

East Bay Cities Initial Joint Hybrid eBike Pricing Proposal

4/6/20

The three jurisdictions of Berkeley, Emeryville, and Oakland have developed this hybrid ebike pricing proposal jointly, and MTC staff have facilitated discussions and provided comments. This was deemed to be most effective primarily because of the strong preference among all parties for a consistent pricing structure for the East Bay region for the benefit of the customer and for Motivate's operations.

It is also hoped that negotiating as a unified "East Bay Bikeshare Cities" will reduce the staff effort required and the potential for miscommunication or confusion so that all parties can reach agreement expeditiously.

Negotiation path: When final, the East Bay Bikeshare Cities request that MTC and Lyft/Motivate formalize the hybrid ebike pricing by amending the regional Program Agreement to include the ebike pricing.

We note that cities may take parallel action, as they deem necessary or prudent, to inform their leaderships and publics.

Equity

- In addition to the proposed \$0.05 per minute with \$1.00 cap fee structure, Motivate will add a Bike Share for All monthly membership option, at a price that low-income members can reasonably be expected to afford, which includes 45-minute e-bike rides at no additional charge.
- Additional options should be explored, in which the cities, MTC, or external grant funding is provided to Motivate as a subsidy so that Bike Share for All Members pay a very low premium or no additional fees for ebike use beyond the standard BS4A Membership.

Mode Shift

- Motivate will add a Premium Membership (Annual + Monthly) option that includes use of ebikes and Classic bikes. The Premium Membership will provide an Initial Ride Period of 30 minutes in the same manner as the current Membership. (Note that Motivate may offer an Initial Ride Period longer than 30 minutes if they deem it a condition of the Program Agreement.)
- The Premium Membership may include a daily cap of 60-90 minutes of free ride time, after which additional per-minute fees could apply. The East Bay Bikeshare Cities are seeking a Premium Membership comparable to membership fees in other cities with similar programs.
- Non-member pricing proposal can remain Lyft's proposed 20 cents per minute. The Cities' interests are focused on pricing for Members that encourages membership in order to shift travel away from motor vehicles to bikes.
- Institute a cap on annual ebike price increases based on the Consumer Price Index (CPI)+2%.

Safety

- Motivate will explore conversion to a per-mile fee rather than the proposed per-minute fee structure. Motivate will provide the East Bay Bikeshare Cities, no later than 6 months after the launch of ebike pricing, with an evaluation that includes:
 - Modeling the impact of per-mile charges on user fees and operational costs, based on an analysis of riding data;
 - Analysis of the technical feasibility; and
 - Compilation of user feedback regarding time-based vs. distance-based charges.