



San Francisco Draft Bicycle Strategy

SFMTA CAC Presentation



Walk



Public & Private Transit



Paratransit



Taxi



Drive



Commercial



Park



Carshare



Rideshare



Bicycle Share



Bicycle



SFMTA

Municipal Transportation Agency



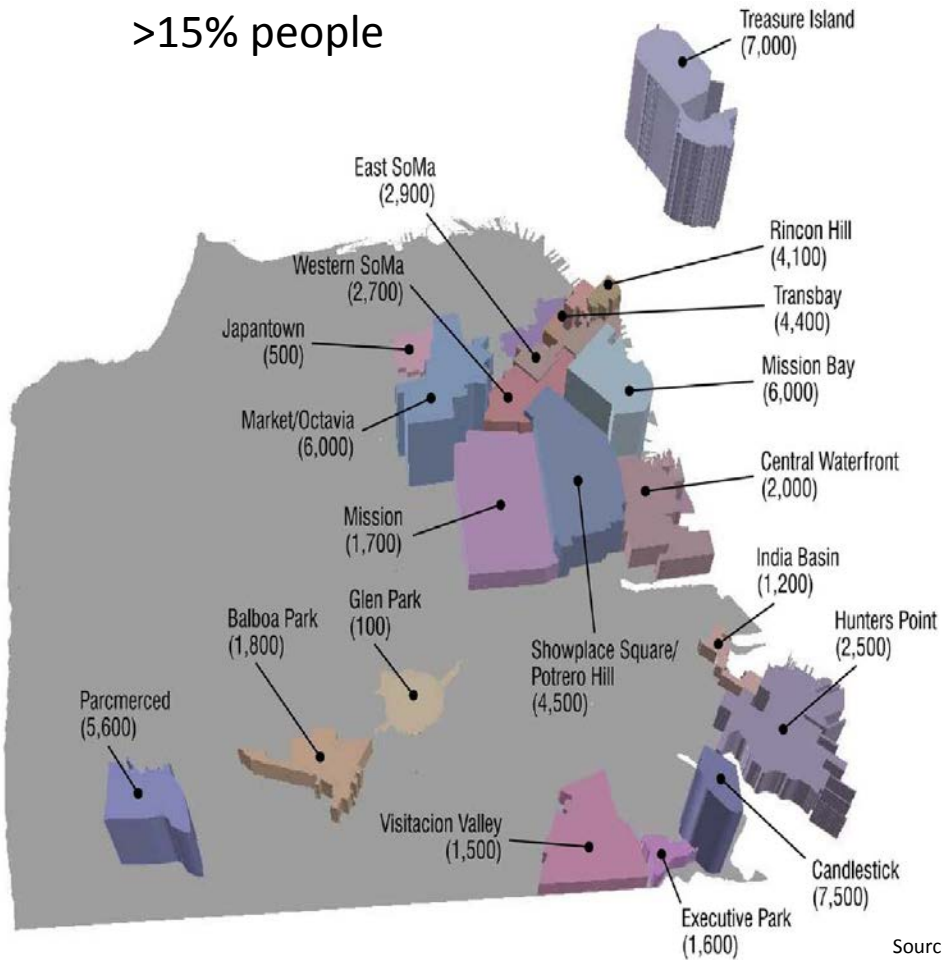
All-in-one Agency

Integration Evolution

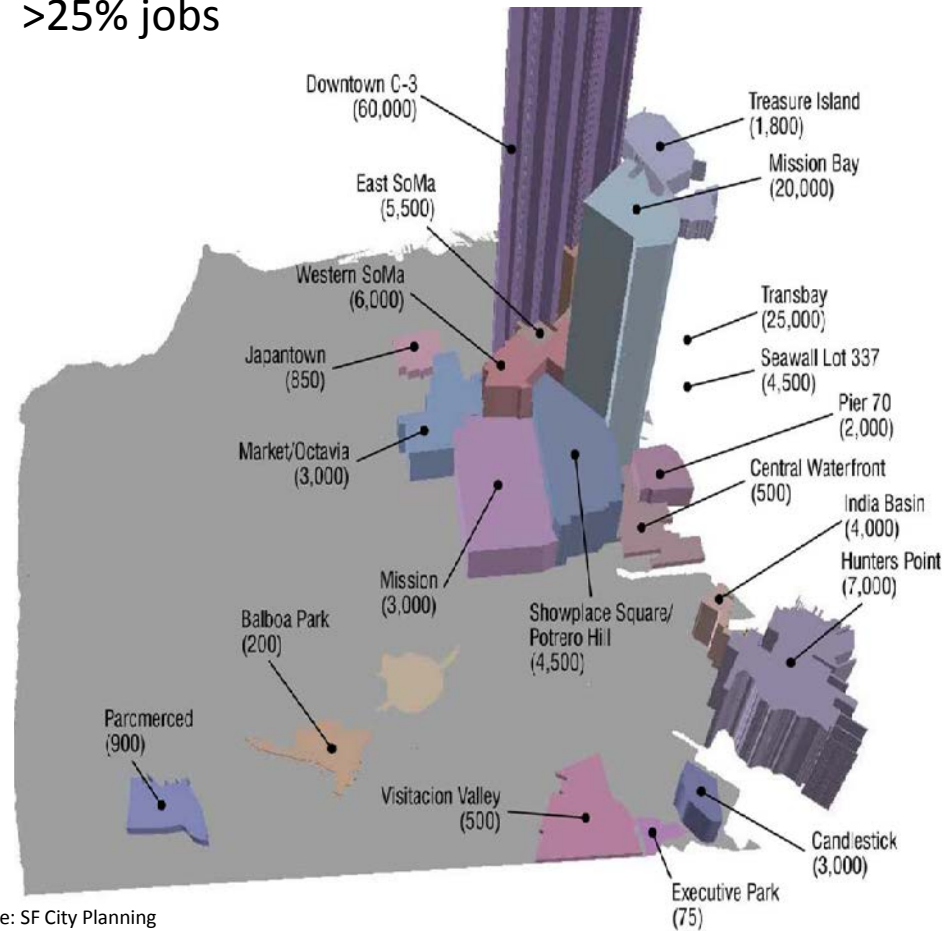
Bicycle Strategy

San Francisco 2035 Population & Employment Regional Growth focused in Priority Development Areas

