

# Public Outreach

## Fall 2012 Station Planning Workshop

On November 13, 2012, Boulder B-cycle and the City of Boulder held a station planning workshop at BJ's Brewhouse and Restaurant. The turnout was substantial with just over 50 attendees, and we received significant input prior to the event as well through public events, our annual user survey and through an online form created for people to enter their top three picks for station locations.

Workshop attendees were organized into one of seven groups representing geographic areas where they either live or work (Central Boulder, Gunbarrel, The Hill/CU, North Boulder, Northeast Boulder, South Boulder, and Southeast Boulder). Boulder B-cycle's Station Planner presented the set of station location planning principles (explained on page 6), and provided examples of current stations that met these principles and were successful because of it. Each group had a discussion leader, handouts with the principles and discussion questions (see Appendix C), and large data-rich GIS maps (developed by the City of Boulder) that showed such key characteristics as bus stops, existing and planned bicycle and pedestrian infrastructure, residential & employment density, parks, car share locations, hotels, existing B-stations, etc. Each group was asked to identify their top three B-stations locations (represented as red dots on map on page 10), other B-stations they would recommend (yellow dots), and explain their rationale for each location. In addition, they were asked to suggest sponsorship opportunities in their areas. Participants understood that the locations identified as priorities in their area might not be priorities for the full system right away, but that it was important for Boulder B-cycle to gain local knowledge of the areas in which they live, work and play.

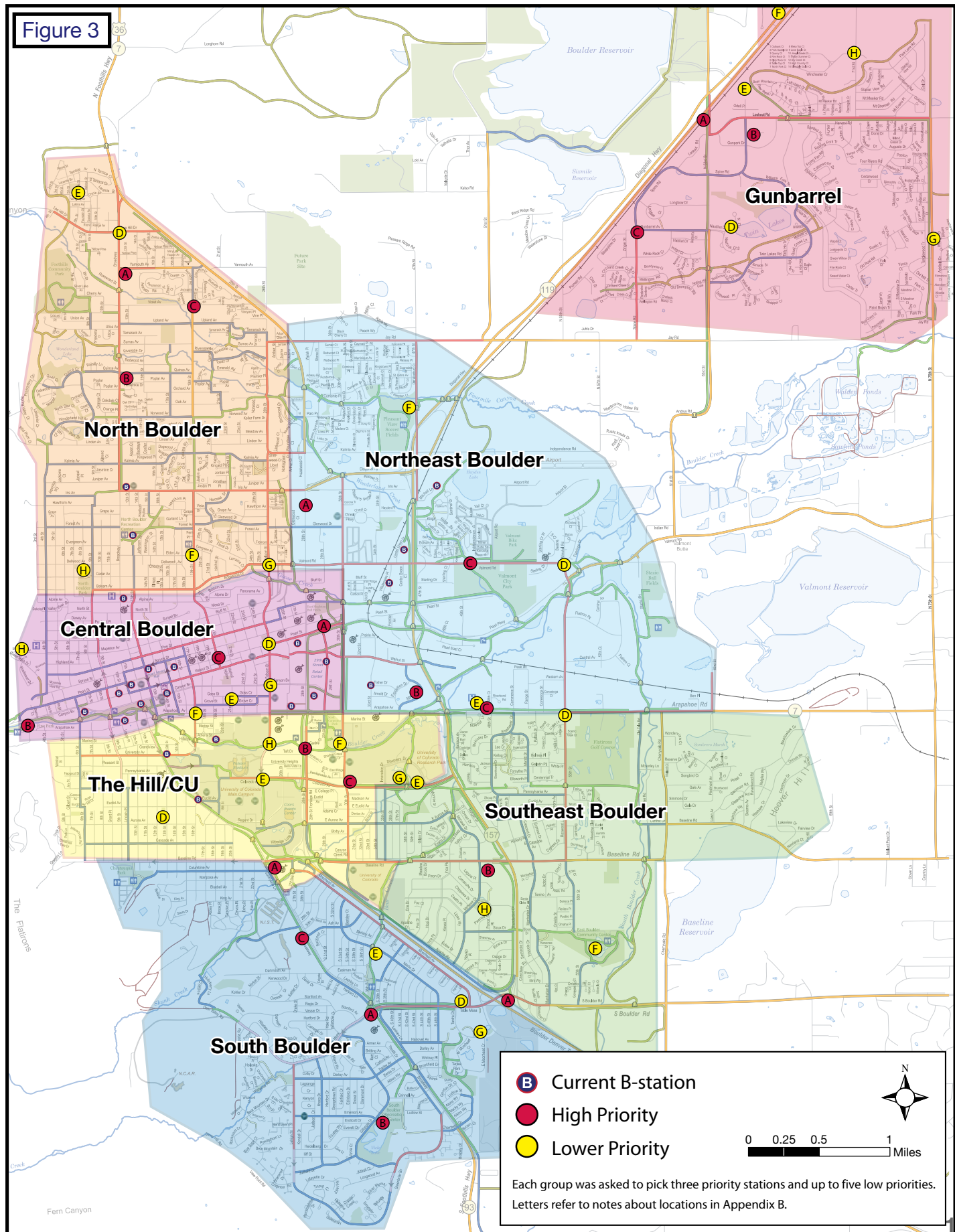
The information received at this workshop has been instrumental in narrowing down the list of stations to be installed in 2013 and for master planning efforts to identify what a "complete" system could look like.

