

# Come See The Bike!

## 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

## 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.

## Drum Brakes

Are unaffected by rain or road grit

## Chain protector

Protects the chain and your clothing

## Mint Green

Bright color contrasts with the city environment for safety #RideMint

## Shifter

Shimano Nexus 7-speed Internal Gear Hub



# Bike Share Stats

## Safety matters:

- London: 22.7 million trips, only 1 death in a truck collision<sup>1</sup>
- Washington DC: 5.3 million trips, 84 reported crashes, 0 fatalities<sup>2</sup>
- Minneapolis: 861,000 trips, 3 reported accidents - only cuts and bruises<sup>3</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. Barclays Cycle Hire, 2013
2. BikeArlington, September, 2013
3. NiceRide Minnesota, September 2013
4. <http://denver.bcycle.com/tabid/99/Itemid/63/news.aspx>
5. <http://transweb.sju.edu/PDFs/research/1029-public-bikesharing-understanding-early-operators-users.pdf>
6. 2013 Capital Bikeshare Member Survey Report <http://capitalbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
7. 2013 Capital Bikeshare Member Survey Report <http://capitalbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
8. <http://transweb.sju.edu/PDFs/research/1029-public-bikesharing-understanding-early-operators-users.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://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)
12. <http://bikeshare.com/statistics/test-statistic/>
13. <http://bikeshare.com/statistics/test-statistic/>
14. 2013 Capital Bikeshare Member Survey Report <http://capitalbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
15. <http://bikeshare.com/statistics/test-statistic/>
16. <http://bikeshare.com/statistics/test-statistic/>
17. [http://www.nyc.gov/html/dcp/pdf/transportation/bike\\_share\\_complete.pdf](http://www.nyc.gov/html/dcp/pdf/transportation/bike_share_complete.pdf)

# Station Elements

- Battery powered
- Solar charged
- Secured by own weight
- No excavation required
- Modular
- Map/sponsorship panel

Typical station site plan:

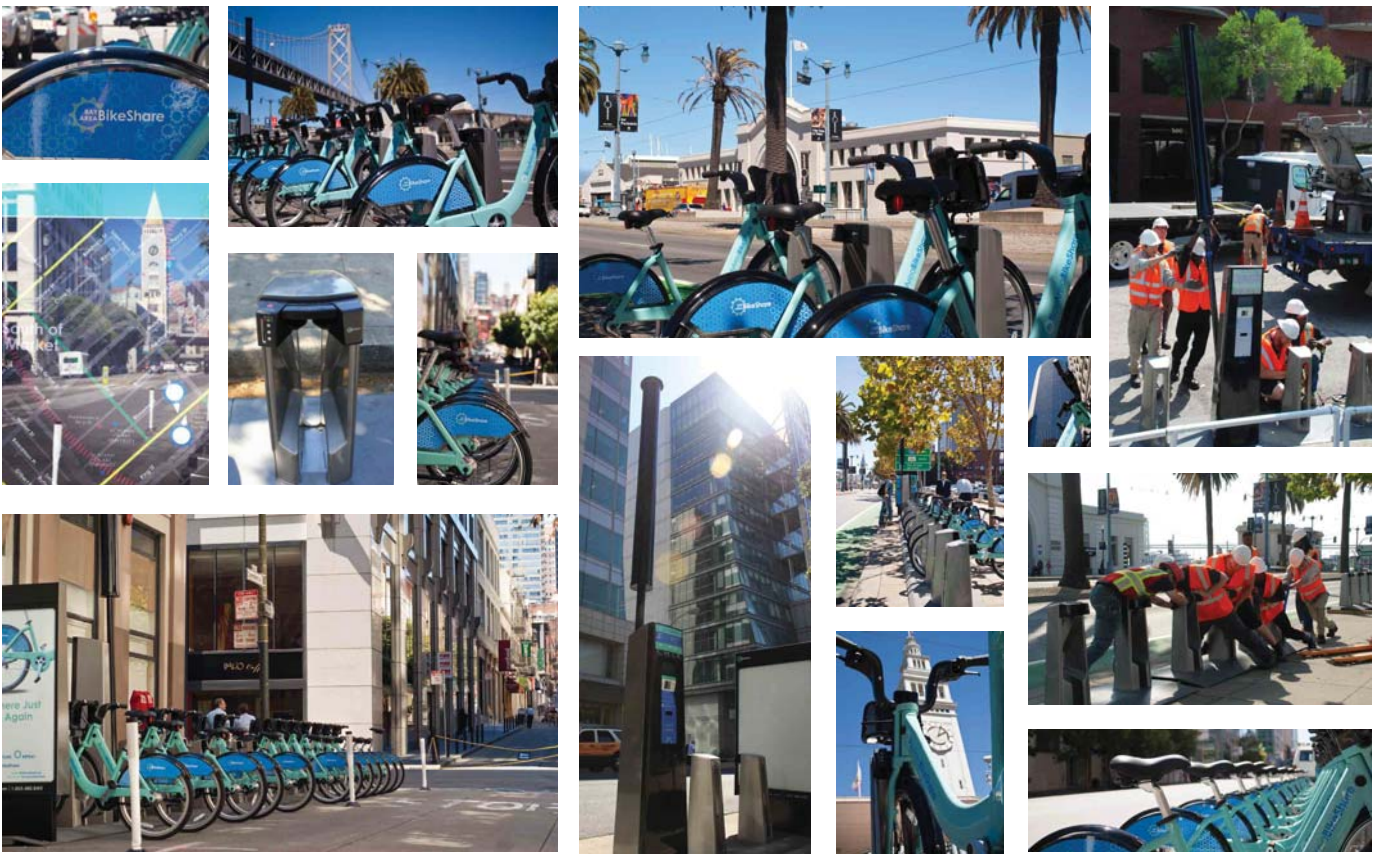
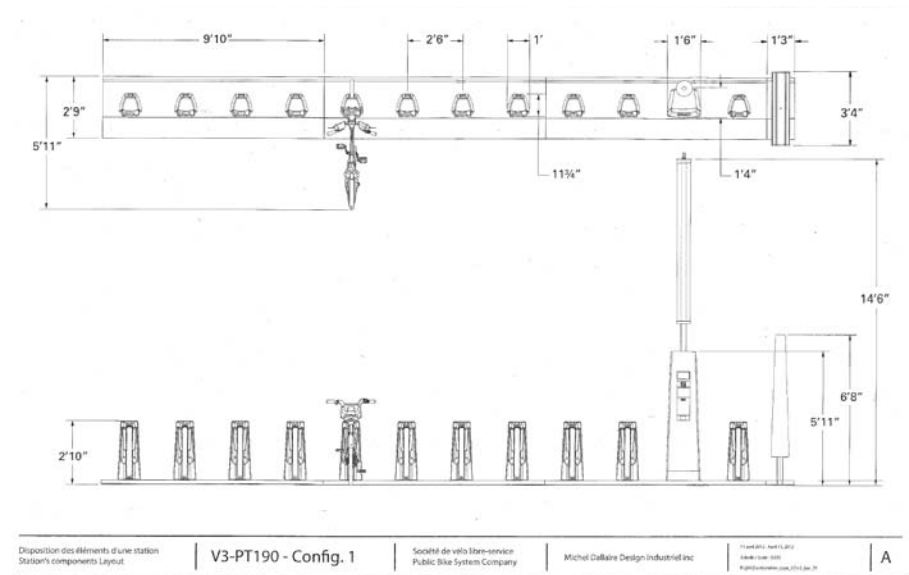
