

San Diego Bike Share Feasibility Study



What is Bike Share



The San Diego Regional Bike Share Alliance is proposing a county-wide docked, E-bike sharing system for public use.

Why Docked E-bike Share

- Proven, simple, safe, and predictable transportation option for residents and visitors
- Designed to be effective with San Diego's topography
- E-bikes see less theft, throwing into the ocean
- Docked system prevents clutter and ADA issues
- Easily-implementable safety measures
 - Geofencing
 - Class I E-bikes
 - Generally permitted where all acoustic bikes are permitted



San Diegans Deserve a Bike Share System

San Diego is the 2nd
largest city in the United
States without bike share.

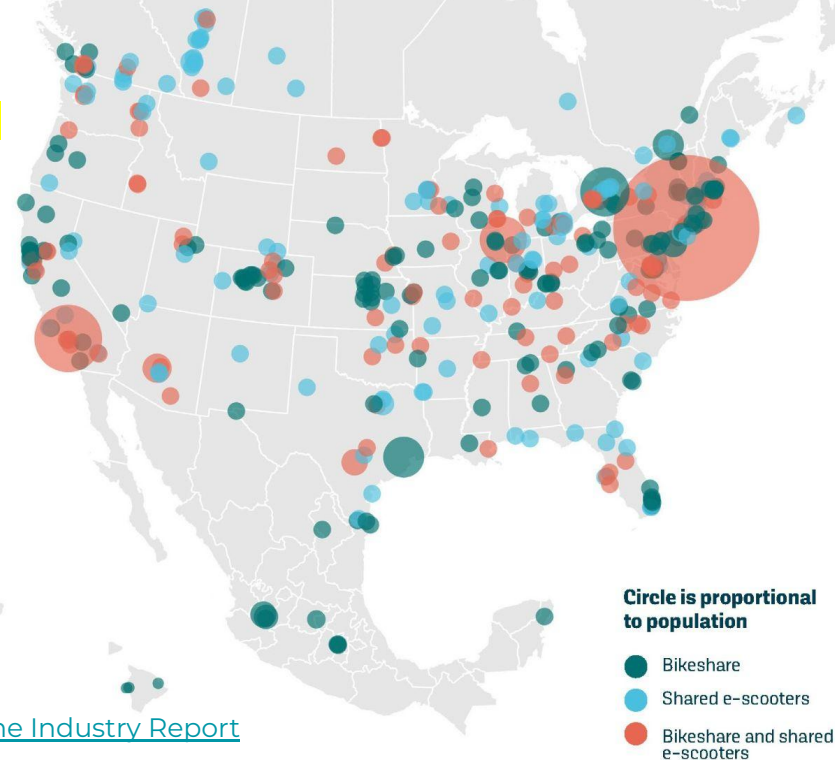
At least **415** cities in
North America had
a **scootershare** or
bikeshare system
in 2024.

This includes:

- 354 cities in the United States
- 52 cities in Canada
- 9 cities in Mexico

Source: [NABSA 2024 State of the Industry Report](#)

North American Cities with Shared Micromobility Systems,
Shown by Population Size

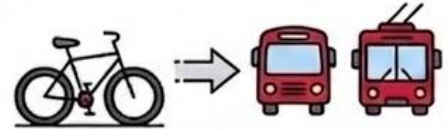


Project Goals



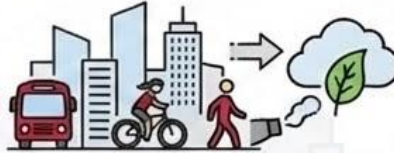
1. Affordable Mobility.

Add affordable mobility options to lower the cost of living in SD.



2. Transit Connectivity.

Increase transit ridership by improving first mile/last mile connectivity.



3. Reduce Congestion & Emissions.

Decrease traffic congestion, decrease GHG emissions, and improve air quality.



4. Better Health Outcomes.

Facilitate better health outcomes by making active transportation easier.



5. Housing Affordability.

Enable housing development with fewer parking spaces to improve housing affordability.



