Regional Bicycle Sharing Pilot

- 1,000 bicycles
- 100 stations:
  - San Francisco (50)
  - Redwood City (10)
  - South Bay: (40)
    - Palo Alto
    - Mountain View
    - San Jose
Project Lead:
Bay Area Air Quality Management District (BAAQMD)

Partner Agencies:
• SFMTA
• VTA
• CalTrain
• City of Redwood City
• County of San Mateo
Funding

- $4.3 million CMAQ Climate Initiatives grant from local MPO
- $1.4 million Clean Air grant from Air District
- Local match & in-kind staff time
Bay Area Air Quality Management District (BAAQMD)

- Established in 1955
- 7 million population
- 9 Counties
- 5,340 square miles

Mission: To protect and improve public health, air quality, and the global climate
Interagency Agreement Timeline

August 2010:  Grant application submitted
October 2010:  Grant approved, discussions began
December 2010: Agreement first draft
   Jan 2011:  2 rounds of steering committee review
Jan-Feb-March 2012: Multiple rounds of legal review
April 2012:  Final draft
   April-May 2012: Additional changes for executive staff
                        May 2012: Final draft for adoption
                        June 2012: SFMTA adoption
October 2012: All parties signed
Steering Committee

4 members:
1. Air District
2. SFMTA
3. VTA
4. CalTrain*

* CalTrain votes for:
  • CalTrain
  • San Mateo County
  • Redwood City

Decision making:
• Consensus
• If no consensus after two meetings, then Air District decides
Partner Responsibilities

Air District
• Program administrator & fiscal agent
• Organize, facilitate & support Steering Committee
• Lead vendor procurement & negotiations
• Grant reporting & record retention

Local Partners
• Local coordination and implementation, including:
  – Station siting, permitting, approvals, leases, etc.
  – Stakeholder outreach
  – Local promotions, & marketing
  – Quarterly reporting

VTA (additional tasks):
• Lead vendor scope of work
• Lead technical specifications
Regional Challenges, Lessons

• Group process is time consuming
  – Interagency agreement
  – RFP
  – Contract?
  – Sponsorship?
• Caltrans procedures
Planning for Stations in SF: Service Area

• 1.78 sq mi.
• Dense
• Mixed Use
• Transit Rich
• Flat
• Bikeable

San Francisco Bicycle Sharing Pilot
Proposed Service Area (2/16/12)
San Francisco Suitability Analysis

Raster-based GIS overlay using 11 factors:

1. Retail Job Density
2. Population Density
3. Employment Density
4. Zoning
5. Slope
6. Pedestrian Commuters per Square Mile
7. Bicycle Commuters/Square Mile
8. Bicycle Infrastructure
9. Transit
10. Tourist Sites
11. Per Capita Income
Citywide Bicycle Sharing Suitability
Citywide Bicycle Sharing Suitability
Guiding Principle:

Key to Success = Station Density

“The number one indicator of success is density of stations. You don't want to have stations more than a couple blocks away from each other. In the off-chance, hopefully, that someone encounters a completely full or empty station, they don't have to walk far to a station that does have capacity or bicycles.”

Alison Cohen, President, Alta Bike Share
Station Spacing

• Paris Benchmark: 300 meter grid

• 1 station every 2-3.5 blocks

• 28 stations per sq. mile

• 50 stations

• $50 \div 28 = 1.75$ sq. mile service area
Locations Under Consideration (61)
Inter- and Intra-Agency Coordination

Bicycle Share Station Placement

- SFpark
- Traffic Routing
- MUNI Operations/Planning
- Special Projects/Street Use
- SFMTA Livable Streets Team Sharing

Private Property Owner
Port of SF
Mayor's Office
Economic Development
Office of Disability
Climate Protection
Fire Department
Public Works
Street Use & Mapping
Bureau of Forestry
Redevelopment Agency
Station Approval Flow

- Initial Site Review
  - SFMTA Bike Share Team Review
  - AutoCAD Plan View Drawing

Station Review
- SFMTA Intra-Agency Review
  - Interagency Review

Vendor Approval
- SFMTA Public Hearing Notice
  - SFMTA Public Hearing
  - SFMTA Public Hearing Approval

- Photo Simulation
- Adjacent Property/Business Review
- Neighborhood Group Support
- Letter of Support

Station Approval
Field Review
Bicycle Share Photo Simulation
Public Notice for Public Hearing

Division of Sustainable Streets – Livable Streets
San Francisco Municipal Transportation Agency
One South Van Ness Avenue, 7th Floor
San Francisco, CA 94102-6417

IMPORTANT NOTICE CONCERNING YOUR RIGHTS

September 8, 2011

Dear San Francisco Resident:

The San Francisco Municipal Transportation Agency (SFMTA) has filed an application with the San Francisco Department of Public Works (DPW) for a permit to install a bicycle sharing station at the north east corner of 1st Street and Howard Street. A photograph of the Surface Mounting Facility (SMF) and the specifications for the SMF are shown below.

This bicycle sharing station is part of a 50-station system that will be located throughout downtown San Francisco. The station will have 20 docks to hold bicycles for public use. The station will have a solar and battery powered payment system, a solar recharging system, a lock and a key card. The station location was selected because it is in close proximity to transit connections, bicycle facilities and employment and residential centers and provides the best access to potential users of the system. The station is optimally placed in the furniture zone of the sidewalks and out of the general pedestrian path of travel.

For additional information about San Francisco’s bicycle sharing program, please visit: http://www.sfmta.com/bikeshare

If you object to the installation of the SMF, you must notify the DPW of your objections either by phone at 415-554-6210 or by mail to the Bureau of Street Use and Parking, 575 5th Street, Room 400, San Francisco, CA 94104-0642. You have 30 days from the date of this notice to either telephone or send written notice of your objection to DPW. DPW will not consider any objection unless it is made within this 30-day period.

If you submit an objection, DPW may convene a hearing to determine whether the permit for placement of the SMF should be issued. DPW will convene any such hearing within 40 days after the receipt of any objections. You will have the opportunity to express your concerns about the SMF at the hearing should you choose to attend.

Thank you.

Jessa Hoppe
Division of Sustainable Streets – Livable Streets
Municipal Transportation Agency
One South Van Ness Avenue, 7th Floor
San Francisco, CA 94102-6417
415-701-4626
Local Challenges, Lessons

- Injunction
- Funding
  - Transit Shelter Ad Contract (Clear Channel)
  - Agency budget deficits
- Multiple station contexts
  - Port
  - Private property
- Bike rental companies
- No how-to guide
Heath Maddox
heath.maddox@sfmta.com
415.701.4605

http://www.sfmta.com/bikesharing