

Bike Share in Santa Clara County



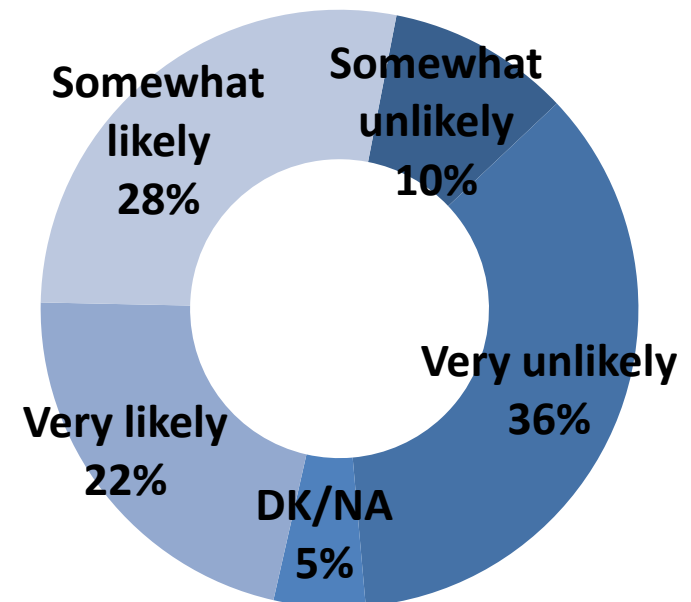
- VTA is the project lead in Santa Clara County
- VTA's 2010 Bike Share Feasibility Study evaluated the potential market demand and business model appropriate for Santa Clara County
- Market research concluded there is a demand for bike sharing services near transit and in downtown areas
- Pilot program will offer 400 bicycles and 40 bike share stations in Palo Alto, Mountain View and San Jose

VTA's Bike Share Feasibility Study



- Feasibility Study comprised of 3 components : Market Research, Technology Review, and Business Plan
- Market research used a combination of intercept and web-based survey (1,200 responses)
- Equal but different market demand for bike sharing across 3 Caltrain locations (*commuting in Mt. View/Palo Alto, midday trips in San Jose*)

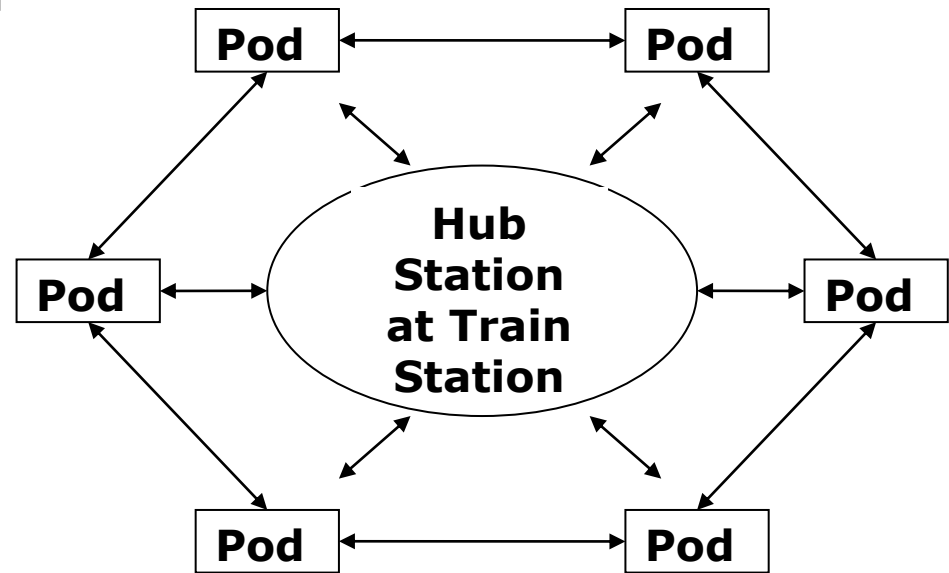
Overall, there is a market for bike sharing with **half of the respondents** indicating likelihood of using the program



