



Municipal Transportation Agency

A grayscale photograph of a city street scene. In the foreground, a person is riding a bicycle with a large pannier bag attached to the front. In the background, a car is visible on the street, and there are buildings and trees lining the road.

SAN FRANCISCO BAY AREA REGIONAL BICYCLE SHARING PILOT

03 | 22 | 2012 | Washington D.C.

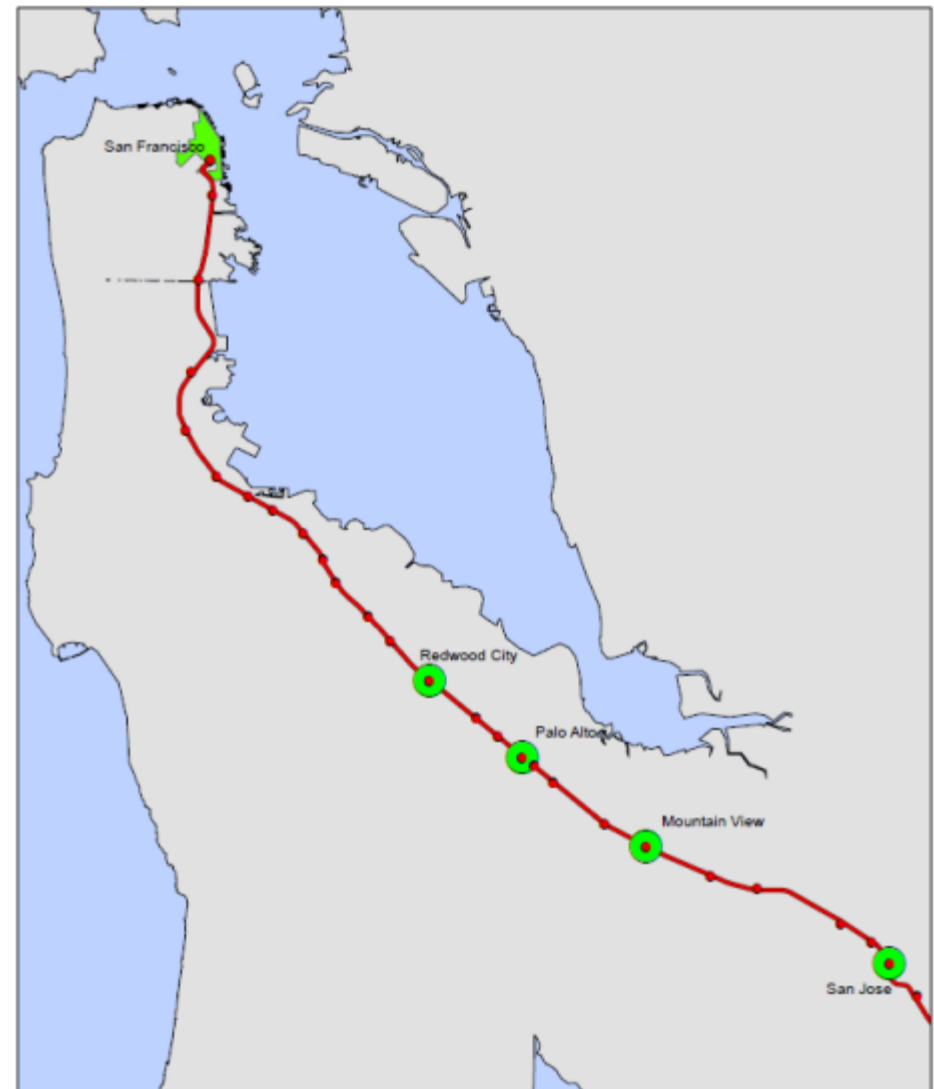
Regional Bicycle Sharing Pilot

- 1,000 bicycles
- 100 stations:
 - San Francisco (50)
 - Redwood City (10)
 - South Bay: (40)

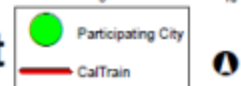
Palo Alto

Mountain View

San Jose



**San Francisco Bay Area
Regional Bicycle Sharing Pilot**

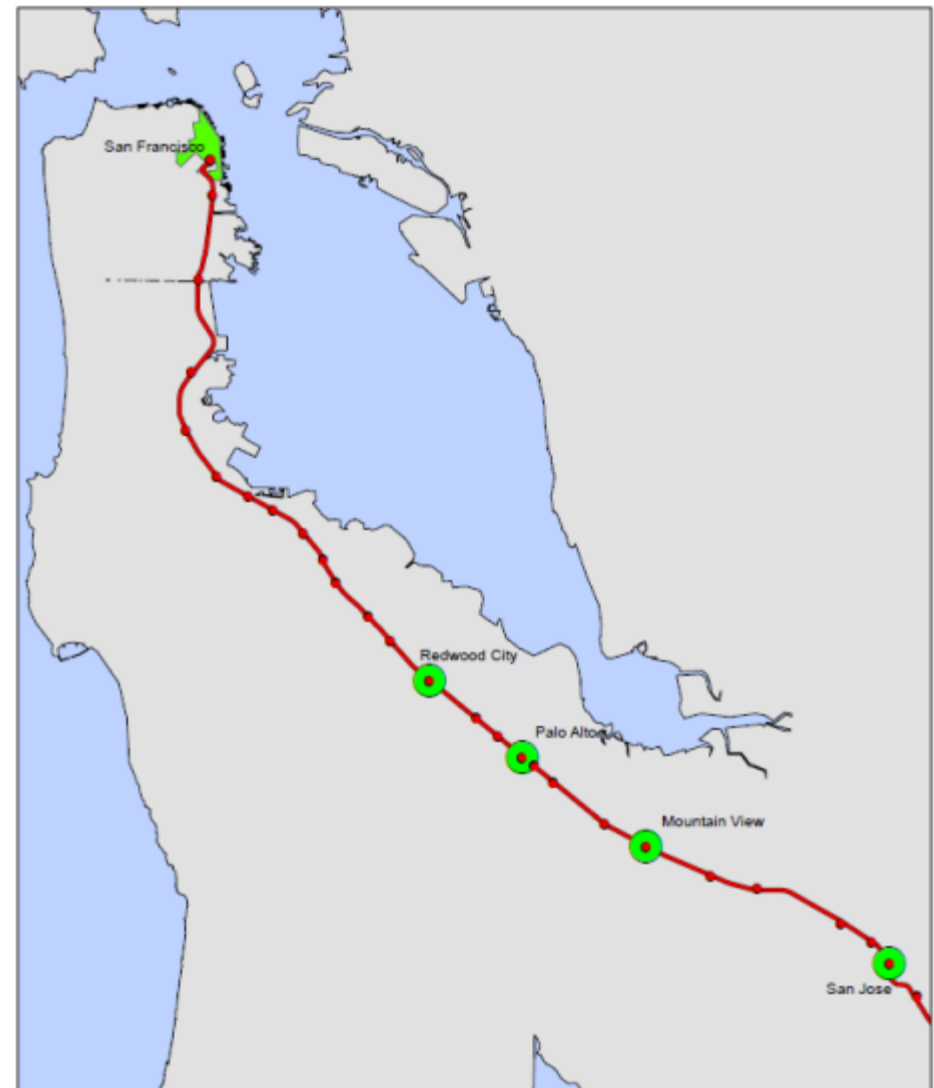


Project Lead:

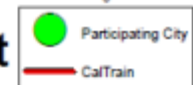
Bay Area Air Quality
Management District
(BAAQMD)

Partner Agencies:

- SFMTA
- VTA
- CalTrain
- City of Redwood City
- County of San Mateo

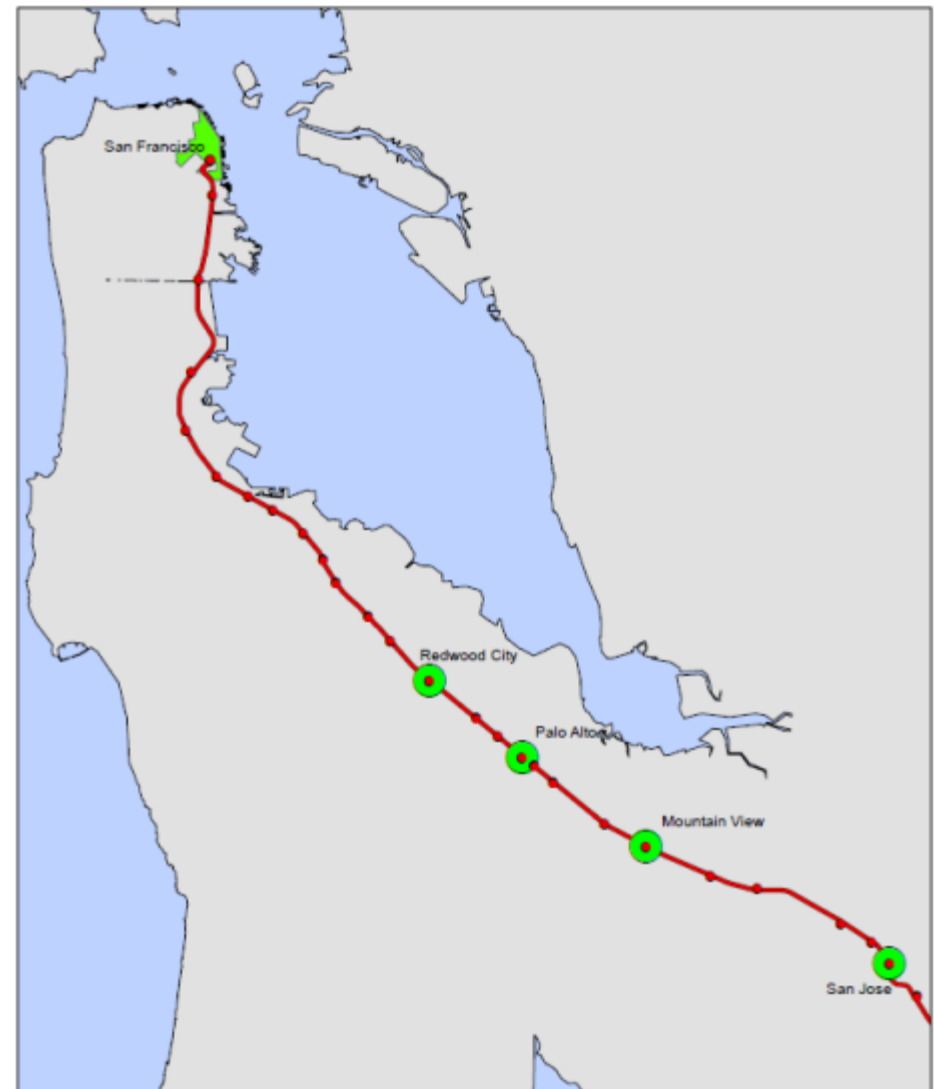


**San Francisco Bay Area
Regional Bicycle Sharing Pilot**

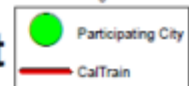


Funding

- \$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



