



## E-bike Program Update

4/30/20

Oakland Bicycle and Pedestrian Advisory Commission,  
legislative sub-committee





# Introductions



**Neal Patel**  
Community Affairs  
Manager

Lyft



**Kerby Olsen**  
Shared Mobility  
Coordinator

OakDOT



**Matt Nichols**  
Bike Share Planner

MTC

# Housekeeping



**You are being recorded**



**Video may be posted to  
YouTube**



**This is our 1st time using  
this tool**  
Please be patient



**Ask questions in the  
chat or email**  
[kolsen@oaklandca.gov](mailto:kolsen@oaklandca.gov)



**Please mute yourself**  
Unless you're speaking

# Agenda

**E-bike program overview**

**1**

5:30 to 5:45

**Pricing proposals**

**2**

5:45 to 6:00

**Next Steps / Q + A**

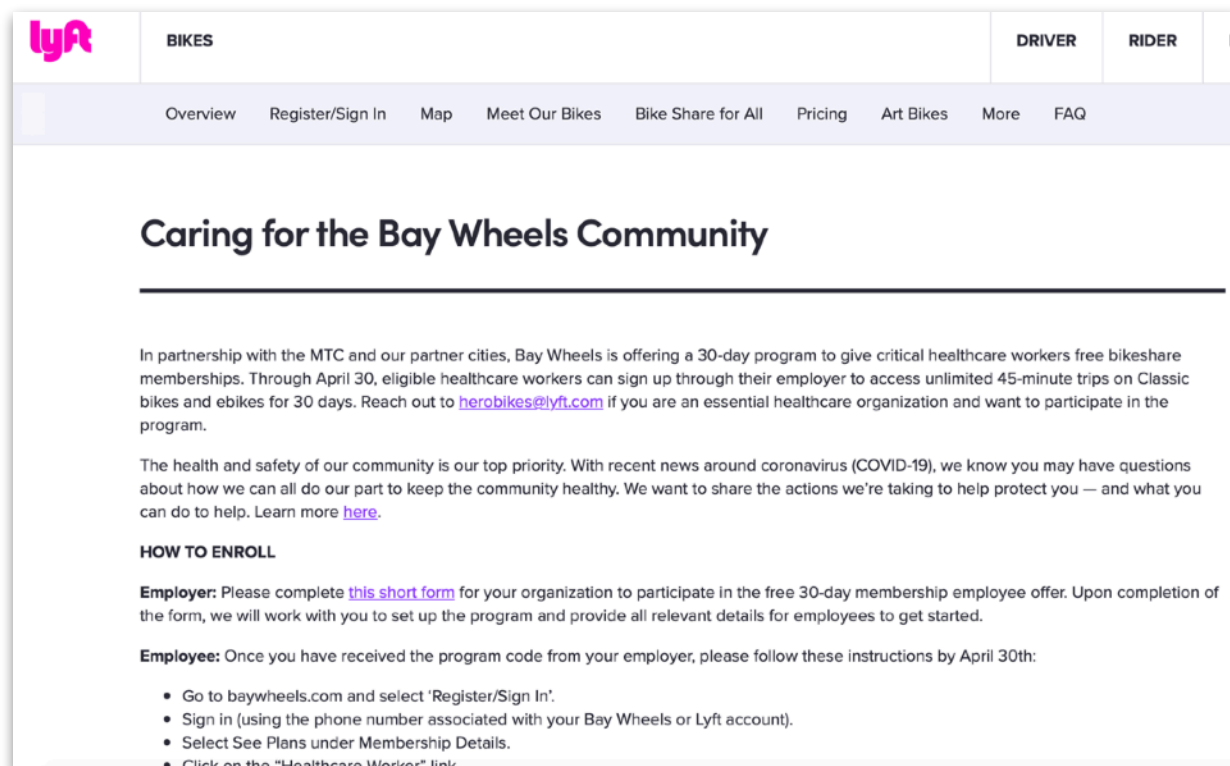
**3**

6:00 to 6:30



# 1 Bike Share and COVID-19

## Free memberships for healthcare workers



The screenshot shows the Lyft Bikes website. The header includes the Lyft logo and navigation links: Overview, Register/Sign In, Map, Meet Our Bikes, Bike Share for All, Pricing, Art Bikes, More, and FAQ. The main heading is "Caring for the Bay Wheels Community". The text below explains a 30-day program for healthcare workers to get free bike shares. It includes contact information for healthcare organizations and instructions for enrollment. The enrollment steps are: 1. Go to baywheels.com and select 'Register/Sign In'. 2. Sign in (using the phone number associated with your Bay Wheels or Lyft account). 3. Select See Plans under Membership Details. 4. Click on the "Healthcare Worker" link.

<https://www.lyft.com/bikes/bay-wheels/critical-worker-program>

