

BIKE LOVE COMMUTE INCENTIVE APP



May 19, 2022

Caltrain's Bicycle and Active Transportation Advisory Committee (BATAC)

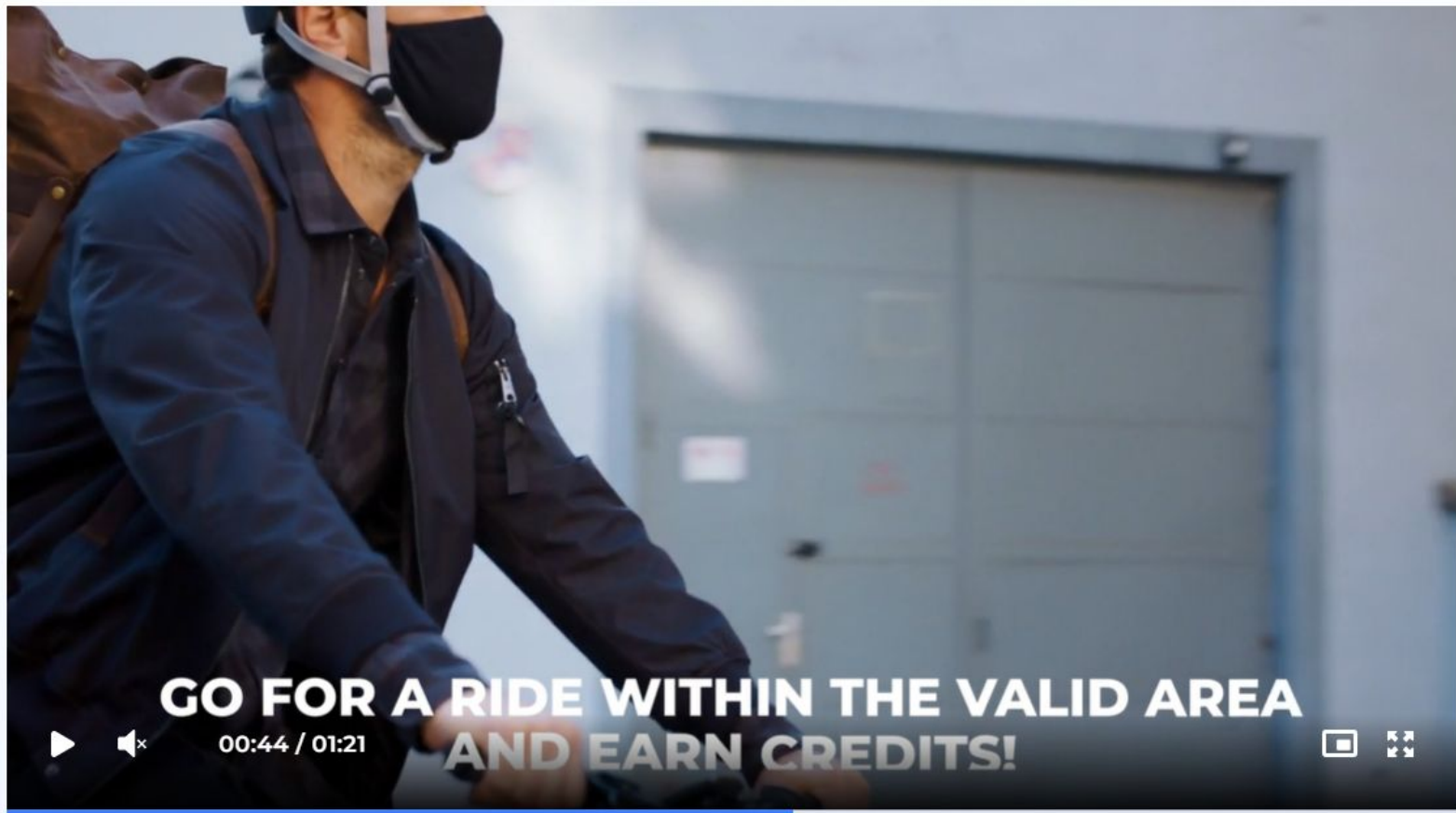
Palo Alto TMA (PATMA): Justine Burt (justine@paloaltotma.org)

Motion: Steve Raney (steve@himotion.co)