*\*See appendix B for complete notes from this event*



# Station Planning Workshop Findings

Figure 3





## InspireBoulder

On January 28, 2013, Boulder B-cycle and the City of Boulder launched a page on the city's InspireBoulder website to gather feedback on 20 potential stations for the Fall of 2013, ten of which could be installed through a TCSP grant. The voting was open to anyone who was interested in participating and had registered with the InspireBoulder website, and over 100 people participated. As shown in the image to the right, participants were asked to rank each location: *Love it!*, *Like it*, *It's Ok*, *Neutral*. Participants could click on each location to find a description of how it fit the station location planning principles.

For example, the included the description for 20th & Pearl read as follows:

20th & Pearl: This location is close to transit stops and bike lanes, is very visible, has high employment and residential density, is near several annual members, provides greater access to the businesses on East Pearl, and fills a "hole" within the existing system of B-stations.

Locations represented general areas, not exact points. When a participant ranked a station, points were awarded at different levels depending on the rank. For instance, a 'Love it!' rank was equal to three points. Participants were also able to leave comments about each location. Voting concluded on Thursday, February 7, 2013. As these stations are grant funded and there are a variety of issues that can arise when implementing a location, not all of the locations identified as high priorities through this process will be implemented in 2013.

*The total ranking for all of the locations is included in Appendix D along with the comments provided.*



*Screenshot from the Inspire Boulder Page*

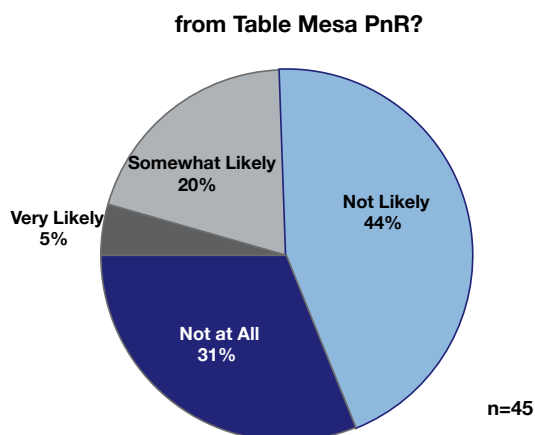
# Station Planning Case Study

## Table Mesa Park-n-Ride: Clustering, Transit Connections & Residential Density

One of the stations Boulder B-cycle considered installing in the Fall of 2013 was Table Mesa Park-n-Ride (PnR). This location repeatedly came up through public outreach and at the station planning workshop, and appeared to be a good location for connecting riders with a regional transit hub. However, if this B-station was installed in 2013, it would be several miles from most of the stations in the system. This PnR is also separated from the surrounding area by access roads and bridges. Consequently, while there is medium residential density and shops and offices a few blocks away, a station in this location could be perceived as inaccessible or too far away—in other words, inconvenient.

To gauge if bus riders would use a B-station in this location, Boulder B-cycle performed an intercept survey on April 30, 2013. Commuters leaving from and arriving at Table Mesa PnR were interviewed by two Boulder B-cycle interns from 7:00-9:00 a.m. and 4:00-6:00 p.m. The survey took about 3 minutes to answer. In return for their time, those interviewed were offered a promo card for a free 24-hour pass to try the system.

