



Bike Share for All Outreach Results

The Bay Area Bike Share Equity Group works to reduce barriers for bike share riders to proportionately represent the ethnicity, race, and income levels of the communities where Ford GoBike operates. We work to ensure that bike share benefits communities historically underserved by transportation projects.

From September 2017 to March 2018, eight community organizations conducted **equity outreach about discounted Bike Share for All (BS4A) Ford GoBike memberships and other biking resources** in low-income neighborhoods.

How does Bike Share for All work?

- Anyone with CalFresh, PG&E Care, or an SFMTA Lifeline pass is automatically eligible.
- Qualifying residents pay **\$5 for the first year** of Ford GoBike membership, then \$5/month in subsequent years.
- In response to community input, the Bike Share for All membership includes:
 - » Unlimited 60-minute rides (instead of 45 mins),
 - » Cash payment options, and
 - » Use of Clipper card as membership identifier.

At the conclusion of our outreach:

692 activated BS4A accounts from our outreach

that equals **37%** of all discounted memberships

12,300 Face to face contacts

3,040 Hours of outreach

General Bike Share for All stats in June 2018:

20% of all Ford GoBike members are BS4A members

80,460 total trips by BS4A members since launch

Compare to bike share in other cities:

9% Equity members in Philadelphia

3% Equity members in Boston

Compare to income distribution in three counties where Ford GoBike operates:

20% of residents live in households earning >2x Fed. Poverty Level

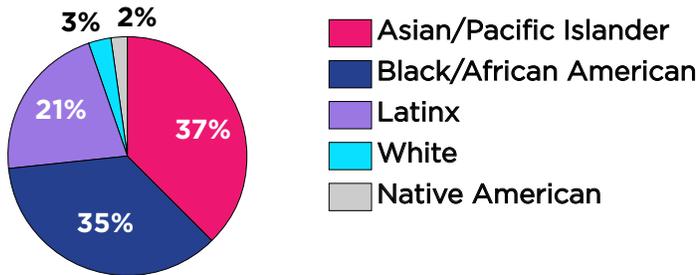
This outreach was funded by the Metropolitan Transportation Commission and Ford GoBike/Motivate. It was coordinated by TransForm.



Who signed up through BS4A Equity Outreach?

86% of equity outreach members had \$25,000 or less in annual income

97% of equity outreach members were people of color



Closing the bike share gender gap:

47%

of equity outreach members identified as **female or “other.”**

34%

of all bike share members in the U.S. are female.

San Francisco team

San Francisco Bicycle Coalition
Chinese Newcomers Service Center
SF Yellow Bike Project



“Bike culture in China is massive, but when people arrive in America they find the streets dominated by cars. We hope that by spreading the word about bike share we can encourage the immigrant population to start biking again.”

— Wilson Hoang,
Chinese Newcomers
Service Center

East Bay team

Bike East Bay
Cycles of Change
Scraper Bike Team



“Some people didn’t want to sign up because they felt they’d be playing into gentrification and that the bikes had GPS tracking devices. But after seeing their friends enjoying the system and talking with us, a few of them came back to sign up.”

— Baybe Champ,
Scraper Bike Team

San Jose team

Silicon Valley Bicycle Coalition



“Everyone was appreciative of our grassroots outreach events. In-person signups really enhanced the experience. Nearly everyone we spoke to was excited about Bike Share For All and the resource it is for entire community.”

— Mui Le,
Silicon Valley Bicycle Coalition