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# Ford GoBike INFORMATION

## Ford GoBike Expansion by the Numbers

Area	Pilot Program	By End of 2017	By End of 2018	# Increase	% Increase
San Francisco	350	1,750	4,500	4,150	1,185%
San Jose	120	400	1000	880	733%
East Bay	0	1,500	1,500 <i>Oakland: 940 Berkeley: 450 Emeryville: 110</i>	1,500	

### How to use Ford GoBike

The Ford GoBike system is easy to access. Riders can sign up for membership on the [fordgobike.com](http://fordgobike.com) website; through the Ford GoBike mobile app (available for download on iPhone and Android devices); or by using a debit card or credit card at any Ford GoBike station.

Ford GoBike's regular Annual Memberships are available for \$149 per year, payable in full or in monthly installments of \$14.90. A limited number of introductory "Founding Memberships" still remain available through the Ford GoBike website, though that special offer will end after first 1,000 members sign up. Founding Members receive a \$25 discount off the regular price, for an annual membership price of \$124. Founding Members also receive a commemorative Ford GoBike branded Clipper card. All annual memberships include an unlimited number of rides of up to 45 minutes in duration. Trips over 45-minutes each incur a usage fee of \$3 for each additional 15 minutes.

Ford GoBike also offer a 24-hour and 3-day passes with unlimited 30-minute trips and a Single Ride option for those who want to use bike share occasionally or on the spur of the moment. Full details on pricing are available at: <https://www.fordgobike.com/pricing>.

Riders can unlock a bike via the Ford GoBike mobile app or by linking their Clipper card.

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## **Low-income memberships through ‘Bike Share For All’ program**

“Bike Share for All,” the nation’s most comprehensive bike share equity program, includes equitable station siting, outreach, and discounted pricing to help expand transportation access to underserved communities.

Available to any Bay Area resident enrolled in PG&E CARE, CalFresh, or San Francisco Muni Lifeline Pass programs, Bike Share For All offers an introductory rate of just \$5 for the entire first year of Ford GoBike membership. After the \$5 introductory year, eligible members can continue their Ford GoBike memberships in subsequent years for the still-steeply discounted fee of \$5 per month.

This membership plan offers the same access as regular Ford GoBike Annual Memberships, with an additional benefit: Bike Share for All members get an extended maximum ride time of up to a full one-hour for every trip—15 minutes longer than trips allowed by those with regular memberships.

Bike Share for All also offers a cash membership program for those who qualify and do not have access to a credit or debit card. Cash-only memberships may be purchased in person with cash at the following locations:

- The Hub (MTC Headquarters), 375 Beale Street, San Francisco.  
Hours: Monday-Friday, 8 a.m. to 6 p.m.; Saturdays, 9 a.m. to 1 p.m.
- BikeHub Uptown, 1775 Broadway, Oakland.  
Hours: Monday-Friday, 9:30 a.m. to 4:30 p.m.
- BikeHub Downtown Berkeley, 2208 Shattuck Ave., Berkeley.  
Hours: Monday-Friday, 9:30 a.m. to 4:30 p.m.
- Caltrain Bike Station, 311 Townsend St., San Francisco.  
Hours: Monday-Friday, 9:30 a.m. to 4:30 p.m.
- BikeHub Fruitvale (\*Starting July 11), 3301 E. 12th St. Suite 141, Oakland.  
Hours: Monday-Friday, 9:30 a.m. to 4:30 p.m.

Other components of Bike Share for All include equitable station siting and outreach. Motivate has sited 34 percent of stations (exceeding its goal of 20 percent) in MTC-designated communities of concern, expanding transportation access in these communities. MTC and Motivate have also created a \$260,000 outreach fund to help educate lower income residents and residents whose first language is other than English about how bike share works and to raise awareness about the availability of the discounted memberships.