Bike Love - bicycling incentive app



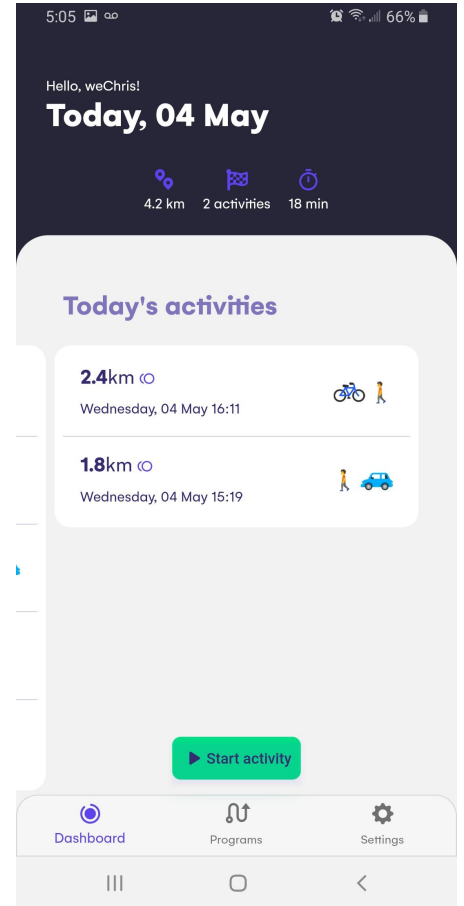
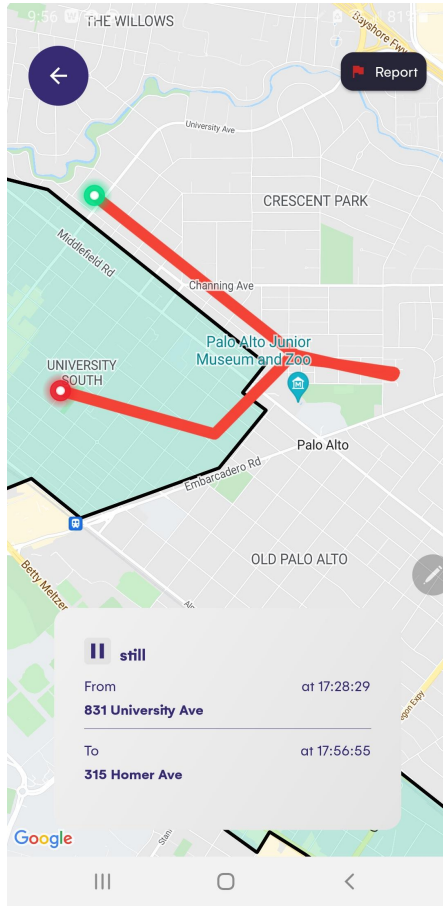
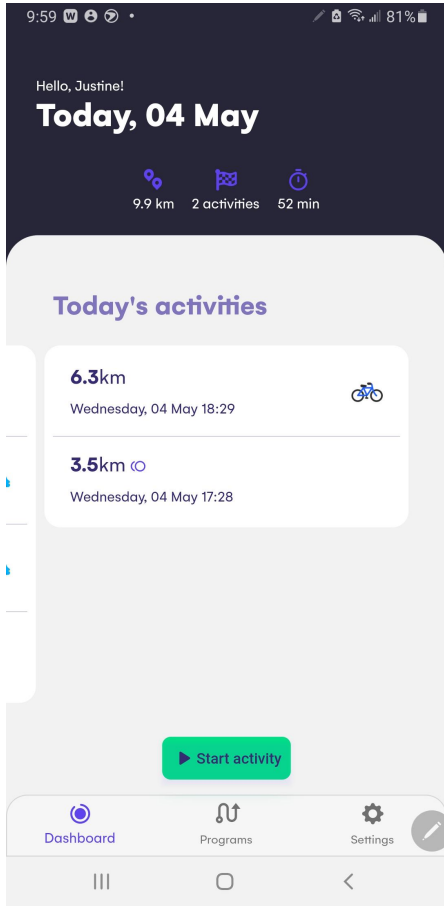


