

Bikeshare Feasibility Study Public Comments

# Comment	Response
<p>1 Salinas - Highlight Opportunities What is opportunity?</p> <p>Steinbeck Center</p> <p>Capitalize on "Open Streets" efforts</p>	<p>A comparable demand evaluation and cash flow estimate to those conducted for Monterey / Pacific Grove are now included in the revised Study.</p> <p>A bikesharing station near the Steinbeck Center has been analyzed as part of the expanded demand evaluation.</p> <p>A discussion of Salinas' "Open Streets" efforts has been included in the revised Study.</p>
<p>2 Costs are too high</p> <p>Other opportunities to incentivise bicycle use? Prioritize infrastructure improvements first</p>	<p>Estimates of capital and operating costs have been presented in the Cash Flow Estimates and Executive Summary portions of the Study and will be considerations in the decision of whether or not to pursue a bike sharing program in Monterey County. To put the capital costs of a bikesharing system in perspective, constructing one mile of new shared-use path costs approximately \$1.5 million, excluding right of way costs and assuming level terrain.</p>
<p>3 Document potential for theft</p>	<p>Theft rates in U.S. systems have been very low (less than 0.5%). This is documented on pages 19 and 20 of the Public Review Draft Bicycle Sharing Feasibility and Implementation Plan (October 24, 2012).</p>
<p>4 Bikesharing proposal will overlap bike rental coverage - will this duplicate service?</p>	<p>Bikesharing is a distinct system from traditional hourly or daily bike rentals. Annual bikesharing members making frequent, short trips can take advantage of multiple stations for starting and ending their trips and can check out a bike in 5 to 8 seconds. Casual, walk-up users looking for a short-duration rental or for multiple quick trips on a single day can check out a bike in as little as 90 seconds. Cyclists desiring bikes with more features, longer rental periods, advice on local riding routes, organized tours, or more personal customer service may prefer a traditional bike rental location.</p>

Bikeshare Feasibility Study Public Comments

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<p>5 Who are riders?</p> <p>Annual users are 80%</p>	<p>Although short-term users tend to comprise the largest number of memberships, annual members tend to make most of the system's trips. In the Capital Bikeshare system, in the first year (2010-2011), 17,000 annual members (15% of total users) made 75% of all trips; 96,000 short-term users (85% of total users) made 25% of all trips. At Denver B-Cycle in the second season (2011), 2,700 annual members (6% of total users) made 60% of all trips; 42,300 short-term users (94% of total users) made 40% of all trips.</p>
<p>6 What is the impact of our coastal climate on maintenance?</p> <p>Look at Miami Decobike as an example</p>	<p>Bikesharing systems operate in a variety of coastal, humid, or salty conditions including Miami, FL (DecoBike), Boston, MA (Hubway), and Minneapolis, MN (Nice Ride Minnesota). DecoBike has reported that the salty, marine environment of Miami does have a significant impact on the bikeshare fleet. DecoBike steam cleans its bicycles regularly to free them of crusted salt and beach sand, and selects particular component materials, such as aluminium, composites, or stainless steel, to address the effects of a salty, humid operating environment.</p>

