

# Bay Area Bike Share: Project Schedule

Date	Event
May 17, 2013	Name Announcement
May 30, 2013	San Francisco Open House
June 14, 2013	SFMTA Public Hearing: Station Approvals
July 2013	Website Live
July 2013	Membership Opens
July-August 2013	Stations hit the streets
August 2013	Bay Area Bike Share Launch!
Spring 2014	Full Pilot Expansion (150 more bikes, 50 total stations)



# Bicycle Sharing: A Regional Pilot

100 Stations, 1000 Bikes



## Launching in August with:

- 70 Stations
- 700 Bikes
- One membership

## Partner Agencies:

- Bay Area Air Quality Management District (Lead)
- San Francisco Municipal Transportation Agency
- Valley Transportation Authority
- SamTrans
- City of Redwood City
- County of San Mateo

## Major Funding:

- Bay Area Climate Initiative Program (Metropolitan Transportation Commission)
- Transportation Fund for Clean Air (BAAQMD)
- Proposition K Local Transportation Sales Tax Funds (SFCTA)

## San Francisco Bay Area Regional Bicycle Sharing Pilot



# Bike Share Stats

## Safety matters:

- London: After the first 4.5 million trips, no serious injuries or deaths in a traffic crash<sup>1</sup>
- Washington DC: After the first 330,000 trips, 7 crashes reported (and 13 crashes on a personal bike during the same time period)<sup>2</sup>

## Bike Share replaces trips by personal auto

- 43% of Denver B-Cycle users surveyed said they replaced car trips with bike rides<sup>3</sup> and 50% of Minneapolis NiceRide members reported choosing public transit or bike sharing over driving<sup>4</sup>
- A quarter (26%) of Capital Bike Share survey respondents survey reduced their driving miles; 11% reduced driving by more than 1,000 miles<sup>5</sup>
- Capital Bikeshare members reduced the Washington DC area's driving miles by 4.4 million per year, or by 198 miles per member<sup>6</sup>

## Bike Share encourages bicycling and active transportation

- 71% of NiceRide Minneapolis members say they bike more since the system was introduced, and 63% say they get more exercise because of access to bike sharing<sup>7</sup>
- Bicycling increased 44% in Lyon, France within the first year it introduced bike sharing<sup>8</sup>
- Bicycling increased 70% in Paris since Velib' was introduced in July 2007<sup>9</sup>
- 96% of first-year bike share users in Lyon, France had not ridden a bicycle in Lyon before<sup>10</sup>

## Bike Share is the future

- There are currently 495 bike share programs operating worldwide that deploy over 500,000 total bikes!<sup>11</sup>
- The world's largest bike share program in Hangzhou, China, has approximately 60,000 bikes!<sup>12</sup>

## Bike Share is good for business

- More than eight in ten Capital Bike Share survey respondents said they are either much more likely (37%) or somewhat more likely (48%) to patronize an establishment that is accessible by Capital Bikeshare<sup>13</sup>
- Minneapolis NiceRide members spent an estimated \$3,013,387 during their trips in 2011<sup>14</sup>
- Washington, DC CaBi members save around \$819 in transportation costs annually<sup>15</sup>
- 89% of Velib' users said it allowed them to move around Paris easily<sup>16</sup>

### Sources:

1. <http://www.ft.gov.uk/assets/downloads/corporate/Cycling/cycle-safety-end-of-year-review-2011.pdf>
2. [http://www.boston.com/news/local/massachusetts/articles/2011/05/01/bicycle\\_sharing\\_program\\_boston\\_plans\\_already\\_huge\\_hit\\_in\\_washington/?page=1](http://www.boston.com/news/local/massachusetts/articles/2011/05/01/bicycle_sharing_program_boston_plans_already_huge_hit_in_washington/?page=1)
3. <http://denver.bicycle.com/story/19976613/news.aspx>
4. <http://transweb.sjsu.edu/PDFs/research/1029-public-bikesharing-understanding-early-operators-users.pdf>
5. 2013 Capital Bikeshare Member Survey Report <http://capitolbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
6. 2013 Capital Bikeshare Member Survey Report <http://capitolbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
7. <http://transweb.sjsu.edu/PDFs/research/1029-public-bikesharing-understanding-early-operators-users.pdf>
8. [http://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)
9. [http://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)
10. [http://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)
11. <http://bikeshare.com/statistics/test-statistic/>
12. <http://bikeshare.com/statistics/test-statistic/>
13. 2013 Capital Bikeshare Member Survey Report <http://capitolbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
14. <http://bikeshare.com/statistics/test-statistic/>
15. <http://bikeshare.com/statistics/test-statistic/>
16. [http://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)



