## Bay Area Bike Share: Project Schedule

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

Safety matters:

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

Bike Share replaces trips by personal auto

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

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
- Bicycling increased 44% in Lyon, France within the first year it introduced bike sharing
- Bicycling increased 70% in Paris since Velib’ was introduced in July 2007
- 96% of first-year bike share users in Lyon, France had not ridden a bicycle in Lyon before

Bike Share is the future

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

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 Bikesheare
- Minneapolis NiceRide members spent an estimated $3,013,387 during their trips in 2011
- Washington, DC CaBi members save around $819 in transportation costs annually
- 89% of Velib’ users said it allowed them to move around Paris easily

Sources:
Check out the Bike!

Shifter
Shimano Nexus 7-speed Internal Gear Hub

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.

Frame
Durable aluminum step-over design

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

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

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

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

Drum Brakes
Are unaffected by rain or road grit

Chain Protector
Protects the chain and your clothing

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

Exact colors to be determined

Yield to pedestrians
Obey traffic signals & signs
Ride with traffic
Walk bikes on sidewalk
Station Elements

**Battery powered**

**Solar charged**

**Secured by own weight**

**No excavation required**

**Modular**

**Map/sponsorship panel**

Typical station site plan:

Proposed station renderings:

- Solar Mast
- Map Panel
- Bike Dock
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 station are monitored to ensure just the right number of bikes are available at each site.

Images courtesy of Bike Portland: http://bikeportland.org/2013/03/25 behind the scenes at capitalbikeshare 8806146066
How it Works: Membership and Costs

1. JOIN
2. TAKE
3. RIDE
4. RETURN

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

Constraints

• **Limited sidewalk width**

• **Parking regulations**

• **Utility conflicts**

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