>15% people



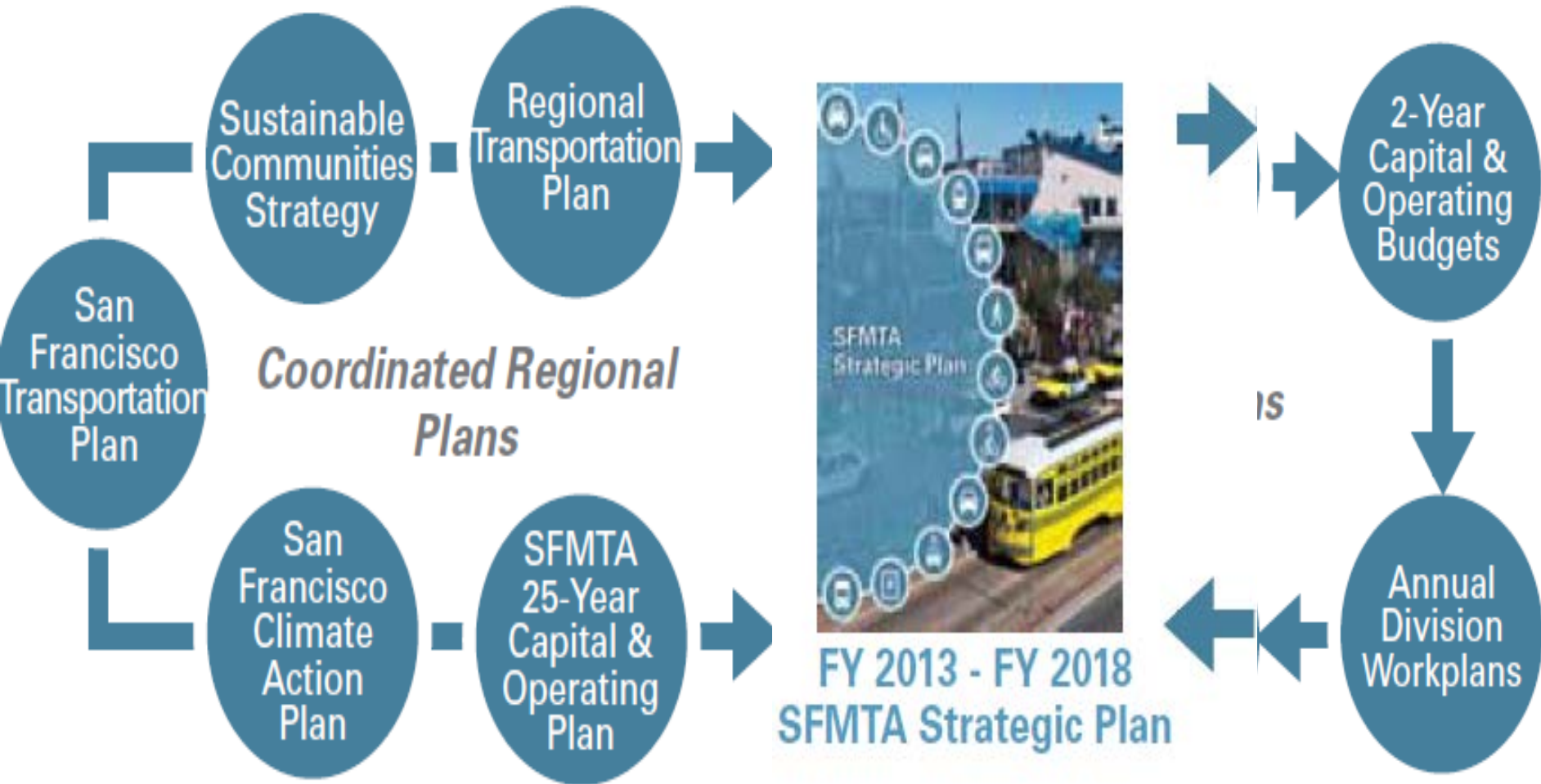
>25% jobs



Source: SF City Planning

Integrated Governance

Planning and Prioritization, Funding and Delivery Processes

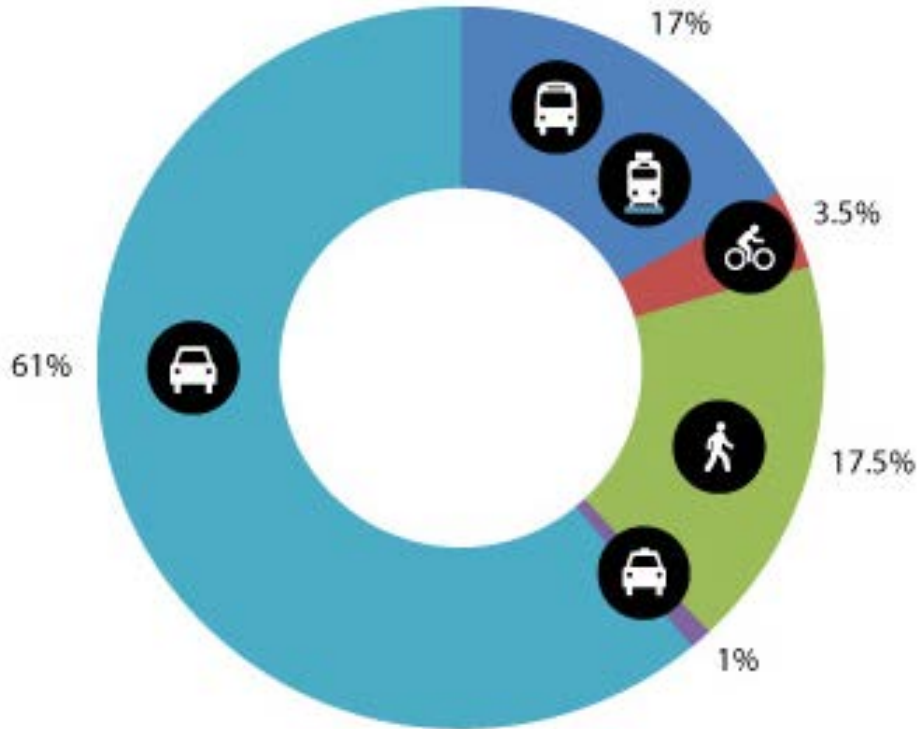


Integrated
Strategy

Better outcomes for our team, City & Region

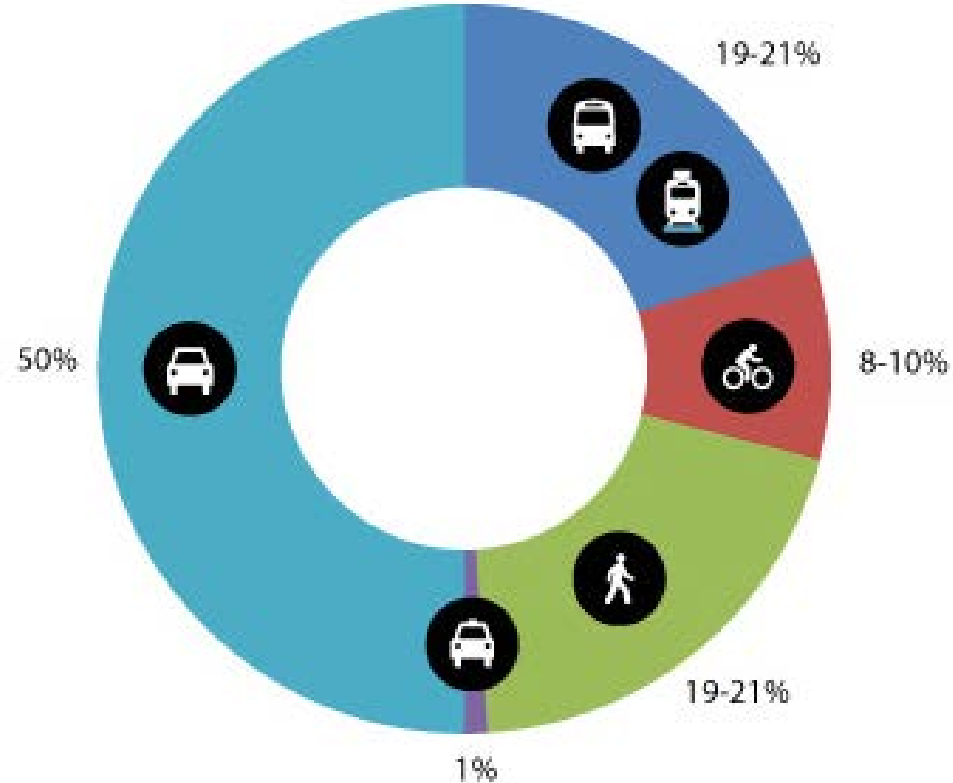
2013-2018 Strategic Plan Performance Outcomes

