



SAN FRANCISCO BIKE SHARE OPEN HOUSE SUMMARY

On Thursday, May 30, the SFMTA held a Bay Area Bike Share Open House in the North Light Court of City Hall. The event was from 5:30 to 8:00 pm and featured 11 boards introducing attendees to the regional bike share pilot program, how bike sharing works, and details on planning and implementation for the San Francisco program. The board displays were divided into five stations, each staffed by members of the Livable Streets Subdivision. The board topics included:

Station 1

- Bay Area Bike Share: Project Schedule
- Bicycle Sharing: A Regional Pilot
- Bike Share Stats

Station 2

- Help pick the Bay Area Bike Share skirt guard design! (interactive)
- Check out the Bike!
- Station Elements

Station 3

- How it Works: Installation and Maintenance
- How it Works: Membership and Costs

Station 4

- San Francisco Bike Share Suitability Analysis
- Bike Share Station Placement: Opportunities and Constraints
- Bike Share Service Area

Station 5

- Tell us where you want a Bike Share station! (interactive)



Board Introducing the Bike

Edwin M. Lee
Mayor

Tom Nolan
Chairman

Cheryl Brinkman
Vice-Chairman

Leona Bridges
Director

Malcolm Heinicke
Director

Jerry Lee
Director

Joél Ramos
Director

Cristina Rubke
Director

Edward D. Reiskin
Director of Transportation

Attendees were invited to vote on skirt guard designs and to suggest stations for expansion by placing stickers on designated boards. Tables in the center also held posters of blank outlines of bike share skirt guards for attendees to draw their own designs. In addition to the informational and interactive components, the SFMTA provided a sign-in table that distributed Bay Area Bike Share fact sheets, pocket-sized cards linking visitors to web resources, bike maps and bike bells. Overall, the open house was visited by partners, press and approximately over 80 constituents.



The public rotated through five stations around interactive tables for sharing skirt design ideas.





Attendance

People

Of the estimated 80 constituents who attended the open house, 60 signed in to receive newsletter updates about Bay Area Bike Share. Of the sign-ins, 36 indicated plans to sign up for Bay Area Bike Share membership, and seven indicated being undecided. Seven indicated interest in having their business sponsor a station, and five indicated possible interest.

Partners

The SFMTA hosted the open house, with 15 representatives attending, including Director Ed Reiskin, Livable Streets Deputy Director Bridget Smith, Section Leader Seleta Reynolds and SFMTA Bike Share staff. Representatives from partnering groups who attended included:

- Kansas Waugh, Alta Bike Share
- Karen Schkolnick, Bay Area Quality Management District
- Gillian Gillett, Mayor's Office Director of Transportation Policy

Press

Members of the press who attended the open house represented KQED, Streetsblog, the San Francisco Chronicle, KALW and Univision. The SFMTA's Bike Share program manager, Heath Maddox, conducted a television interview in Spanish to Univision. Web links to press coverage of the event include:

- "Meet Bay Area Bike Share," SF Streetsblog:
<http://sf.streetsblog.org/2013/05/31/meet-bay-area-bikeshare/>
- "Bay Area bike sharing on track to begin in August," SF Gate:
<http://blog.sfgate.com/bicycle/2013/06/01/bay-area-bike-sharing-on-track-to-begin-in-august/>
- "Bike sharing in Bay Area starts in August," SF Chronicle:
<http://www.sfchronicle.com/bayarea/article/Bike-sharing-in-Bay-Area-starts-in-August-4567797.php>



SFMTA's Heath Maddox interviewed by Univision in Spanish (left) and KQED in English (right).