### Cycling

## 'Bicycles are the new toilet paper': bike sales boom as coronavirus lockdown residents crave exercise

Australia's peak representative body for cyclists has called on governments to transform roads into cycleways to ease traffic on bike paths



**More free resources for critical workers:** <https://www.oaklandca.gov/topics/shared-mobility-programs>

# 1 Bike Share and COVID-19

## The future?

### Shared Bikes a Popular Option in Wuhan Following Lockdown

Shared bike companies in China report that many residents in Wuhan have been relying on bikes for transportation in the immediate aftermath of a 76-day lockdown.

April 23, 2020, 9am PDT | [James Brasuell](#) | [@CasualBrasuell](#)

f Share

🐦 Tweet

in

✉

💬





# 1 A Brief History of Bike Share in Oakland

**February 2016** - Bike Share Franchise Agreement approved by Council



**April 2018** - All stations installed



**May to November 2019** - Adaptive bike share pilot

**July 2017** - Launch



**December 2018** - First E-bike launch



**December 2019** - Lyft buys Motivate, rebrands as BayWheels



# 1 Governance model: Public-Private Partnership



## Receives: A Franchise

- The use of public space
- Exclusivity over non-E-bike share
- Ability to place ads and seek sponsorship
- E-bike Right of First Offer

## Receives: Public benefits

- A bike share program worth millions at no cost
- Equity memberships
- Revenue sharing + Key Performance Indicators with Liquidated Damages
- + \$93,750 for bike racks if E-bikes approved



# 1 The Franchise + the Amendment



## **Franchise, Coordination Agreements**

10 year contract

### Key Performance Indicators

- Bike rebalancing (full/empty stations)
- Cleaning and graffiti removal
- Fleet availability

Price controls

And much more.....