All Trips Today



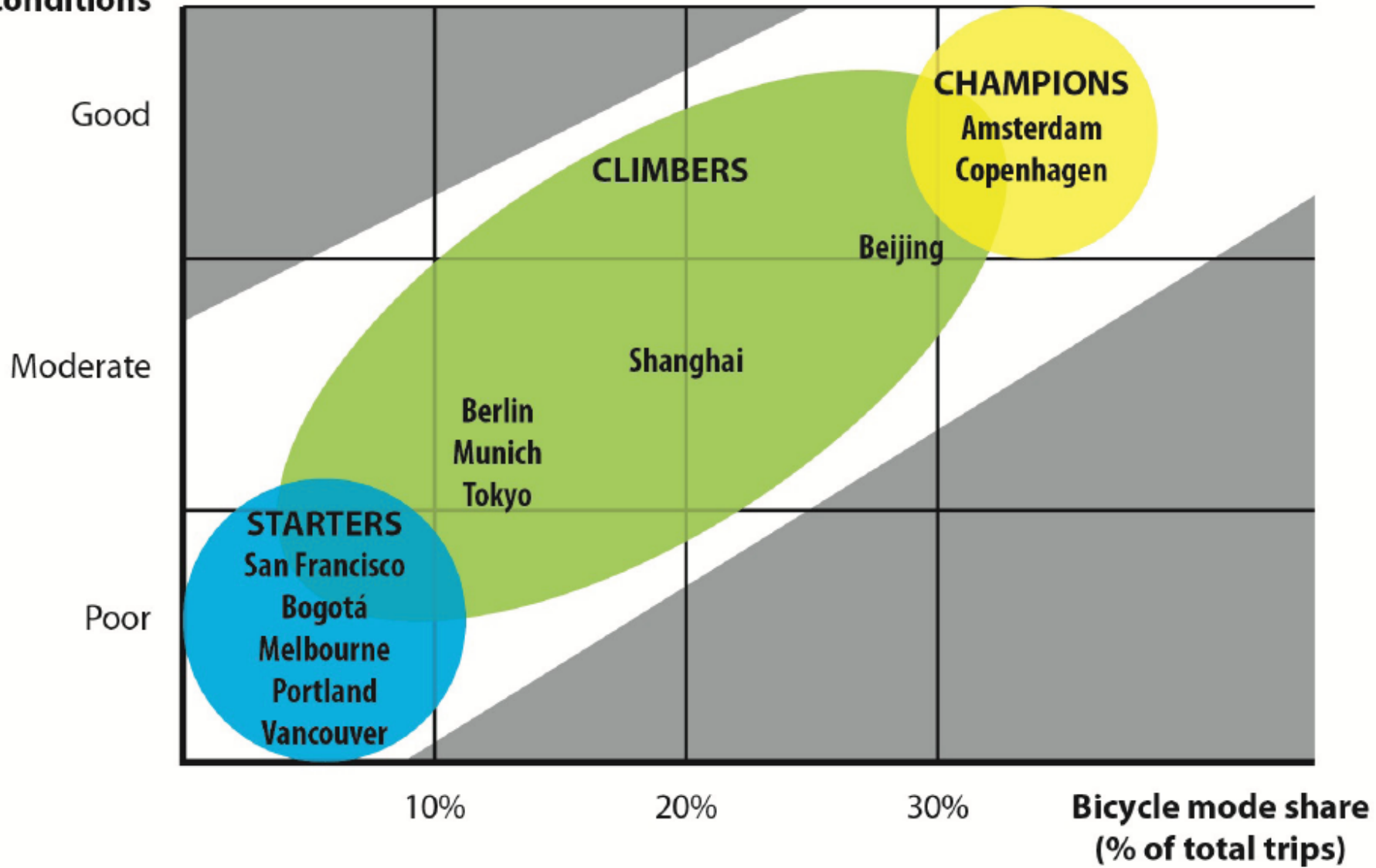
61% auto/39% non-auto

2018 Goal



50% auto/50% non-auto

Bicycling conditions

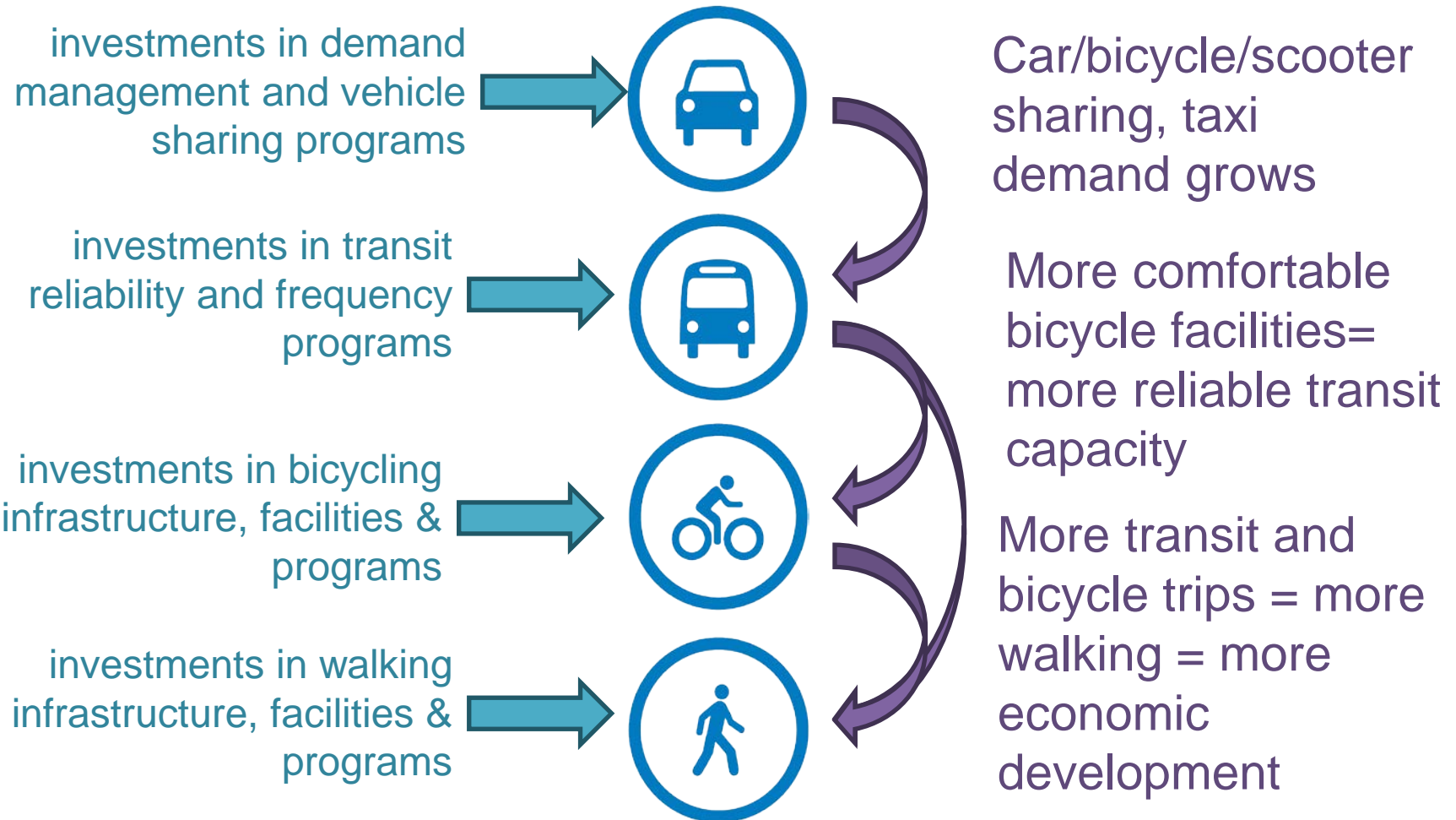


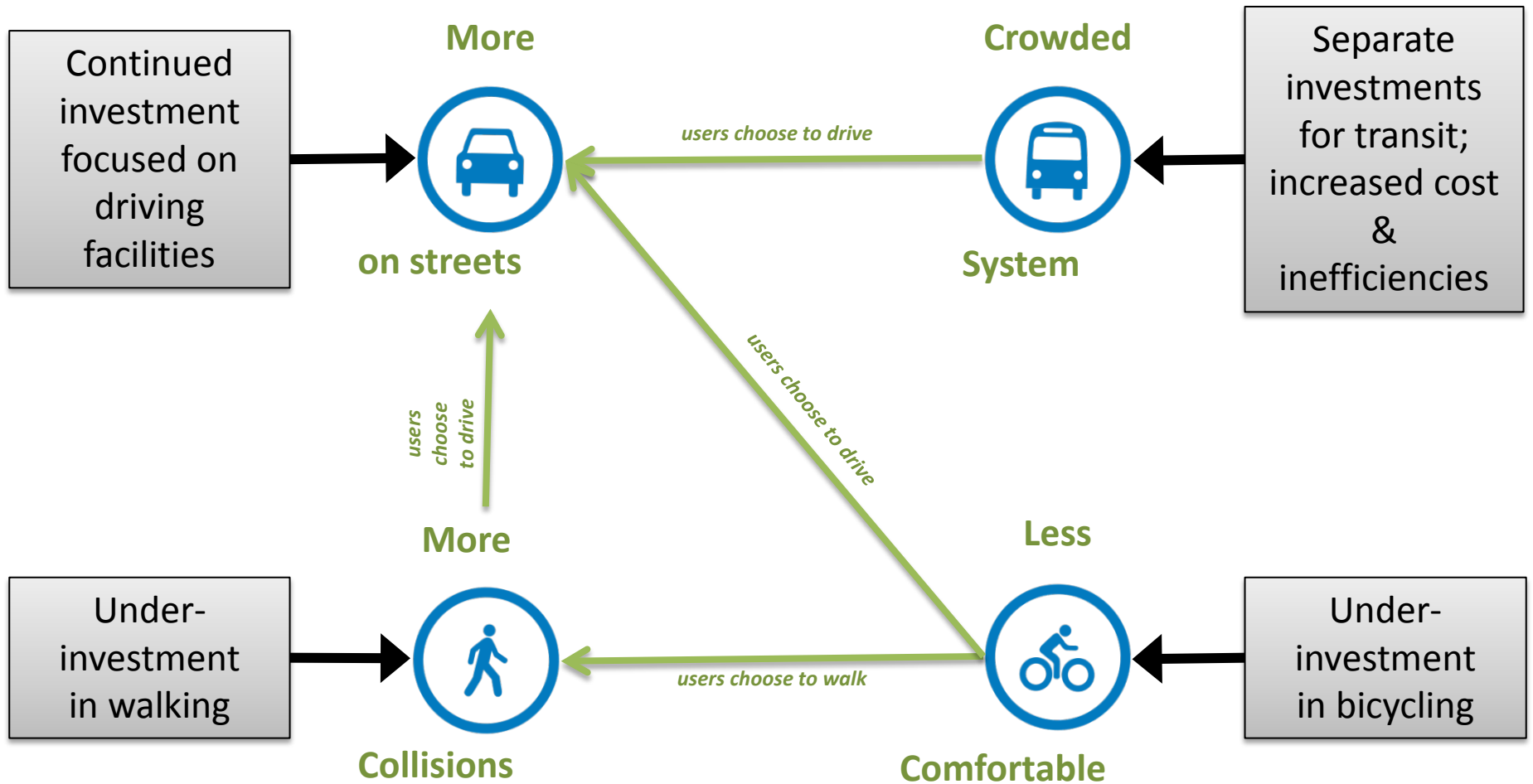
Bicycle Strategy

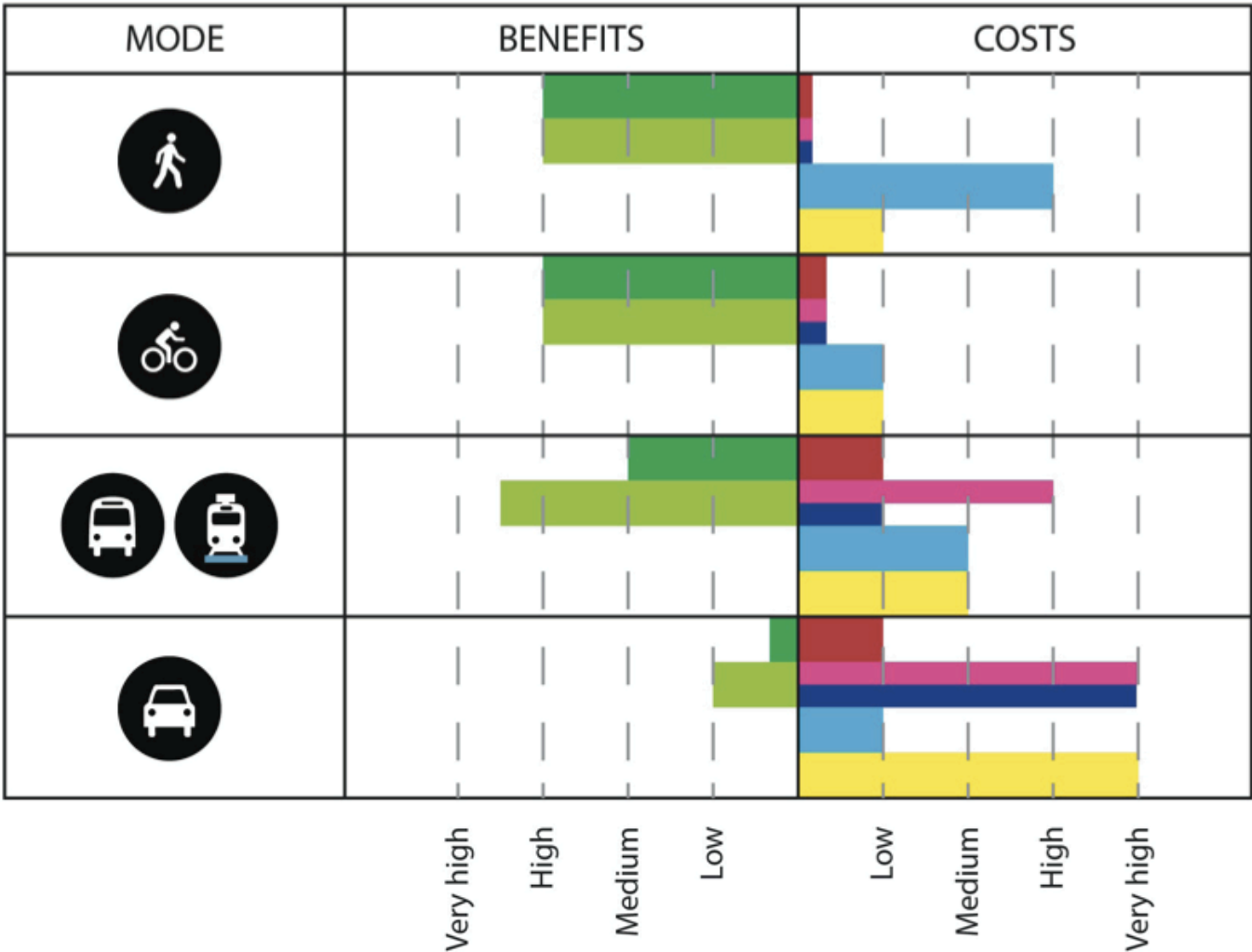