Marketing the Meeting

The SFMTA marketed the open house through a variety of mediums – by distributing Press Releases through digital mailings, Web site updates, social media announcements and Eventbrite sign-ups:

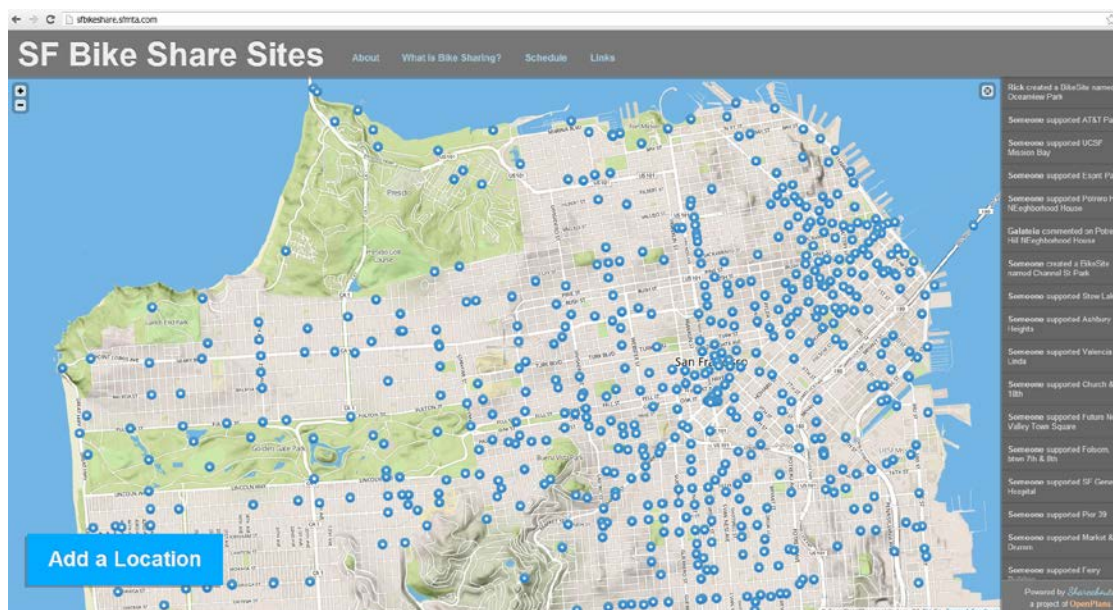
- New web site press release:
<http://www.sfmta.com/news/press-releases/sfmta-unveils-bay-area-bike-share-and-announces-open-house>
- Old web site press release:
<http://archives.sfmta.com/cms/apress/SFMTAUnveilsBayAreaBikeShareandAnnouncesOpenHouse.htm>
- Eventbrite (~100 online registrants):
<http://bayareabikesharesf-es2.eventbrite.com/?rank=1>
- Facebook Event Invite:
<https://www.facebook.com/events/461429663944703/?ref=22>



Website Placard Invitation

Crowdsourcing Map

The SFMTA continues the discussion on Bay Area Bike Share in San Francisco by providing an online venue for crowdsourcing suggestions for Bike Share locations beyond the proposed stations within the pilot area. Visitors can add a location on the following URL:
<http://sfbikeshare.sfmta.com/>



Screenshot of Bay Area Bike Share Crowdsourcing Map

Open House Materials



Front Invite Card

 **BayAreaBikeShare**  **SFMTA**
Municipal Transportation Agency

Join the City and County of San Francisco for a Bay Area Bike Share open house! Learn more about the program as San Francisco gears up for bike sharing this summer.

¡Únete a la Ciudad y Condado de San Francisco para una casa abierta con respecto al "Bay Area Bike Share"! San Francisco se prepara para el sistema de bicicletas públicas compartidas "Bike Share" este verano: obtenga más información sobre el programa.

請出席三藩市政府關於灣區自行車分享計畫的介紹會！
更多了解將於今夏開始推行的自行車分享計畫。

Date: Thursday, May 30th, 2013
Time: 5:30 – 7:30 p.m.
Location: City Hall, 1 Dr Carlton B Goodlett Pl.
North Light Court
(enter from Civic Center Plaza)
RSVP: bayareabikesharesf.eventbrite.com
Contact: Heath Maddox; Heath.Maddox@sfmta.com

Back Invite Card

<p> BayAreaBikeShare Visit us on the web: www.sfmta.com/bikesharing</p>	<p>We want your input on future station locations! Tell us where you want a station: http://sfbikeshare.sfmta.com</p>
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Front and Back of URL Business Card

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 crash¹
- Washington DC: After the first 330,000 trips, 7 crashes reported (and 13 crashes on a personal bike during the same time period)²