Benefits of Bringing Docked E-bike Share to San Diego

Reduced reliance on personal vehicles

Source: [NABSA 2024 State of the Industry Report](#)

- 74% of riders reported using bike share to connect to transit
 - 22% do so weekly
- 35% of bike share trips **replace car trips**
- Offset **~101 million lbs of CO₂ emissions** by replacing car trips in 2024 (**~2.1 million trees**)

Attractive transportation option

Source: [MAUTC Economic Benefits of Capital Bike Share](#)

- 25% of DC bike share users motivated by cost
- 73% motivated by travel time

Improves local community

Source: [MAUTC Economic Benefits of Capital Bike Share](#)

- 70% of DC local business owners reported **positive impact on neighborhood**



E-bike Share Safety

Low Fatality Rate

Source: [NHTSA Emerging Issues](#)

- Docked bike share only had two recorded fatalities in the US out of 88 million trips from 2010 to 2016
 - Driving fatality rate is 13.46 deaths for the same number of trips, making bike share **over 6x safer than driving**

Fatality rate per mile driven * average car trip length * 88,000,000

$(1.20 / 100,000,000) * (31.1 / 2.44) * 88,000,000 = 13.46$ deaths per 88 million trips

Safer than private biking

Source: [ITF The Safety of Bike Share Systems](#)

- 2.6 minor injuries per million kilometers compared to 5.8 minor injuries per million kilometers on private bikes in London

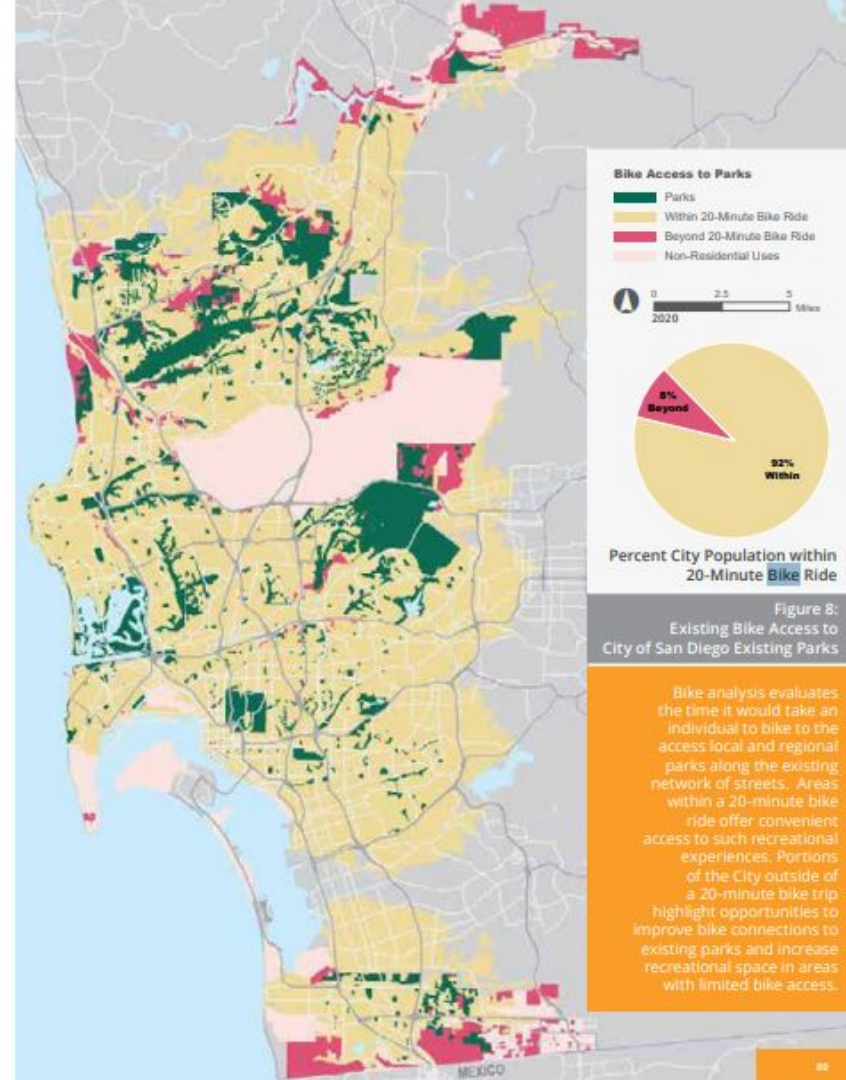
Lowers overall injuries

Source: [ITF The Safety of Bike Share Systems](#)

