Ford Go Bike • Bike Share
Designed by Bay Area Residents

OUTREACH REPORT | JUNE 2017
Ford GoBike is coming to the Bay Area in 2017. It will be a 7,000 bike, 500+ station bike share program, spanning five cities, San Francisco, Oakland, Berkeley, Emeryville and San Jose. It has been planned in consultation with thousands of Bay Area residents, local agencies and elected officials to ensure that bike share works for the communities it serves. It will give San Francisco more bike share bikes per capita than nearly any other bike share program in the world. Ford GoBike will completely transform the way Bay Area residents get around.
This massive new transportation program is a public-private partnership between the MTC and Motivate, the nation’s largest and most experienced bike share operator.

Both Motivate and MTC are committed to ensuring the program is equitable, reflecting the diversity of the communities it serves. As part of this commitment Motivate committed to site at least 20% of the bikes in the Ford GoBike program in MTC designated “communities of concern.” Motivate has exceeded that commitment. Over 35% of the bicycles for this program will be located in communities of concern, where residents most need a safe, healthy and affordable transportation option.

“I’ve been a longtime supporter of bike share and helped strike the deal, through the Metropolitan Transportation Commission, on which I serve, to expand it dramatically throughout San Francisco. I’m thrilled that this transformative project is moving forward.”

*California State Senator Scott Wiener*

“This first phase of expansion alone will triple the size of our successful and popular bike share pilot. We’re looking forward to working with Motivate and our regional partners to grow the system citywide and bring the joy of bike sharing to all San Franciscans.”

*Ed Reiskin, Director of Transportation at the San Francisco Municipal Transportation Agency*
Station Siting

The first step towards building an equitable bike share program is a robust community engagement process. From May 2015 through June 2017, Motivate has held nearly 348 meetings with community groups, civic and business associations, advocacy organizations and local elected officials to discuss where stations should be placed in neighborhoods throughout the Bay Area. Motivate has also hosted 31 public planning workshops where neighbors have come together around maps and worked side-by-side with planners to discuss the best locations for bike share based on local knowledge. Motivate has supplemented these efforts with an online station siting tool that has allowed thousands of people to participate in this process remotely and has conducted sessions in several languages.

In addition to receiving public feedback, each site undergoes a careful engineering analysis to ensure that it meets traffic safety standards and leaves adequate clearance, whether on the sidewalk or in a plaza, as stipulated by American Disabilities requirements. Motivate creates a permit application for each station location and each permit is reviewed by City agencies to ensure it complies with local guidelines.
Suggest-a-Station Tool:
Since the expansion was announced in May 2015, we have collected feedback via an online tool that lets anyone suggest where new stations should go. The thousands of suggestions we received informed our site selection process and allow people who can’t attend the workshops to provide their input.

Suggest-a-Station Stats:
- Nearly 6,000 suggestions for new station locations
- Over 3,500 unique suggesters (individuals)
Promoting the Workshops

We wanted to make sure our workshops and meetings were well publicized. We issued press releases, sent personal emails to community organizations, and worked with elected officials to get the word out. Here’s a sample of how people helped spread the word.

“Great session this evening. The options look good, and I think the fine-tuning from the groups was on point. Thank you for the outreach in this process.”
J.R., Potrero Hill Resident

“Thank you, thank you, thank you for the 45th and Market site! This is good planning. Thanks for listening!”
Sean M., Oakland Resident
Demonstrations and Public Events

Public outreach has also helped raise awareness that the program is expanding. Over the past year and a half, Bay Area Bike Share staff have attended over thirty events to help spread the word and engage residents in the planning of the program, including Sunday Streets in San Francisco and Berkeley and Pedal Fest in Oakland.

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OUTREACH BY THE NUMBERS

- **5000+** station location suggestions
- **348** meetings with community groups and civic leaders
- **31** public workshops
- **30+** outreach and demonstrations at community events
- **One** brand new regional transportation network planned by Bay Area residents
Bringing in All Bay Area Residents

Equity is at the heart of our planning process. We’re also taking steps to make sure bike share is affordable and engaging to underserved communities.

Bike share is already one of the most affordable ways to get around. Annual membership passes include unlimited short (45 minute) trips, meaning riders can go from point to point multiple times a day, at no additional charge. But the cost of an annual membership can still be a barrier. So Motivate has committed to providing the first year of membership for just $5 for any resident that is part of CalFresh, SFMTA Lifeline, or PG&E CARE’s discount programs. And we’ll be working with the MTC and local advocates to promote the program to make sure that residents in underserved communities know it’s available to them. The discount program is being fully funded by Motivate and Motivate is contributing to marketing and outreach efforts as well.

