

FEBRUARY 20th SF BAY ITE LUNCH MEETING

The SF Bay ITE Section had a lunch meeting on February 19th on bike share throughout the San Francisco Bay Area. The SF Bay ITE Section had an opportunity to have three presentations from the following speakers:

- Heath Maddox (SFMTA) – Bike Share Service Area and Station Location Planning in San Francisco.
- Renee Rivera (East Bay Bike Coalition) – Bringing Bike Share to the East Bay
- Kansas Waugh (Alta Bicycle Share, Inc.) – Bike Share in America: Management and Operations Experience.

Bike Share Service Area and Station Location Planning in San Francisco

Heath Maddox – SFMTA

A regional pilot of the Bay Area Bike Share launched in August 2013 consisting of stations in San Francisco, Redwood City, Palo Alto, Mountain View, and San Jose. The Bay Area Air Quality Management District (BAAQMD) is the lead agency in this regional bike share project. 35 stations were installed in downtown San Francisco based on different factors such as proximity to transit and employment centers. The 35 stations across downtown San Francisco have bikes that are battery powered and secured by its own weight. Planning of station placement provided constraints such as limited sidewalk width, parking regulations, and utility conflicts; however, station placement also provided opportunities for activating open spaces in the city's downtown core and connected to bike lanes, sharrows, and cycletracks in downtown San Francisco. In 2014, expansion of bike share in San Francisco includes the Mission District, Upper Market, Castro District, Hayes Valley, and Mission Bay.

Bringing Bike Share to the East Bay

Renee Rivera – East Bay Bike Coalition

China and European countries are already implementing bike share in their countries. China has over 60,000 bikes that are involved in bike share. U.S. cities such as Portland and New York are already implementing bike share in their city.

Planning to bring bike share to the East Bay requires suitable locations. In the East Bay, there are high memberships in Oakland and Berkeley that use the Bay Area Bike Share. As a result, Oakland and Berkeley are suitable cities where bike share can be implemented in the East Bay. In addition, Hayward, Concord, Albany, and Walnut Creek are also potential cities where bike

share can be implemented as satellite hubs. However, to ensure that implementing bike share is a success in the East Bay, suitable locations with the right density need to be found. This includes working with cities to find suitable locations for bike stations in the East Bay. If planned correctly, bike share can be implemented in the East Bay in 2015.

As a side note, the East Bay Bike Coalition is changing its name to Bike East Bay. Information about Bike East Bay can be found at the following website: BikeEastBay.org

Bike Share in America: Management and Operations Experience

Kansas Waugh – Alta Bicycle Share, Inc.

Kansas Waugh is the general manager for the Bay Area Bike Share. Bike share is a global phenomenon where it is expanding in southeast Asia, Europe, South America, and the United States. Kansas works for Alta Bicycle Share, Inc. which is in charge of 13,000 bikes worldwide. The potential benefits of bike share includes environmental benefits, extending the range of transit systems, increase viability of other modes of transportation, and benefits local businesses.

The environmental benefits of bike share are substantial. With bike share, there is a reduction of vehicle miles traveled of 5 million. Bike share also reduces the use of bus, metrorail, and taxis. Bike share also extend the reach of transit by filling the gap between transit stations. Bike share also increase viability of other modes of transportation by addressing the “last-mile” problem. Bike share is supported by local businesses as 95% of induced trips are social trips to restaurants, entertainment, or shopping.