How we compare

Project Investment

Mode Shift Effect







Integration **Modal benefits analysis inform investment priorities**

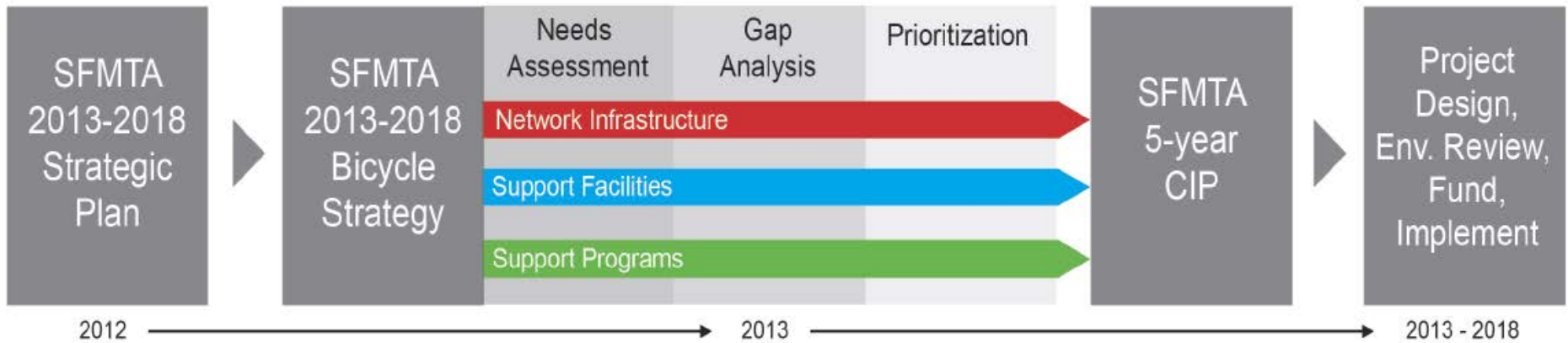


Bicycle Strategy Vision: Bicycling is part of everyday transportation