# Check out the Bike!

Exact colors to be determined



### Stem Safety Sticker



### Handlebar

One piece, integrated design with dual brake levers, bell, and 7-speed grip shift

### Front Rack

Fits more than a basket with a versatile design that secures all of your goods with a clever bungee cord

### Saddle

Comfortable commuter design, seat height adjusts for people 4'10" to 6'5"

### Fenders

Fends off the rain and grime and keeps billowing clothing from catching in the spokes

### Tires

Wide for a smooth ride, puncture resistant and nitrogen-filled for longevity

### Weight: 42.5 lbs

Heavier than a normal bike because the frame and components are engineered for heavy urban usage

### Lights

1 white LED light in the front and 2 red LED lights in the rear turn on automatically when you pedal

### Frame

Durable aluminum step-over design

### Dynamo Hub

Powers the front and rear lights and holds a charge for 2 minutes after you stop pedaling.

### Chain protector

Protects the chain and your clothing

### Drum Brakes

Are unaffected by rain or road grit

### Shifter

Shimano Nexus 7-speed Internal Gear Hub



# Station Elements

Battery powered

Solar charged

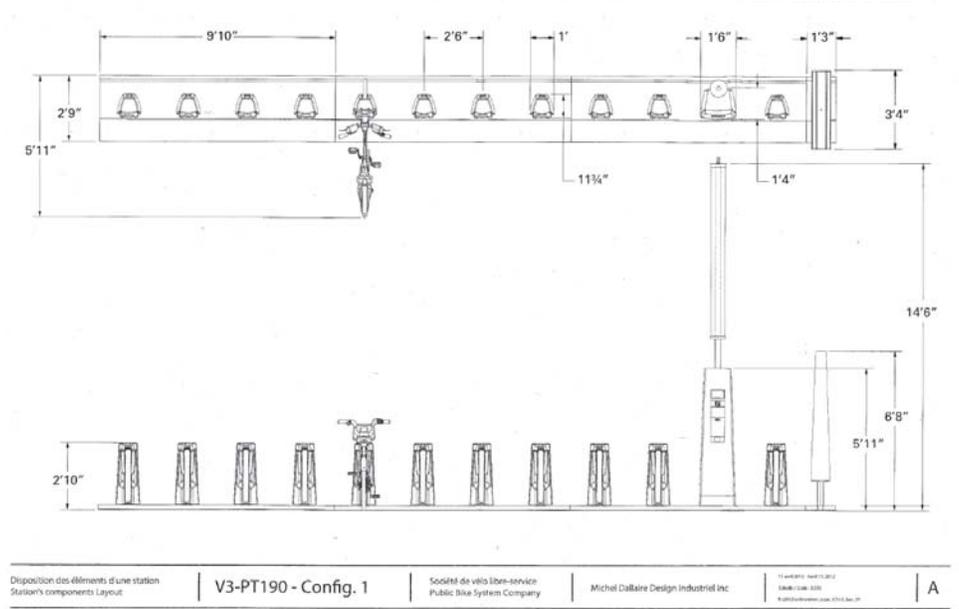
Secured by own weight

No excavation required

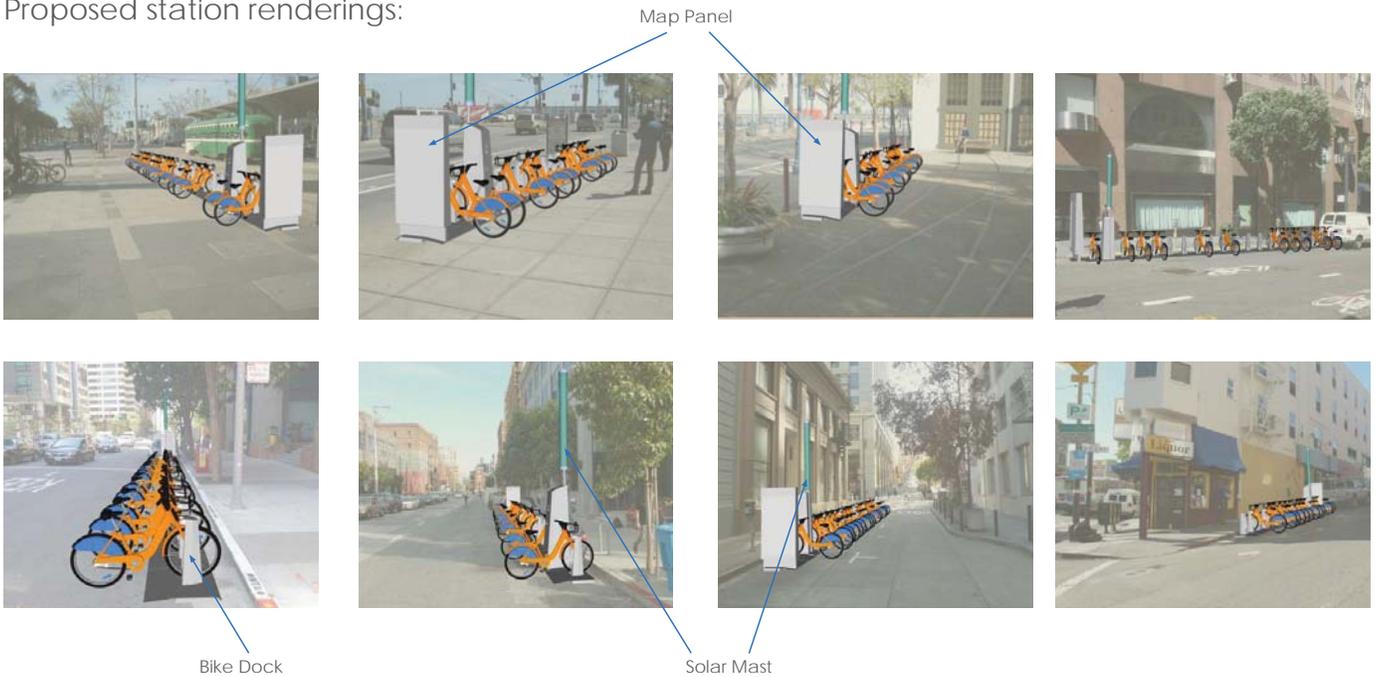
Modular

Map/sponsorship panel

Typical station site plan:



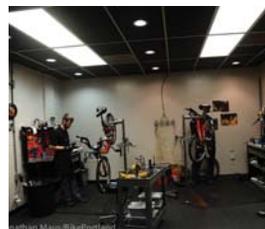
Proposed station renderings:



# How it Works: Installation and Maintenance

**A portable and flexible system**

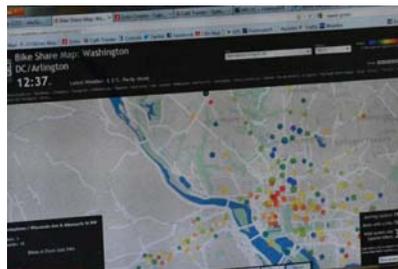
**...that is rigorously maintained**



Stations take up to a few hours to install and can be unassembled just as quickly

Users can request bicycle maintenance directly from docks.