Bike Share replaces trips by personal auto

- 43% of Denver B-Cycle users surveyed said they replaced car trips with bike rides³ and 50% of Minneapolis NiceRide members reported choosing public transit or bike sharing over driving⁴
- A quarter (26%) of Capital Bike Share survey respondents survey reduced their driving miles; 11% reduced driving by more than 1,000 miles⁵
- Capital Bikeshare members reduced the Washington DC area's driving miles by 4.4 million per year, or by 198 miles per member⁶

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 sharing⁷
- Bicycling increased 44% in Lyon, France within the first year it introduced bike sharing⁸
- Bicycling increased 70% in Paris since Velib' was introduced in July 2007⁹
- 96% of first-year bike share users in Lyon, France had not ridden a bicycle in Lyon before¹⁰

Bike Share is the future

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

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 Bikeshare¹³
- Minneapolis NiceRide members spent an estimated \$3,013,387 during their trips in 2011¹⁴
- Washington, DC CaBi members save around \$819 in transportation costs annually¹⁵
- 89% of Velib' users said it allowed them to move around Paris easily¹⁶

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
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://capitabikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>
6. 2013 Capital Bikeshare Member Survey Report <http://capitabikeshare.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
9. 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
11. <http://bikeshare.com/statistics/test-statistic/>
12. <http://bikeshare.com/statistics/test-statistic/>
13. 2013 Capital Bikeshare Member Survey Report <http://capitabikeshare.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



Check out the Bike!