Most of the people spoken with were traveling from places outside of the current system and/or were traveling farther distances than would be convenient to ride a B-cycle to/from. 75% of the participants in the intercept survey said they were *not likely* or would *not at all* use a b-cycle to get to Table Mesa PnR (if there was a station at that location). The graph below displays the breakdown.



*Above: Photos from the Table Mesa PnR site visit*

As the Boulder B-cycle system grows and more stations are in closer proximity to the PnR, especially along Arapahoe Road, a station in this location will become more practical. There are also planned improvements for bike and pedestrian access to the PnR. A station installed in this location in 2013 would likely perform poorly, and Boulder B-cycle believes there are other locations that will serve more riders and still connect them with regional transit. Additionally, when Boulder Junction opens, more bus riders may utilize this new location which could reduce the demand on Table Mesa PnR. Boulder B-cycle will re-examine the possibility of placing a station here late 2014 or 2015.

# Projected Growth 2013-2020

The system plan & vision depicted on the maps on the following pages are a synthesis of the public outreach previously described, detailed GIS data, and in-person site visits. This plan will be reviewed in the first quarter of each year to consider new and upcoming land use and transportation developments. Boulder B-cycle will continue to work with the City of Boulder to make sure this plan remains up to date and to analyze where station location planning principles overlap.

## 2013 Plan

To determine the 10 stations that will be installed in the fall of 2013, Boulder B-cycle started with a list of over 25 potential locations. This list included locations identified at the Fall 2012 Station Planning Workshop, sites identified prior to system launch, and sites identified through conversations with developers and city staff during 2011 and 2012. All of these locations were placed in a matrix that compared their viability as a location based on the following criteria:

- High residential and employment density
- Multi-modal access & connections
- Number of Annual members within walking distance
- Destinations nearby
- Proximity to existing or planned stations
- Visibility
- Identified as a priority by the public
- Possible obstructions (snow plow, ice, irrigation, solar access, flood plain, slope/hills)
- Possible donations for matching funds and station sponsorship
- Public or private land (If private, is the land owner willing to have the station there?)

To identify where all of these principles overlapped, Boulder B-cycle's station planner utilized the maps from the Fall 2012 Station Planning Workshop and visited the sites in person. Based on this work, 20 of the sites that were picked as high priorities were posted on the InspireBoulder website to gather public feedback. As explained in the Public Outreach section, this feedback helped guide which locations are priorities for 2013. Due to lack of support from private property owners in locations where there is limited public land, it is not possible to move forward with some of the locations that Boulder B-cycle (and the public) identified as priorities in 2013. These locations remain on the plans for future years when redevelopment or new ownership may present new opportunities.



*Station installations, 2011-2012*

At the time when this report was published, 2013 TCSP funded stations were being reviewed by CDOT and City of Boulder staff. Consequently, the 2013 map (figure 4, page 15) reflects the stations that are likely to be installed, but it is possible one or two might not be feasible to implement in 2013.

## 2014-2015 Vision

The station locations envisioned for 2014-2015 continue to build the system along key transit and bicycle corridors. These locations were chosen based on what was discovered in the Fall 2012 Station Planning Workshop as well as studying where principles overlapped on large printed GIS maps. The only principle that is not included on these printed maps for privacy reasons are the locations of annual members.

The image on the next page shows the large map of Boulder that was used for this process. This map is on the wall of the Boulder B-cycle office and was created by combining the maps from the Station Planning