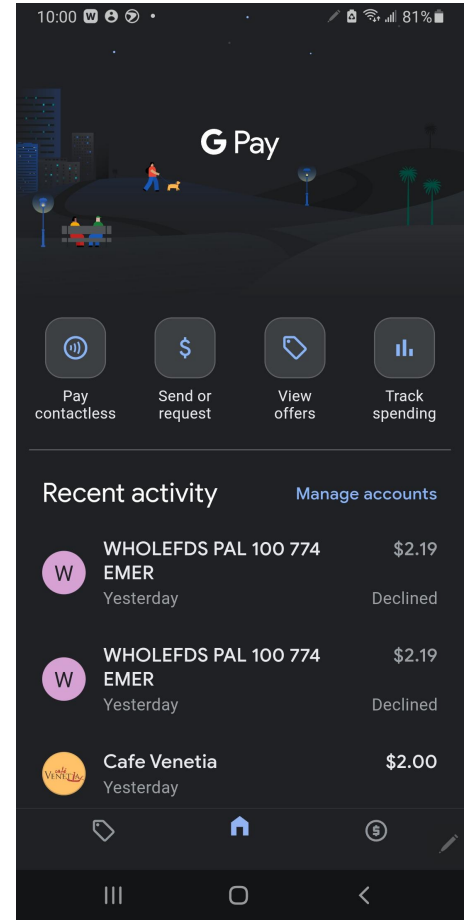
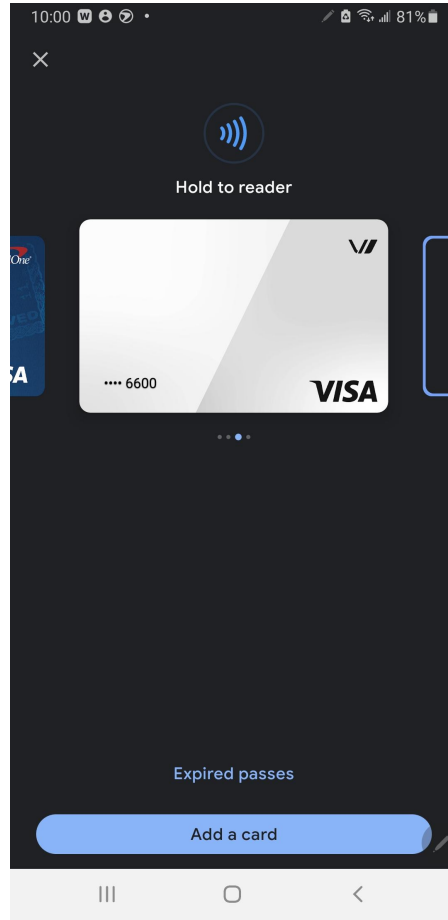
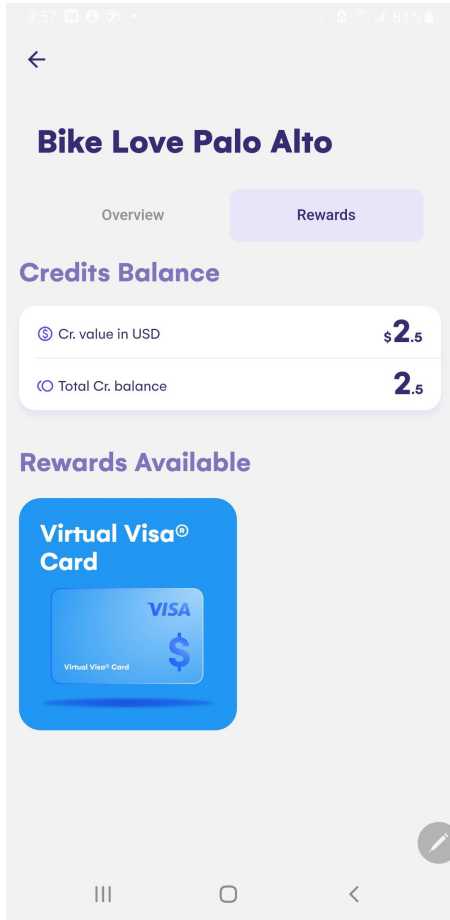
**GO FOR A RIDE WITHIN THE VALID AREA
AND EARN CREDITS!**



00:44 / 01:21







Behavior Change Towards Biking

SPUR's Nov 2020 [Mass Bike Adoption webinar](#)

- 60% “Interested but Concerned”