Exact colors to be determined



Station Elements

Battery powered

Solar charged

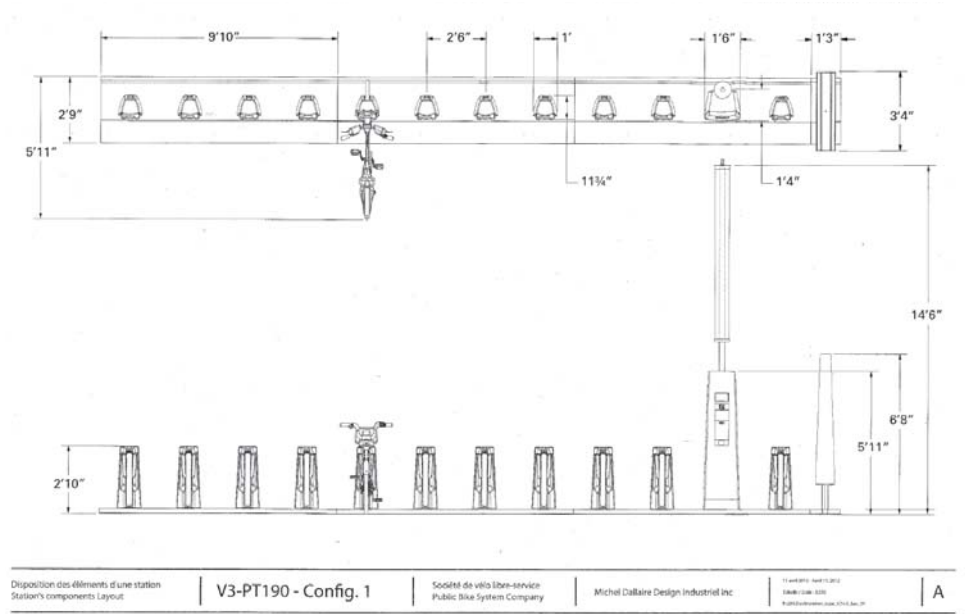
Secured by own weight

No excavation required

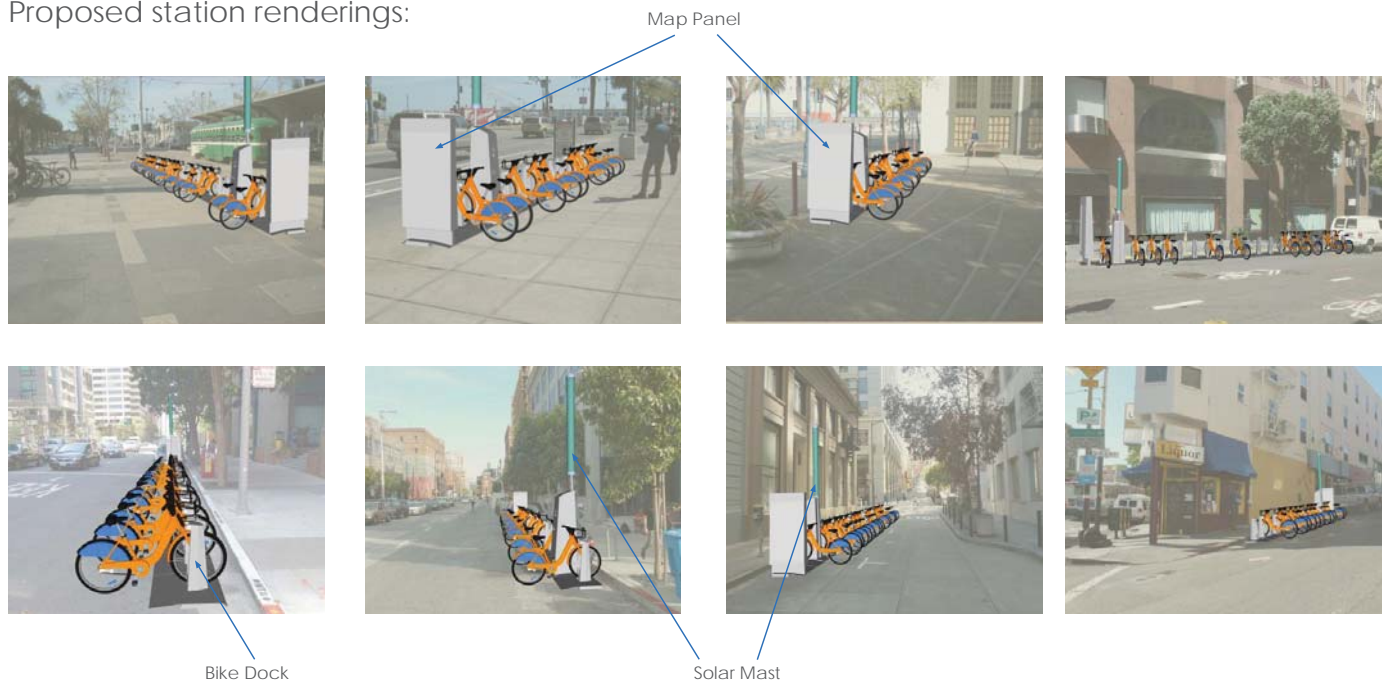
Modular

Map/sponsorship panel

Typical station site plan:



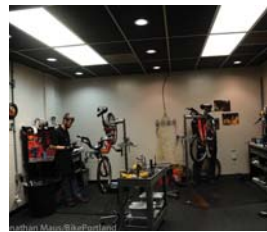
Proposed station renderings:



How it Works: Installation and Maintenance

A portable and flexible system

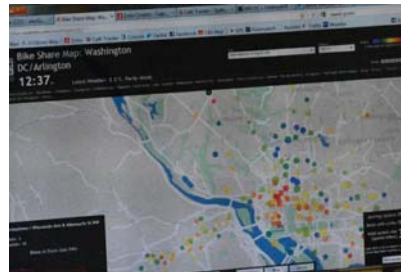
...that is rigorously maintained



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

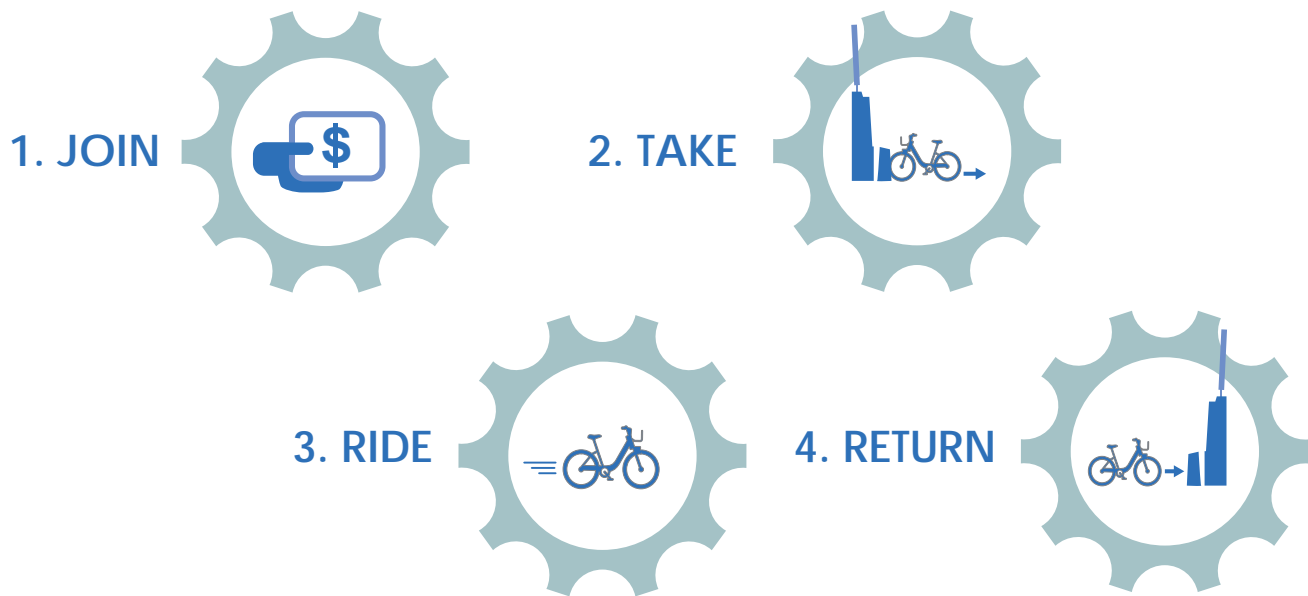


Bike sharing stations are monitored to ensure just the right number of bikes are available at each site.

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

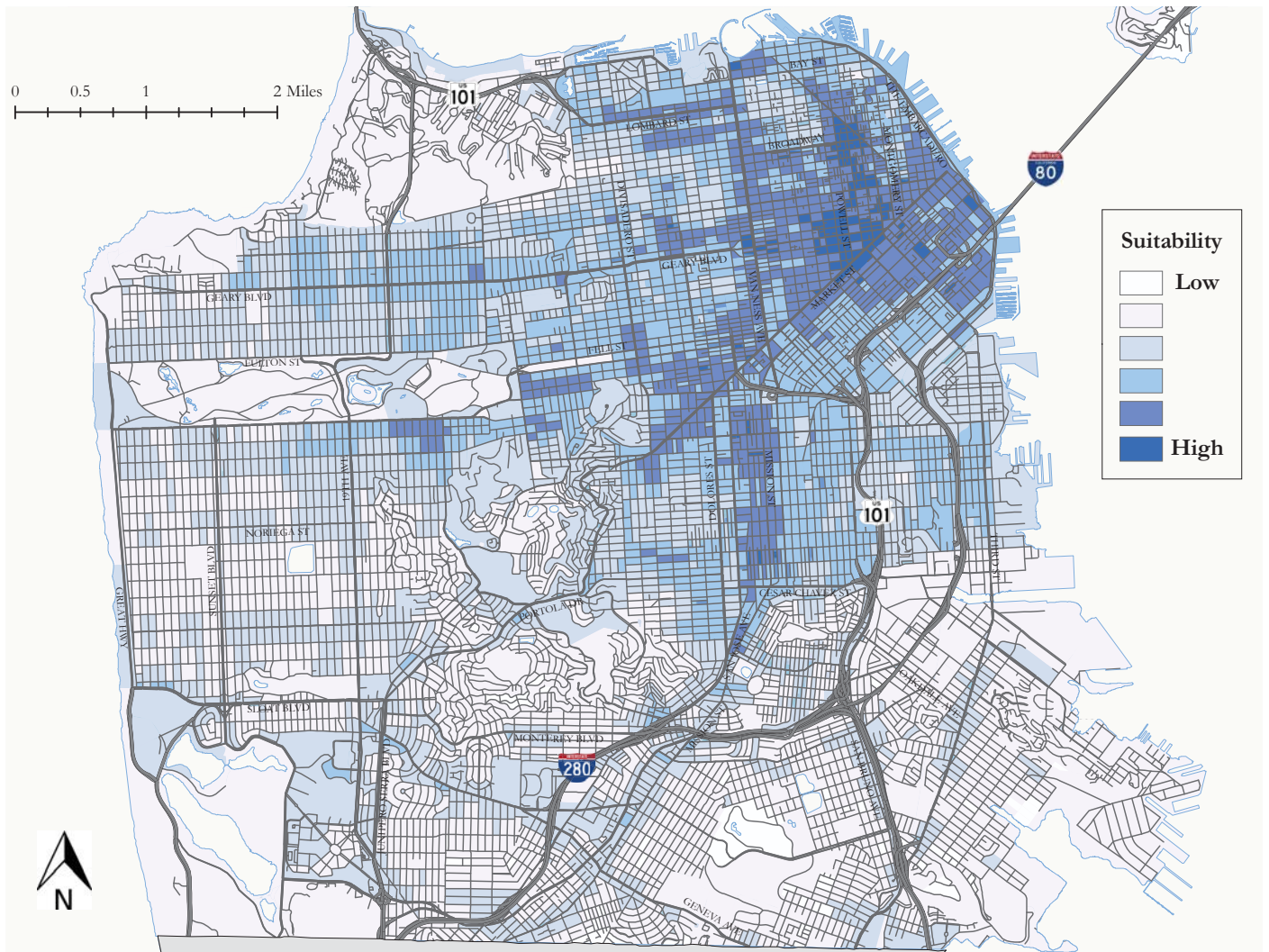
*Pending final decision by steering committee