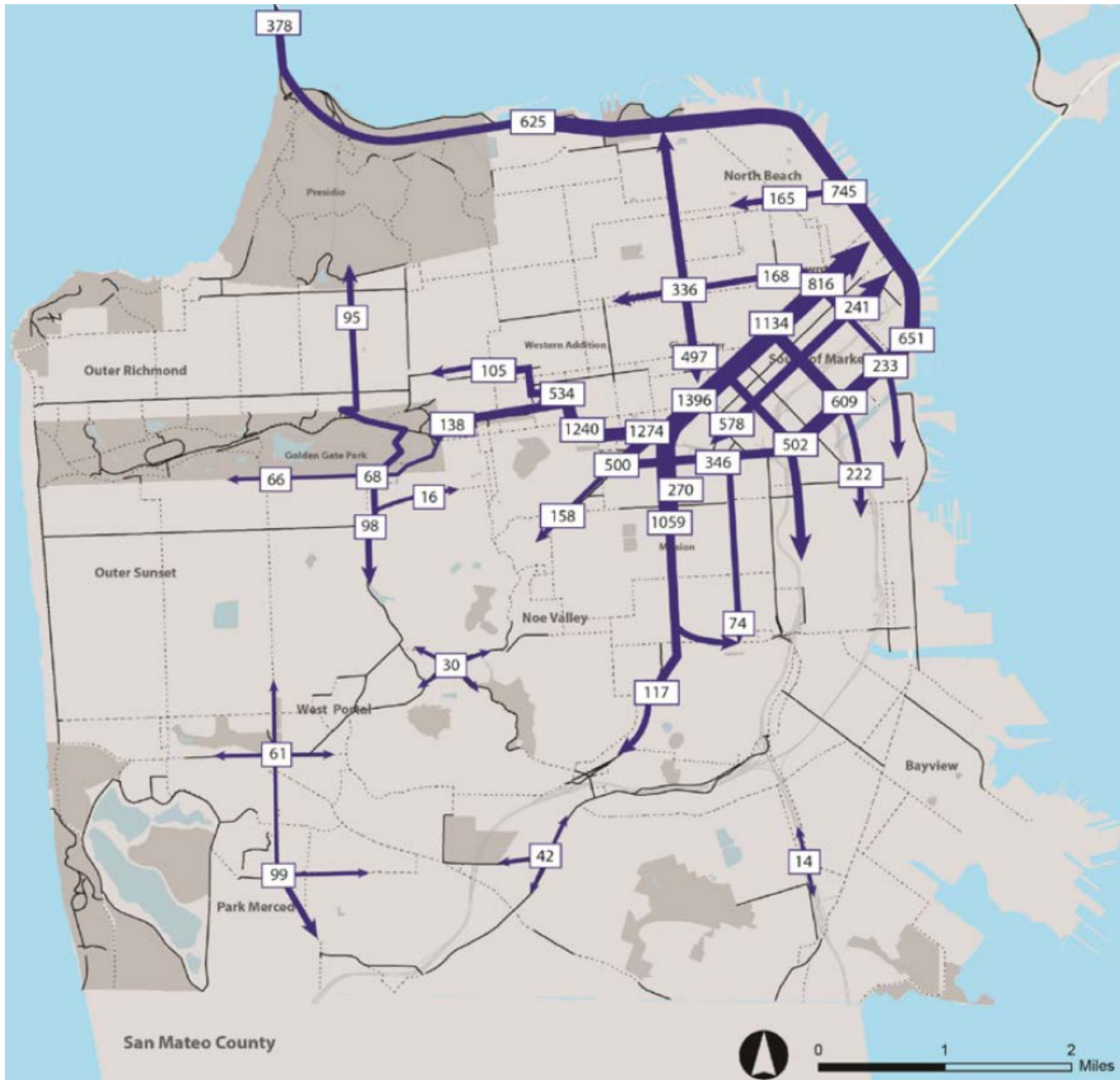
**Bicycle
Strategy**

Vision, Goals and Objectives



Bicycle Strategy

Key Framework Elements

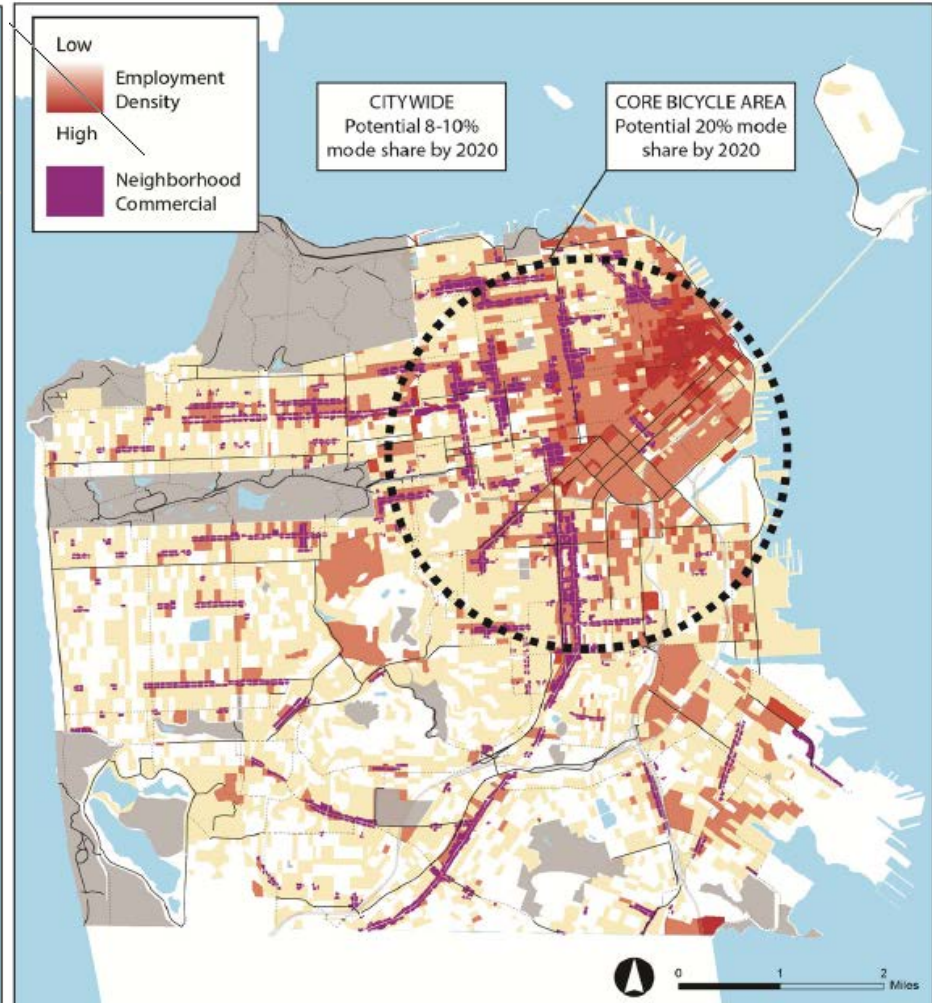
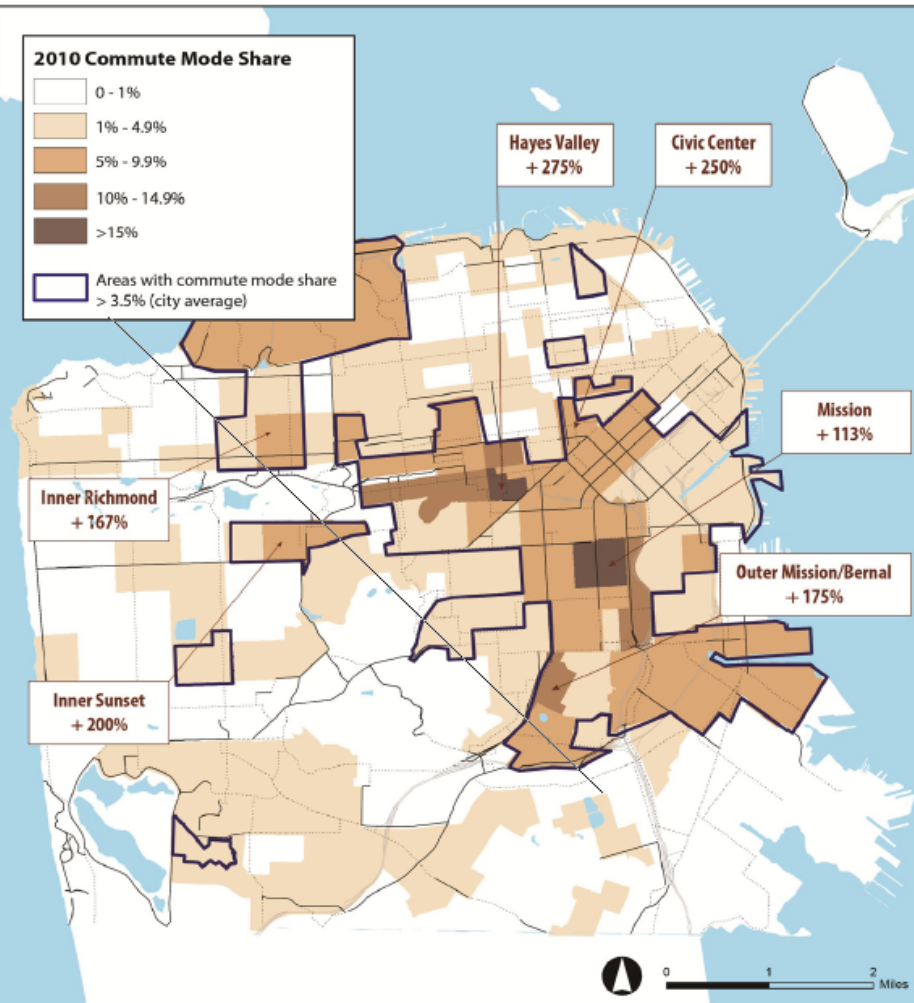


Bicycle Strategy

Key Travel Patterns

Bicycle Commute Mode Share (2010)