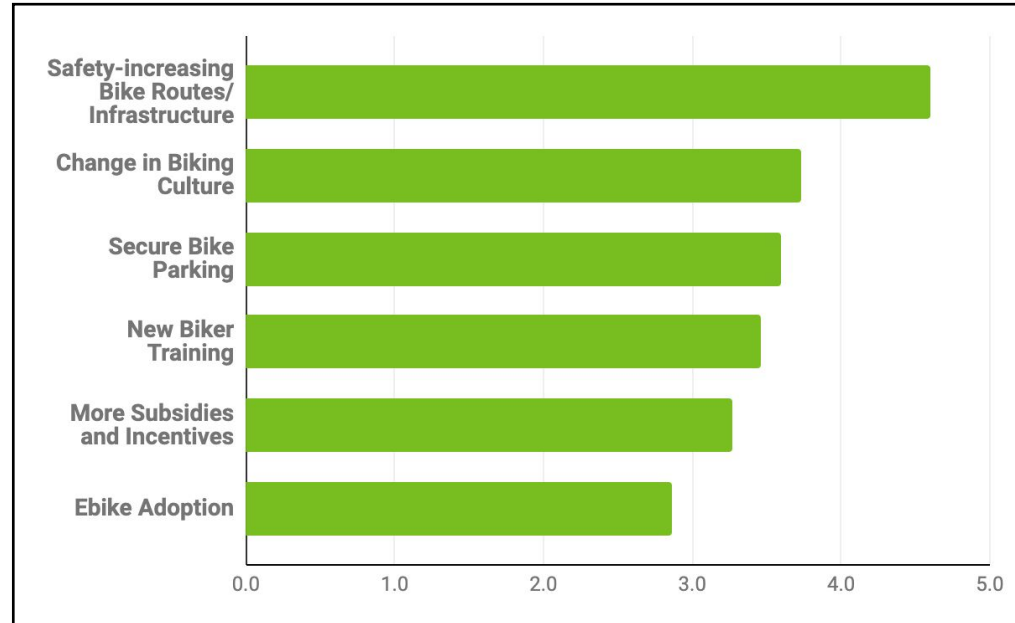
Plan Bay Area Policy EN7

- 40% SOV cap by 2035
- “Bike will gain the most”

“Fresh start” on return-to-office

Go Pass Donation Program

PA Sustainability/Climate Action Plan



Bike Commute Programs

Few US bike commute \$ programs

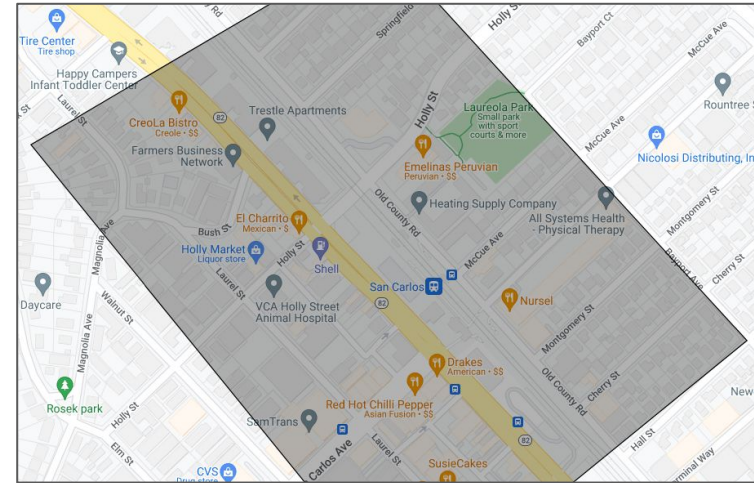
- Commute.org, Stanford Clean Air Cash, Tesla, Google, Atlanta Cash for Commuters, Yolo County T.R.I.P., Seattle Children's Hosp., Gates Fndtn, Sony, Ecology Action, OR Health & Science U.

\$600/year max (\$2.50/day, \$7 to install the app)

- Geo-verified - \$ come from PA Parking Fund
- Apple/Google Pay authorized only in PA, recycle \$

First mile to Caltrain

- And home-to-work



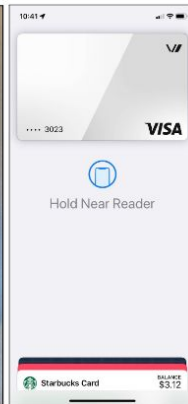
Tricky Stuff

Racing bike or ebike commuter?

- iPhone thinks you're a car
- put phone in front pocket
 - Women's pants - suboptimal pockets

Buying coffee ⇒ fintech world first!