**San Francisco Bay Area
Regional Bicycle Sharing Pilot**



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



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

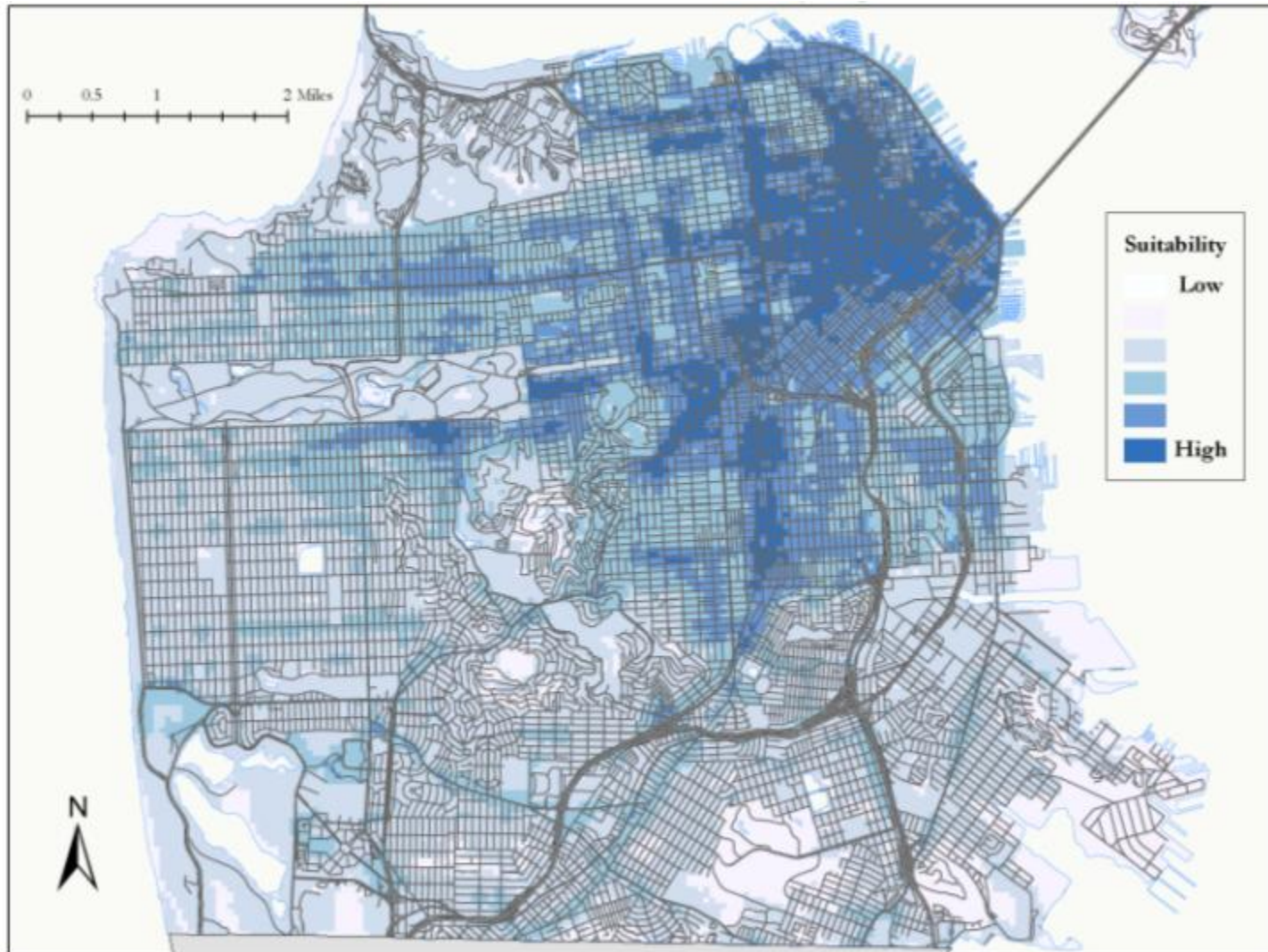
- 1.78 sq mi.
- Dense
- Mixed Use
- Transit Rich
- Flat
- Bikeable

San Francisco Suitability Analysis

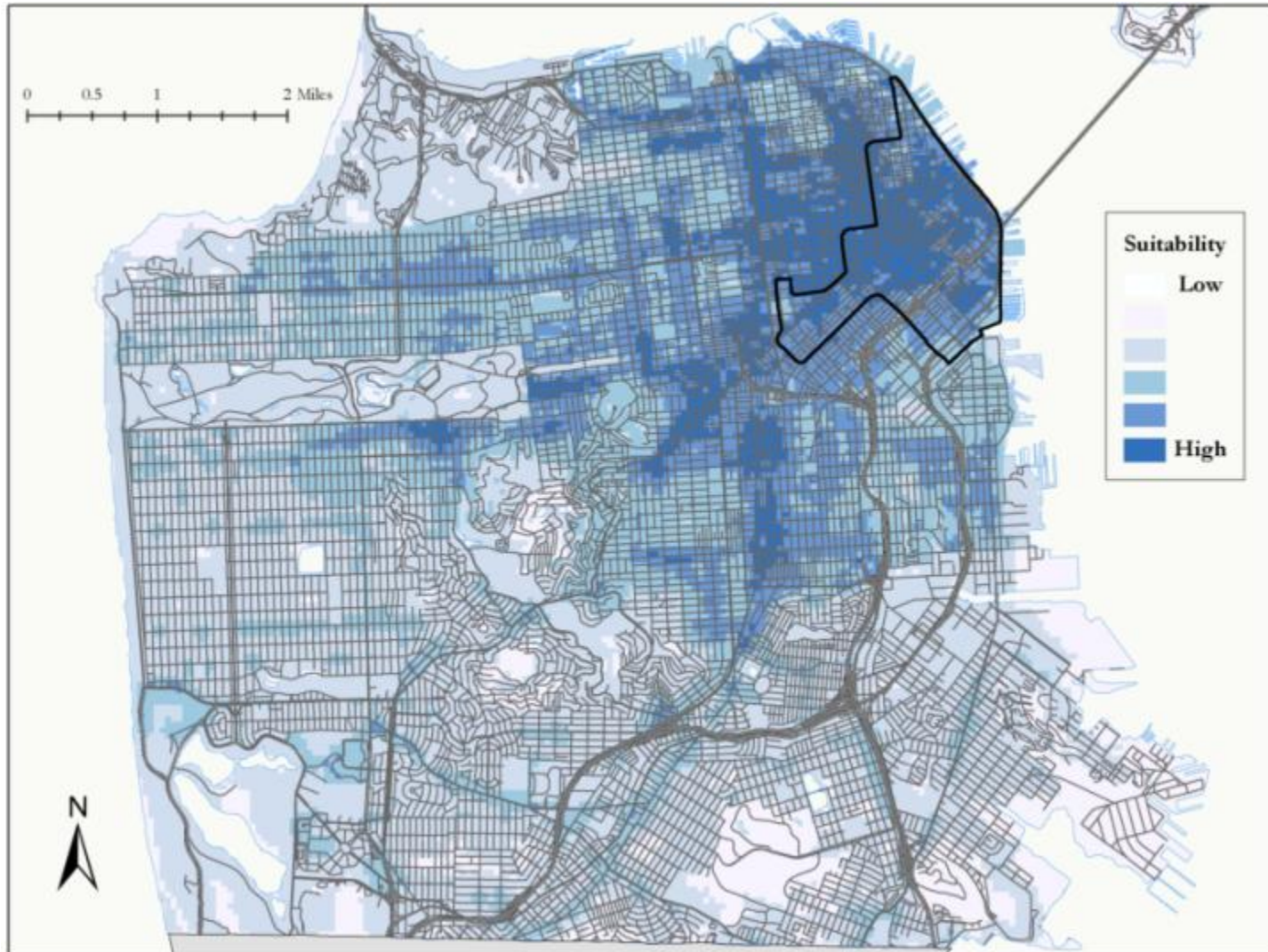
Raster-based GIS overlay using 11 factors:

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

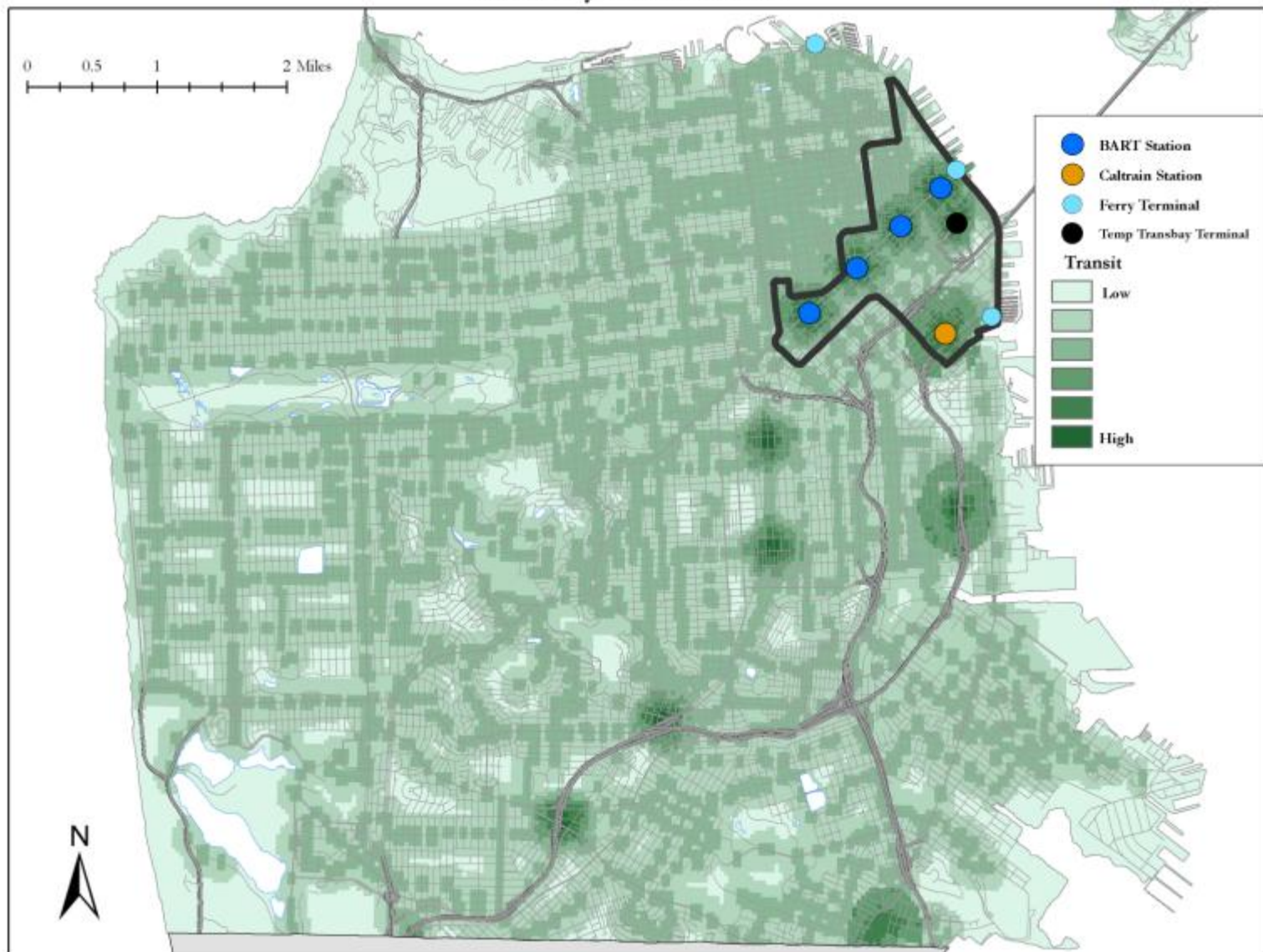
Citywide Bicycle Sharing Suitability

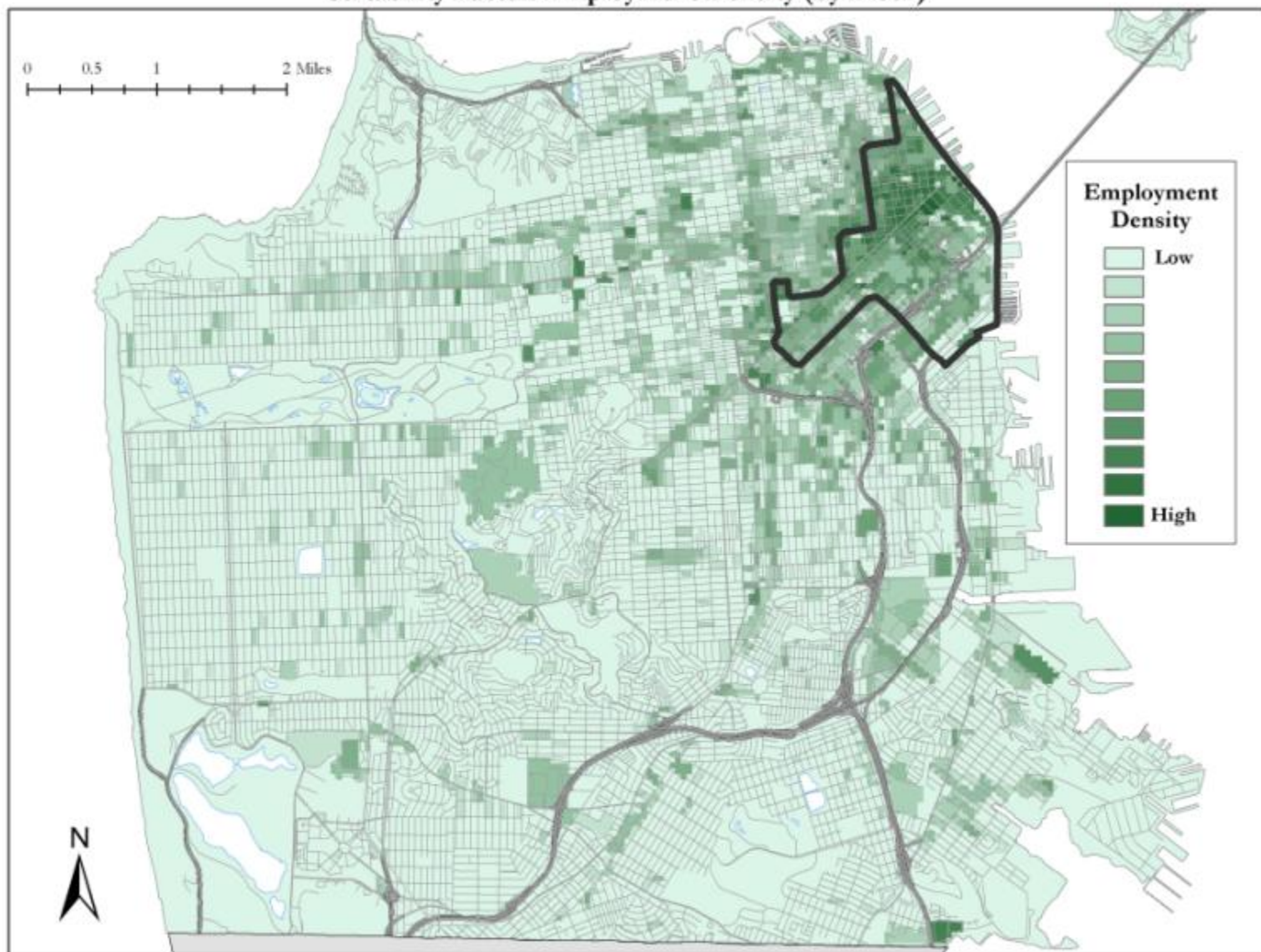