Bikeshare Feasibility Study Public Comments

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<p>7 How many rental bikes are already out there? Bay Bikes - 250 Adventures By the Sea - 250+ Hotel delivery Surrey Service + one other bike company <i>Map locations</i></p>	<p>This information has been included in the revised study.</p> <p>Request for location of additional rental concessions has been made to Adventures by the Sea.</p>
<p>8 What % Locals Riding Monterey Rental Bikes?</p>	<p>Request for information has been made to Adventures by the Sea. Comment #10 suggests that the focus of the existing bike rental market is on tourists.</p>
<p>9 Is there a Truly Comparable Data Set?</p> <p>Examples cited do not offer a specific/direct match to Monterey SF/Chicago programs - look at data for impacts to visitor market</p>	<p>No single city currently operating a bikesharing system is an exact match for the conditions in Monterey. Insights have been gleaned from operational systems of various sizes in U.S. cities with diverse population and employment levels, climates, tourist markets, and locations. Neither San Francisco nor Chicago has completed implementation of their bikesharing systems at this time.</p>
<p>10 Bike Owners - Who is renting your bikes? Many models - Day/Month Tourism Focus</p>	<p>This information has been included in the revised study.</p>
<p>11 Bike Share 1st or Infrastructure?</p>	<p>The Federal Highway Administration report <i>Bike Sharing in the United States</i>¹ reports that its case study were in cities where "the bicycle network was by no means 'perfect'" and contained "numerous gaps and barriers." The report also points out that "bike share systems can give additional impetus to efforts to improve bicycle infrastructure." Many cities, such as Paris, France and Washington, DC have significantly increased the supply of bike lanes along with the implementation of a bikesharing program. Monterey, Pacific Grove, and Salinas have a reasonable bike infrastructure network in place and the potential to expand it.</p>

Bikeshare Feasibility Study Public Comments

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<p>12 What are the next steps moving forward?</p>	<p>The TAMC Board will consider the revised study addressing the comments/issues raised.</p>
<p>13 Density of Land Use</p> <p>Thresholds justifying bikesharing - does Monterey Measure-up?</p>	<p>There is no particular housing or employment density threshold that "justifies" the implementation of a bikesharing system. Bikesharing systems have operated successfully in a variety of contexts including Boston (9,311 housing units and 7,084 jobs per sq. mi) and San Antonio (1,455 housing units and 1,570 jobs per sq. mi). At 1,920 housing units and 2,416 jobs per square mile, the cities of Monterey and Pacific Grove fall within a comparable range of density.</p>
<p>14 Bikeshare and Schools?</p>	<p>Schools are a valuable ally for many bicycling initiatives, but might not be the most appropriate locations for bikesharing stations. Bikesharing systems typically restrict membership to those over 16 years of age due to helmet regulations and the difficulty involved in providing helmets at stations; in California, helmets are required for all cyclists under 18 years of age. Stations near schools would also be unlikely to see much ridership during the school day, since students are typically required to stay on school grounds. Stations near schools would also likely experience extreme "peaking," since class schedules are typically synchronized; stations would fill with bikes when students arrive at the start of the school day and empty quickly when students leave, making rebalancing difficult.</p>
<p>15 What about a CSUMB Campus Program? Many good precedents</p>	<p>California State University at Monterey Bay (CSUMB) presents opportunities for regional coordination in bikesharing; page 81 of the Public Review Draft Bicycle Sharing Feasibility and Implementation Plan (October 24, 2012) further explores these opportunities.</p>

Bikeshare Feasibility Study Public Comments

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<p>16 Downtown & Bikeshare</p> <p>Bikesharing would support economic development in downtowns</p>	<p>There is evidence that bikesharing usage contributes to economic development. Nice Ride Minnesota users spend an estimated additional \$40 per season on average, or a total of \$150,000 per season² (also noted in the Public Review Draft Bicycle Sharing Feasibility and Implementation Plan). 42% of Denver B-cycle users surveyed in 2010 reported shopping or running errands by bike two or more times per week.³ Finally, bike shops in Washington, D.C. have anecdotally reported increased sales since the introduction of Capital Bikeshare.⁴</p>
<p>17 What is the empirical evidence of impacts to bike rental businesses?</p> <p>Acquire 1st Hand Data?</p>	<p>Initial, anecdotal reports of impacts on bike rental businesses have been mixed; please see page 75 of the Public Review Draft Bicycle Sharing Feasibility and Implementation Plan (October 24, 2012). Freewheel Bike Shop in Minneapolis has since noted that bike rental business has increased, with customers taking bike sharing bikes to access their rental location where they switch to lighter, more comfortable hybrids; Calhoun Bike Rental estimates summer 2012 rentals were down 15 to 20 percent; Alamo Bike Shop in San Antonio has also noted a decline in bike rentals, though "brutal summer temperatures" may have also been a factor.⁵</p>
<p>18 Investigate New Business Model Tailored to Monterey area</p> <p>Involve locals as much as possible</p>	<p>The unique concentration of bike rental locations in the City of Monterey might enable a new model for the provision of bikesharing that more directly involves existing, local bike rental companies. Under one approach, a bike rental company or companies could own and operate the bike sharing system, perhaps with a subsidy from a partner organization or government agency. Under a second approach, the rental company or companies could simply operate the bikesharing equipment that is owned by a non-profit or public agency for a fee.</p>