“The planned system reflects countless hours of community input from neighbors and businesses throughout Oakland, Emeryville and Berkeley, as well as our collective commitment to equity,”

Libby Schaaf, Mayor of Oakland and MTC Commissioner

“I’m encouraged by the efforts of Motivate and the cities to put equity concerns front and center.”

MTC Chair & Santa Clara County Supervisor Dave Cortese
Appendix A:
Preliminary List of Groups/Officials Met With

SAN FRANCISCO

City and Public Agency Partners
BART
Caltrain
Mayor’s Office of Economic and Workforce Development
Metropolitan Transportation Commission
Office of Community Investment and Infrastructure
Port of San Francisco
San Francisco Bay Conservation and Development Commission
San Francisco County Transportation Authority
San Francisco Department of Public Works
San Francisco Department of the Environment
San Francisco Municipal Transportation Agency
San Francisco Planning Department
San Francisco Recreation and Parks Department

Planning and Community Partners
African American Art and Culture Complex
Alamo Square Neighborhood Association
Barbary Coast Neighborhood Association
Bayview Hunters Point Citizens Advisory Committee
Bayview Merchants Association
Bayview Opera House
Bayview Residents Improving Their Environment
Bike and Roll
Blazing Saddles
California College of the Arts
Calle 24 Merchants and Neighbors Association
Castro Community Benefit District
Castro Merchants
Central City SRO Collaborative
Central Market Community Benefit District
Chinatown Community Development Corporation
ChinatownTRIP
City College of San Francisco
Dogpatch Neighborhood Association
Duboce Triangle Neighborhood Association
Economic Development on Third
Eureka Valley Neighborhood Association
Excelsior District Improvement Association
Excelsior Merchants
Fillmore Merchants
Fisherman’s Wharf Community Benefit District
Folks for Polk
Forest City/Pier 70
Glen Park Association
Golden State Warriors
Grace Cathedral
Greater Rincon Hill Community Benefit District
Green Benefit District
Haight Ashbury Neighborhood Council
Hayes Valley Neighborhood Association
India Basin Neighborhood Association
Livable City
Lower Haight Merchant & Neighbor Association
Lower Polk Community Benefit District
Marina/Cow Hollow Neighbors and Merchants
Market Street Prototyping Festival
Market/Octavia Community Advisory Committee
Mercy Housing
Middle Polk Neighborhood Association
Mission Merchants
Noe Valley Association
North Beach Neighbors
North East Mission Business Association
North of Market/Tenderloin Community Benefit District
North of Panhandle Neighborhood Association
Parkmerced
Parks 94124
PODER
Portola Neighborhood Association
Portola Urban Greening Committee
Potrero Boosters
Potrero Dogpatch Merchants Association
Precita Valley Neighbors
Presidio Trust
PRO SF
Russian Hill Neighbors (also D2)
Sacramento Street Merchants
San Francisco Bicycle Coalition
San Francisco Bicycle Rentals
San Francisco Chamber of Commerce
EAST BAY

City and Public Agency Partners

AC Transit
Amtrak
BART
Berkeley Department of Public Works
Caltrans
Capitol Corridor Joint Powers Authority
City of Emeryville
Metropolitan Transportation Commission
Oakland Department of Transportation
Oakland Parks and Recreation Department
Port of Oakland