Transit-based bike sharing strategy



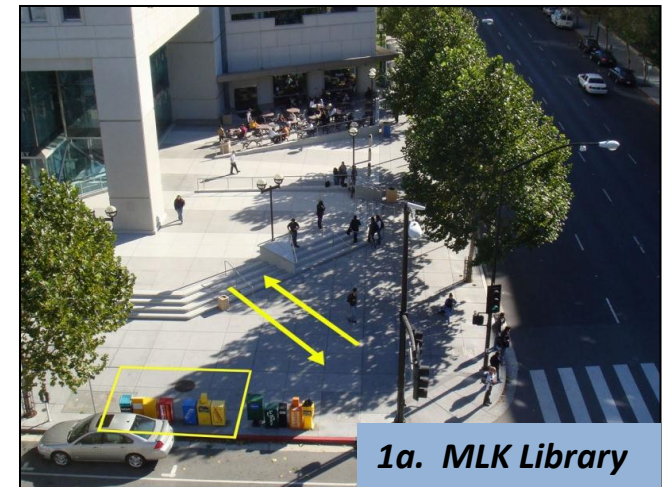
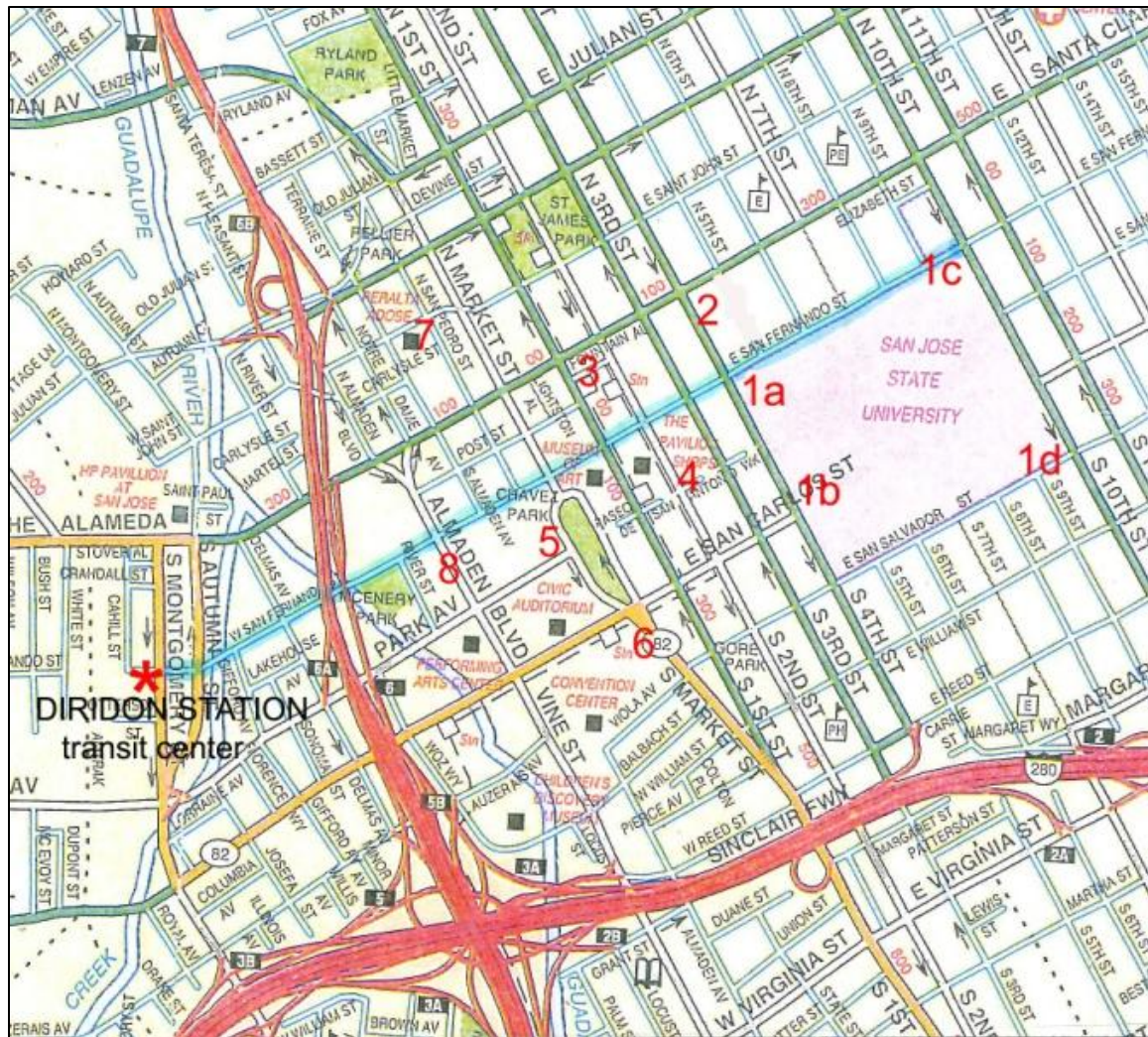
- San Jose Diridon, Mt. View and Palo Alto Caltrain represent 3 highest ridership transit stations in the County and in the top 4 in the entire system
- Bike share pods will be located within 3 miles of each Caltrain station
- **Transit-based strategy can:**
 - minimize “bike bumping” from Caltrain
 - helps multimodal access to Caltrain
 - provide first- and last-mile access to transit
 - Fill the gap of service during non-peak hours,
 - provide an alternative to driving and parking in downtown