**...and continuously serviced**

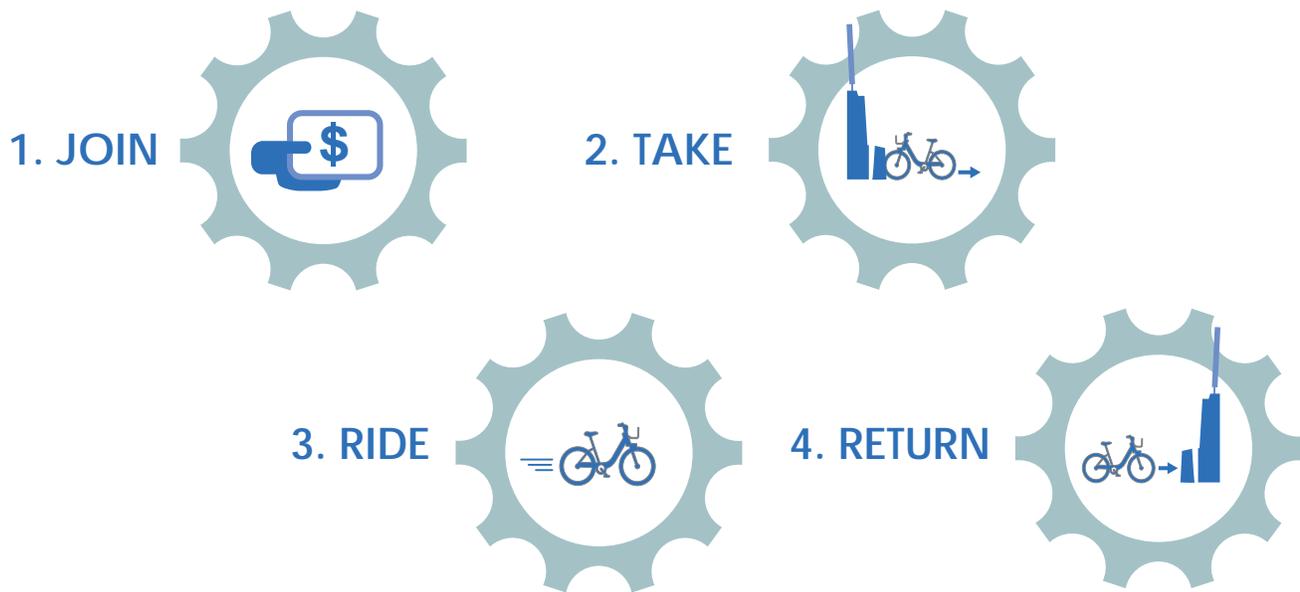


Bike sharing stations are monitored to ensure just the right number of bikes are available at each site.

Images courtesy of Bike Portland: <http://bikeportland.org/2013/03/10/behind-the-scenes-of-capital-bikeshare-84006#more-84006>



# How it Works: Membership and Costs



## Membership Pricing (includes unlimited 0–30 minute trips)

- 24 Hours: \$7 - \$10\*