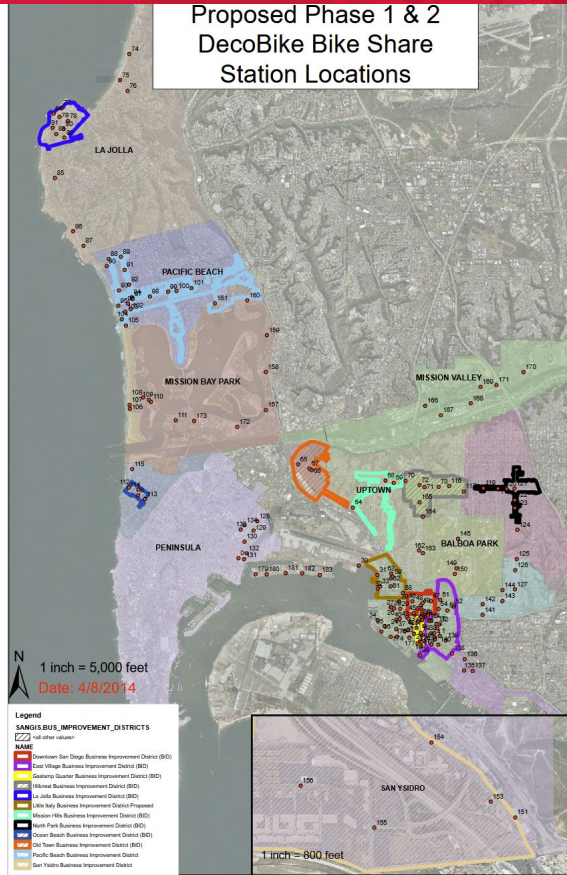
- Overall **injuries decreased** from 757 per year to 545 in bike share cities compared to going from 932 to 953 injuries per year in control cities

Expanding Access to Parks and Recreation Opportunities

92% of city
residents live
within a 20
minute bike
ride away from
a park



Previous Docked Bike Share Program: Discover Bike



Why it closed (2019)

- Stations spread far apart
 - Only completed half of planned system
 - Did not serve USD, SDSU, UCSD, PLNU, etc.
- Competition with dockless programs
- Under-developed bike infrastructure
- High prices

Problems solved

- Electric bikes allow for increased range
- Dockless programs have left
- Expanded bike network, rapid buses and trolley extension
- Subsidized, membership-based program would lower costs to users

Bike Share System Scenarios

Scenario 1

Urban Core

- Focused on densest, most suitable areas
- Lowest upfront cost
- Limited destinations
- Most common form of bike share
- Services San Diego
- Around 200 stations

Scenario 2

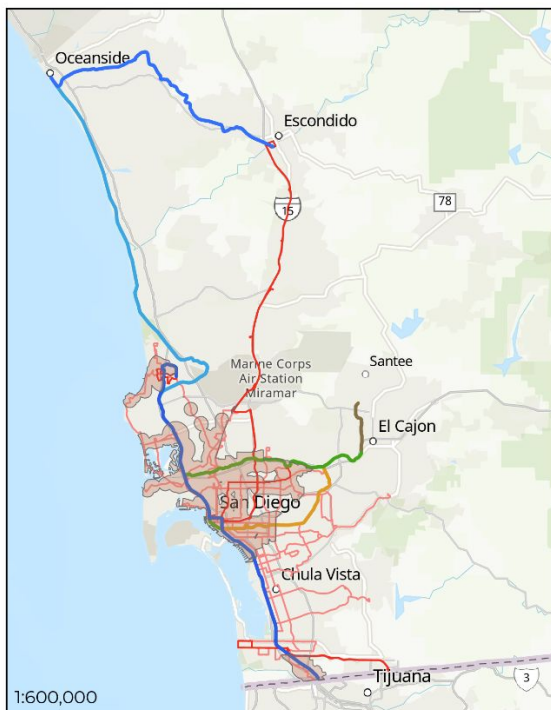
Transit-Oriented

- Urban core, plus transit connections around region
- Works alongside transit goals and could boost ridership for both
- Services multiple cities
- Around 500 stations