Priority areas for bike share stations:

- downtown businesses
- activity centers
- major shopping centers
- San Jose State University
- Stanford University
- major employment areas

San Jose



1a. MLK Library



4. Paseo de San Antonio

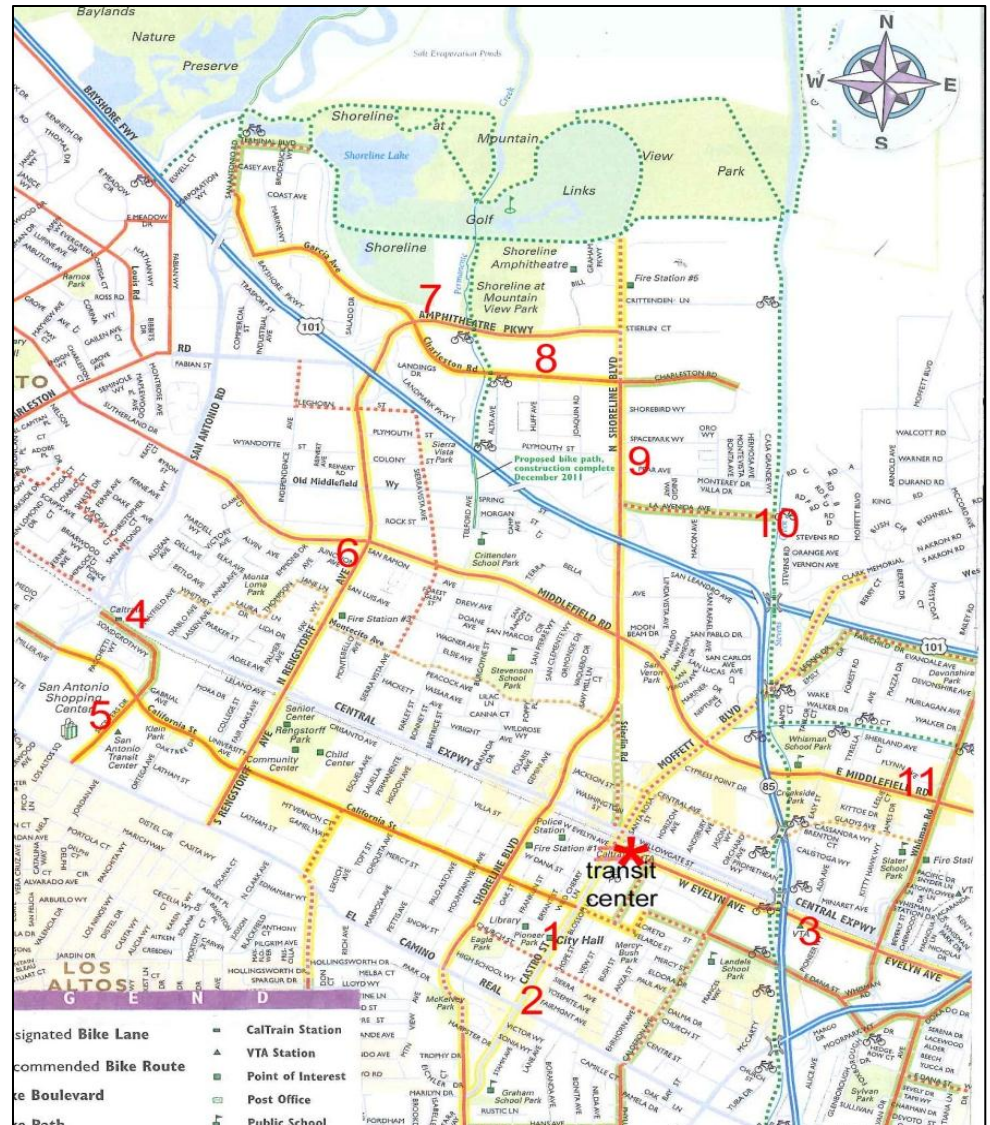
Mountain View



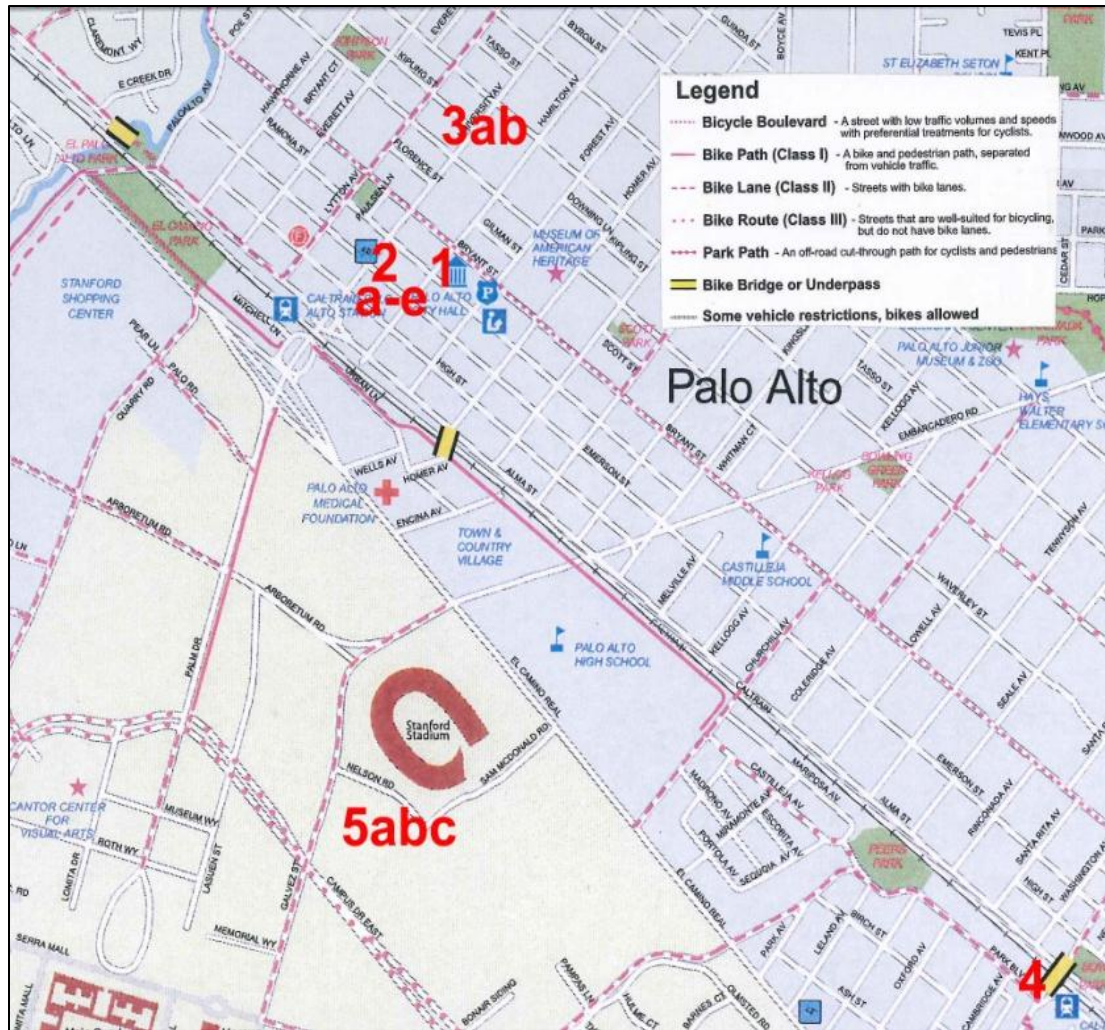
1. Mt. View City Hall



