SFMTA

SF Bikeshare - Future

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Citizens’ Advisory Council

Administration, Operations, & Customer Service Committee (AOCSC)

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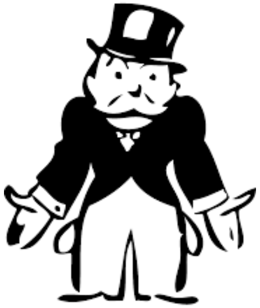
Contract End

The current contract ends in 2027.

Current Challenges

- Unbalanced stations – empty and full stations
    - Supply-demand mismatch
    - Lacking bikes, stations, and/or labor.
- Profit motive – marginal cost per ride > revenue (like transit)
    - More riders = more cost
    - Expansion reduces profit



- Governance – SFMTA does not have direct control
    - Private operator
    - Regional contract
    - Proxy management

Guiding Questions

- What is SF's future role in a regional bikeshare partnership?
- Regional vs Municipal?
- Who should own equipment? Public entity? Private?
- How much is it to run bikeshare? For Hardware? For service?
- What is the long-term sustainable framework for bikeshare? How do we use this next contract towards system longevity?

Governance Options

1. Permit Program (Seattle)
2. Public Private Partnership (SF)
2. Revised Regional Public Private Partnership (DC, Boston)
3. Municipal PPP (Portland)
4. Municipal Public Operation (Austin)
5. Non-profit Private Operation (Philadelphia, Honolulu)

Budget Estimates

Bikeshare cost is divided between Capital and Operating

- Capital – hardware, bikes, docks, repair/maintenance
- Operating – labor and overhead (wages, rent, insurance, legal, etc)

Internal SFMTA staff estimates

- Capital –Current SF system stations and fleet
    - Initial - $28M
    - Annual - $4M (calculated via depreciation)
- Operating – Current SF system labor and overhead
    - Annual $8.1M

$28M initial and $12.1M annual.

Budget Planning should consider how grants favor capital cost and economic stimulus. It could be possible to shift operating to capital, depending on siting, small-business support.