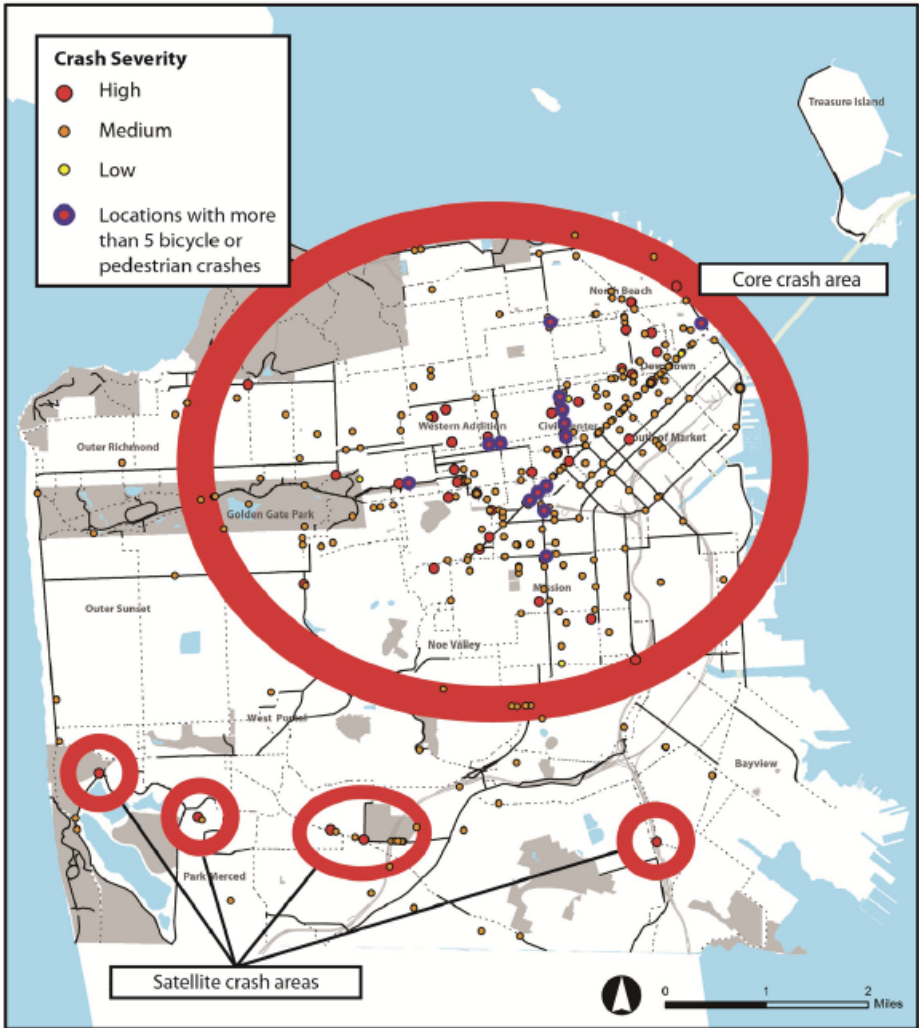
Destination Land Uses



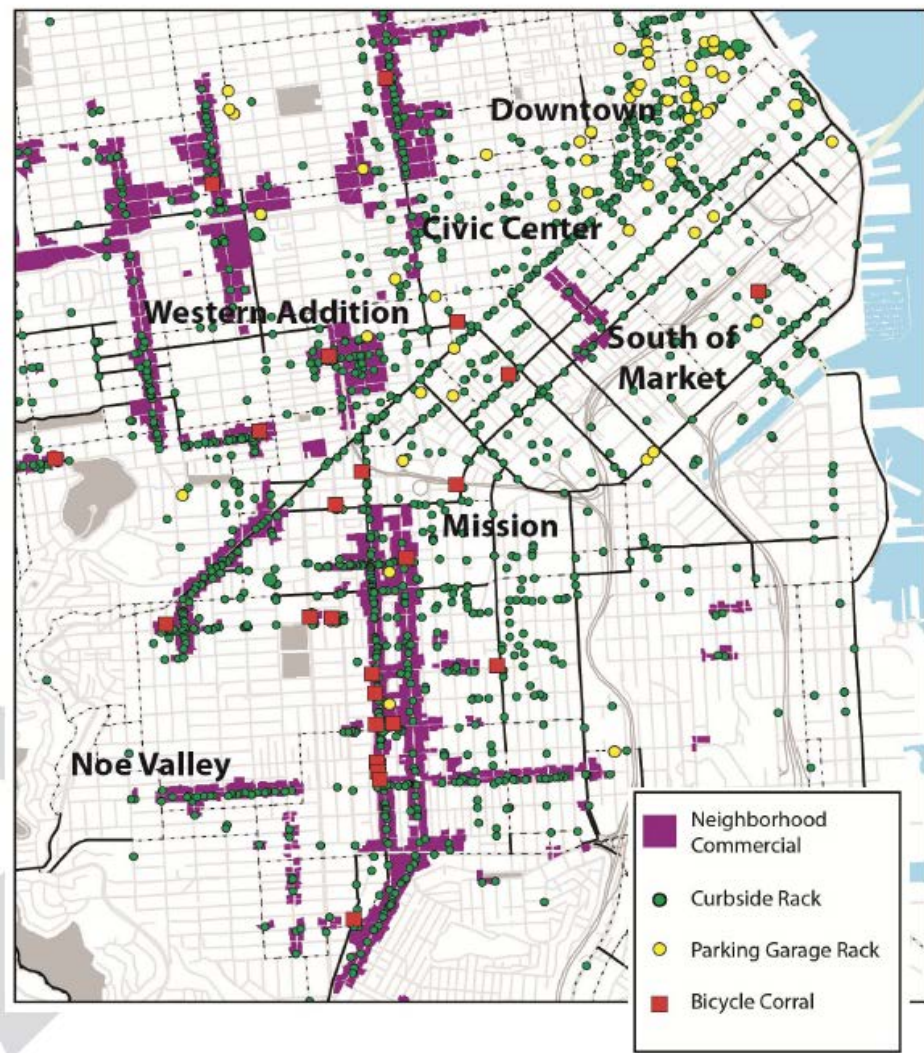
Bicycle Strategy

Emerging Bicycle Core Area

Bicycle Crash Distribution



Core Area Bicycle Parking



Level of Traffic Stress (LTS)

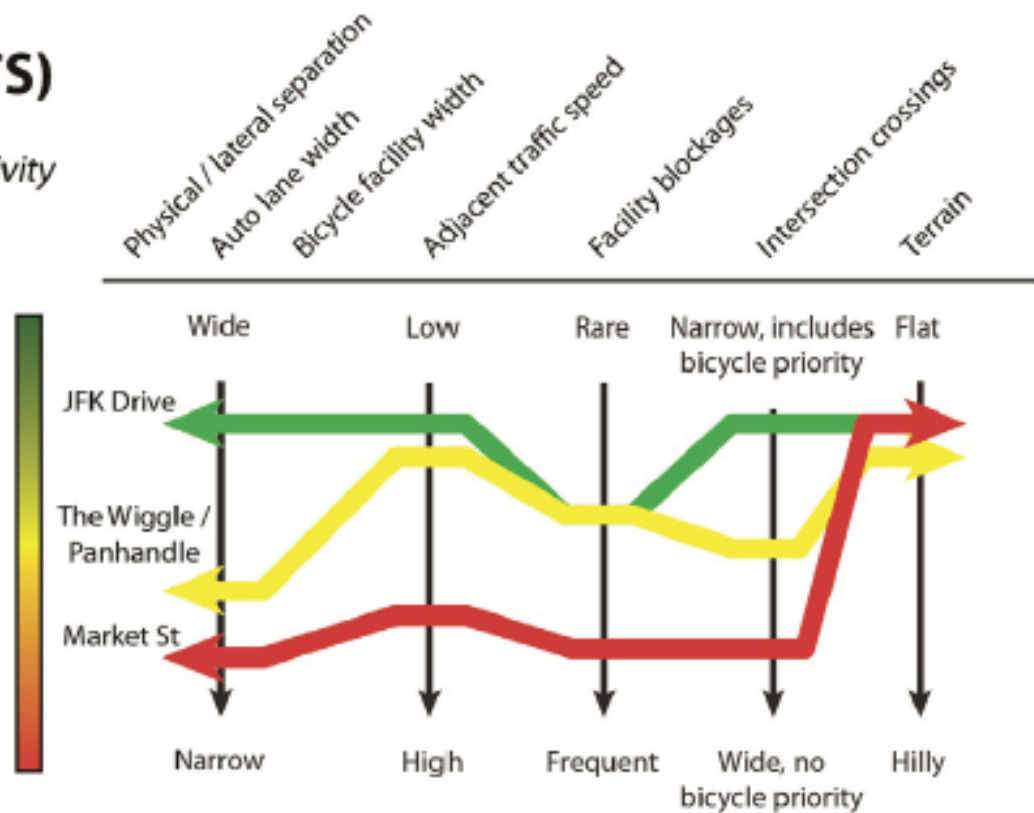
Methodology based on MTA Report 11-19
 Low-Stress Bicycling and Network Connectivity

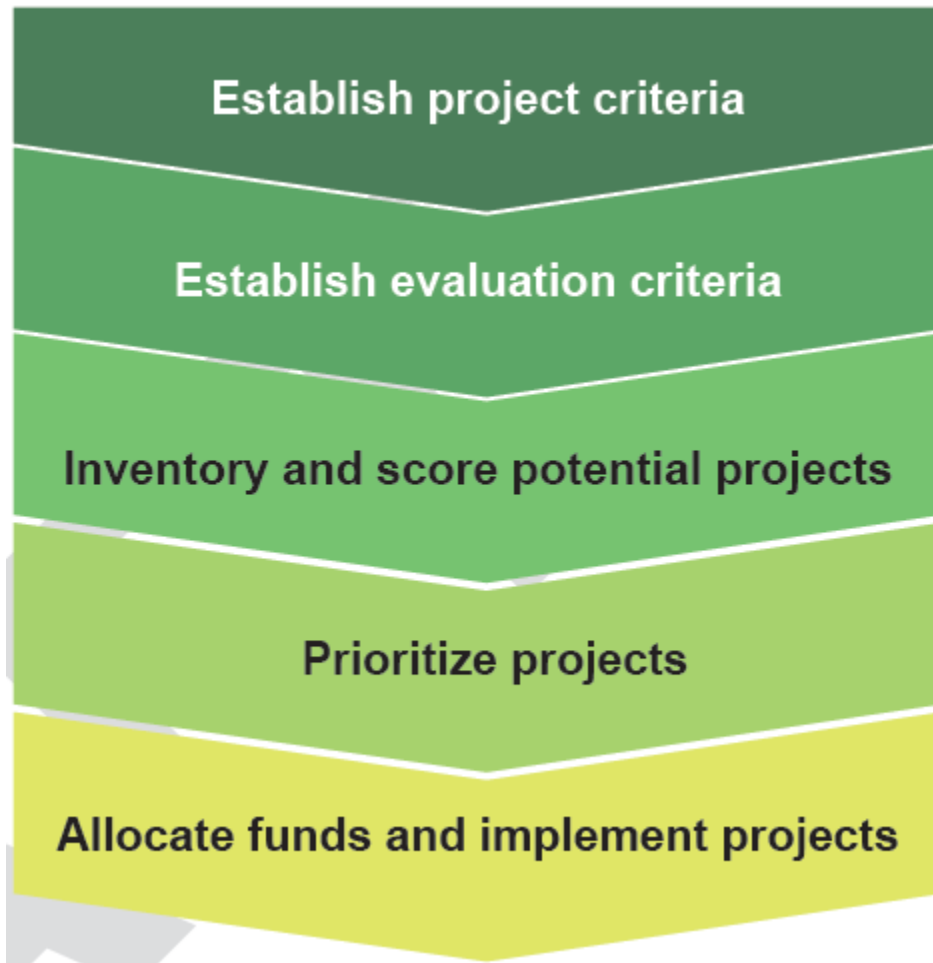
LTS 1 - The level that most children will tolerate.

LTS 2 - The level tolerated by the mainstream adult population.

LTS 3 - The level tolerated by "enthused and confident" people on bicycles.