See Ordinance 13355 C.M.S

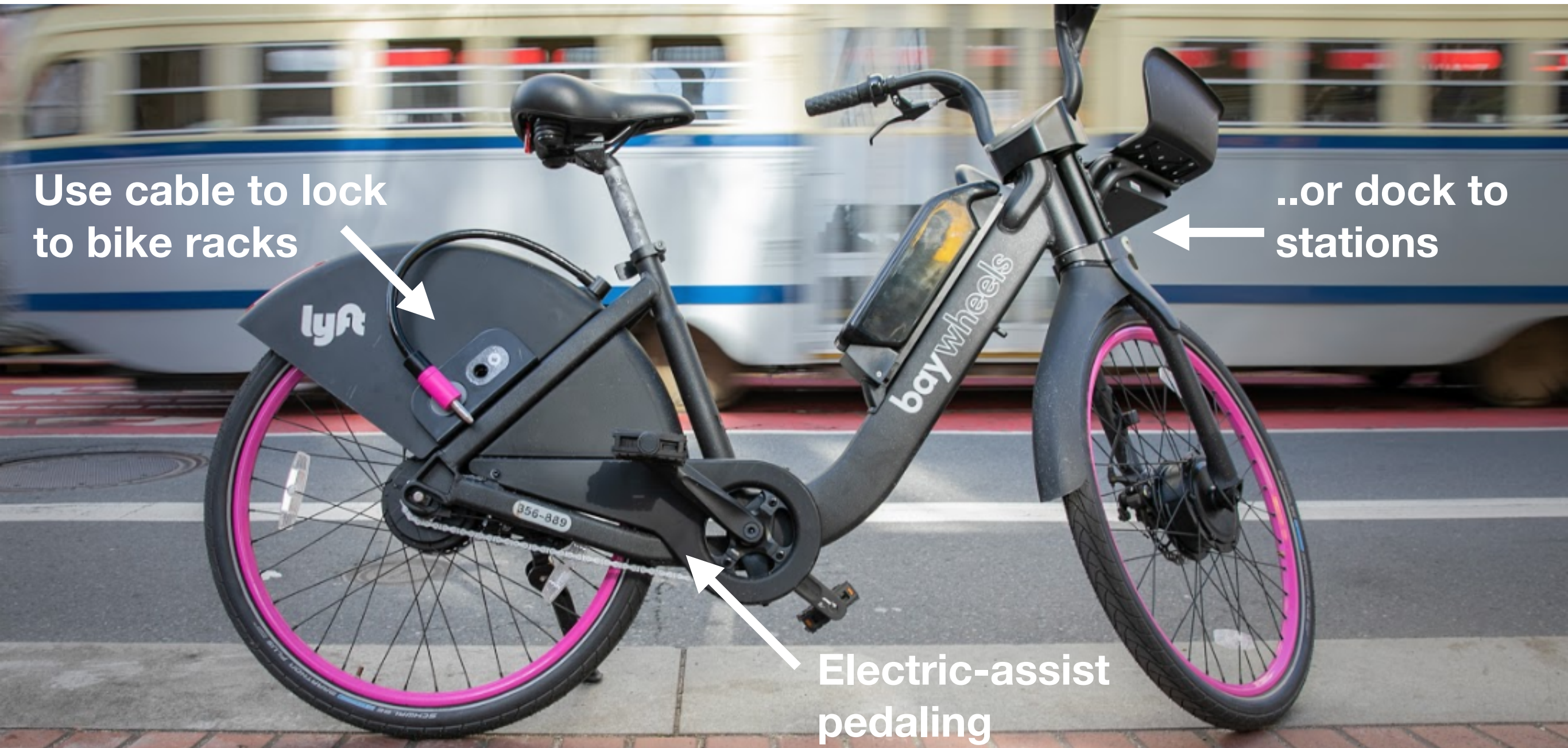
## **E-bike Amendment**

Subject to approval by both parties