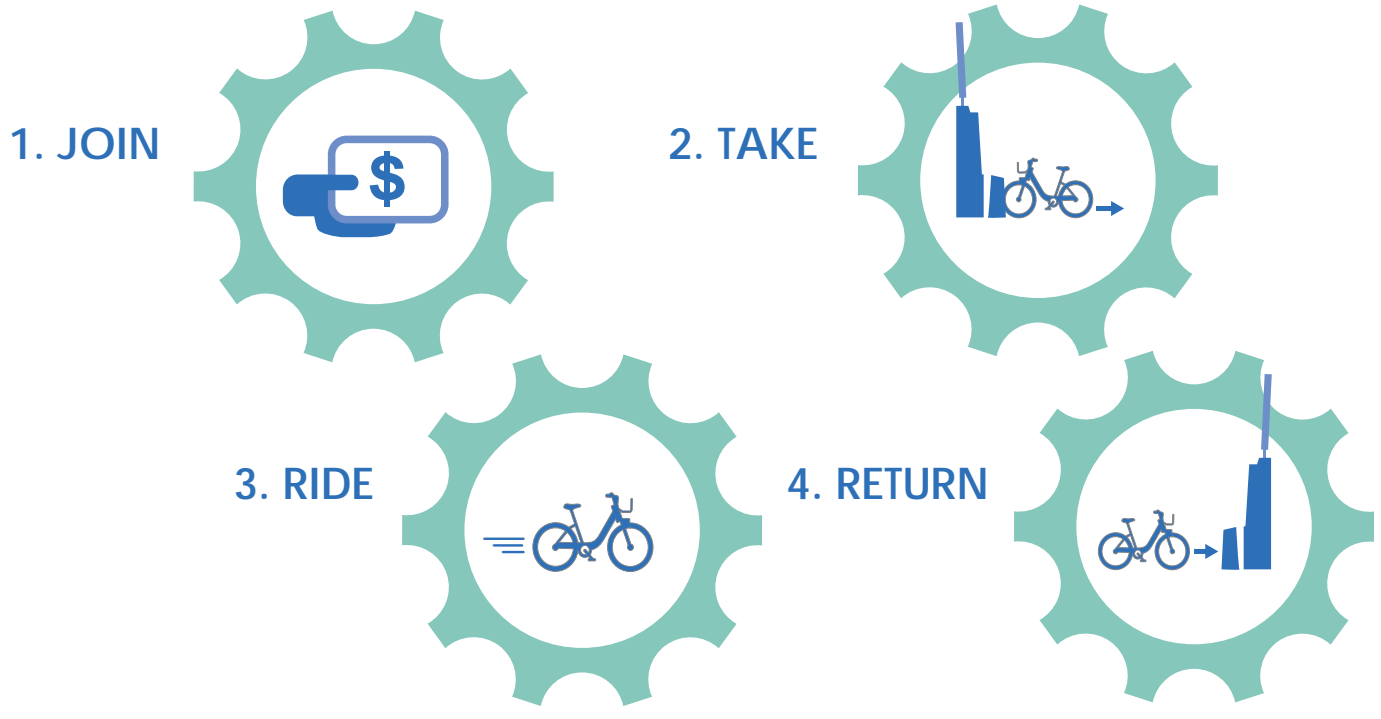