5. San Antonio Shopping Center



Palo Alto



Partnership with Universities

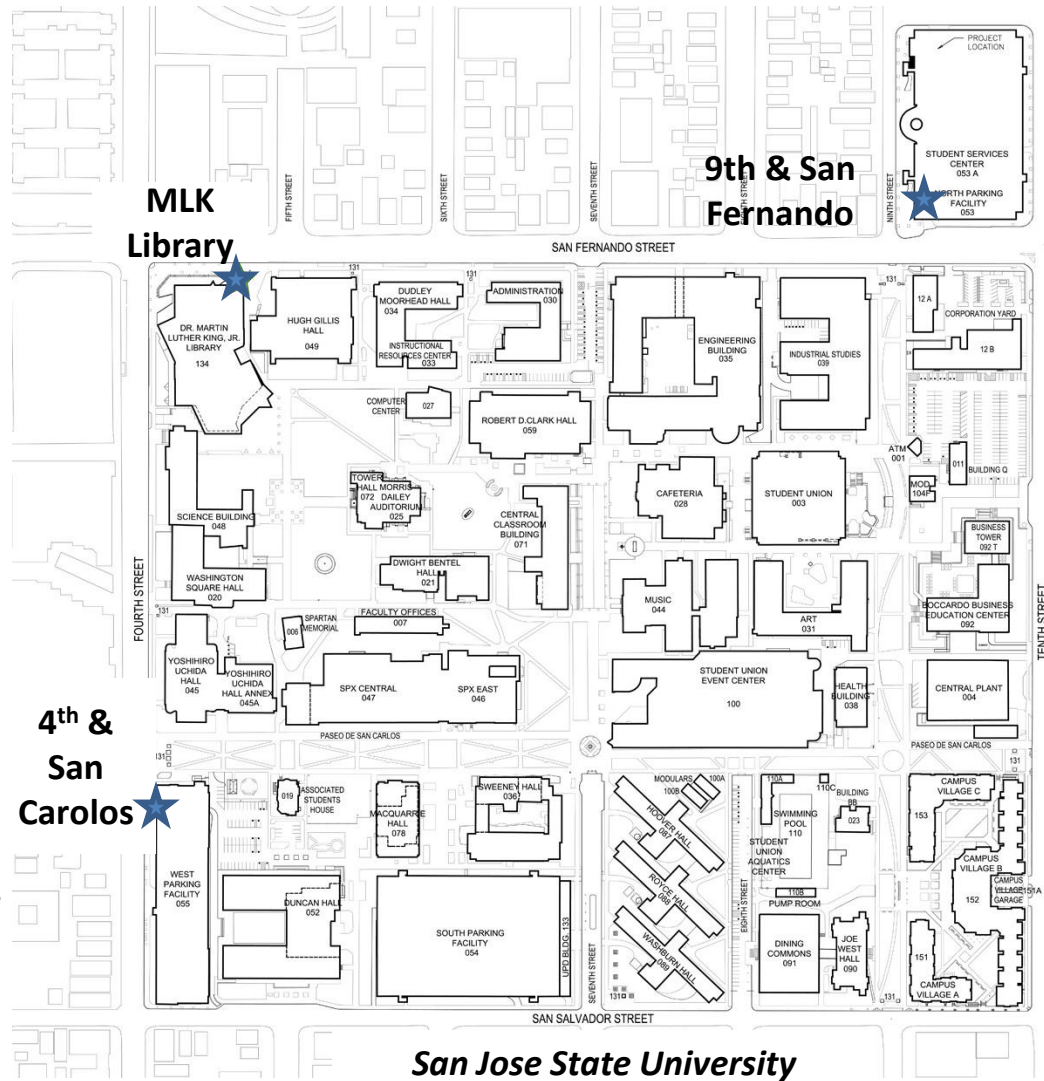


San Jose State University

- 3 proposed locations in perimeter of campus
- University-led campus bike share survey (Feb 2012)
- 1,744 completed student surveys
- 76% students support bike share implementation around SJSU

Stanford University

- 3 proposed locations on campus



Project Working Group

- Cities of San Jose, Mountain View and Palo Alto
- SamTrans/Caltrain
- Silicon Valley Bicycle Coalition
- Silicon Valley Leadership Group
- San Jose State University
- Stanford University
- Moffett Park Business Group
- VTA Bicycle and Pedestrian Advisory Committee