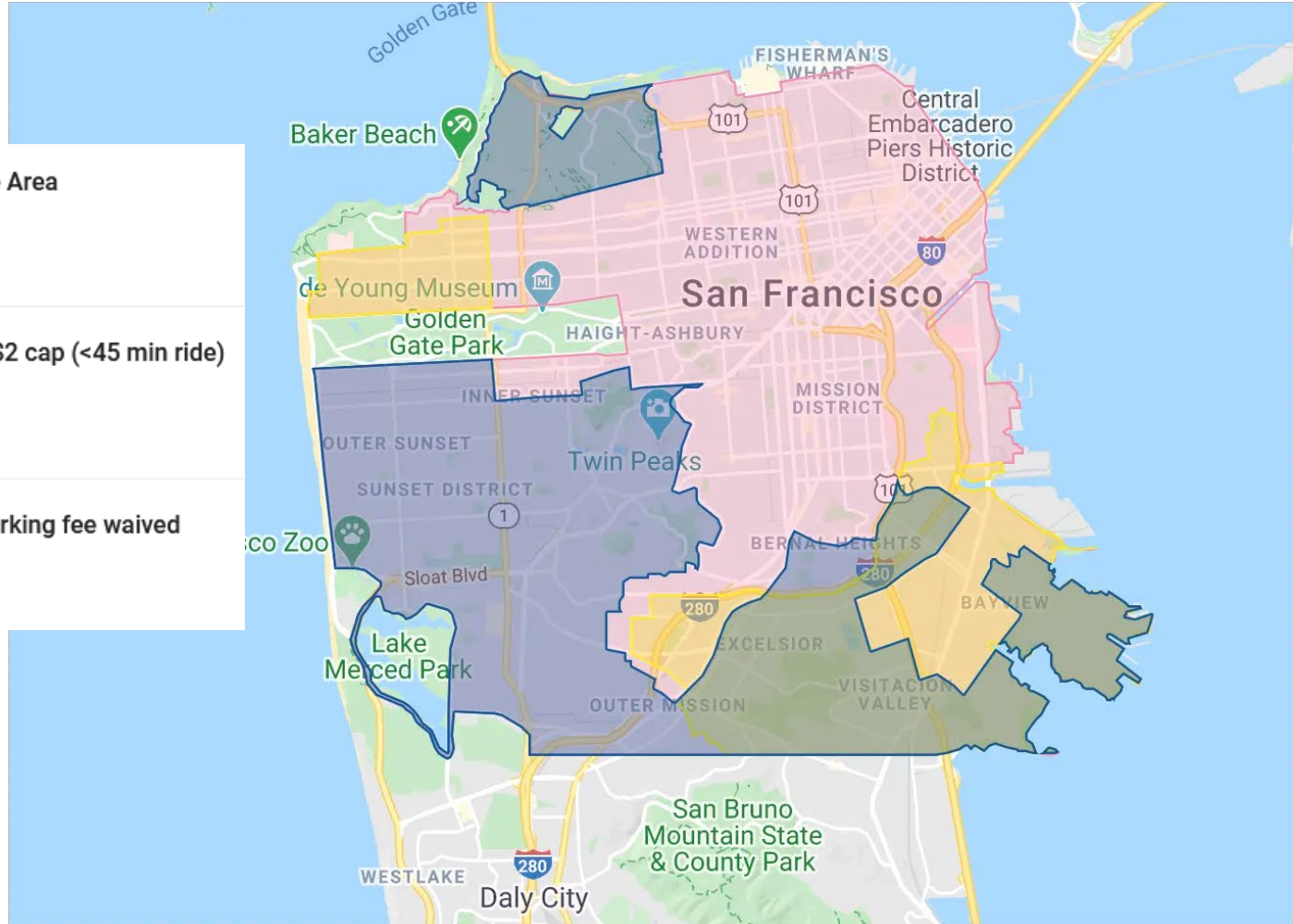
 Service Area

Member Ebike fee \$2 cap (<45 min ride)

 All items

\$2 out of station parking fee waived

 All items



Thank you!



Questions