Photo Credit: Frank Chan, SF Bicycle Coalition; Will Tabajonda, SFMTA; Heath Maddox, SFMTA; Matt Lasky, SFMTA

# How it Works



# Membership and Costs

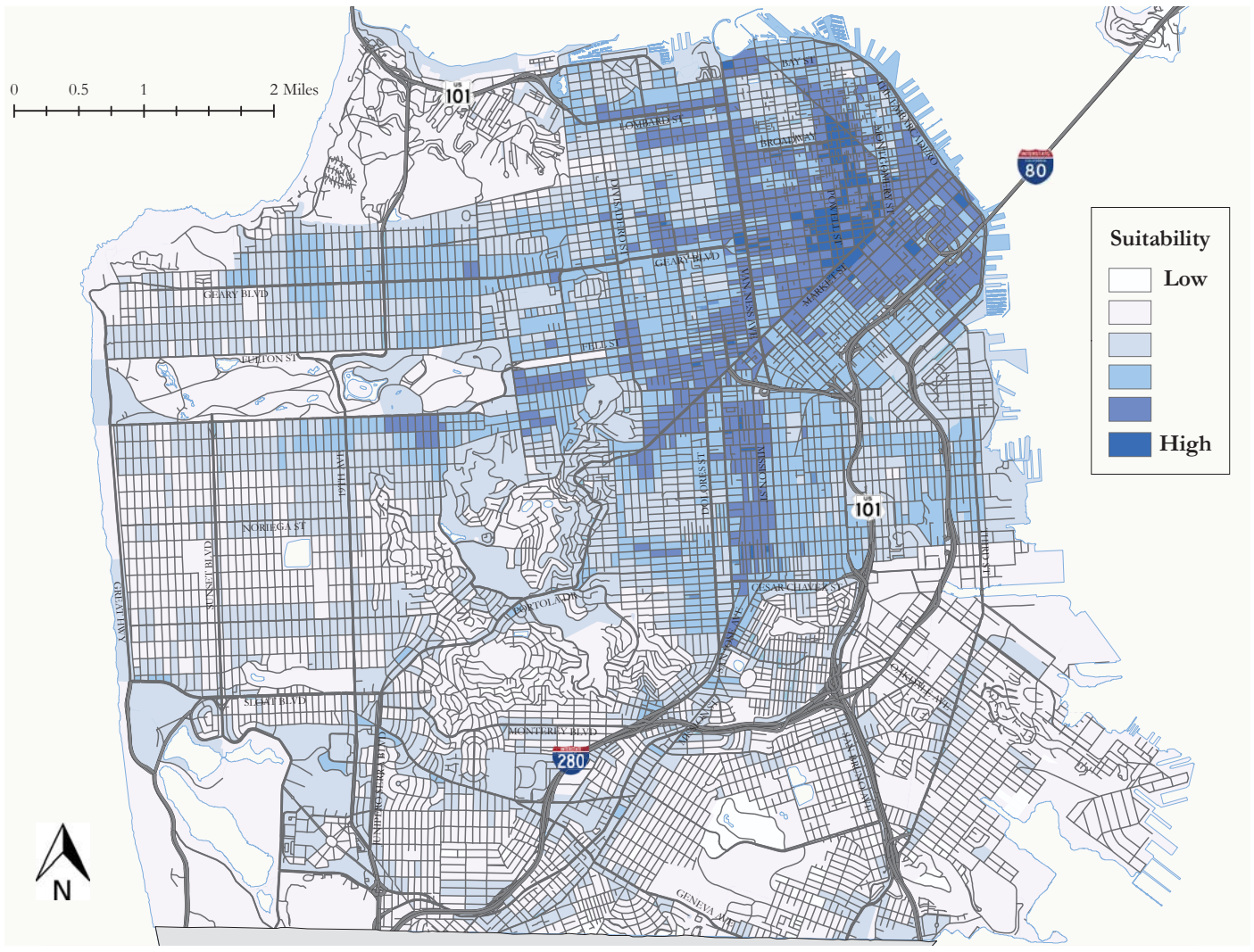
**Membership**      **Usage Fees**

First, buy a membership      Then, check out a bike - rides under 30 min are free

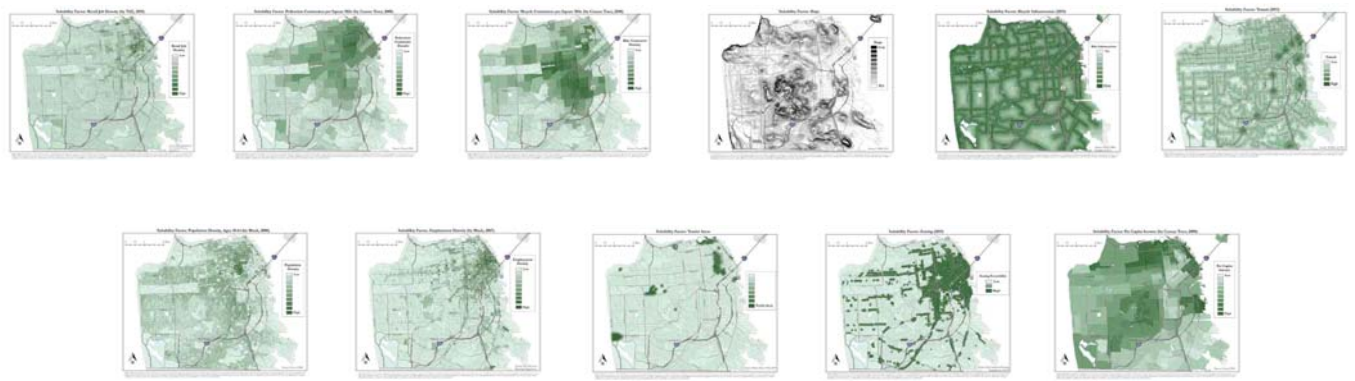
<b>\$9</b> 24 hr	+	0-30 minute checkout	30-60 minute checkout	Each additional 30 minutes
<b>\$22</b> 3 day		<b>\$0</b>	<b>\$4</b>	<b>\$7</b>
<b>\$88</b> 1 year		Take as many rides as you like during your membership period, just keep them under 30 minutes! Usage fees begin to accrue after 30 minutes.		

