


Bay Area Bike Expansion

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Key Issues for Strategic Plan

- What are the key decisions that impact the system?
- Key issues:
 - System vision/goals
 - Organizational structure – regional versus local decisions / responsibilities
 - Expansion Plan/Suitability
 - Equity Strategy
 - System Funding/Revenue and Cost Sharing
 - Criteria for Entry/Expansion
 - Future

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System Goals & Organizational Structure

- Bay Area Bike Share most complex system in US
- Currently include five cities; will bring on three more
- Must develop mission statement, goals, objectives and strategies
- Assign responsibilities to each jurisdiction
- Create MOU outlining expectations

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Suitability Analysis and Expansion Plan

- Identify the areas most suitable for expansion of the system (“demand-based” considerations)
- Make high-level decisions about the boundaries for expansion
- Future refinements will need to consider:
 - Local input
 - Equity and other considerations
 - Stakeholder interest
 - On-the-ground verification of key attractions / destinations

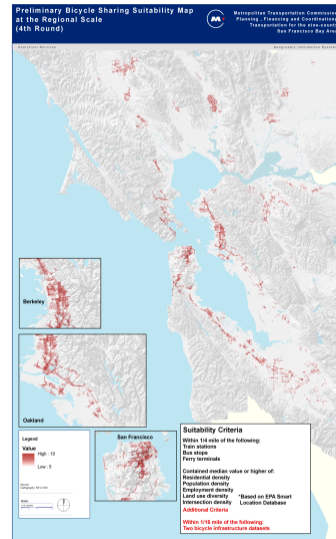
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MTC Suitability Analysis

- Four rounds
- Ten variables:
 - Residential density
 - Population density
 - Employment density
 - Land use diversity
 - Intersection density (urban design)
 - Transit: bus stops, rail stations, ferry terminals
 - Bike facilities
 - Regional bike facilities



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Expansion Plan

- Apart from demand, what other considerations should go into system expansion?
- What are the best opportunities for expansion?
 - San Francisco – expansion of existing program – to where?
 - South Bay/Peninsula – build critical mass? connections to destinations/campuses?
 - East Bay – introduction to Oakland and Berkeley – connected or separate? Density versus coverage?
 - What to do in lower density areas?
 - Equity Program?

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Equity Analysis / Recommendations

- Existing barriers:
 - Location of stations and bicycle infrastructure
 - Cost barrier to entry
 - System access and verification (via credit card)
- Possible Strategies:
 - Targeted marketing and outreach
 - Require staff and budget for targeted marketing
 - Identify appropriate champions and partners
 - Outreach toolkit / best-practices

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Equity Analysis / Recommendations

- Possible Strategies:
 - Increase access to the system
 - Require expansion to include stations in equity communities
 - Set percentage or number of stations in these areas
 - Ensure contiguous system
 - Reduce barriers to entry
 - Consider alternative pricing structures (other than annual membership)
 - Discounted memberships (currently proposing \$10 membership)
 - Ensure accounts can be set up without a credit card
 - Partner with organizations to get people access to credit (e.g., Bank on SF)

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System Funding

- Currently, system is funded with CMAQ, TFCA funds for both hardware and operations
- Moving forward, CMAQ, ATP funds are not eligible for operations
- Must use user fee revenues, sponsorship/advertising and local funds for operations

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Sponsorship Parameters

- Sponsorship is needed for long-term operations
- What levels of sponsorship should be considered?
 - Title
 - Presenting
 - Station / individual
 - Advertising
- What assets should remain part of the brand of the system?
- What assets should be made available for sponsorship?
- How is revenue shared?
- Should individual cities be able to offer advertising for additional revenue?
- Who is responsible for attracting / contracting sponsors or advertisers?

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Criteria for Expansion

- Intent: put in place a set of criteria to prioritize funding towards logical system expansion
- What criteria should be used for a community to become eligible to use public funds to expand or enter the system?
 - Demand?
 - Equity?
 - Local Funding for Ops?
- Can a community accelerate their implementation?
- Can a community “buy-in” to the system?

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Request for Proposals

- Currently developing RFP for system hardware and operations
- Strategic Plan elements will feed into RFP
- Working on technical aspects of SOW, system performance measures
- Hope to release in early-mid 2015

9/22/2014

TUCSON PUBLIC BICYCLE SHARE FEASIBILITY STUDY & IMPLEMENTATION PLAN

Questions?

- Thank you

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