- \$200 dinner date



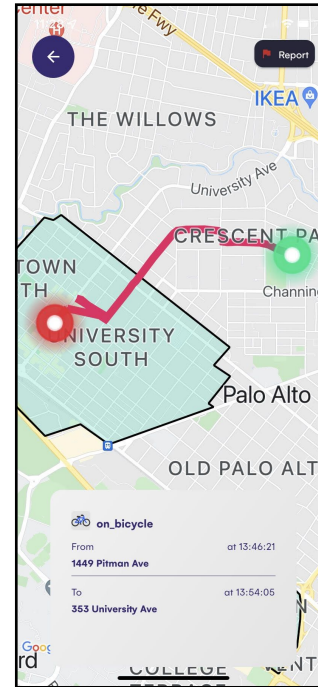
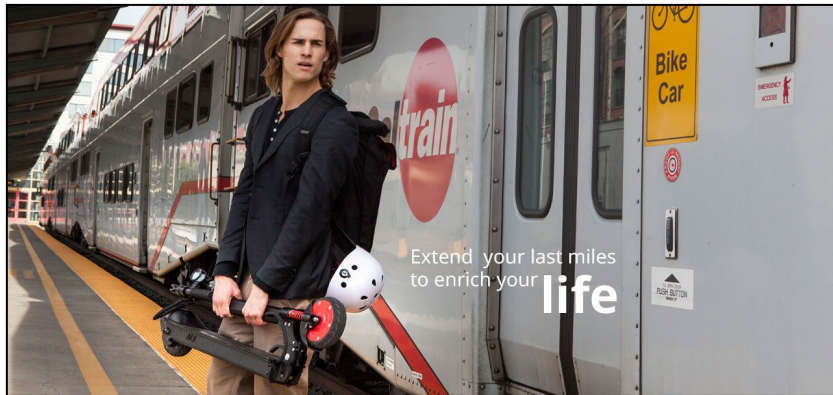
Outreach to commuters

- PATMA website
- Persuasive question in Commute Survey
- Email to all program participants
- PA's Uplift e-newsletter
- Via Chamber of Commerce & Business Associations
- Program updates to City Council & Planning Commission
- Articles in Palo Alto Weekly and Palo Alto Daily Post
- Via SVBC
- Etc.



Request: Looking for two **forgiving** beta testers

- Track your location all the time
- Bike to station area / downtown 2X per week
- Already using Apple/Google Pay
- iPhone or Android



THANK YOU

Bike Love Expert Review Panel



Bike Love Partners



TRB Transit IDEA Program

- Started in 1992, part of the Transit Cooperative Research Program
- Designed to foster innovative concepts that have the potential to enhance security, **increase ridership, improve efficiency for transit agencies, and protect the environment**
- Differs from traditional research programs in two ways:
 - IDEA projects are initiated by researchers rather than by an RFP
 - Funding can support initial testing of unproven concepts.
- Expert Review Panel:

| Name | Title | Organization |
|--------------------|---|-------------------|
| Sylvia Star-Lack | Transportation Manager | City of Palo Alto |
| Toshi Shepard-Ohta | Principal Engr, New Mobility | MTC |
| Lauren Ledbetter | Bike/Ped Program Mgr | VTA |
| Dan Provence | Principal Planner | Caltrain |
| Suzie Edrington | Director, Demand Response | Austin CapMetro |
| Narayana Sundaram | Director, Standards, Engr & Commuter Rail Ops | APTA |

FIRST MILE

- “**VTA** supports active modes and recognizes the importance of bicycles as a way to extend the reach of transit. One of the greatest challenges we face as a transit operator is the low density of our suburban county and long distances to transit stops.”
- “**Caltrain** encourages passengers to use sustainable transportation modes, including bicycling, to get to and from stations.”
- “**Commute.org**’s strategic plan includes a task to ‘encourage more San Mateo County commuters to use bicycling as an alternative to driving alone for both first/last mile commutes as well as full-length commutes.’”

Bike Love Concept

- How to onboard the app and earn/redeem credits (80 seconds):
 - <https://www.renderforest.com/watch/40300705/720/18a1dd114de0970a413d1e5664aa3aee>
- Motion is a **platform** for many customizable behavioral programs
 - Hence, users add the **Bike Love program** within Motion app



Project Risks

- Fintech biz model mismatch with “small” Bike Love
 - Marqeta: \$10M transactions per month minimum
 - Virtual Incentives (VI) “white labels” Marqeta
 - VI may lose \$ on Bike Love
- Take a date out to dinner for a \$127 meal at Reposado. Something in the app fails and you don’t have another way to pay