# 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

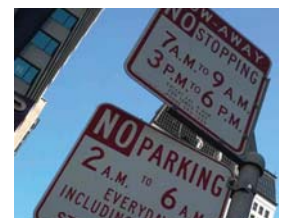


The bicycle infrastructure along Market St. provides easy access to multiple bike share stations

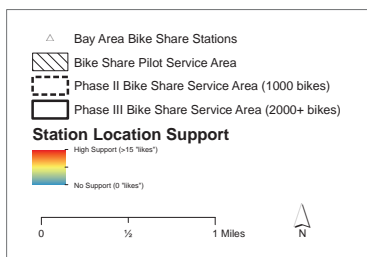
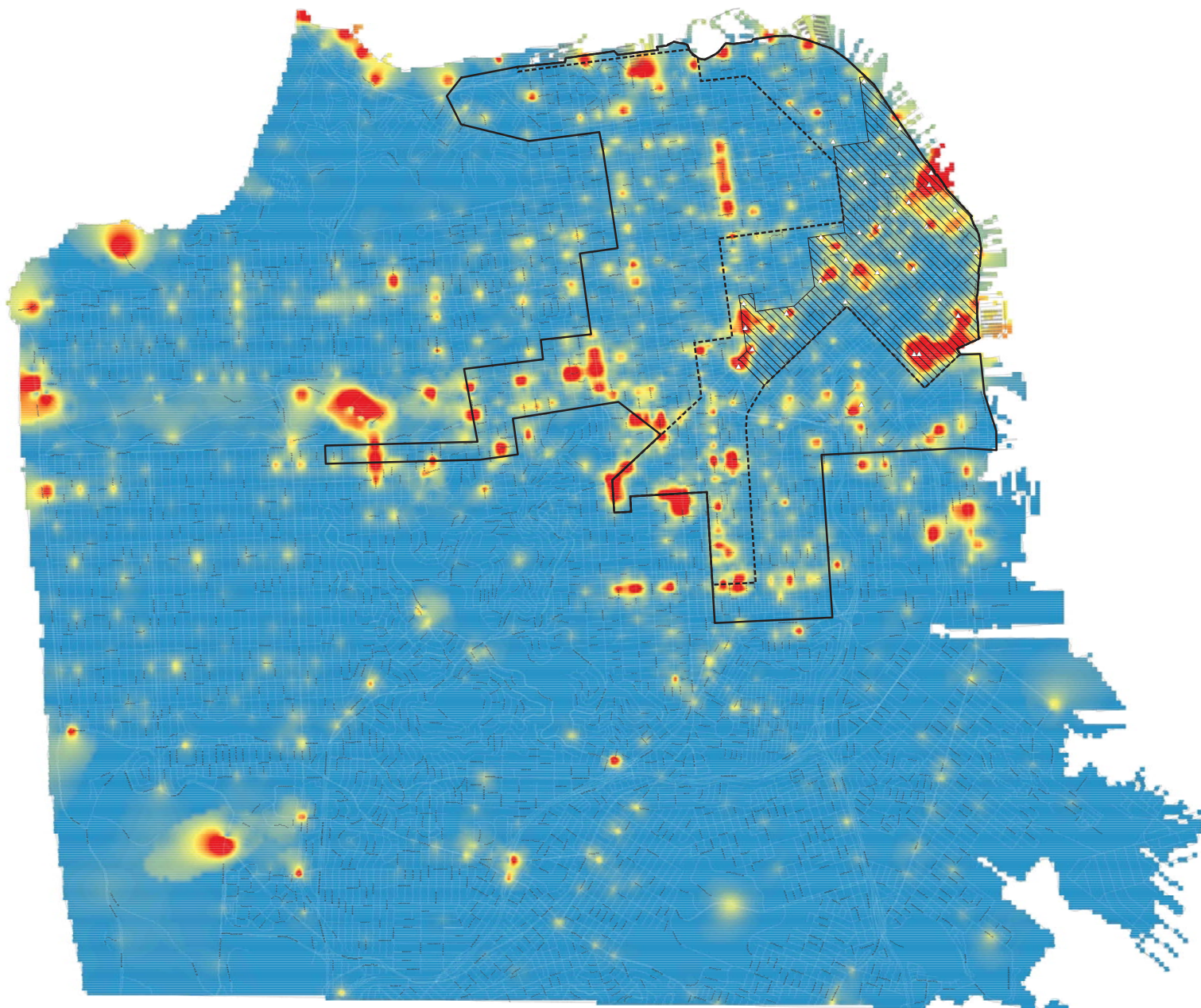


## Constraints

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



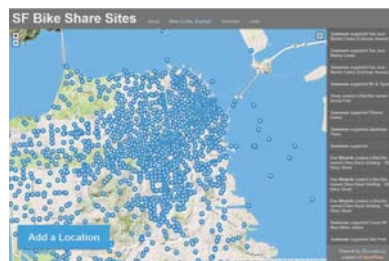
# Bike Share Station Crowdsourcing Heatmap



**Source:** Bay Area Bike Share crowdsourcing map, <http://sfbikeshare.sfmta.com>

**Methodology:** Inverse Distance Weighted (IDW) interpolation of street intersections. Intersections weighted based on the "Support" field of nearby station locations.