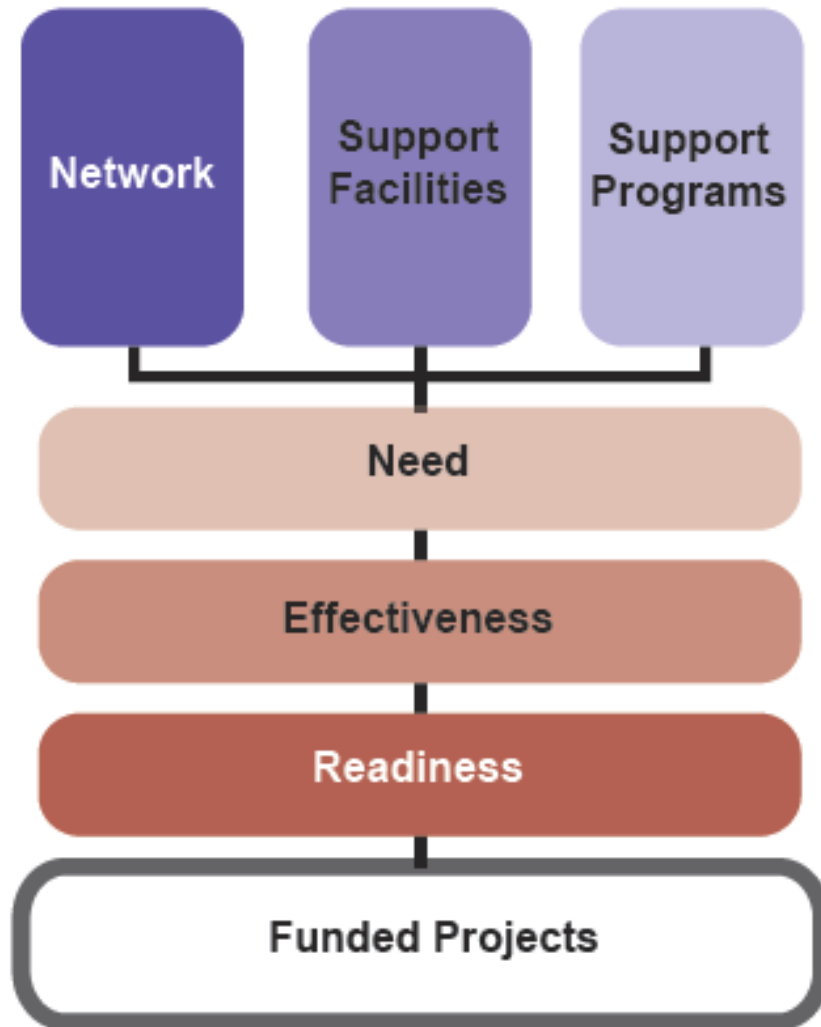
LTS 4 - The level tolerated only by the "strong and fearless" people on bicycles.





Project Categories

Evaluation Criteria



GOAL 1

Improve safety and connectivity for people traveling by bicycle

Image: Flickr / Lynn Friedman

GOAL 1: Improve safety & connectivity for people traveling by bicycle

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 1.1: Percent of the bicycle network that is moderately comfortable for an average person on a bicycle.	Establish a bicycle network comfort index. Increase network comfort by 10 miles and 10 intersections each year. Decrease the bicycle crash rate by 10 percent each year.		
OBJECTIVE 1.2: Number of crash hotspots improved.	Study and pilot safety countermeasures at three crash hotspots per year. Decrease the bicycle crash rate by 10% from the 2012 baseline each year.		
OBJECTIVE 1.3: Miles of networked bicycle routes with wayfinding signs indicating destinations and distance.	Develop a bicycle wayfinding sign plan.	Install the citywide bicycle wayfinding system (100% network coverage).	
OBJECTIVE 1.4: Bicycle counts and evaluation.	25% network coverage with automatic bicycle counters. Install the first "bicycle barometer".	50% network coverage with automatic bicycle counters. Install a second and third "bicycle barometer".	100% network coverage with automatic bicycle counters. Install the fourth and fifth "bicycle barometer".
	Collect and analyze bicycle sharing data. Collect, analyze and report changes to city bicycle activity via the annual SFMTA Mobility Report.		

GOAL 2

Increase convenience for trips made by bicycle



GOAL 2: Increase convenience for trips made by bicycle

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 2.1: Short-term bicycle parking spaces and coverage	Establish short-term bicycle parking baseline of 1 rack on each neighborhood commercial block.	Provide additional short-term bicycle parking in areas identified via user survey or online crowd sourcing.	
OBJECTIVE 2.2: Long-term bicycle parking space and coverage	Establish one new attended and one new unattended secure bicycle parking station.	Establish a second new attended and second new unattended secure bicycle parking station.	Establish a third new attended and third new unattended secure bicycle parking station.
	Replace 100% of existing SFMTA bicycle lockers with e-lockers	Add 25 new e-lockers.	Add 25 new e-lockers.
	Install four residential collective bicycle lockers	Install four additional residential collective bicycle lockers	Install four additional residential collective bicycle lockers
OBJECTIVE 2.3: Bicycle sharing system coverage.	Implement Phases I and II of the bicycle sharing system. (1000 bikes)	Implement Phase III of the bicycle sharing system (2,750 bikes, 25% of City)	Expand the bicycle sharing system to include key satellite service areas in discontinuous islands of suitability.

GOAL 3

Normalize riding bicycles through media, marketing, education, and outreach

Image: Flickr / Pyramis

GOAL 3: Normalize riding bicycles

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 3.1: City-internal bicycle awareness	<p>Normalize riding bicycles through social media and marketing. Increase awareness of city residents, employees, businesses, and schools of bicycling and multimodal trip opportunities by 10% each budget cycle. Measure via online survey methods and social media metrics, e.g. "tweets" and "likes".</p> <p>Establish a city Bicycle Ambassador program with up to eight full-time staff responsible for community bicycle education and outreach.</p>		
OBJECTIVE 3.2: City-external bicycle awareness	<p>Increase bicycle awareness of city visitors by 10% over baseline each budget cycle through marketing partnerships with visitor organizations, accommodation and destination partnerships. Measure via online survey methods and social media metrics, e.g. "tweets" and "likes".</p>		
OBJECTIVE 3.3: Bicycle education	<p>Annual bicycle education at 25% of SFUSD schools. Reach out to private schools.</p> <p>One annual bicycle education course in each SF Supervisor District through the Bicycle Ambassador program.</p>	<p>Annual bicycle education at 50% of SFUSD schools. Reach out to private schools.</p> <p>Two annual bicycle education courses in each SF Supervisor District through the Bicycle Ambassador program.</p>	<p>Annual bicycle education to 100% of SFUSD schools. Reach out to private schools.</p> <p>Quarterly bicycle education courses in each SF Supervisor District through the Bicycle Ambassador program.</p>
OBJECTIVE 3.4: Traffic enforcement	<p>Quarterly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.</p>	<p>Monthly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.</p>	<p>Weekly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.</p>

GOAL 4

Plan and deliver complete streets projects



GOAL 4: Plan and deliver complete streets projects

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 4.1: Project delivery and agency management	Update the SFMTA Capital Improvement Program to prioritize projects that rate highest in terms of need, effectiveness, and readiness. Adopt an agency project management system and track funding to the bicycle program.		
OBJECTIVE 4.2: Bicycle program funding	Secure funding for bicycle projects from new funding sources. Identify dedicated revenue sources by 2014.		
	Close strategic funding gap by 25%.	Close strategic funding gap by 50%	Close strategic funding gap by 100%
OBJECTIVE 4.3: Supportive projects and policies	Support SFpark, SFgo, Muni Transit Effectiveness Project, congestion pricing, and other Travel Demand Management (TDM) projects; integrate bicycle projects into the Complete Streets process.		
OBJECTIVE 4.4: Bicycle-transit projects.	Target 3% of formula funds from transit to bicycling. Deliver transit projects with a complete streets component.		







