

The BikeMobile: A Pilot Funded by the Alameda CTC & MTC



Alameda County Safe Routes to Schools Program

BikeMobile Goals



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Origin of the Idea



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Why Was it Funded

- Innovative
- Replicable
- Collaborative
- Relevant
- Mobile



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Deliverables and Targets

- Customize a BikeMobile
- Visit 220 sites by June 2013
- Repair 2,000 bikes
- Engage 3,000 people total
- Outreach to all local bike shops
- Compile information for future replication



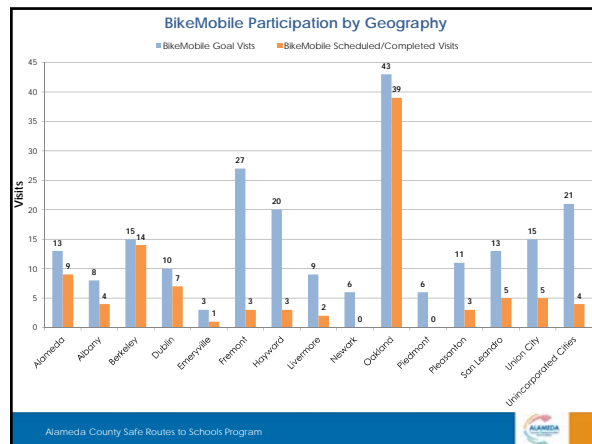
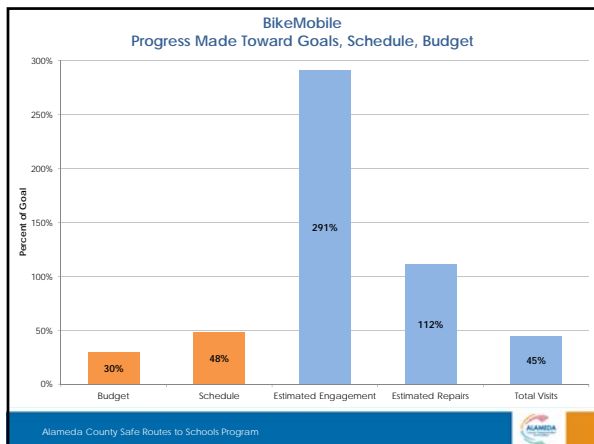
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Progress

- Started scheduling visits in January
- 91 visits through October
- 2,100 repairs
- 8,644 people engaged



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Funding & Coordination

- Metropolitan Transportation Commission (MTC)
- Alameda County Transportation Commission (ACTC)
- Cycles of Change
- Alta Planning + Design & TransForm
- Eisen Letunic

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Who We Serve

- K-12 Schools (parents, teachers, students)
- Recreation Centers
- Parks
- Community Events
- Neighborhoods w/o Bike Shops

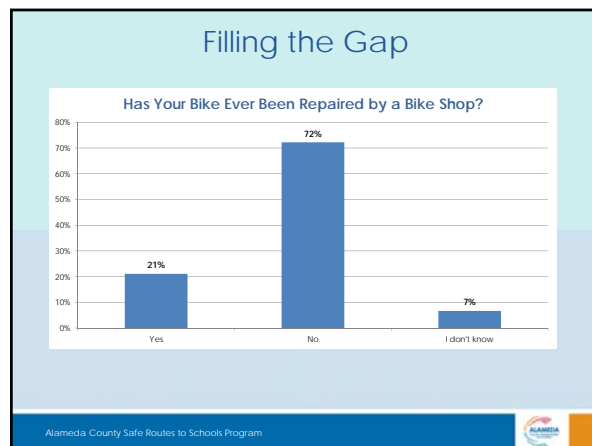
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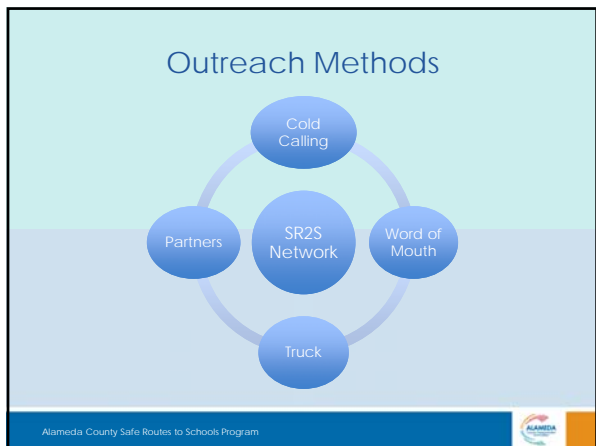
Bike Shop Outreach

51 bike shops contacted:

- 63% willing to support BikeMobile (yes/maybe)
- 24% not willing
- 14% no response

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Criteria For a Visit

- Youth focused
- Stand alone or link to existing event
- Promotion
- 6+ signups

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Anatomy of a Visit

- Vehicle
- Avg. 25 participants
- 2.5-6 hrs
- 3 staff
- 20 min per repair
- Survey, Sticker, Incentive

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Services Provided

- Repairs
- Incentives
- Maintenance Education
- Safety Education

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Safe Routes to Schools Symbiosis

- Network of schools & parent champions
- Outreach for SR2S
- Tool of SR2S
- Great teammates

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Our Theory of Evaluation

- Surveys
- Bike Counts

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Mode Shift

- After BikeMobile visit:
 - 72% more bikes parked at bike racks*
 - Average of 7 more bikes per site*
 - 46% of students surveyed said they would change from being driven to biking after the BikeMobile repaired their bike (399 of 875 students)



*Based on bike parking counts taken within 10 days pre- and post-visit. 42 sites responding.

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Follow Up Questions

- Tommy – Program Specifics & New Programs
- Arun – Administration
- ALTA– Future Funding & Evaluation



Visit our Website

www.Bike-Mobile.org

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BikeMobile Participation by Geography

	BikeMobile Goal	Completed or Scheduled as of 10/26/12
Alameda	13	9
Albany	8	4
Berkeley	15	14
Dublin	10	7
Emeryville	3	1
Fremont	27	3
Hayward	20	3
Livermore	9	2
Newark	6	0
Oakland	43	39
Piedmont	6	0
Pleasanton	11	3
San Leandro	13	5
Union City	15	5
Unincorporated Cities	21	4

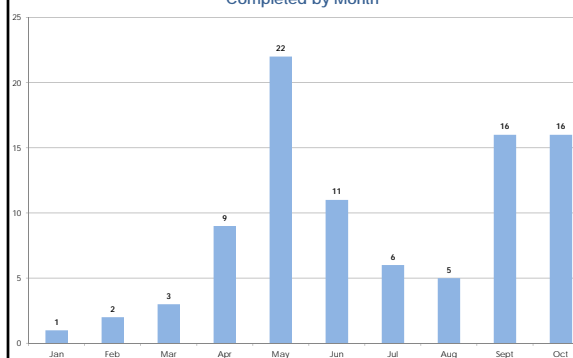
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BikeMobile Visits Completed by Month



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