Bikeshare Feasibility Study Public Comments

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<p>19 Bike Week - Does TAMC collect surveys of participants?</p> <p>Would bikeshare address a specific identified need?</p>	<p>TAMC collected survey responses from participants at the 2012 Bike Week event. Responses indicated concerns about safety and a lack of convenient cycling options. The bikesharing program is intended to increase enthusiasm for bicycling as a form of active transportation and provide a new cycling transportation option. A study in the journal <i>Injury Prevention</i> found that the likelihood that a given person walking or bicycling will be struck by a motorist varies inversely with the amount of walking or bicycling (i.e. more bicyclists leads to lower bicyclist-motor vehicle collision rates).⁶ To the extent that bikesharing encourages more bicycling, it will have a positive effect on safety. Increased bicycling due to bikesharing can also improve health by providing an active transportation option, reduce traffic congestion, and encourage users to visit local businesses.</p>
<p>20 How many employees are in the Downtown/Cannery Row and service area?</p>	<p>2010 Longitudinal Employer Household Dynamics data report 27,373 jobs within the city limits of Monterey and Pacific Grove.</p>
<p>21 Provide more information about the ridership model used to identify station locations.</p>	<p>Please see pages 33-39 of the Public Review Draft Bicycle Sharing Feasibility and Implementation Plan (October 24, 2012) for additional details on the development of the ridership model.</p>
<p>22 Attempt to gather information from geographically/tourist similar cities (San Francisco, Chicago etc)</p> <p>How does the rideshare system affect the revenue of bike shop (retail) and bike rental shop?</p>	<p>Please see the response to Comment #9, above.</p> <p>Please see the responses to Comments #16 and #17, above.</p>

Bikeshare Feasibility Study Public Comments

Comment

Response

Written Comments:

1 Michelle Knight - Adventures by the Sea

<p>- We do not believe the concept fits Monterey. We are not a dense urban area and we are a heavy tourist area.</p>	<p>Please see the response to Comment #13, regarding density, above. Bike sharing systems also operate in heavy tourist areas like Washington, DC and Miami Beach, FL. A small bike sharing system also operates in Kailua, Hawaii.</p>
<p>- Who would the riders of these bikes be? If not tourists, then who? And if you concede that it will be tourists, what is the justification for creating a subsidized bike rental business for tourists to compete with the already existing bike rental businesses? What need is there to ride from downtown Monterey to Cannery Row on a subsidized bike for a local? It is easily walkable, rental bikes already exist, people ride their own bikes, and transportation via MST also exists. The audience is wrong for this type of program.</p>	<p>Please see the response to Comment #5, above on the types of users of existing bikesharing systems. The intent of a bikesharing system is to provide an active public transportation option, not to compete with tourist-oriented bike rental shops. The concept of bikesharing usage is to encourage users to make multiple short (less than 30-minute) trips, returning the bikes to a kiosk each time so that other users can ride them. Visitors desiring longer rental periods, bikes with more features, advice on local riding routes, organized tours, or more personal customer service may prefer a traditional bike rental location. Bikesharing has done well in walkable areas by providing a quicker alternative to walking that does not require the use of a car or waiting for a transit vehicle.</p>
<p>- None of the currently operating bike share programs are self sustaining but instead require an influx of funds from an outside source.</p>	<p>As a form of public transportation, bike sharing does require funding in addition to membership and user fees. Similarly, buses, trains, and even public streets and highways require funding from an outside source. Bike sharing systems do recover some costs through membership and user fees. For example, Capital Bikeshare covers nearly all of its ongoing operating costs with membership and user fees; even in this case, though, federal grant funding was necessary to cover capital costs.</p>
<p>- We already rent bicycles for all time frames from one hour to a month at a time.</p>	<p>This information has been included in the revised Study.</p>