**Sample Size:** n=1,193



# What do you love about Bay Area Bike Share?

More bikers = Safe biking!

Bikes are very comfy!

Convenience, ease of use, sturdy bikes.

Great bikes and great for the urban commute.

Economic and healthy.

Smooth, safe ride! Promotes safe riding.

Shortens walking trips!

I don't have to worry about my own bike if I go for a night out!

Stations in San Jose @ Caltrain are right in front of my office which means I can wear ridiculous high heels from 94117 to 95110 :)

Reduces commute time.

Full coverage of city, parks, even low density areas can make this fully functional.

Dock the bike and walk away! SIMPLE.

Fewer cars.

Comfortable ride.

More people riding means less people driving cars!

Seafoam green paint job.

Can introduce people to bicycling for transportation!

Less cars.

More advocates for safety!

Check out 2 at a time and ride with a friend with one key.

# What can we Improve?

+1 support

More bikes and docks

Need to be cleaned

Allow members to give free ride once per month for friends

Densest residential neighborhoods need many stations (TL, Lower Nob, Union Square, Downtown)

Can't keep up

Bikes in the Richmond District!

Docks in more SF neighborhoods

As system expands, consider raising time limit to 45 minutes

Longer time limits

Improve rebalancing stations (one full and empty often)

Geared too slow. Can't keep up with group on Market.

Rebalancing mid-day especially 4th and Townsend

More stations and better safety at some stations (ex: Civic Center BART)

Corporate Rates

Advocate to MTA for improved bike infra in SF

Keep people at Civic Center Dock from using bikes as a bench

Stations in all neighborhoods

More dedicated bike lanes for a safer ride

Please serve more areas of the city, Excelsior, North Beach, Chinatown, Mission, UCSF Mission Bay

Remove sticker and graffiti on bikes

Reciprocity between all other similar shares in other cities

45 minute time limit

More/any coverage of neighborhoods

International orange. More like red divvy

I keep seeing tourists in GG park on the bikes - more than 30 mins from a dock- they don't understand the fee structure.