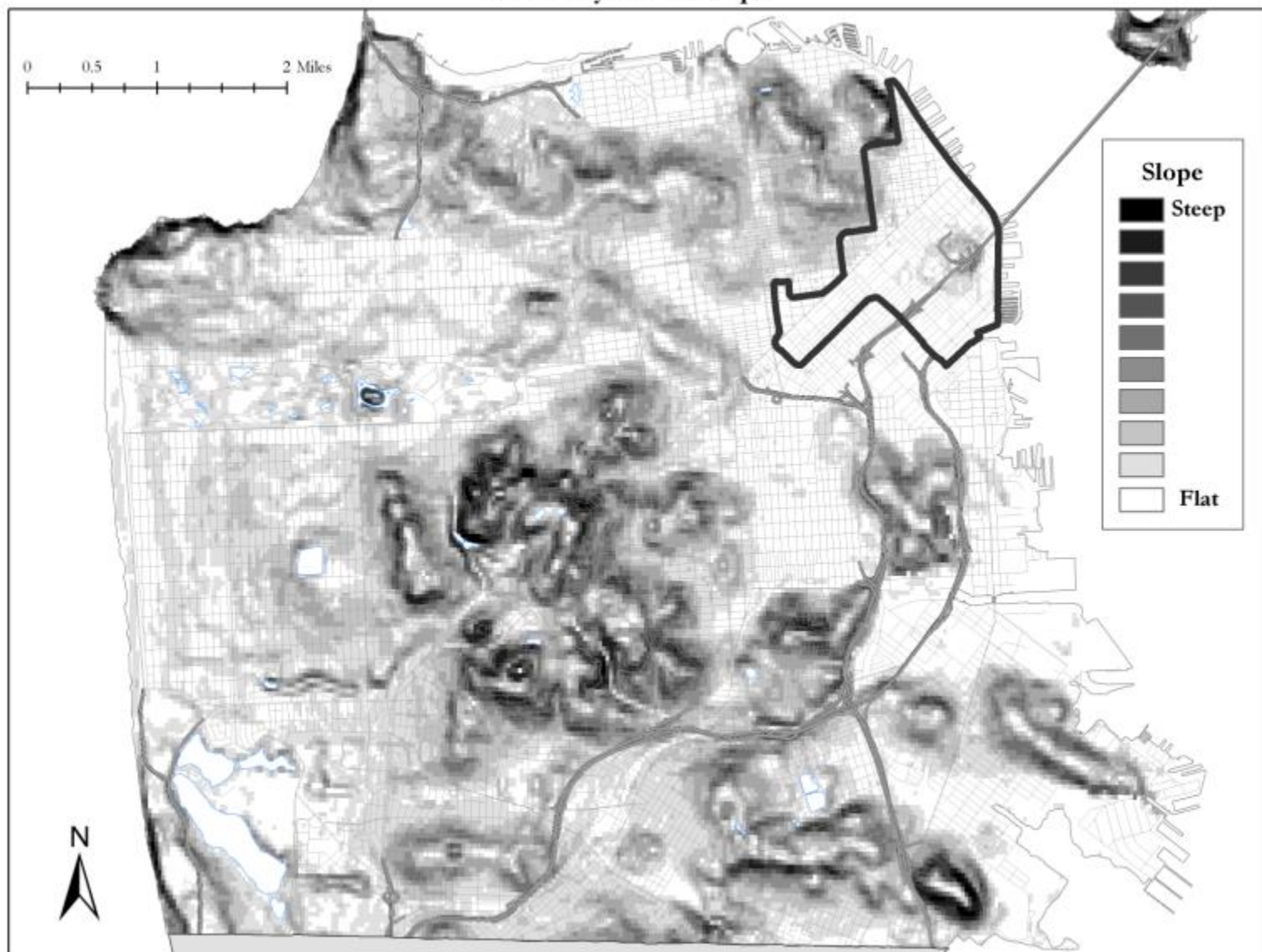
Citywide Bicycle Sharing Suitability



Suitability Factor: Transit



Suitability Factor: Employment Density (by Block)

Suitability Factor: Slope

Guiding Principle:

Key to Success = Station Density

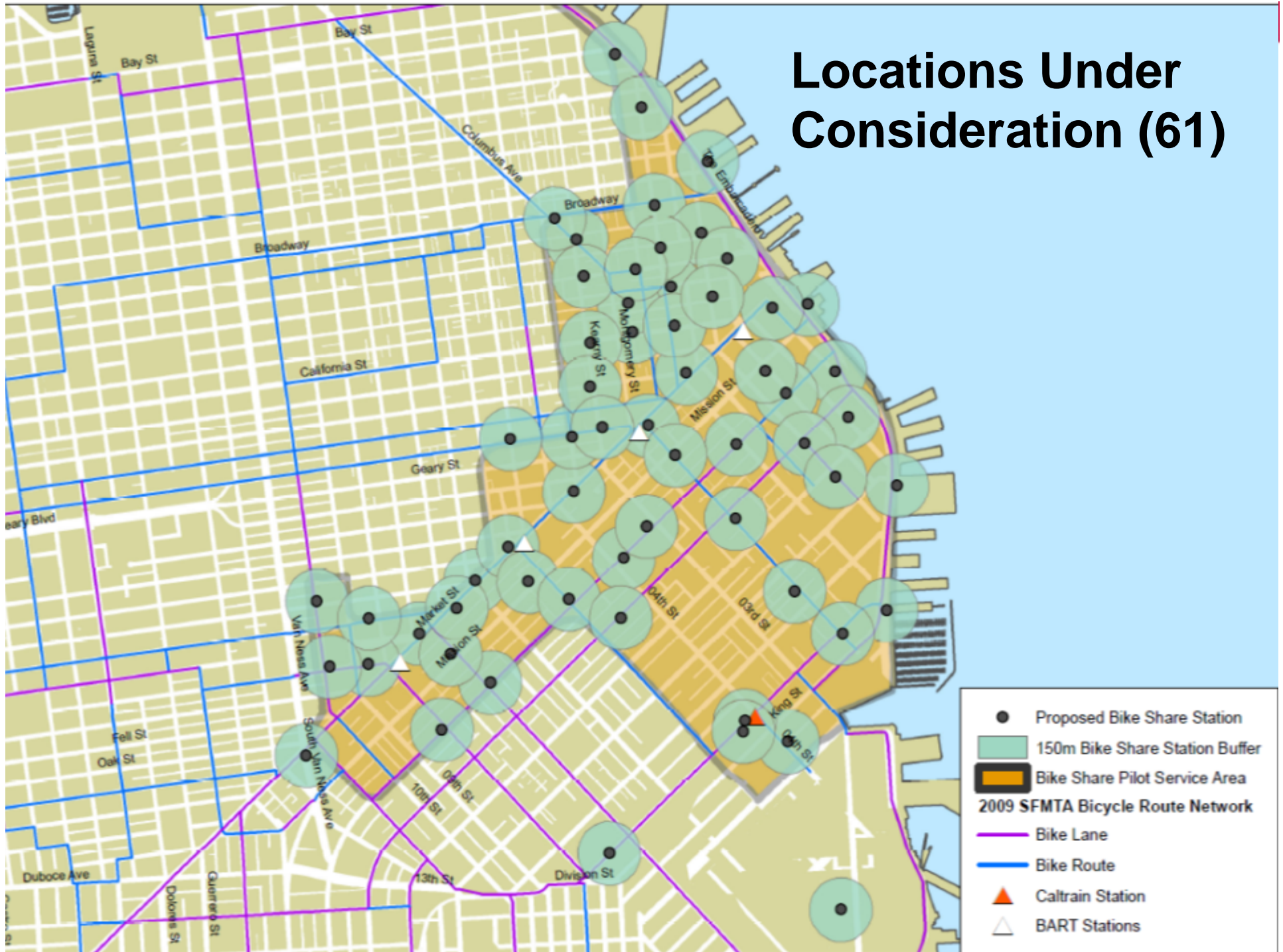
“The number one indicator of success is density of stations. You don't want to have stations more than a couple blocks away from each other. In the off-chance, hopefully, that someone encounters a completely full or empty station, they don't have to walk far to a station that does have capacity or bicycles.”

