

Bike Share in 2018

The Bay Area's Ford GoBike system plays an important role in helping residents and visitors get around the region, and its usage has grown substantially since it launched in June 2017.

Ford GoBike currently operates in 5 Bay Area cities: San Francisco, Oakland, Berkeley, Emeryville and San Jose.

Read on for more information on how Ford GoBike was used in the 5 cities in 2018!

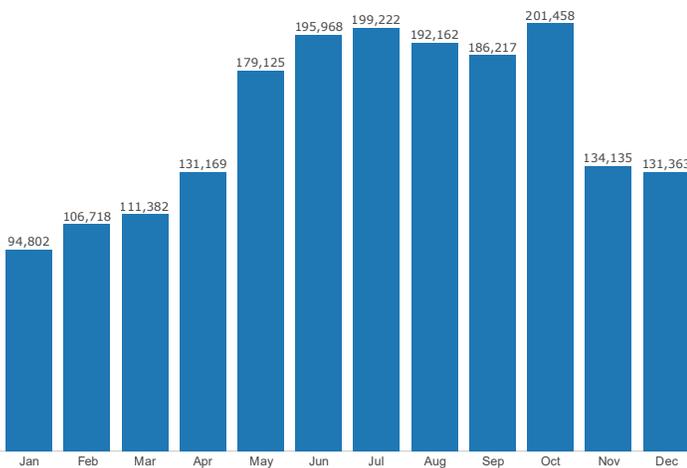
Trips

Bike share users made over **1.8 million trips** in 2018! Around 1.2 million of these trips occurred during the last 6 months of 2018 -- a **130% increase** from the number of trips (520,000) that occurred during the same period in 2017.

On average, riders made **5,117 trips per day**. On weekdays, when the system is in greatest use, riders made an average of **5,891 trips per day**.

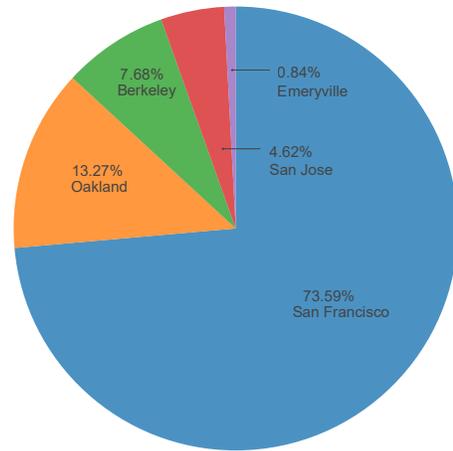
Riders made more trips in October (200,102 trips) than any other month. January was the month with the lowest ridership (94,802 trips). See Figure 1 below for the number of trips made for all months.

Figure 1: Ford GoBike Trips Per Month (2018)



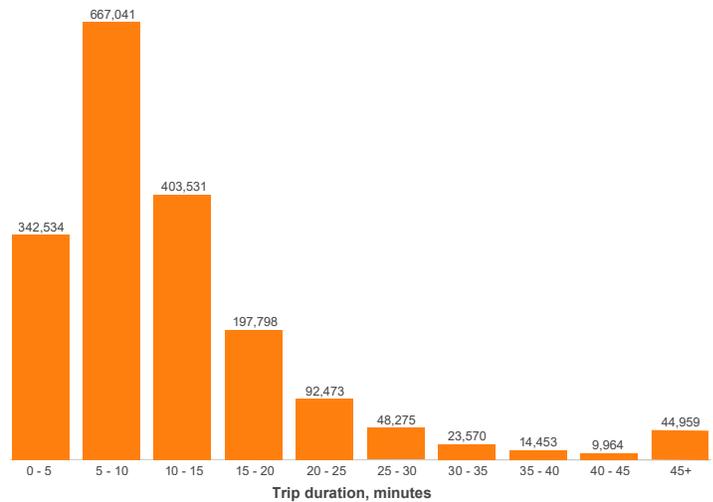
Most trips (73%) were made in San Francisco (see Figure 2):

Figure 2: Percent of 2018 Trips by City



Most trips were between 5 and 10 minutes long. See Figure 3 for a breakdown of total trips by trip length:

Figure 3: Total trips by trip length (minutes)



Ford GoBike members (riders with monthly or annual memberships typically made shorter trips than more casual "customers" (people with 24-hour or 3-day passes) -- average trip length for members was 11 minutes and average trip length for customers was 32 minutes.



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Station use

Of the 325 stations that make up the Ford GoBike system, which were the most popular?

- **San Francisco:** SF Caltrain
- **Oakland:** 19th Street Bart
- **Berkeley:** Bancroft and College (start station); Downtown Berkeley Bart (end station)
- **Emeryville:** 65th and Hollis
- **San Jose:** San Fernando and 4th

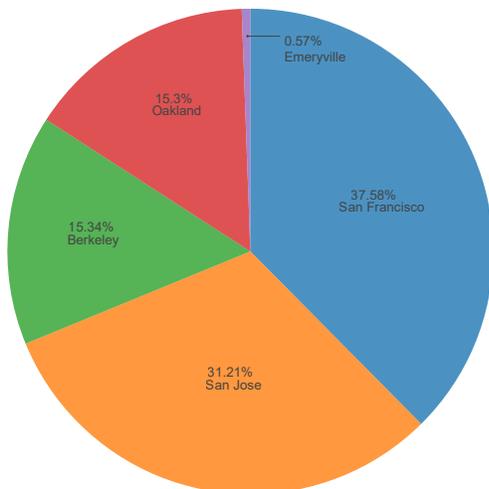
Bike Share for All

Ford GoBike provides discounted annual memberships to qualifying low-income Bay Area residents. 23% of all Ford GoBike members are Bike Share for All members -- which is one of the highest low-income membership rates for bike share systems in the United States.¹

9% of all trips in 2018 were made by Bike Share for All members.

Figure 3 shows what percentage of trips made by Bike Share for all members in 2018 began in each of the 5 cities.

Figure 3: Percent of Bike Share for All Trips by Start City



Of the 5 cities, San Jose has the greatest number of Bike Share for All members -- 81% of Ford GoBike members in San Jose participate in Bike Share for All, and 58% of all trips in San Jose were made by Bike Share for All members.

User demographics

- At the end of 2018, there were around 16,000 active Ford GoBike members.
- Around 50% of Ford GoBike members use Clipper to make trips.
- Around 85% of trips were made by monthly or annual members; 15% of trips were made by short-term customers.
- 70% of trips were made by male users (slightly lower than national average of 76%).
- Most trips were made by members between the ages of 30 - 35.

Looking forward

In late December 2018, Ford GoBike more than tripled the number of electric bicycles available in San Francisco and introduced e-bikes to the East Bay and San Jose for the first time.

In January 2019, following the e-bike expansion and over the course of 3 days, riders consecutively broke the record for total number of trips made per day, culminating in a **total of 9,426** trips made on January 28 -- nearly equal to the average daily ridership of the SF Bay Ferry! Previously, the record for greatest number of trips per day was 8,298 trips in June 2018.

The Ford GoBike partners expect ridership to continue to grow as the system is fully deployed in San Francisco and San Jose in 2019, and as more ebikes are added.

Thanks for using bike share in 2018!

All trip data summarized here was accessed via Ford GoBike's open data portal: <https://www.fordgobike.com/system-data>.

For more information, visit www.mtc.ca.gov/tags/bikeshare.

¹ <http://www.transformca.org/landing-page/ford-gobike-model-equitable-bike-share-access-us-thanks-community-engagement>