30 min time too short to get from Columbus and Broadway to Van Ness and Market

Agree [with the left]. Seen in: Sausalito, GG Bridge, BART

I would promote ridership if I could get more free 30 minutes than 1-day pass

I've seen the same [as the left] and helped clarify for others at stations

More stations near where we live

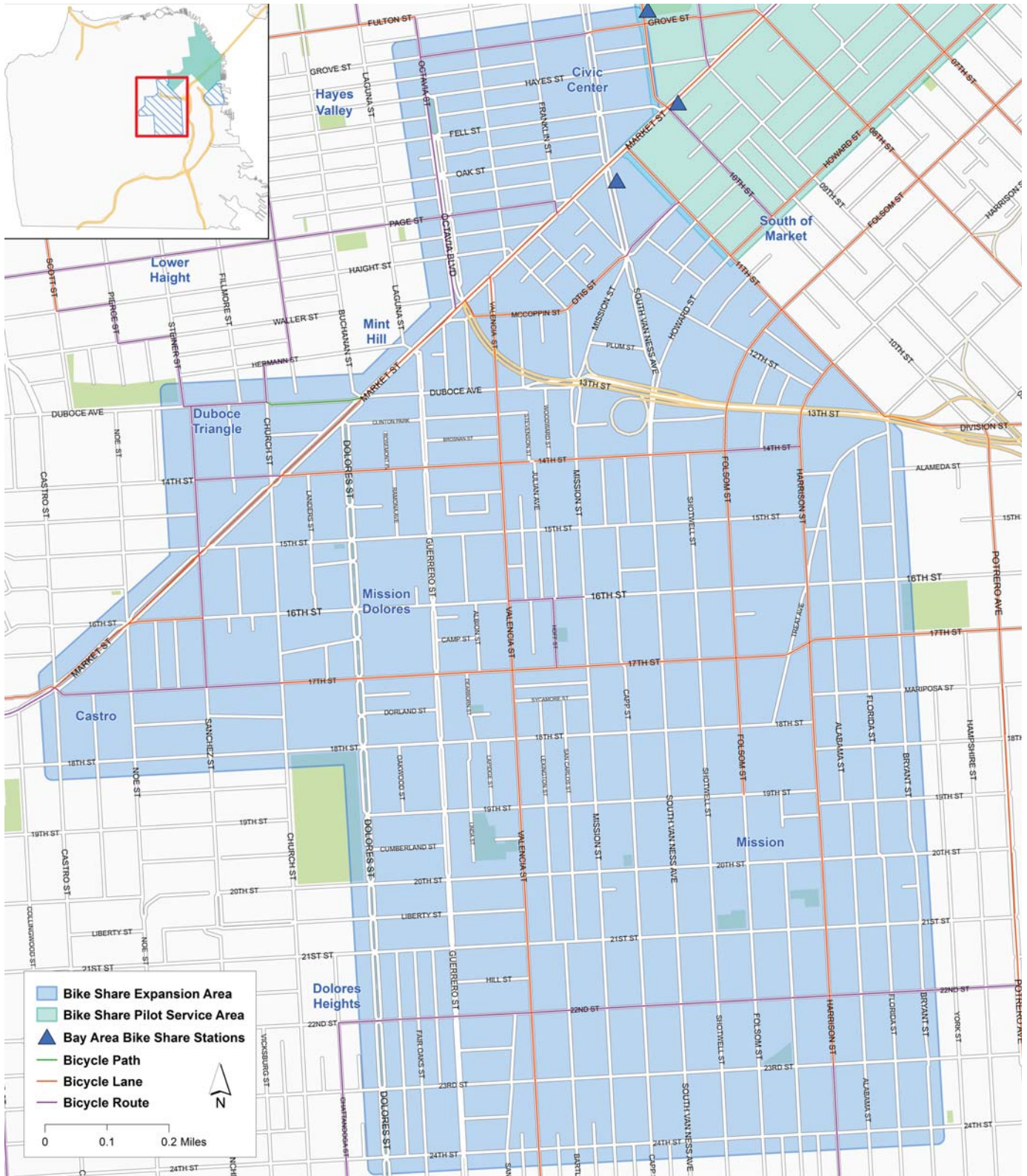
Expand to 5th and Howard. Overloaded

As you expand, rebalancing is the most important thing. Success in NYC = lines @ stations