Planning and Community Partners

Adeline/Ashby Merchants Association
Bay Area Outreach and Education Program (BORP)
Berkeley Chamber of Commerce
Berkeley Mayor Jesse Arreguin
Berkeley Councilmember and Vice Mayor Linda Maio
Berkeley Councilmember Darryl Moore
Berkeley Councilmember Kriss Worthington
Berkeley Councilmember Laurie Capitelli
Berkeley Councilmember Lori Droste
Berkeley Councilmember Maxwell Anderson
Berkeley Councilmember Susan Wengraf
Berkeley Gourmet Ghetto
Berkeley Mayor and MTC Commissioner Tom Bates
Berkeley Public Library
BikeHub
Bike East Bay
Oakland Chinatown Chamber of Commerce
Downtown Berkeley Business Association
Downtown Oakland Association
East Bay Asian Local Development Corporation
Ecology Center
Ed Roberts Campus
Elmwood Merchants Association
Emeryville Mayor Scott Donahue
Emeryville Bicycle and Pedestrian Advisory Committee
Emeryville Councilmember Dianne Martinez
Emeryville Councilmember Jac Asher
Emeryville Transportation Committee
Fourth Street Businesses
Fruitvale Business Improvement District
Fruitvale Farmer’s Market
Jack London District Association
Jack London Improvement District
Lake Merritt-Uptown Association
Longfellow Community Association
Lorin Business Association
North Berkeley Senior Center
North Shattuck Association
Oakland Chamber of Commerce
Oakland Council President Lynette Gibson McElhaney
Oakland Council President Pro Tem Larry Reid
Oakland Councilmember Abel Guillen
Oakland Councilmember Annie Campbell Washington
Oakland Councilmember Dan Kalb
Oakland Councilmember Desley Brooks
Oakland Councilmember Noel Gallo
Oakland Mayor Libby Schaaf
Oakland Vice Mayor Rebecca Kaplan
Rockridge Community Planning Council
Rockridge Merchants
Santa Fe Community Action Network
Sierra Club, SF Bay Chapter
SPUR Oakland
Telegraph Business Improvement District
Temescal-Telegraph Business Improvement District
TransForm
Transport Oakland
Unity Council
University Avenue Association
University of California, Berkeley
Vice Mayor Nora Davis
Visit Berkeley
Walk Oakland Bike Oakland
YMCA of the Central Bay Area

SAN JOSE

City and Public Agency Partners
Amtrak
Caltrain
SamTrans
San Jose Department of Transportation
San Jose Public Department of Public Works
Valley Transportation Authority

Planning and Community Partners
Mayor Sam Liccardo
Councilmember Pierluigi Oliverio
Councilmember Raul Peralez
13th Street Neighborhood Advisory Committee
East Santa Clara Business Association
Guadalupe River Park Conservancy
Japantown Business Association
Japantown Neighborhood Association
Little Italy San Jose
Naglee Park Campus Community Association
Oracle
Rosemary Gardens Neighborhood Association
San Jose 2030
San Jose Convention & Visitors Bureau
San Jose Downtown Association
San Jose Public Library Biblioteca Latinoamericana Branch
San Jose Silicon Valley Chamber of Commerce
San Jose State University (SJSU)
Santa Clara County Supervisor and MTC Chair Dave Cortese
Silicon Valley Bike Coalition
Silicon Valley Leadership Group
SPUR San Jose
Team San Jose
Appendix B:
List of Workshop Locations/Dates to Date

Expansion meetings continue through 2017.
Find out more here

San Francisco Bike Share Workshop: Richmond
Tuesday, May 30
6:00-7:30PM
Richmond Branch Library
351 9th Avenue

San Francisco Bike Share Workshop: Ingleside
Wednesday, May 31
6:00-7:30PM
Ingleside Library
1298 Ocean Avenue

San Francisco Bike Share Workshop: Lakeside
Wednesday, June 7
5:30-7:00PM
Ocean View Library
345 Randolph Street

San Francisco Bike Share Workshop: Sunset
Thursday, June 8
5:30-7:30PM
County Fair Building
1199 9th Avenue

Expansion Workshop: Marina and Cow Hollow
Monday, January 30
6:00-7:30PM
Moscone Recreation Center
1800 Chestnut Street

Expansion Workshop: Bayview/3rd Street
Tuesday, January 31
6:00-7:30PM
Bayview Opera House
4705 3rd Street

Expansion Workshop: North Beach and Fisherman's Wharf
Monday, January 23
6:00-7:30PM
North Beach Library
850 Columbus Avenue

Expansion Workshop: Pacific Heights and Japantown
Wednesday, January 25
6:00-7:30PM
Hamilton Recreation Center
1900 Geary Boulevard

San Jose: Intro to Urban Cycling Workshop
Thursday, November 17, 2016
12pm - 1pm
SJsu Associated Students House, Fireside Room
Near Fourth St. and San Salvador Street, San Jose

Palo Alto: Intro to Urban Cycling Workshop
Thursday, November 17, 2016
6pm - 7pm
City of Palo Alto City Hall
250 Hamilton Avenue
Flex Room, Ground Floor
Palo Alto

San Francisco: Intro to Urban Cycling Workshop
Thursday, October 27, 2016
6pm - 7pm
SFBC HQ
1720 Market St, San Francisco

Mountain View: Intro to Urban Cycling Workshop
Wednesday, November 2, 2016
6:30pm - 7:30pm
Mountain View Public Library
585 Franklin Street, Mountain View

