



April 3, 2014

Bill Harris
Bike Sharing Program
City of San Diego

Mr. Harris:

The Mid-City Community Parking District (MCCPD) appreciates the opportunity to provide the City with comments on the bike sharing program's proposed station locations within the Mid-City region east of Park Boulevard. We are enthused and highly supportive of this access alternative coming to the communities of San Diego.

With understanding of Deco Bikes Inc. need for a profitable enterprise and for logistical efficiency in managing resources, we do strongly believe station orientations that more effectively implement intra-community usage would strengthen the viability of this program. Bike sharing is an unparalleled way to reduce small auto trip generation within the residential-business core of the Mid-City resulting in safer less congested roadways, reduced costs in living, cleaner air and healthier citizens.

We respectfully provide our assessment of the proposed location of stations in North Park and Golden Hill in bringing forth these concerns:

1. The layout lacks "origination" stations (trip starts) in the surrounding residential areas. The layout proposed misses the important demographic of local residential users. Use of Deco bikes requires residents to walk or use other forms of transportation to access the 30th St and Broadway corridor stations. The notion of walking home from a nearby station with goods purchased from a local commercial district cannot be realized as under layouts in cities such as New York and Montreal.
2. The orientation of stations solely along the two corridors seems targeted to accommodate ridership generated from outside the NP & GH communities. The MCCPD believes this underestimates local demand and fails to address the issue of reducing locally generated auto trips.
3. Tourism origination/destination points like the Lafayette Hotel, Morely Field (Balboa Park facilities), the primary BRT station at 30th and El Cajon Blvd and the northern head of the popular 30th st corridor at Adams Ave are all conspicuously absent of stations.

Density (i.e. demand) and access to resources are surely the keys to the successful implementation of both a profitable and effective bike sharing program. To that end addressing the considerations outlined above as well as expanding the program at the earliest point along the higher density corridors east to SDSU is critical. We have concerns that the layout as presented now for mid city depends too highly upon users coming from downtown and other distant points while underestimating the local residential use demand to be a successful regional component of the overall program.

Respectfully,



Tootie Thomas, Chair, Mid-City Community Parking District