- 3 Days: \$20 - \$25\*
- 1 Year (lump sum payment): \$75 - \$90\*
- 1 Year (paid in installments): \$90 - \$100\*

## Additional fees apply to trips over 30 minutes

- 0–30 minutes of each ride: INCLUDED
- 31–60 minutes of each ride: \$2 - \$6\*
- Each additional 30 minutes: \$5 - 10\*
- Maximum daily charge: TBD

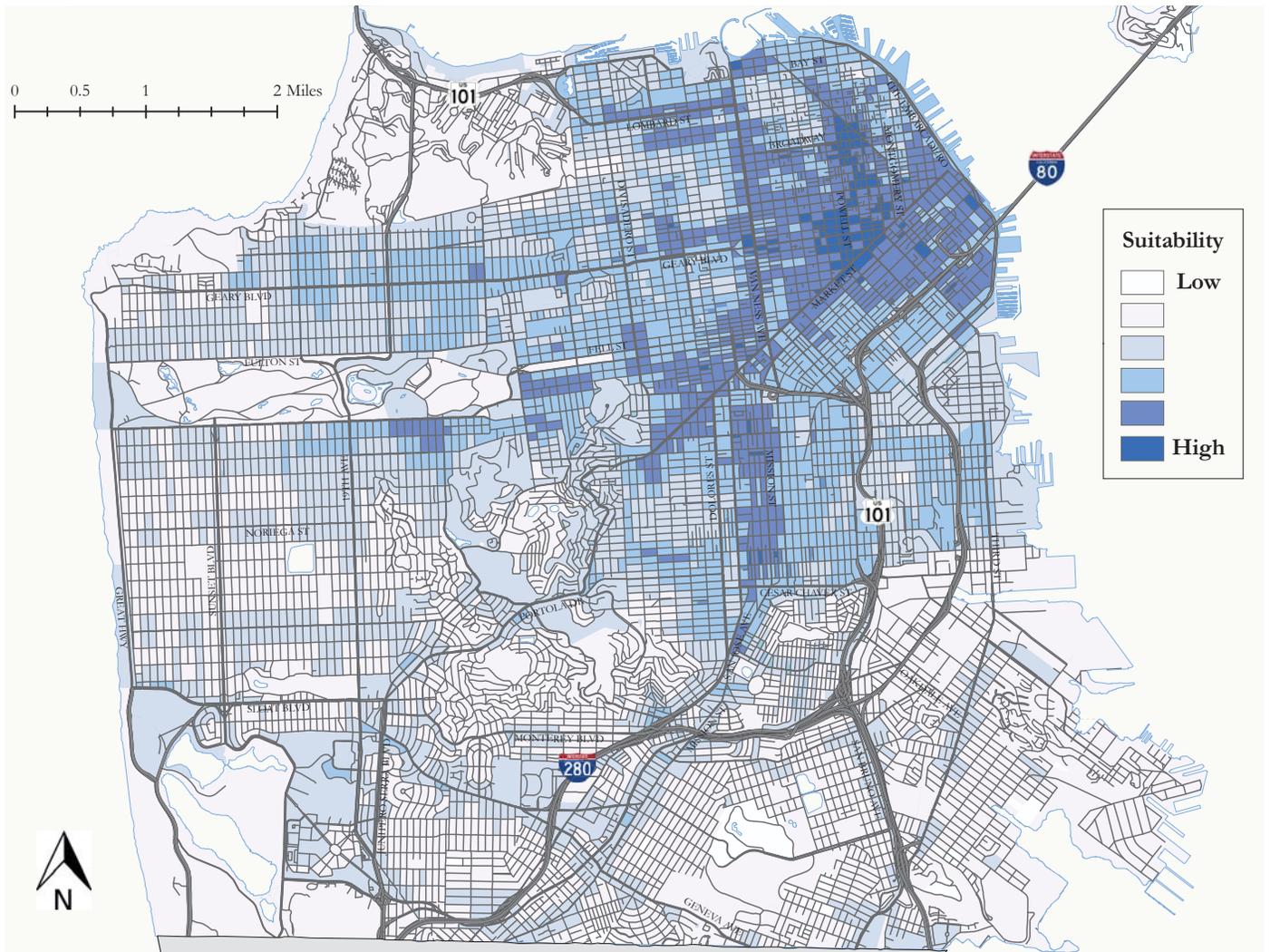
\*Pending final decision by steering committee