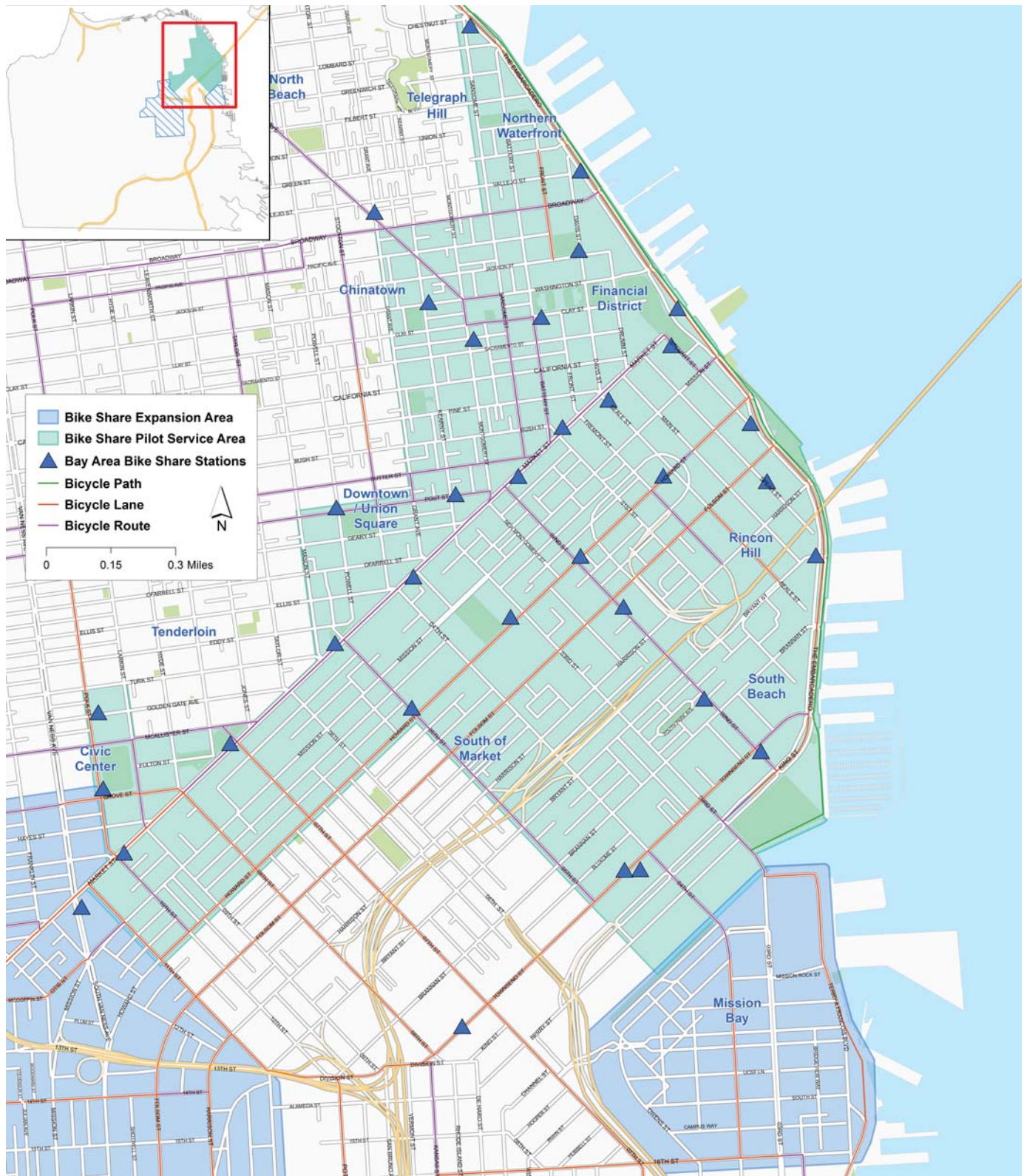
# Crowdsource Map 1

## The Mission, Hayes Valley, Castro, Mission Dolores



# Crowdsource Map 2

## Existing Service Area, Mission Bay



# Crowdsource Map Notes

## Where did you place a station?

## Why?

18th and Dolores	Near parks, restaurants, and residences. It's also flat.
Expand Transbay and 5th/Howard Stations	My route hardly has bikes when I arrive at Transbay and is typically full when I dock. Going down to market makes my commute equal to the time of walking.
Channel and 4th St in Mission Bay	Mission Bay has no station. Several new apartment buildings are coming online.
16th near Bryant	Gets coverage into Potrero and Mission.
3rd and 16th in Mission Bay	Connects to other transit, and accesses new development.
Hayes and Buchanan	There is a community playground, baseball diamond, and tennis courts so perhaps more room. Also 3 blocks to Alamo square for tourism.
Mint Plaza at 5th and Mission	Has an open seating area, access to the mall, a parking lot.
Mission St between 7th and 8th	Near the Federal Building.
Duboce Park	It's closest to where I live (Alamo Square Park).
Jane Warner Plaza	End of the F-Line, enter Castro.
19th and Harrison	Mission Cliffs, South Pac Brewing, Central to East Mission.
1650 Mission/170 Otis	At government offices for HAS, DBI, and Planning.
UCSF Mission Bay Muni Stop	Schools and jobs nearby. Major development.
Caltrain	High demand from Mission to Caltrain. If adding Mission stations then there needs to be more capacity at Caltrain.
Folsom and 14th	Rainbow Co-Op is there.
16th St BART	Transit Hub.
16th St and 3rd	UCSF Mission Bay - To and from Caltrain @ 4th/King
17th and Bryant	Bike lanes near Potrero Center Safeway.
All Down Valencia	So many bike commuters and so many businesses.
21st and Valencia	Near home, lots of bike paths nearby.
Market and Octavia	Gateway to Hayes valley, Mission, Lower Haight.
Mint Plaza	Great place to hang out and drink coffee.
11th and Harrison	Location is best for commute.
24th and Mission - Castro District	BART and Muni.
Post and Jones	Densest Mixed Use Neighborhood (Outside Chinatown).
AT&T Park	There is a lot of demand.