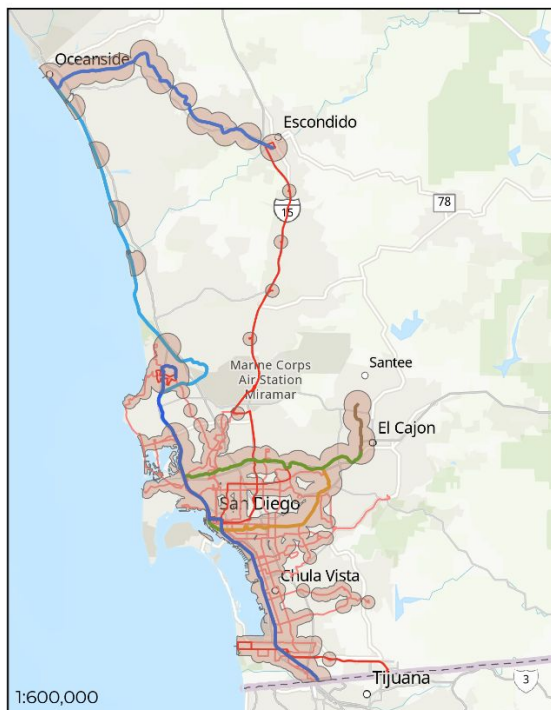
Scenario 3

Long-Range Development

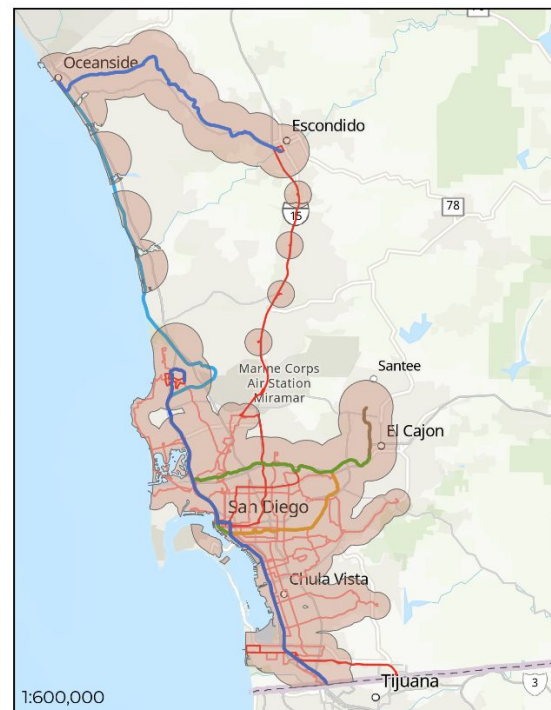
- Urban core and transit connection, plus more area around transit
- Best connectivity
- Very expensive up-front due to station count
- Services full County
- Around 800 stations



Scenario 1: Urban Core



Scenario 2: Transit-Oriented



Scenario 3: Long-Range Development

San Diego Bike Share Coverage Scenarios

By Stephen Greenwood

Note: Coverage areas are shown by buffers along transit stops and are not final. Selected areas are rough and subject to change.

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community



Sample Financial Costs/Pro Forma

Rough preliminary estimates

Vendor #1's estimates	Scenario 1 (Urban core)	Scenario 2 (Transit-oriented)	Scenario 3 (Long-range)
Total Number of Stations Added	200	500	800
Percentage of Electric Stations	20%		
Number of Normal Stations Added	160	400	640
Cost per Normal Station	-\$32,761.28		
Total Normal Station Cost	-\$5,241,804.80	-\$13,104,512.00	-\$20,967,219.20
Number of Charging Stations Added	40	100	160
Cost per Charging Station	-\$36,801.20		
Cost per Charging Station Solar Canopy	-\$36,399.74		
Total Electric Station Cost	-\$2,928,037.60	-\$7,320,094.00	-\$11,712,150.40
Total Station Cost	-\$8,169,842.40	-\$20,424,606.00	-\$32,679,369.60
Capital Costs per E-Bike	-\$3,023.63		
E-Bikes per Station	10	9	8
Number of E-Bikes Added	2,000	4,500	6,400
Total E-Bike Cost	-\$6,047,260.00	-\$13,606,335.00	-\$19,351,232.00
Total Capital Costs	-\$14,217,102.40	-\$34,030,941.00	-\$52,030,601.60
Operating Costs per Dock	-\$1,893.72		
Average Number of Docks per Station	19		
Bike Replacement Rate per Year	10%		
Dock Replacement Rate per Year	7.5%		
Operating Cost per Year	-\$8,413,600.18	-\$20,882,818.95	-\$33,170,619.92
Annual Membership Price	\$165.00		
User Revenue per Minute (Member)	\$0.17		
User Revenue per Minute (Non-member)	\$0.49		
Average Minutes per Ride	17		
Average # of Rides per Bike per Day	2.75	3.0	2.5
Expected Percentage of Member Rides	80%		
Number of Annual Members	10,497	25,765	30,536
Annual Membership Revenue	\$1,731,960.78	\$4,251,176.47	\$5,038,431.37
Operating Revenue (Members)	\$4,641,340.00	\$11,392,380.00	\$13,502,080.00
Operating Revenue (Non-members)	\$3,344,495.00	\$8,209,215.00	\$9,729,440.00
Scaled Operating Revenue	\$9,717,795.78	\$23,852,771.47	\$28,269,951.37
Net Annual Operating Revenue	\$1,304,195.60	\$2,969,952.52	-\$4,900,668.55