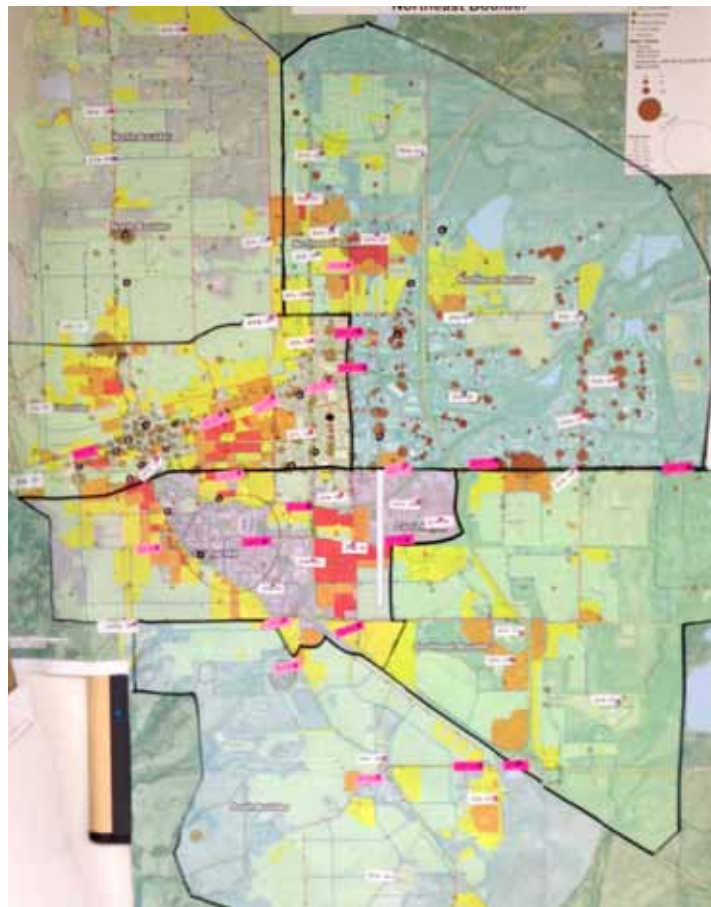
Workshop. The map consists of the following layers: bus stops, existing and planned bicycle and pedestrian infrastructure, residential & employment density, parks, car share locations, hotels, existing B-stations, roads, railroads, and bodies of water. In future updates of this plan, Boulder B-cycle intends to work with the city of Boulder to create updated digital GIS maps that show where principles overlap using a heat map analysis. A heat map essentially highlights the areas where factors overlap. For instance, an area that meets all or most of the station planning principles would be highlighted in red, whereas an area that meets few or none of the station planning principles would be on the other end of the spectrum, often highlighted in green. This process can help Boulder B-cycle prioritize which locations should be implemented first.

As described in the Funding Strategy section on page 19, likely funding sources have been identified for some of these locations. Availability of private funding for stations does influence the direction in which the system expands. For instance, several private funding sources have been identified for stations along the Arapahoe corridor. This fact, in conjunction with city plans to continue to improve pedestrian and bicycle infrastructure along Arapahoe makes expansion along this corridor a priority. Boulder B-cycle will be looking for additional funding for system expansion along this corridor to fill in gaps and make sure coverage in the area makes the system convenient for riders. On the 2014-2015 map (figure 5, page 16), there are 16 possible locations identified for expansion. After 2013, Boulder B-cycle plans to expand by 2-5 stations per year depending on funding availability. Consequently, not all of the station locations depicted will be installed before the end of 2015. A number of these locations are on the edge of the system, so their installations need to be grouped with other stations nearby. Some of the locations that did not come to fruition for 2013 have been included as potential stations in 2014 or 2015.

## 2016-2020 Vision

The 2016-2020 Vision Plan map (figure 6, page 17) includes most of the sites that were identified as lower priorities at Station Planning Workshop. It also includes some of the locations that were high priorities in areas of town that are far from the existing system by distance or typology, like Gunbarrel or North Boulder. The same strategies described under the 2014-2015 vision were used to identify the remainder of these locations.