Bicycle Strategy

Support Programs Toolkit

“Bicycle Plan Plus” scenario

- Complete the bicycle plan (10 miles)
- Upgrade 10 miles of the existing bicycle network to premium bicycle facilities
- Upgrade 10 intersections to accommodate bicycles
- Install 4000 bicycle parking spaces
- Deploy and maintain a 500 bicycle / 50 station bicycle sharing system
- Provide the existing level of support programs (\$1.2m / yr)

Total cost: \$60m through 2018 (6 year total)

Strategic Plan scenario

- Complete the bicycle plan (10 miles)
- Upgrade 50 miles of the existing bicycle network to premium bicycle facilities
- Construct 12 miles of new bicycle facilities
- Upgrade 50 intersections to accommodate bicycles
- Install 21000 bicycle parking spaces
- Deploy and maintain a 2750 bicycle / 275 station bicycle sharing system. Support electric bicycles.
- Double the existing level of support programs (\$2.5m / yr)

Total cost: \$190m through 2018 (6 year total)

System Build-out scenario

(Amsterdam / Copenhagen-system)

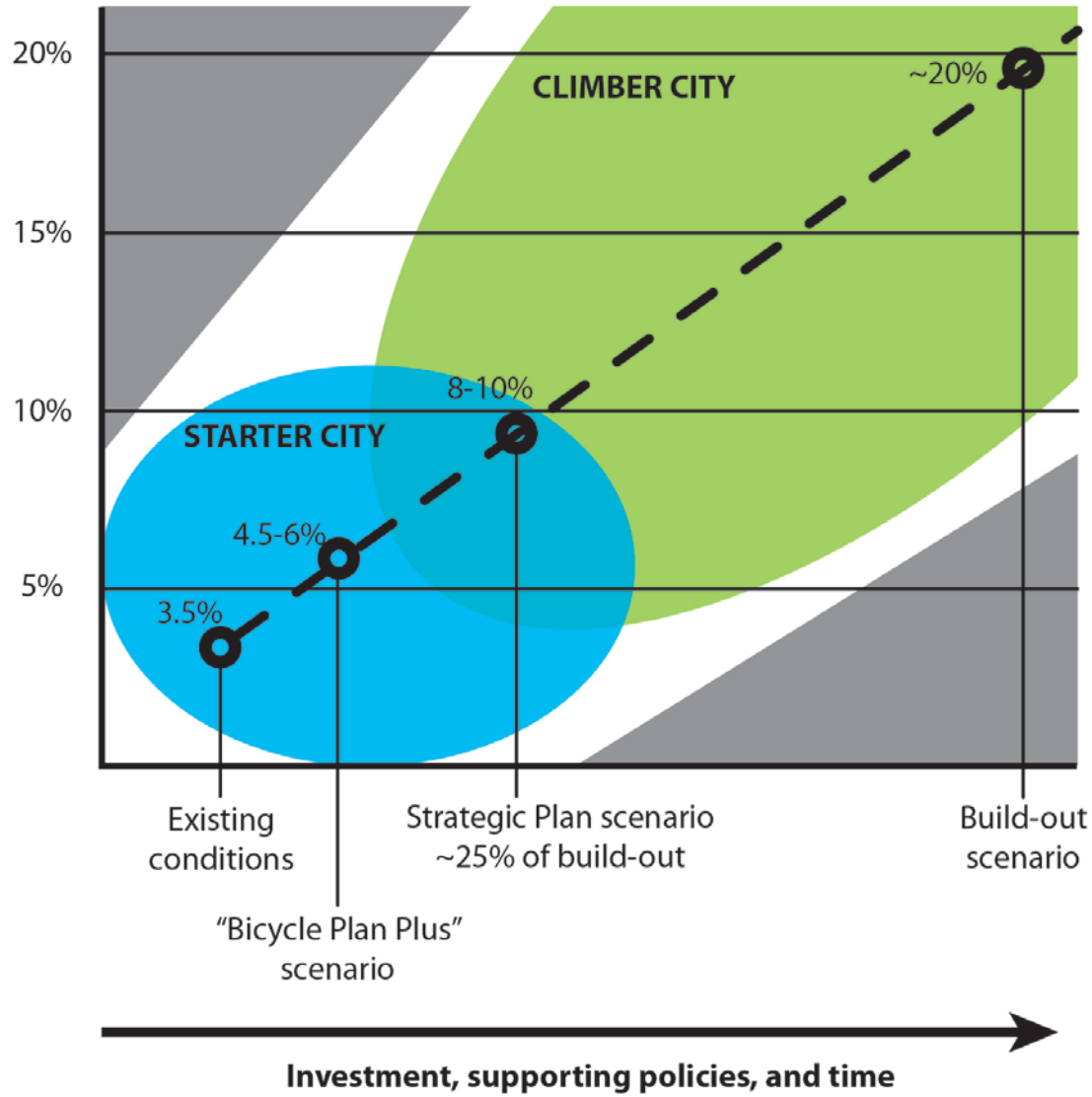
- Complete the bicycle plan (10 miles)
- Upgrade 200 miles of the existing bicycle network to premium bicycle facilities
- Construct 35 miles of new bicycle facilities
- Upgrade 200 intersections to accommodate bicycles
- Install 50,000 bicycle parking spaces
- Deploy and maintain a 2750 bicycle / 275 station bicycle sharing system. Support electric bicycles.
- Provide a build-out level of support programs (\$10m / yr)

Total cost: \$500m for infrastructure, plus \$4m / yr for bicycle sharing and \$10m / yr for support programs.

Outcome contingent on complementary auto pricing fees and policies



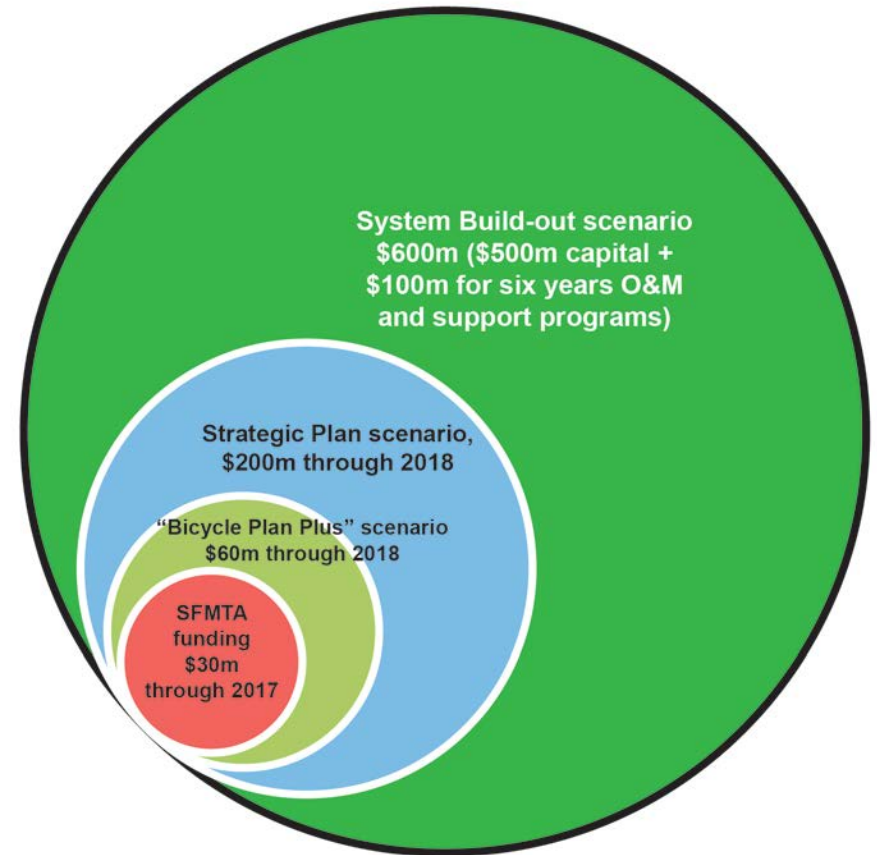
Citywide bicycle mode share (% of total trips)

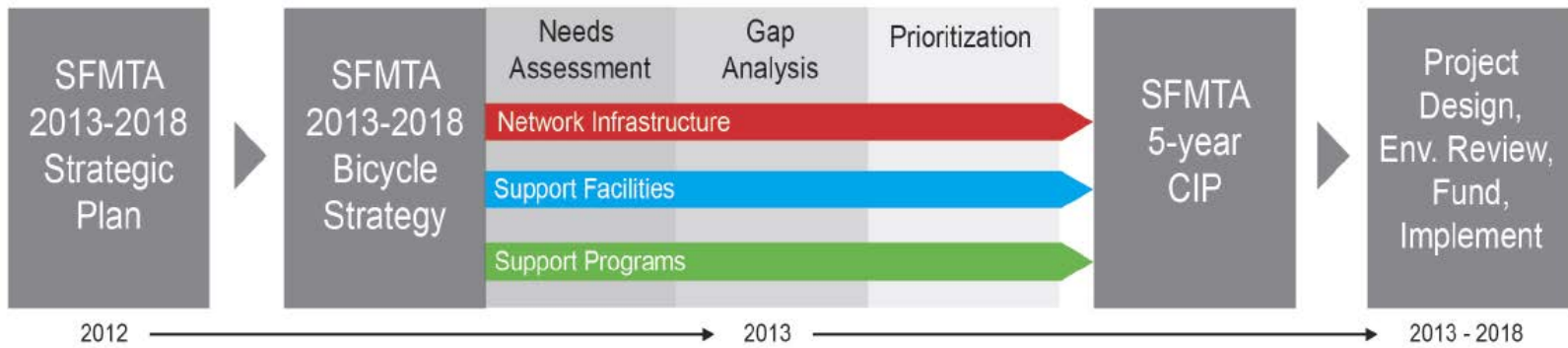


Bicycle Strategy

Starter to Climbing City

- Bicycle program funding (through 2017)
 - State (Caltrans BTA / STIPTE) - \$1m
 - Regional (BAAQMD, MTC TDA) - \$1.9m
 - City / County (Prop B, OBAG, Prop AA, Prop K, TFCA) - \$23.2m
 - SFMTA (Bond A) - \$4.1m
 - TSP (SF) – TBD
 - **Total - \$30.3m**





**Bicycle
Strategy**

Next Steps



Bicycle
Strategy

Questions?