**\*Corporate membership information coming soon!**

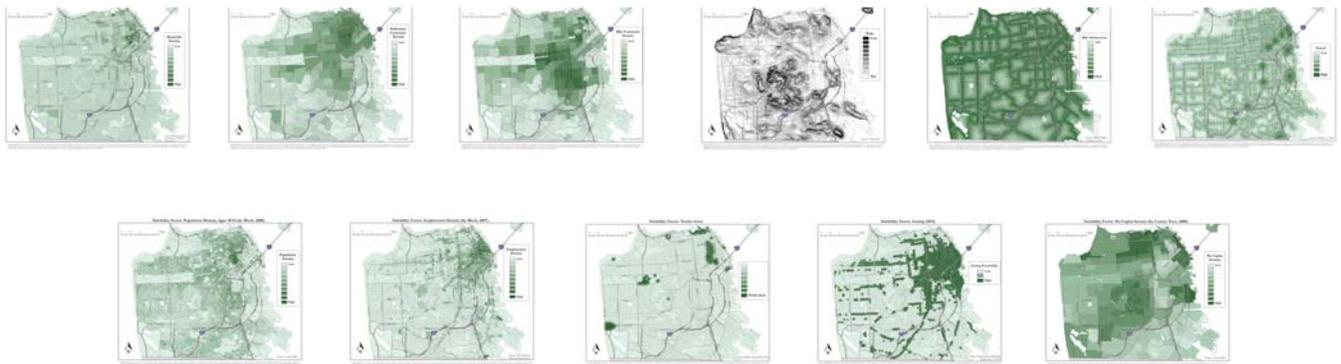


# San Francisco Bike Share Suitability Analysis

Analysis of employment, business, transportation, population and other demographic data contributed to the following map:



The 11 maps below show the factors that were considered to generate the bike share pilot area. Studies have shown that these factors promote bicycle sharing.



# Bike Share Station Placement: Opportunities and Constraints

## Opportunities:

- *Use of the parking Lane*

Bike share stations are designed to fit into the width of a typical parking lane

- *Plazas, privately owned public open space, wide sidewalks*

With careful planning and a focus on urban design, bike share stations can activate open spaces in the city's downtown core

- *Adjacent bicycle facilities*

The bike lanes, sharrows, and cycletracks that cross the downtown core provide access to bike share station locations

Bike Corrals and Parklets also offer alternative uses for the parking lane



UN Plaza in downtown San Francisco is an active open space with excellent access to transit



The bicycle infrastructure along Market St. provides easy access to multiple bike share stations

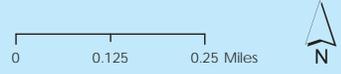
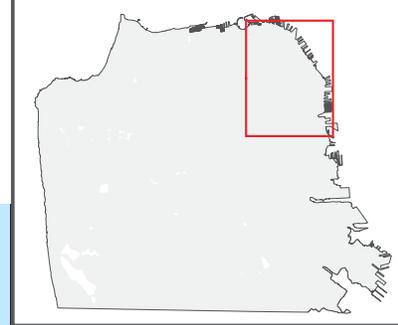


## Constraints

- *Limited sidewalk width*
- *Parking regulations*
- *Utility conflicts*



# Bike Share Service Area



- Proposed Bike Share Station \*
  - BART Station
  - Caltrain Station
  - Bike Share Pilot Service Area
  - SFMTA Bicycle Route Network**
  - Bike Path
  - Bike Lane
  - Bike Route
- \*Stations are labeled by number of bike docks