Alison Cohen, President, *Alta Bike Share*

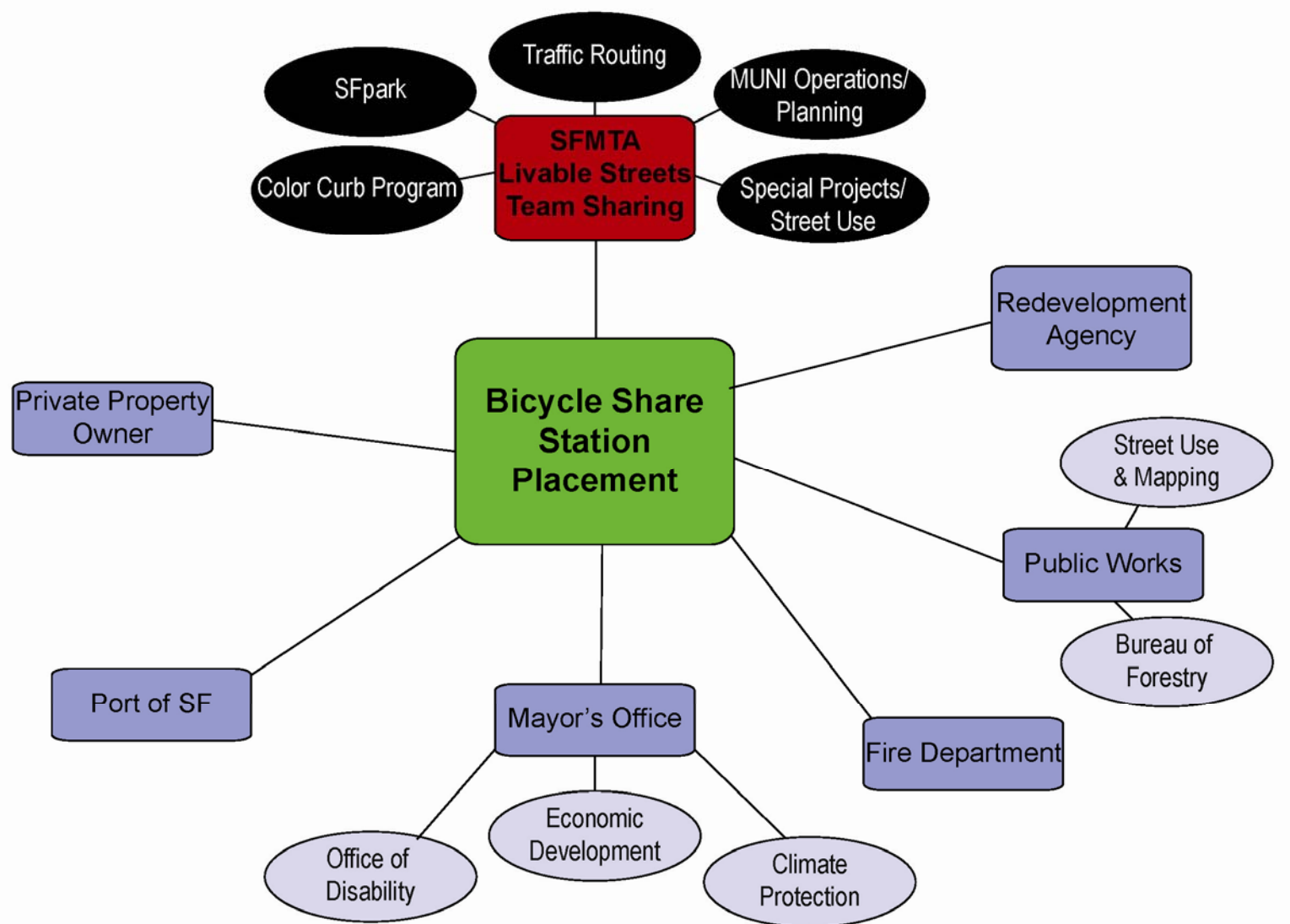
Station Spacing

- 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

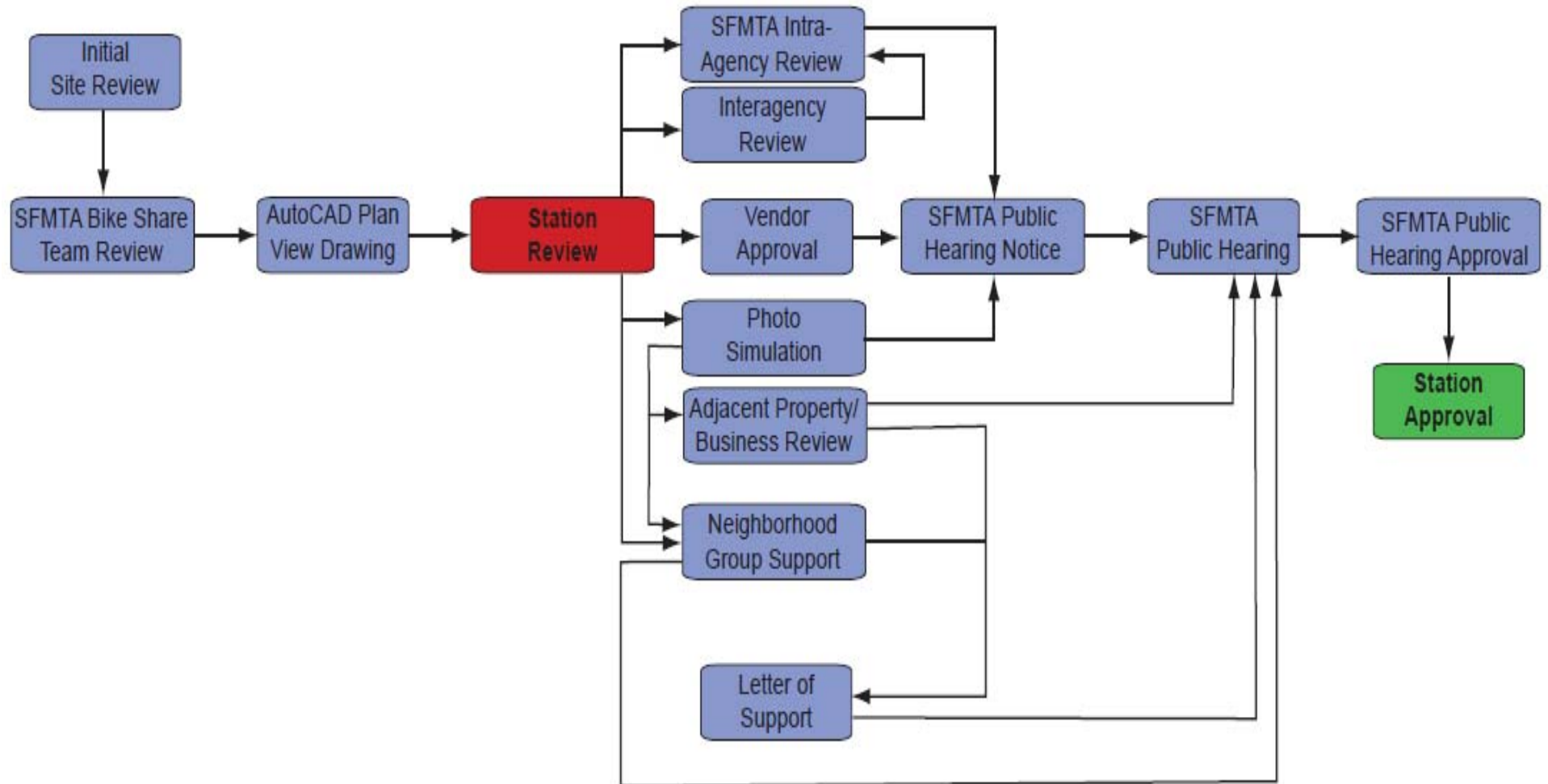
Locations Under Consideration (61)



