



GO⚡SGV

SAN GABRIEL VALLEY
REGIONAL ELECTRIC BIKE SHARE PROGRAM



www.gosgv.com

Program Overview

- **Goals**
 - Reduce VMT
 - Improve access to a quality e-bike
 - Increase public awareness of the tech
- **Fleet Size**
 - 840 standard Commuter E-bikes
 - 12 Family/Cargo E-bikes
- **Operations**
 - SGVCOG administered
 - ActiveSGV selected to operate program
- **Monthly subscription model**
 - Based on international programs (e.g., NL, Aus)
 - No bikes sitting on street corners
- **Demo centers / partners**
 - Local bike shops, CBOs, and public agencies across the SGV



Cost

- Classic Commuter - **\$69 / month**
- Student - **\$49 / month**
- Seniors (62 years old) - **\$49 / month**
- Income Qualifying - **\$29 / month**
- Cargo - **\$149 / month** (up to 2 months)
- Seasonal Promotions - **\$40 / month** (when you commit to 6 months)
- **Group / Business / Income-Qualified rates** - upon request
- **Share-to-own** - 36 months of GoSGV commuter bike use, and then give it a forever home!
 - (99) current members have signed up for this option



Implementation Timeline

- **2021:** Program development and procurement
- **May 2022:** GoSGV demos at 626 Golden Streets ciclovia
- **June/July 2022:** inventory bike builds; beta rollout / assessment
- **August 2022** - Public rollout



Similar Monthly Programs

- Sydney, Australia ([Lug + Carry](#))
 - \$144 / mo (Tern HSD)
 - \$244 / mo e-cargo (Tern GSD)
- Netherlands ([VanMoof Lease](#))
 - \$100 / mo inc. VAT (VanMoof)
 - Minimum 24 month contract
- Netherlands ([SwapFiets](#))
 - \$84 / mo
- Switzerland ([CarVelo 2 go](#))
 - \$538 / mo
 - *One month max rental period*
- Paris Metro Region, France ([Véligo](#))
 - \$42 / mo standard e-bike
 - \$84 / mo e-cargo or e-tricycle
 - 6 month maximum for standard, 3 months cargo.



VanMoof Lease - \$100 / mo



CarVelo2Go - \$538 / month

LA Area Rental Programs

- **Daily E-bike Rental Costs**

- Incycle Bicycles
 - **\$120 / day** (Specialized)
- Velo Pasadena
 - **\$80 / day** (Gazelle)
- Bikes and Hikes LA
 - **\$75 / day**
- LA Fly Rides
 - **\$115 / day** (Specialized Vado)
 - **\$135 / day** E-cargo (Riese & Mueller)
- Santa Monica Bike Center
 - **\$80 / day** (Orbea) or E-cargo



Incycle E-bike rental option - \$120 / day



Santa Monica Bike Center - \$120 / day

Program Bike: Standard E-bike

- Manufactured by Trek
- One-size fits most
- UL certified
- Bosch mid-drive, “pedal-assist” motor
- Max assisted speed 17 mph
- 3 gears
- 4 levels of assist
- 30-50 mile range



Program Bike: Family/Cargo E-bike

- Urban Arrow
- One-size fits most
- UL certified
- Bosch mid-drive, “pedal-assist” motor
- 30-60 mile range
- 12 bikes (up to 2 month share period)



Cargo Accessories

Box Cover

\$10/month

Rain Cover

\$25/month

Bike Parka

\$12/month



Rain Cover



Bike Parka



Box Cover



GoSGV includes

- Unlimited mileage
- Bike Lock
- Battery Charger
- Normal wear-and-tear
(i.e., brake pad wear, tire wear, cable wear, cosmetic damage to frame)



Repair Fees

- **Repairs** per fixed price list:
 - *No charge for normal wear-and-tear on parts*
 - Flat repair - (1st free) - \$30/\$50
 - Brake / derailleur adjustment - \$15
- **Deposit** - 10% of bicycle cost
 - \$250 for standard bike; \$500 for cargo bike
 - valid payment method on file throughout the program



Delivery



Registration / Sign Up

1. Complete a sign form online
2. Provide/upload proof of residency (SGV residents only)
3. Upon approval of application, schedule a time to pick up or request delivery

Optional: Test ride a bike at a GoSGV partner location located in cities across the San Gabriel Valley



Partners

1. Around the Cycle (Pasadena)
2. The Cub House (San Marino)
3. Jimmy's Bikes (Baldwin Park)
4. Stans Bike Shop (Azusa)
5. The Bicycle Central (Glendora)
6. Incycle Pasadena
7. Covina Valley Cyclery
8. Jimmy's Bikes (Baldwin Park)
9. Trek Bicycles Pasadena
10. The Local Bike Stand (Pomona)
11. Jeff Seymour Family Center (El Monte)



Year 1 Highlights

A review of 227 GoSGV members who exited the program revealed the following:

1. **E-commuter bikes** were ridden an average of **23 miles per week**.
2. **E-Family/Cargo Bikes** were ridden an average of **40 miles per week**.
3. **33%** of participants exited because they **purchased their own e-bike or planned to do so**.





Program Next Steps

1. E-Family/Cargo Bike
Fleet Expansion

1. Stronger Equity Pricing

1. Local E-Bike Incentives

1. VMT/GHG Evaluation



Funding Opportunities

- **User Revenue and Private Sponsorship**
- **Net Toll Revenue Return program** - Metro
- **Regional Early Action Planning (REAP) Grants** - CA Department of Housing and Community Development
- **Mobile Source Reduction Committee (MSRC)** - SCAQMD
- **Transformative Climate Communities*** - Strategic Growth Council
- **Measure A (Parks)** - County of Los Angeles
 - E-bike encouragement and education
- **Community Change Grants** - US EPA



The goal of the program is to get you to ask the question, “could this trip be done with a bike?”

Having rented the cargo bike I can tell you that answer is ‘yes’. I had the bike during the middle of the rainy winter, and thought I would only use it once or twice, but I ended finding excuses to use it everyday. I looked forward to my time on the cargo bike everyday and so did my son.



Wen L.



"This e-bike lets me ride with both our baby and our toddler, plus a load of groceries--- all without breaking a sweat. The GoSGV family cargo bike is the best!"



Ginny G.



"I've had my bike for over a year and I have got to tell you it is the bomb! I ride it almost everyday. I do my shopping in it, I go to my classes in it and I just love it. It is my second car."

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