Palo Alto: Intro to Urban Cycling Workshop
Monday, September 26, 2016
6pm - 7pm
Mike's Bikes of Palo Alto
3001 El Camino Real, Palo Alto
West Berkeley Bike Share Expansion Workshop  
Wednesday, September 28, 2016  
6pm - 7:30pm  
Sierra Club, SF Bay Chapter  
2530 San Pablo Ave Site I, Berkeley

North Berkeley Bike Share Expansion Workshop  
Thursday, September 29, 2016  
6pm - 7:30pm  
North Berkeley Senior Center  
1901 Hearst Avenue, Berkeley

Oakland Mobility (OakMob) 101 - East Oakland  
Saturday, October 1, 2016  
12pm - 4pm  
Oakland Public Library: MLK Branch  
6833 International Blvd, Oakland

Rockridge Bike Share Expansion Workshop (Oakland)  
Tuesday, September 27, 2016  
6pm - 7:30pm  
Rockridge Branch Library  
5366 College Avenue, Oakland

Berkeley Bike Share Expansion Workshop (South Berkeley)  
Thursday, July 14, 2016  
6pm and 7pm  
Ed Roberts Campus  
3075 Adeline Street, Berkeley

San Francisco Bike Share Expansion Workshop (Mission Bay / Dogpatch)  
Monday, July 11, 2016  
6pm and 7pm  
UCSF Tivoli Room  
654 Minnesota Street, San Francisco

Berkeley Bike Share Expansion Workshop (Downtown & North Berkeley)  
Tuesday, July 12, 2016  
5:30pm and 6:30pm  
Downtown Library  
2090 Kittredge Street

San Jose Bike Share Expansion Workshop (North San Jose)  
Wednesday, July 6, 2016  
6pm and 7pm  
Northside Community Center  
488 N 6th St, San Jose

Oakland Bike Share Expansion Workshop (North Oakland)  
Thursday, July 7, 2016  
6pm and 7pm  
Bushrod Recreation Center  
560 59th St, Oakland

Oakland Bike Share Expansion Workshop (Adams Point, Grand Lake, Lakeside)  
Tuesday, July 5, 2016  
6:30pm and 7:30pm  
Lakeshore Avenue Baptist Church  
3534 Lakeshore Ave, Oakland

San Jose Bike Share Expansion Workshop (South University, Spartan-Keyes)  
Thursday, June 30, 2016  
6pm and 7pm  
Bibliotecha Latinoamericana Branch Library  
921 S 1st St, San Jose

San Francisco Bike Share Expansion Workshop (Haight-Ashbury)  
Tuesday, June 28, 2016  
6pm and 7pm  
Park Branch Library  
1833 Page St, San Francisco

North Oakland Expansion Workshop: Telegraph, Temescal, Rockridge BART  
Co-sponsored by Councilmember Rebecca Kaplan  
February 29, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
Colombo Club, 5321 Claremont Ave, Oakland

South Berkeley Bike Share Workshop  
Co-sponsored by Councilmembers Lori Droste, Maxwell Anderson and Kriss Worthington  
February 25, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
Ed Roberts Campus, 3075 Adeline St, Berkeley
Oakland Bike Share Expansion Workshop: Downtown, Uptown, Jack London Square  
Co-sponsored by Vice Mayor Rebecca Kaplan, Council President Lynette Gibson McElhaney, and Councilmember Abel Guillén  
February 18, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
SPUR, 1544 Broadway, Oakland

Emeryville Bike Share Workshop  
Co-sponsored by Mayor Dianne Martinez  
February 11, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
Emeryville City Hall, Council Chambers, 1333 Park Avenue, Emeryville

San Jose Bike Share Expansion Workshop  
Co-sponsored by Councilmember Raul Peralez  
February 4, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
King Library, Room 225, 150 E. San Fernando Street, San Jose

Berkeley Bike Share Workshop: Downtown and Southside  
Co-sponsored by District 4 Councilmember Jesse Arreguin and District 7 Councilmember Kriss Worthington  
January 25, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
YMCA Teen Center, 2111 Martin Luther King Jr. Way, Berkeley

San Francisco Bike Share Workshop: The Mission  
Co-sponsored by District 9 Supervisor David Campos  
January 21st, 2016  
6:00PM – 7:00PM and 7:00PM – 8:00PM  
Mission Neighborhood Center, 362 Capp St, San Francisco

San Francisco Bike Share Workshop: SoMa/Tenderloin/Mission Bay  
Co-sponsored by District 6 Supervisor Jane Kim  
January 20th, 2016  
6:30PM – 7:30PM and 7:30PM – 8:30PM  
Gene Friend Rec Center, 270 6th St, San Francisco