***Corporate membership information coming soon!**

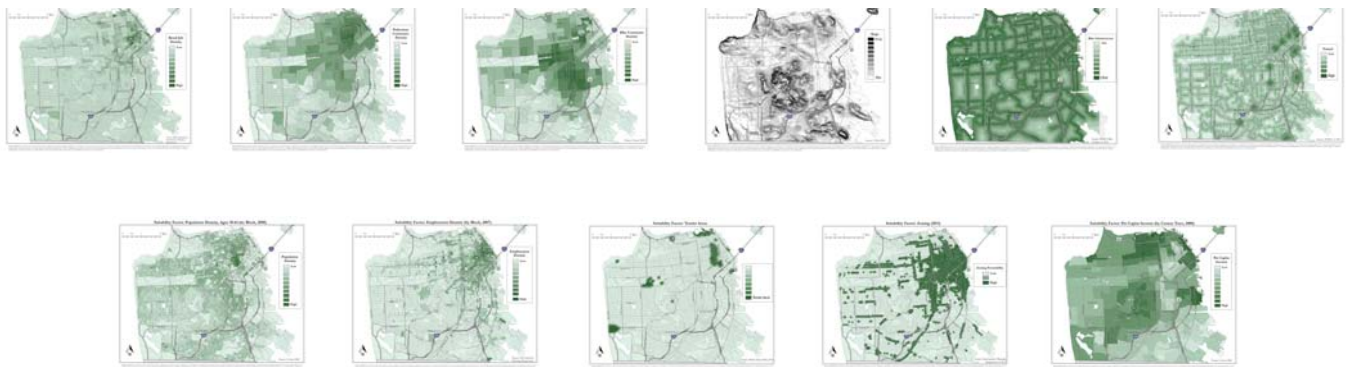


San Francisco Bike Share Suitability Analysis

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

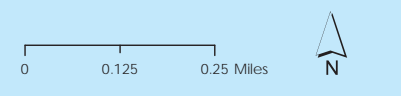
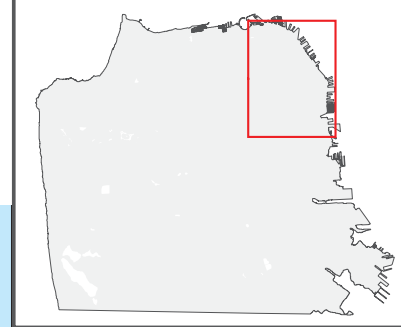


Constraints

- *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