City + Motivate currently negotiating

4 year contract, with extension by mutual agreement

# 1 The New E-bike



Use cable to lock  
to bike racks

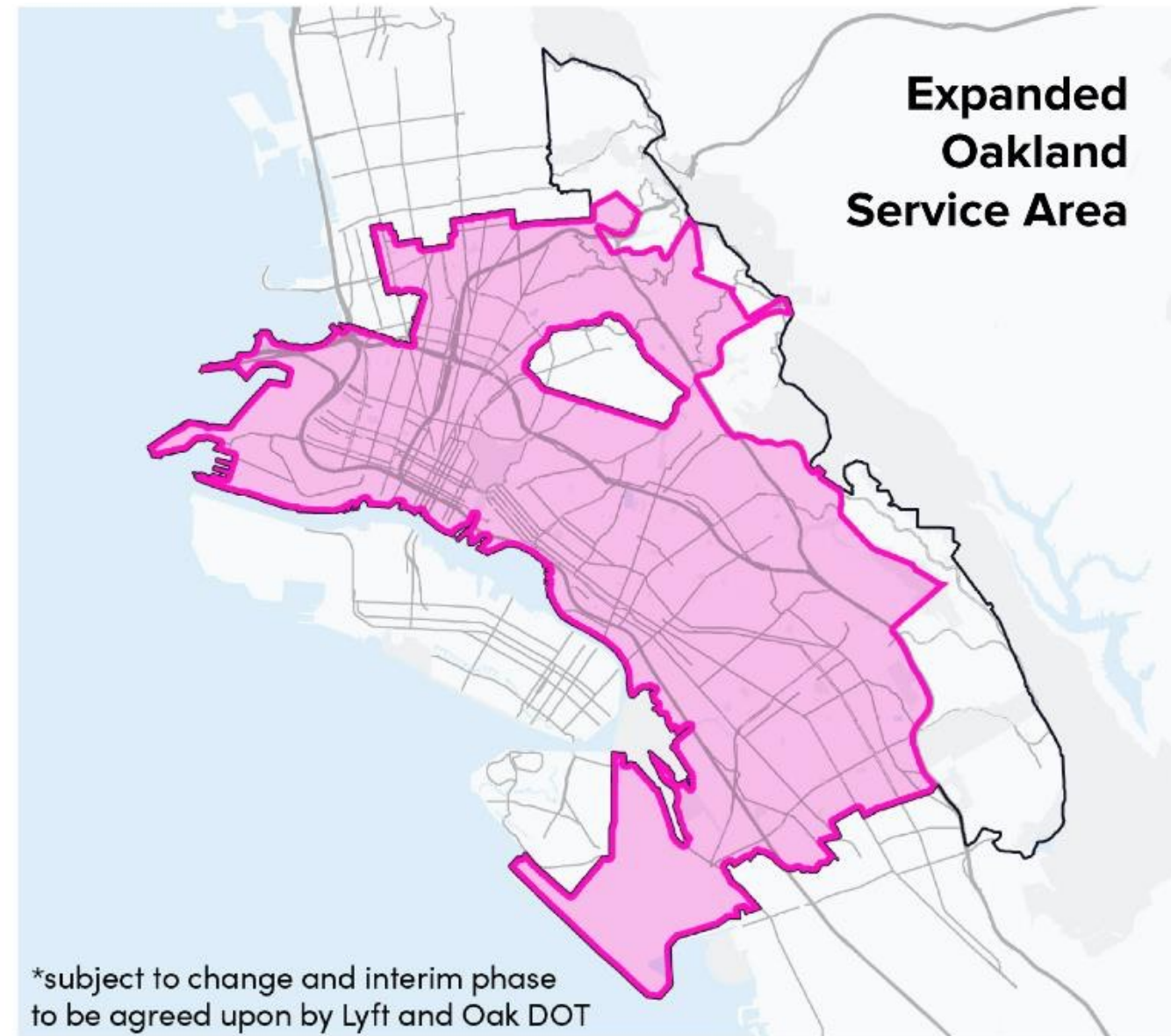
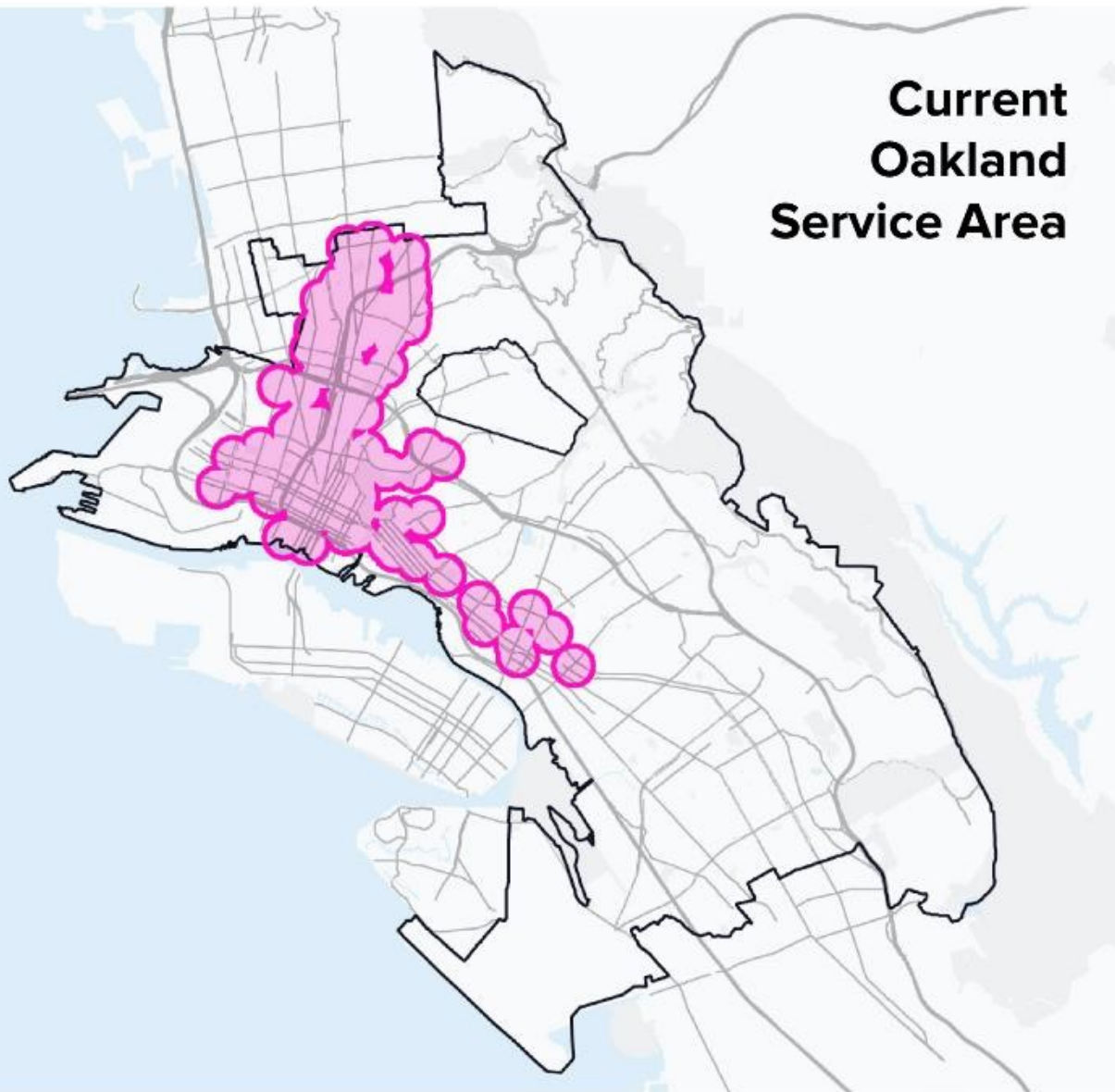
..or dock to  
stations