Bikeshare Feasibility Study Public Comments

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- None of the examples that you use are in small tourist areas such as Monterey but instead are in large dense urban settings -- Chicago, New York, Paris, Washington, D.C., Denver --How is the safety issue of helmets addressed?	Please see the response to Comment #9, above. Helmet use is typically encouraged but not required of adult bikesharing users. The provision of helmets is another area for potential collaboration between the bikesharing operator and existing bike rental businesses.
- What about the cost of maintaining a fleet of bikes that will be kept outside 365 days a year in Monterey's climate? The replacement cost is not even addressed.	Please see the response to Comment #6, above.
- Your study misses the location of additional bike rental concessions that we have.	Request for location of additional rental concessions has been made to Adventures by the Sea.
- Using advertising to subsidize the cost of the program doesn't make sense in Monterey/Pacific Grove because of the ordinances against signage on the Rec Trail.	The use of advertising on bikesharing bikes and kiosks will depend on local signage and advertising regulations. System or station-level sponsorship (e.g., "Presented by Kaiser Permanente"), or naming (e.g. "Citi Bike") are alternative funding options. Various bike sharing systems operate both with and without sponsorship and advertising.

Bikeshare Feasibility Study Public Comments

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<p>- Your data indicates that 90% of the users are casual or one day membership users. Doesn't this support the idea that it will be used by tourists?</p>	<p>Please see the response to Comment #5, above.</p>
<p>- You suggest linking the "kiosks" with the transportation hubs, yet your data suggests the demographics of the users are quite different than the bus ridership.</p>	<p>Demographics of bikesharing users have tended to align more closely with the demographics of the general cycling population than with the demographics of transit riders; however, there are distinct advantages to colocating bikesharing stations with transit stops. Both transit and bikesharing benefit from being located in areas with prominent institutions, higher density, concentrations of origins and destinations, and a mix of uses. Bikesharing also provides an additional transit option to meet passengers' needs, and can serve as a substitute for transit on short-distance trips. For example, if the wait for a bus is too long, a short trip might not justify the wait, and instead a passenger could choose bikesharing to reach her destination. For longer trips or trips in inclement weather, the passenger might prefer to wait for the bus.</p>
<p>- The capital investment of roughly \$1.1 million is a colossal waste of money and not even calculated in the loss that the program could sustain.</p>	<p>The approximate \$1.1 million initial capital cost for the 24 Monterey / Pacific Grove stations is presented in the Cash Flow Estimates and Executive Summary portions of the Study and will be a consideration in the decision of whether or not to pursue a bike sharing program in Monterey County. A second potential initial network of 16 stations in Salinas, with estimated capital costs of \$720,000, has also now been analyzed. These networks could be implemented independently (one could be implemented without ever implementing the other), in sequence, or at the same time. To put the capital costs of a bikesharing system in perspective, constructing one mile of new shared-use path costs approximately \$1.5 million, excluding right of way costs and assuming level terrain. As another point of comparison, one new 40-foot Gillig bus costs approximately \$530,000. Finally, one quarter mile of new, two-lane roadway would cost approximately \$1,080,000.</p>

Sources:

Bikeshare Feasibility Study Public Comments

#	Comment	Response
[1]	http://streetsblog.net/wp-content/uploads/2012/09/bikeshareintheus.pdf	
[2]	http://www.cts.umn.edu/Publications/catalyst/2012/july/niceride/	
[3]	http://www.denverbikesharing.org/files/DBS_2010_Annual_Report.pdf	
[4]	http://transportationnation.org/2012/06/29/dc-bike-shop-owners-see-big-returns-from-bike-share/	
[5]	http://www.oregonlive.com/portland/index.ssf/2012/09/portland_bike-share_plan_worri.html	
[7]	http://www.smgov.net/departments/council/agendas/2012/20120612/2012%200612%203B.htm	