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

BikeMobile Goals

Origin of the Idea

Why Was it Funded

- Innovative
- Replicable
- Collaborative
- Relevant
- Mobile

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

Progress

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

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

### Who We Serve

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

### Bike Shop Outreach

51 bike shops contacted:
- 63% willing to support BikeMobile (yes/maybe)
- 24% not willing
- 14% no response

### Filling the Gap

<table>
<thead>
<tr>
<th>Has Your Bike Ever Been Repaired by a Bike Shop?</th>
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<tbody>
<tr>
<td>Yes</td>
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<tr>
<td>No</td>
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<tr>
<td>I don't know</td>
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Outreach Methods

- Cold Calling
- Partners
- SR2S Network
- Word of Mouth
- Truck

Criteria For a Visit

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

Anatomy of a Visit

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

Services Provided

- Repairs
- Incentives
- Maintenance Education
- Safety Education

Safe Routes to Schools Symbiosis

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

Our Theory of Evaluation

- Surveys
- Bike Counts
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.

Follow Up Questions

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

Visit our Website

www.Bike-Mobile.org

BikeMobile Participation by Geography

<table>
<thead>
<tr>
<th>City</th>
<th>BikeMobile Goal</th>
<th>Completed by Month</th>
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<tbody>
<tr>
<td>Alameda</td>
<td>13</td>
<td>9</td>
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<tr>
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<td>Unincorporated Cities</td>
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BikeMobile Visits Completed by Month