San Antonio Bikes
Providing Sustainable Transportation

Public Health Institute Dialogue 4 Health
Julia Murphy, AICP • City of San Antonio Office of Sustainability • July 11, 2013
San Antonio Statistics

7th LARGEST city in U.S.

• Population 1.35 million
  • 467 square miles

Among largest 50 cities in U.S.:

• 45th in bicycling to work at 0.1%
• 0.4 miles of facilities per square mile in San Antonio (vs. avg. 1.6 mi/mi²)
• 41st out of 50 for total walking and biking levels
• 36th out of 50 for per capita funding for bicycle and pedestrian facilities
• 2/3 population is obese or overweight

The Alamo
Changing the way we think about things

Building a program through the 5, no 6 Es:

- Engineering
- Education
- Encouragement
- Enforcement
- Evaluation

+ EQUITY!
San Antonio B-Cycle Bike Sharing

Providing alternative transportation options that reduce traffic congestion while improving public health.
San Antonio B-Cycle Bike Sharing

American Recovery and Reinvestment Act Funding:

Energy Efficiency Community Block Grant (EECBG) $1,970,866.00

Communities Putting Prevention to Work (CPPW) + $366,880.00

Paul S. Sarbanes Transit in Parks Program + $619,774.00

= $2,957,520.00
If you build it, will they come?

La Villita
Program Details

Public-private partnership maintained and operated by San Antonio Bike Share 501(c)3

Mayor Julian Castro
Program Details

- 354 bikes located at 42 popular origins/destinations downtown and along the Mission Reach
- “Smart” kiosks are customer friendly and accessible in English or Spanish.
- Bikes are theft-resistant and equipped with GPS devices. Kiosks are graffiti and vandal-resistant, made in the USA.

Challenge: What is Bike Sharing?
Program Details

La Villita

• Specially trained mechanics service and redistribute the bikes daily.

• Affordable memberships are available by the year at $60, week at $24, or day at $10. (Special grant-subsidized $25 annual passes were promoted the 1st year.)

• Bikes are designed to adjust to users from 5’2” to 6’4”, have baskets, and built-in bike locks.

Central Hub
Central Hub

One-stop resource for questions, directions, helmet check-outs, water, accessories, rentals (longer term), tour sign-ups
Mission Reach Expansion

Program Goals

- Enhance the environment
- Protect natural resources from adverse impacts
- Conserve natural, historical, and cultural resources
- Support resource management goals
- Improve visitor mobility, accessibility, and visitor experience
- Reduce congestion and pollution
Community Impact

Launched March 26, 2011
As of June 29, 2013 B-Cyclers:

• took 106,890 trips
• logged 379,251 “alternative transportation” miles
• burned over 17.3 million calories
• offset 412,360 lbs. of carbon
• gas saved $63,478

Ellis Alley Transit Center is solar-powered and promotes multi-modalism
The year before joining B-Cycle, 27% had not biked for any purpose, and 49% biked weekly. After joining, 83% biked weekly, a statistically significant increase over pre-join levels.

Prevalence of Weekly Cycling before and after joining B-cycle

- Prior to joining: 49%
- After joining: 83%
- Among all respondents: 71%
- Among those who were not weekly cyclists before joining: 67%
- Among those who were weekly cyclists before joining: 76%

70% of respondents work, and about 1/3 (34%) both live and work within half a mile of a station.

Prevalence of Cycling by Trip Purposes

- **Transportation**
  - *year before joining*: 66%
  - *via B-cycle*: 70%

- **Recreation**
  - *year before joining*: 66%
  - *via B-cycle*: 38%

- **Work Commute**
  - *year before joining*: 23%
  - *via B-cycle*: 21%

- **Transit**
  - *year before joining*: 6%
  - *via B-cycle*: 10%

- **Other**
  - *year before joining*: 31%
  - *via B-cycle*: 64%

Source: Nehme, "San Antonio Bike Share 2012 Membership Report"
### Which of these led you to join B-cycle?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A friend/family member/co-worker</td>
<td>34%</td>
</tr>
<tr>
<td>Demonstration at an event</td>
<td>10%</td>
</tr>
<tr>
<td>Website, blog or other online source</td>
<td>19%</td>
</tr>
<tr>
<td>Attended an informational meeting</td>
<td>11%</td>
</tr>
<tr>
<td>Seeing a B-cycle station or someone...</td>
<td>51%</td>
</tr>
<tr>
<td>Media Coverage</td>
<td>21%</td>
</tr>
</tbody>
</table>

### Reasons for joining B-Cycle?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More convenient than driving and parking</td>
<td>54%</td>
</tr>
<tr>
<td>Fun</td>
<td>72%</td>
</tr>
<tr>
<td>Concerns for the environment</td>
<td>34%</td>
</tr>
<tr>
<td>Save money on transportation</td>
<td>19%</td>
</tr>
<tr>
<td>Increase transportation options</td>
<td>66%</td>
</tr>
<tr>
<td>Try out cycling</td>
<td>25%</td>
</tr>
<tr>
<td>Exercise</td>
<td>55%</td>
</tr>
</tbody>
</table>

Source: Nehme, DRAFT San Antonio Bike Share 2012 Membership Survey Report
Let’s see who’s out there

Is your community considering bike sharing?