Electric-assist  
pedaling

**Top Speed: 20 mph**



# 1 Proposed service area expansion





# 1 Where will they park?

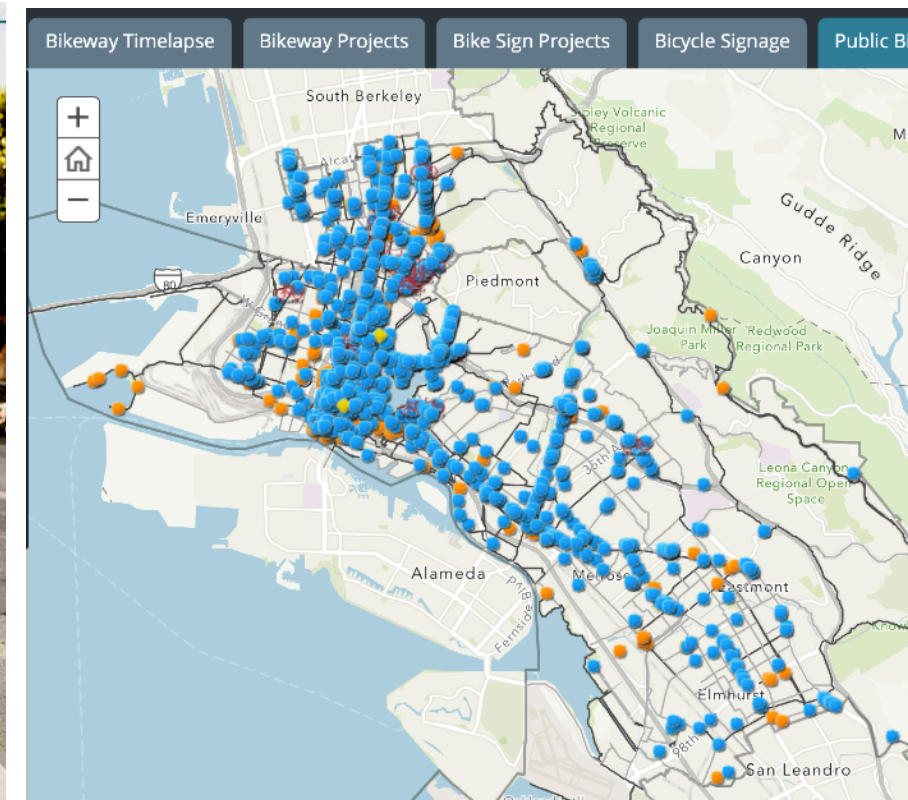
**Bike Corrals**



**Bike Share Stations**



**Bike Racks**



**Request a rack, please!**

<https://www.oaklandca.gov/services/request-a-bike-rack>



# 1 Proposed E-bike franchise amendment

## New Key Performance Indicators

- Customer coverage
- Equitable coverage
- Virtual stations/ Rebalancing nodes

## Other requirements

- Data sharing using the Mobility Data Specification format
- Phased bike introduction milestones
- System redundancy
- Ability to obtain redress through another Operator
- Default provisions
- Parking requirements
- Bike rack fee

And more, see draft [here](#)