Source of Station/Bike/Operations Costs: Lyft 2024 RFP Response escalated by 6% for two years

E-Bike Education & Outreach

Example:
ATP Funded Project
at UC Santa Cruz

UPCOMING EVENTS

Let's crank this into high gear —
Hop on for group rides, quick tune-ups, and social hangs that will keep your wheels spinning.

APR

1



IN PERSON

FREE Bike Light & Helmet Distribution

Stay Brilliant · Wear Protection

11:00 AM - 2:00 PM

Top of UCSC Bike Path

RSVP FOR AN APPOINTMENT

APR

8



VIRTUAL & IN PERSON

Everything about E-Bike Lunch & Learn

Santa Cruz Riding

Bike Gear Giveaway · BCycle Basics

Bike Trivia!

12:00 PM - 1:30 PM

Zoom & Porter Hitchcock Lounge

REGISTRATION

APR

15



IN PERSON

FREE Bike Mechanic Check & Repairs

Safety · Get in Tune

Get your biking on

11:00 AM - 2:00 PM

Top of UCSC Bike Path

SCHEDULE A TUNE-UP

Get it fixed and get rolling!

APR

23



IN PERSON

FREE Bike Light & Helmet Distribution

Stay Brilliant · Wear Protection

Have Fun

11:00 AM - 2:00 PM

MAY

5



IN PERSON

Spring Quarter Cinco de Mayo Group Ride!

Bike Skills · Group Ride

Fun in the sun

5:00 PM - 7:00 PM

MAY

14



VIRTUAL & IN PERSON

Bike Month Fun Lunch & Learn

12:00 PM - 1:30 PM

Stevenson Fireside Lounge

Zoom & In Person

2-Year Phasing Timeline

(phases can occur concurrently)



Financing Portfolio

Seven Sources

1



Corporate title sponsor

Multi-year agreement

2



Grant(s)

e.g., ATP, CMO, CMAQ, etc.

3



Advertising revenue

Revenue from system ads

4



Public private partnership

Developer financing

5



Operator financing

Investment from operator

6



Employer subsidies

For employee memberships

7



Sales tax

(2028 referendum for transit)

Docked, E-bike Sharing Is A Winning Strategy



Who Supports Docked E-bike Share So Far?

