

# Treasure Island Development Authority

## Bay Wheels Bikeshare Program on Treasure Island

*Informational*

**May 13, 2026**



# Treasure Island Transportation Implementation Plan (TITIP) & Bikeshare Commitment

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- TITIP identified shared bicycle access as key Transportation Demand Management (TDM) measure
- Goal to reduce private automobile dependence and support transit-first mobility
- TITIP envisioned:
  - Shared bicycle fleet for residents and visitors centralized near ferry terminal
  - Bicycle “library”-style service operated by TIMMA
  - Integration with island bicycle and pedestrian network



# Developer / DDA Obligations for Bikeshare

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- Treasure Island Community Development (TICD) has obligations under the DDA framework to support implementation of the transportation demand management measures
- Exhibit N of DDA obligates TICD to fund bicycles and equipment to establish the bicycle library, up to \$110,000
- Current Bay Wheels program advances prior “bike library” concepts through a modern regional bikeshare system



# Bay Wheels System Overview



## What is Bay Wheels?

- Regional public bikeshare system operated by Lyft through a contract with MTC
- Serves San Francisco, Oakland, Berkeley, Emeryville, San Jose and Daly City.
- Users take classic or electric bicycle trips between stations.
- Network of 7,000+ bikes and 600+ stations in San Francisco, Oakland, Berkeley, Emeryville, San Jose
  - 22 million trips since launch in 2017
  - 80% of trips are taken in SF
  - 80% of trips are taken on e-bikes
  - MTC and Lyft agreed to exercise 5-year contract renewal term to July

## How Users Access the System

- Unlock bikes using Lyft or Bay Wheels application
  - Scan QR Code on bike to unlock
  - Use Clipper Card as a “key” (but funds not deducted from Clipper account)

## Payment & Accessibility

- Multiple payment options available through Lyft / Bay Wheels platform (credit/debit card)
- Membership and reduced-cost programs available for low-income users (Bikeshare for All – includes cash/prepaid card payment option)

# Bay Wheels System - Pricing



## Standard Pricing

	<b>Single ride</b>	<b>Day pass</b>	<b>Month pass</b>	<b>Bay Wheels</b>	<b>Lyft Pink</b>
	\$1.00	\$15/day	\$29/month	\$165/year	\$199/year
	Get the app →	Get a day pass →	Get a month... →	Join →	Join →
<b>Classic bike prices</b>	\$1.00 to unlock, then \$0.19/min	30 min free, then \$0.19/min	45 min free, then \$0.17/min	45 min free, then \$0.17/min	45 min free, then \$0.17/min
<b>Ebike prices</b>	\$1.00 unlock + \$0.49/min	Free unlocks + \$0.49/min	Free unlocks + \$0.17/min	Free unlocks + \$0.17/min	Free unlocks + \$0.17/min

## Bikeshare for All (low-income users)

- \$5 for first year, \$5/month after
- Unlimited free 60-min classic rides
- \$0.05/min ebike rides (max payment \$1)

# Bay Wheels on Treasure Island

- TIMMA contracts with MTC/Lyft to provide bikeshare on TI/YBI for two years. System consistent with regional program
- TIDA to execute lease with Lyft to operate

BUDGET YEAR	EXPENSE	TICD SUBSIDY/BIKE LIBRARY OBLIGATION	TRANSPORTATION FUND FOR CLEAN AIR	TICD OPERATING SUBSIDY	TOTAL
FY2025/26 UPDATE	Capital Equipment	\$287,000			\$287,000
	Project Delivery & Contingency	\$82,000			\$82,000
	<b>TOTAL</b>	<b>\$369,000</b>			<b>\$369,000</b>
FY2026/27 PROPOSED	Bikeshare System Operations		\$80,000		\$80,000
	Program Management			\$63,000	\$63,000
	<b>TOTAL</b>		<b>\$80,000</b>	<b>\$63,000</b>	<b>\$143,000</b>
FY2027/28 LOOKAHEAD	Bikeshare System Operations		\$60,000		\$60,000+
	Program Management			TBD	TBD
	<b>TOTAL</b>		<b>\$60,000</b>	<b>TBD</b>	<b>TBD</b>

# Proposed Phase 1 Locations

- Phase 1 includes ~30 e-bikes at 7 stations
  - Locations determined in partnership with TIMMA, TICD and One TI
  - 2 electrified stations at ferry terminal
  - 5 non-electrified stations elsewhere



# Preliminary Schedule

ACTIVITY	APRIL	MAY	JUNE	JULY
TIMMA Board Approval	█			
Electrical infrastructure install		█		
TIMMA Execute Agreements			█	
TIDA Execute Lease			█	
Start Installation			█	
Complete Installation				█
Promotion (with TIDA, MTC, Lyft)				█
Program Launch				█
Open for Use				█

# THANK YOU

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