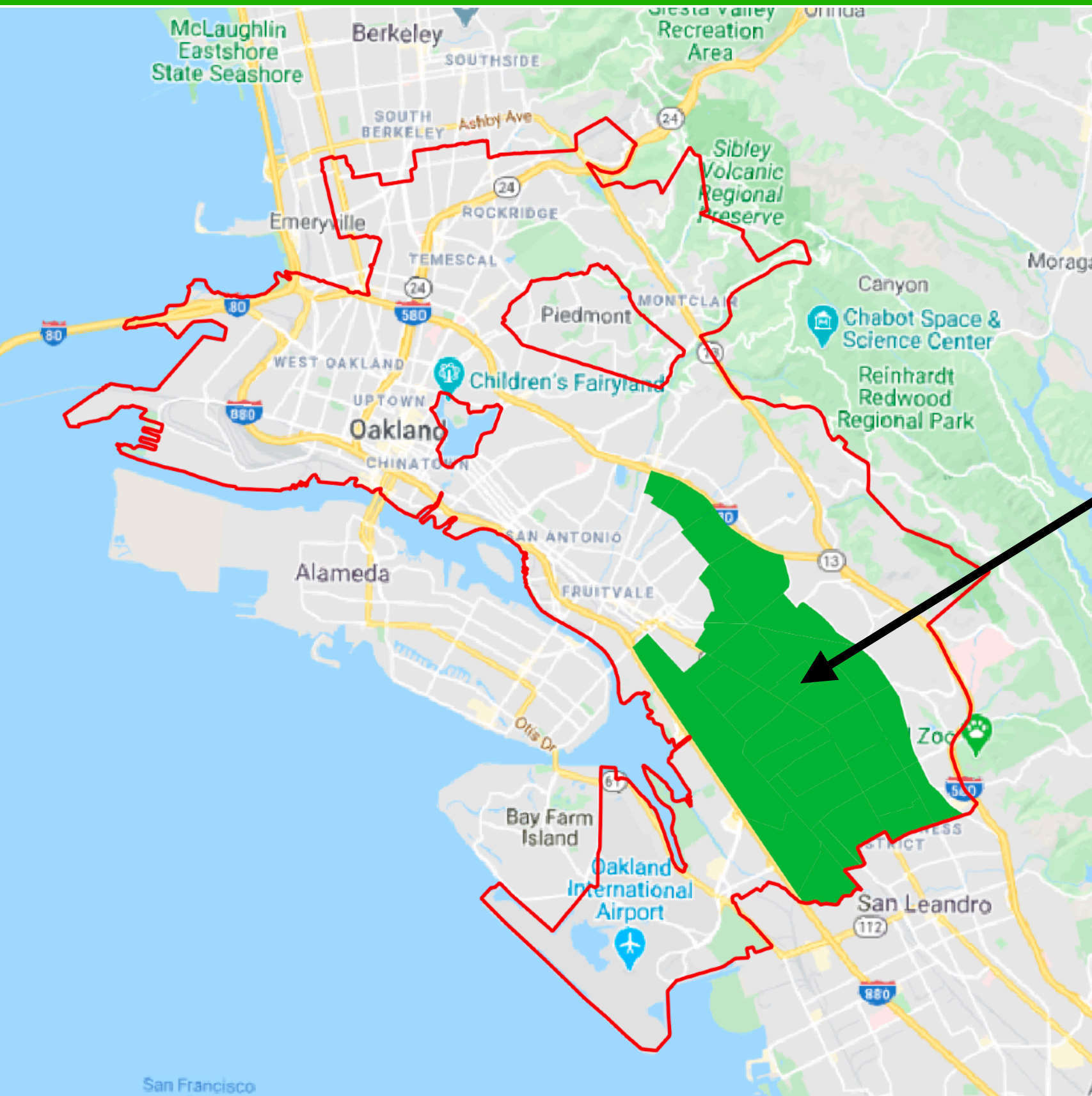
## 2 E-bike pricing: Lyft proposal

	<u>Unlock</u>	<u>Per-minute</u>	<u>Lock-to</u>	<u>Per-minute Cap</u>
<b>Bike Share for All</b>	\$0	\$.05	\$0 or \$2	\$2
<b>Members</b>	\$0	\$.15	\$0 or \$2	na, or \$2
<b>Casual riders</b>	\$2	\$.20	\$0 or \$2	na, or \$2

\*Locking: \$2 If locking outside a station within the docked service areas  
\$0 in a station or outside docked service areas



## 2 Proposed fee-capped area map



\$2 max. per-minute  
fee

## 2 What we've heard about ⚡🚲 so far 😊

E-bikes flatten hills

"I was walking now I'm flying"

Hard to go back to pedal bikes

They help people with limited leg strength

Nice to not arrive sweaty

**Anything we missed?  
-Add it in the chat**

Glad to see bikes in East Oakland

Convenient to lock to bike racks



# 2 Concerns about \$ we've heard so far 🤔

Too expensive for members/ disincentive for regular users

Will this reduce ridership/ hinder transportation goals?

Overly complex

Members should get 30 mins free

Potential negative impact on classic bike users due to full docks

Per-minute fees may encourage unsafe riding behavior

Too expensive for BS4A equity members

Are there alternate funding sources?  
Sponsorship/ public funding

**Anything we missed?**  
**-Add it in the chat**

Insufficient public process

## 2 City pricing goals

- A financially sustainable program
- Maintain equitable pricing for BS4A members
- Maintain zero marginal cost trips for regular users
- Consistent pricing across the Oakland, Emeryville and Berkeley