Inter- and Intra-Agency Coordination

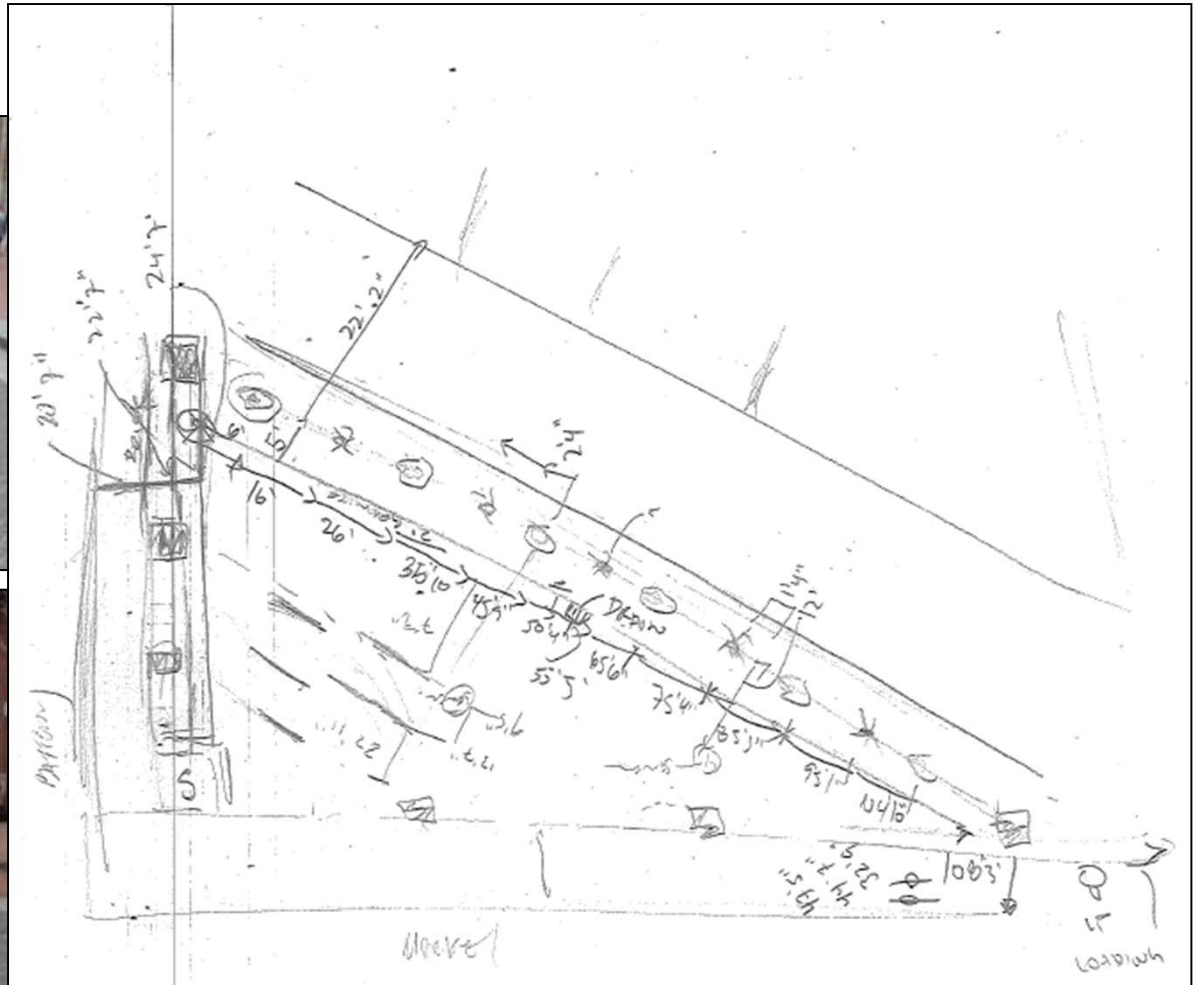


Station Approval Flow

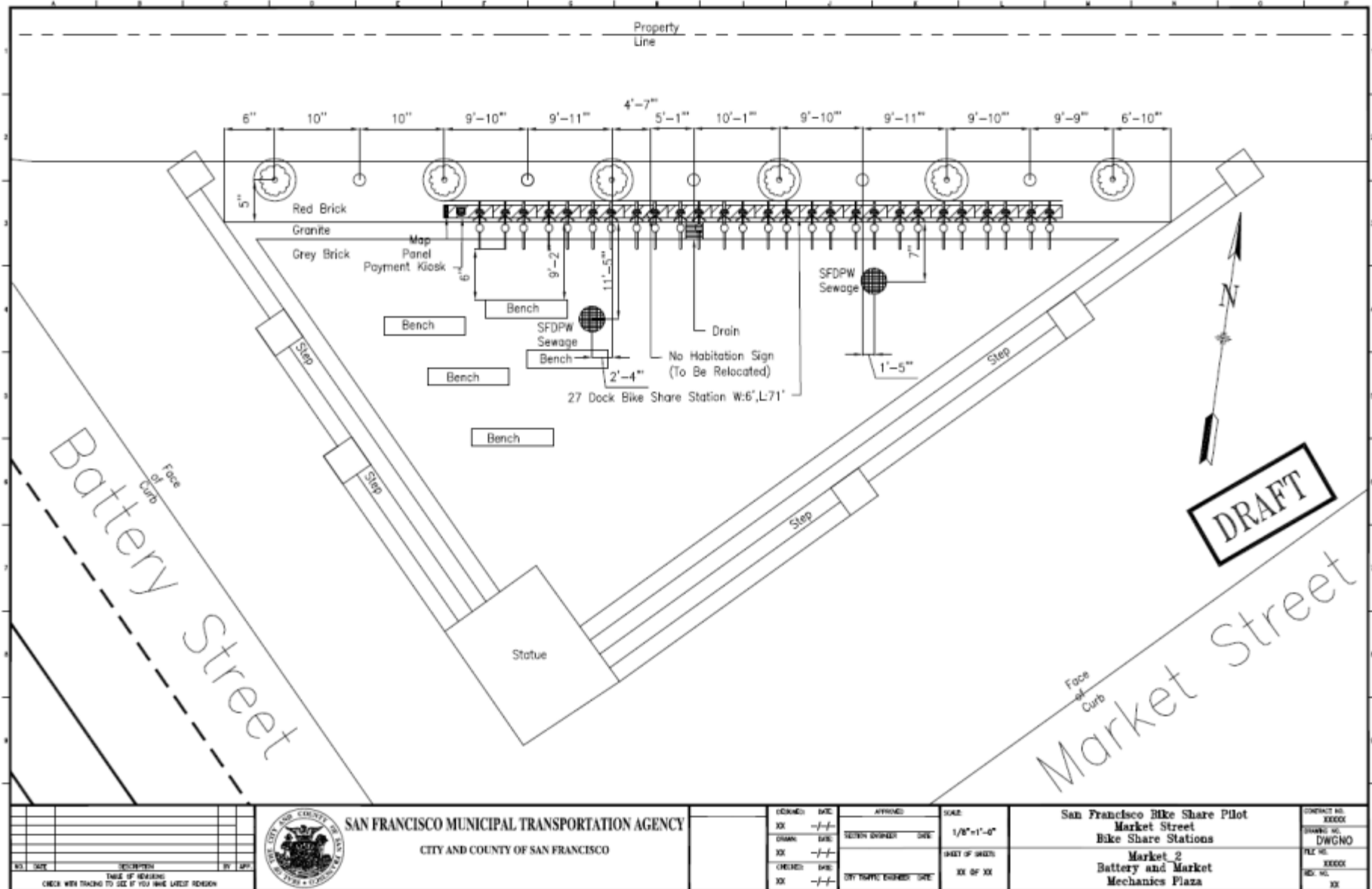




Field Review



Station Plan View



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 94103-5417

IMPORTANT NOTICE CONCERNING YOUR RIGHTS

September 9, 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 Mounted 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. This station will have 27 docks to hold bicycles for public use. The station will have a solar and battery powered payment kiosk with a solar mast and a system map panel. This 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 sidewalk 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/bikesharing>.

If you object to the installation of the SMF, you must notify the DPW of your objections either by phone at 415.654.5210 or by mail at the Bureau of Street-Use and Mapping, 375 Stevenson Street, Room 450, San Francisco, CA 94103-0942. You have 20 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 20-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 commence 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,

Heath Maddox
Division of Sustainable Streets – Livable Streets
Municipal Transportation Agency
One South Van Ness Avenue, 7th Floor
San Francisco, CA 94103-5417
415.701.4605



Kiosk is: 17" w x
59" h x 16" d
Total Height (Kiosk
+ Solar Panel):
125" h
Map Panel is: 12" w
x 80" h x 33" d

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>

<http://www.baaqmd.gov/Divisions/Strategic-Incentives/Alternative-Transportation/Bike-Share-Pilot.aspx>