Locations shown in blue satisfy enough of the station



*The Station Planning Map on the wall of the Boulder B-cycle office*

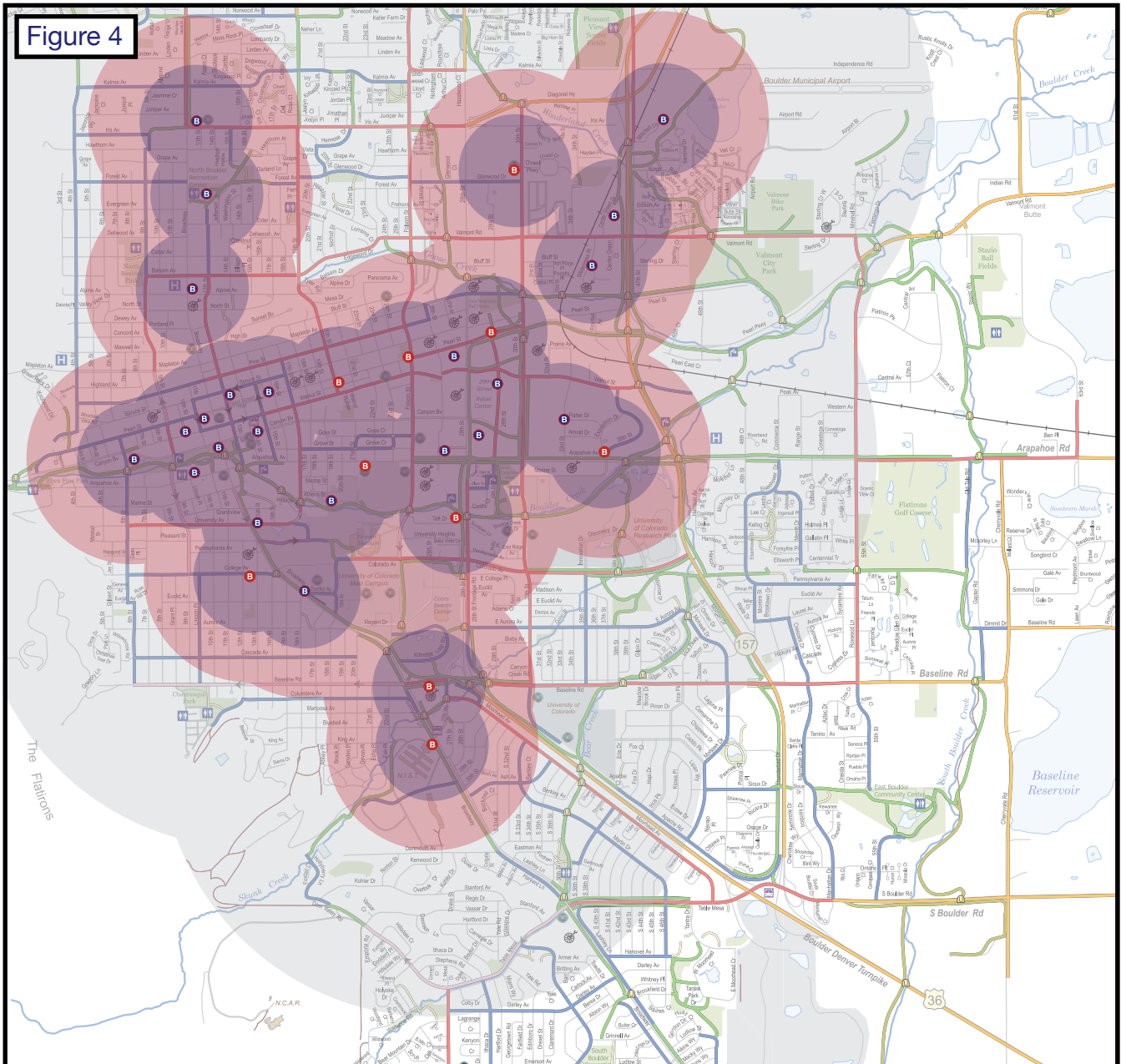
planning principles that if a funding opportunity presented itself and it was in close proximity to at least one existing station, a station could be placed there.

The areas identified in purple have at least one challenge that makes it more difficult to select that location for a station. Challenges range from not enough mixed land use or density to availability of land. Since areas of the city continue to develop and change, it is possible that changes in any of these areas might make them become more practicable locations. Additionally, Boulder B-cycle has chosen not to plan stations in low-density residential neighborhoods where almost all of the land use is residential. Stations on the edge of low density neighborhoods may exist, but they need to be strategically placed in areas that are mixed use and meet several of the other station location planning principles.

The chart on page 18 displays the historical and planned future buildout of the system by station through 2020.

# 2013 Projected Growth

**Figure 4**



Convenient Trip by Bike = 0.5 to 3.0 miles<sup>1</sup>

3.0 miles

0.5 mile

Convenient Walk to a Station = 0.0 to 0.25 miles<sup>2</sup>



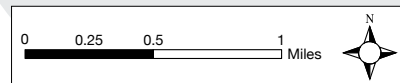
Current B-station



Planned stations for 2013

1. Toole Design Group, et. al, *Bike Sharing in the United States: State of the Practice and Guide to Implementation* (September 2012), 4.

2. Ibid, 18.



# 2014-2015 Vision

Figure 5