## 2 East Bay Cities proposal

### **Add Premium Memberships for an additional monthly or annual fee**

- Allow 30-90 mins of free E-bike ride time per day

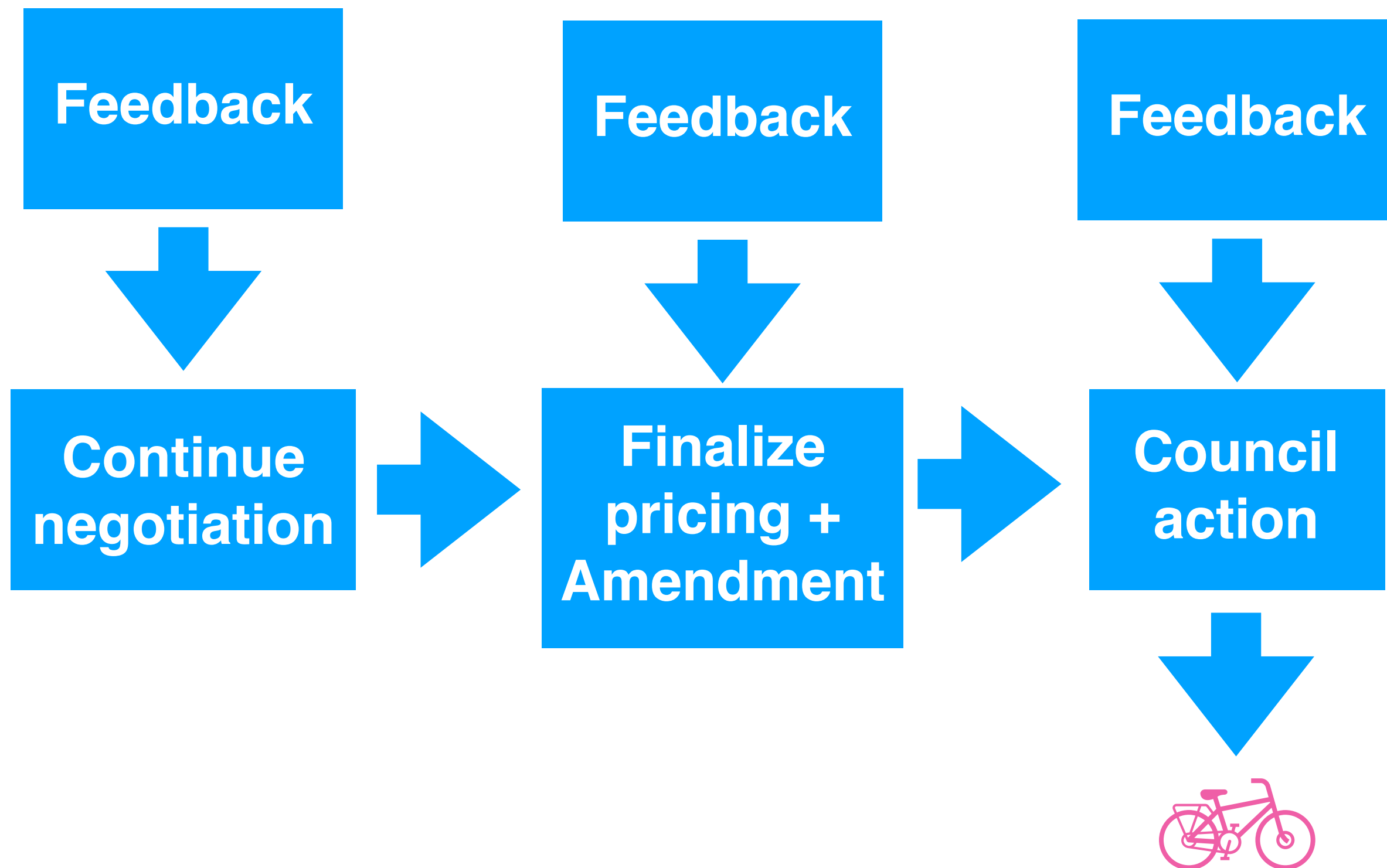
### **Add premium BS4A Memberships for an additional (low) fee**

- Allow 30-90 mins of free E-bike ride time per day
- Explore additional funding sources (grants, sponsorships, gov funding)

### **Other Oakland proposal**

- \$1 credit for bringing E-bike parked at bike rack bike back to station

# 3 Next steps





# 3 Questions and Feedback?



**Neal Patel**  
Community Affairs  
Manager

Lyft  
[nealpatel@lyft.com](mailto:nealpatel@lyft.com)



**Kerby Olsen**  
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[kolsen@oaklandca.gov](mailto:kolsen@oaklandca.gov)



**Matt Nichols**  
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MTC  
[mnichols@bayareametro.gov](mailto:mnichols@bayareametro.gov)





Thank you!

Partial funding for staff provided by:

Kerby Olsen  
Shared Mobility Coordinator, OakDOT  
[bikeshare@oaklandca.gov](mailto:bikeshare@oaklandca.gov)  
[kolsen@oaklandca.gov](mailto:kolsen@oaklandca.gov)