CIRCULATE
PLANNING & POLICY



IGC
IN GOOD
COMPANY

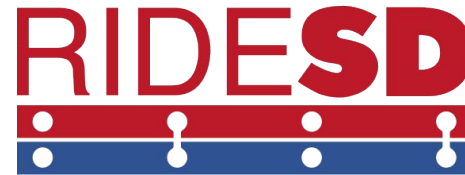


SAN DIEGO 350
CLIMATE ACTION

AARP
California



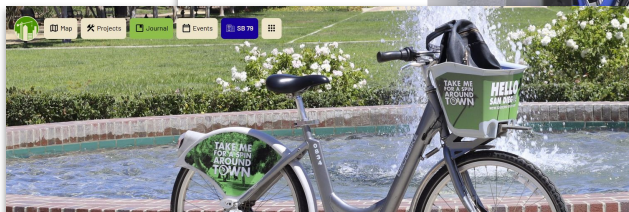
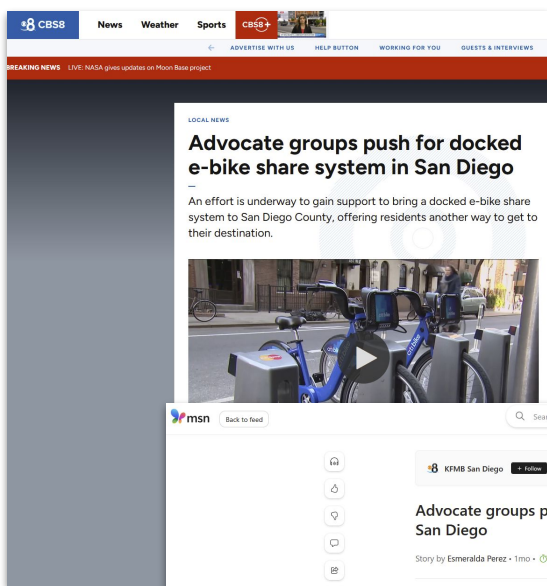
**CLIMATE
ACTION
CAMPAIGN**



Boards:

- City of San Diego Climate Advisory Board
- City of San Diego Mobility Board

Media Attention

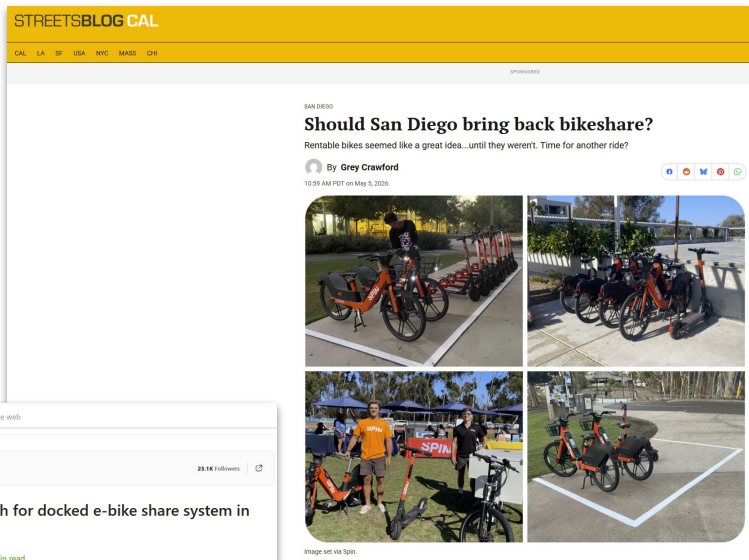


Should San Diego bring back bikeshare?

🕒 04.11.26 // Rentable bikes seemed like a great idea...until they weren't. Time for another ride?

By Grey Crawford, Contributing Writer

When I first moved to San Diego, I noticed that despite the perfect weather and expanding bike lane network, something was missing. A bikeshare program. But if you've lived in San Diego before 2017, you might know that the city already had a fledgling bikeshare program. Launched in 2016, DecoBike had a couple hundred stations at its peak, stretching from Downtown to Pacific Beach. Then, just five years after it launched, it was unceremoniously wiped off the map. Why? And, despite the troubled history, is there any hope for giving bikeshare a second try?



The San Diego Union-Tribune

Commentary

Opinion Commentary Editorials Letters to the Editor Editorial Board

OPINION COMMENTARY - Opinion

Opinion: San Diego needs bikeshare, which thrives in other big cities



People ride e-bikes in Pacific Beach on March 6. E-bikes make bikeshare programs even more helpful. (J.C. Abad/The San Diego Union-Tribune)

By HARRY RUBIN

PUBLISHED: April 30, 2026 at 6:00 AM PDT | UPDATED: April 30, 2026 at 6:02 AM PDT

Docked E-bike Share Solves Problems



Affordable option for those that can't afford and/or don't have a place to store their own e-bike.



Eliminates risk of having your bike stolen.



Reduces traffic congestion and parking demand.



Helps expand access to jobs, education, medical care, etc.



Improves housing and mobility affordability

Next Steps

- 1 Review the letter of support.**
- 2 Review draft MOU and provide feedback.**
- 3 Make an introduction to someone else that would like to hear about docked, e-bike share in SD.**