☐ We already have it!

☐ We have identified funding and are in the planning stages right now

☐ We have the political will but no money

☐ It’s come up in conversation

☐ No way, no how!
Public Health + the Built Environment

Urban Core

Mission Reach

B-Cycle Ridership Counts
February 28 - March 7

B-Cycle Ridership Counts
February 28 - March 7
It can get hot in San Antonio…
It puts us on the map!

Sunday 2 October 2011
Estimated Maximum Simultaneous Use

<table>
<thead>
<tr>
<th>CITY</th>
<th>LOCAL TIME OF MAXIMUM</th>
<th>WEATHER</th>
<th>NO OF BIKES IN SYSTEM</th>
<th>MAX % IN USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lille</td>
<td>Sunday 16:56</td>
<td>Sunny</td>
<td>678</td>
<td>65.9%</td>
</tr>
<tr>
<td>Seoul</td>
<td>Sunday 16:16</td>
<td>Sunny</td>
<td>301</td>
<td>40.5%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>Sunday 11:18</td>
<td>Sunny</td>
<td>109</td>
<td>37.6%</td>
</tr>
<tr>
<td>London</td>
<td>Sunday 15:52</td>
<td>Sunny</td>
<td>4765</td>
<td>36.9%</td>
</tr>
<tr>
<td>Vienna</td>
<td>Sunday 16:48</td>
<td>Sunny</td>
<td>878</td>
<td>30.6%</td>
</tr>
<tr>
<td>Saragossa</td>
<td>Sunday 19:44</td>
<td>Sunny</td>
<td>885</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

Source: http://oliverobrien.co.uk/2011/10/villeshare-bike-in-bath-online-huge-lille-figures/
Safety is Paramount

A word about constituencies…. The 8/80 Rule
Engineering for Safety

New wayfinding, signs, pavement markings, bike parking
Encouragement & Education

- Downtown Run/Walk & Bike Maps
- Bike lights
- Helmets for adults and children
Encouragement & Education

THERE'S ENOUGH ROAD TO GO AROUND.

SAN ANTONIO BIKES
Office of Sustainability

síclovia
Bicycles and the Law

• Safe Passing Ordinance

• Bike Light Ordinance

Three Feet Please! It’s the law.

The Safe Passing Ordinance stipulates that all vehicles must give at least 3 feet of clearance when passing vulnerable road users.

Texas Safe Passing Cities
- Austin
- Beaumont
- Denton
- Edinburg
- El Paso
- Fort Worth
- Helotes
- New Braunfels
- San Antonio

As of 04/2011
Planning and Policy

Bicycle Master Plan and Complete Streets Policy

adopted by City Council
on September 29, 2011
Award Winning Programs

• “Bicycle Friendly Community” from League of American Bicyclists
• “Best Public Work in Progress” from San Antonio Downtown Alliance
  • “Going Green Award” from San Antonio Business Journal
  • “Merit Award in Transportation” from International Downtown Alliance
  • “Great Texas Trail Head Award – Public Entity” from Texas Trails Network
• “Innovative Transportation Solutions Award” from Women in Transportation Seminar
  • “Best Public Private Partnership” from Downtown Alliance
  • “Merit Award” from American Society of Landscape Architects, Texas Chapter
• Sister Cities International 2012 Innovation Award: Energy/Sustainable Development
Partnerships

Office of the Mayor and City Council
City Manager’s Office
Metro Health
Planning and Development Services
Legal
Public Works
Purchasing
Convention Center
Convention and Visitors Bureau
Downtown Operations
Central Library
Parks & Recreation
Historic Preservation Office
Finance
Historic Design and Review Commission, Metropolitan Planning Organization, TxDOT, VIA Metropolitan Transit, Bexar County, Downtown Alliance, San Antonio Conservation Society, Main Plaza Conservancy, St. Paul Square Association, San Antonio Museum of Art, the Pearl, Blue Star, El Tropicano Hotel, Hemisfair Park Redevelopment Corporation, …
Why Bikes?

Even if you don’t ride a bike, or ever plan to….

• All great cities provide transportation choices
  • It’s about economic development and attracting the best and the brightest
  • It’s good for the environment
  • It’s good for public health
Bragging Rights

San Antonio named 25th fittest city in the March 2012 issue of Men’s Fitness and 47th best cycling city in June 2012 issue of Bicycling!
Where do you B?

SAN ANTONIO BIKES
Office of Sustainability

Julia Murphy, AICP
www.sanantonio.gov/sabikes
(210) 207-6321

HemisFair Park: Tower of the Americas