

# IDENTIFYING A SITE

The site planning process begins with identifying locations to site infrastructure. For instance, a site for an electrical vehicle project is a location where a shared electric vehicle may be accessed, returned, or charged. Choosing the site locations best suited for your project is critical to ensuring that the service or system will see high ridership and meet the targeted users' needs.

## *Establish Siting Criteria*

Establishing siting criteria will help ensure that a project is successful because they offer much-needed direction for ongoing efforts. By having key goals in mind, one is better equipped to make siting decisions in the planning process that align with the needs of a community.

- 1 Accessibility/Ease of Use**  
Sites should be convenient to access and easy for residents to use regardless of weather, time of day, or mobility limitations.
- 2 Safety**  
Sites should not be perceived as unsafe.
- 3 Visibility**  
Sites should be visible to both vehicle and pedestrian traffic.

- 4 Operational Feasibility**  
Sites should be easy to reach and service, particularly when it comes to maintenance, equipment, and operational requirements.
- 5 Equity**  
Sites should specifically address access barriers for those in a disadvantaged and/ or low-income community (e.g., unbanked users, lack of internet access, users without smartphones).

## *Siting Considerations*

The specifics of siting and installation of shared mobility services will depend on the project model, however across modes there are a number of common considerations.

## *Community Demand and Support*

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### **RESOURCE ALERT!**

See the CMO Website Project Implementation Website for the Engage The Community Guide

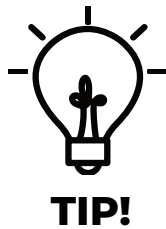
## *Destinations*

Sites should be adjacent to or within close proximity to essential destinations. Depending on what kind of need you are addressing, these could be activity centers, medical facilities, places of employment or residences.

## Policy and Regulation

Carshare parking, space for bike sharing and e-scooters, and pick-up areas for microtransit benefit—or even rely—on the visibility and easy access offered by on-street curb space. However, demand for access to this Public Right-of-Way often exceeds available space, especially in settings where priority has historically been given to low-cost parking for personal vehicles.

Awardees should contact their local government to understand the rules about the ‘wheres and hows’ of use of the Public Right of Way.



Look into whether your city addresses shared mobility in its curb management policies. For instance, cities may charge fees for this access while others may offer incentives for services that advance public goals.

## Visibility

Whether it is pick up/drop off zones for carsharing or a bikeshare docking station, infrastructure sites should be visible to both pedestrians and vehicle traffic. Placing sites in highly trafficked areas can bring both challenges and visibility to services making it essential for project implementers to balance priorities. Sites in areas with consistent vehicle traffic should have elements such as lighting that make it safer for a pedestrian user.

Visible, clear and consistent wayfinding signage should be incorporated into or near the site to bring awareness to the service and promote access. Signage should give direction to all users and reflect the community’s style (i.e., language, design).

## Existing Infrastructure

Existing elements such as walkways, poles, curb cuts and other structural elements should be considered in a mobility site plan. These elements add costs for removal and relocation as well as present barriers to access.

Sites should not disrupt pedestrian flow. Shared mobility vehicles shouldn't be stored in areas that will present barriers to those biking, walking, or using transit. Integration of shared services should enhance the surrounding pedestrian environment instead of hindering it.

## Existing Transportation Network

When identifying a site, project implementers should be cognizant of the current transportation network and how it functions to help with connections from the shared mobility service to the wider network. For instance, when establishing a bikeshare system, stations should be in close visual proximity to bus stops and bike lanes to promote integration and transfer of modes.



### TIP!

Consider integrating the planning or implementation of a shared mobility service into a transportation improvement project. Certain sites for micro mobility stations (e.g., bike docking station) could be incorporated into traffic calming projects to further project potential. Awardees may find it advantageous to look into areas where traffic calming measures are currently taking place.<sup>1</sup>

<sup>1</sup> For more information visit [here](#).

## Design

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## Siting Resources for Micromobility

- [NACTO Bike Share Station Siting Guide](#)
- [ITDP The Bike Share Planning Guide](#)

## Proximity to Power Supply

Due to many shared mobility services offering an electric option, proximity to power supply should be a main consideration when siting infrastructure. The ability to connect to a power source is the top priority because without power, there is no charge and the service could be rendered useless. Connection to power can often require engaging with those in both the public and private sectors, including consultation with electric utility companies. In general, the closer that the site is to the power source, the cheaper the installation costs.

If your site requires EV charging infrastructure, it is important to consider the type and number of mobility vehicles that will need charging. One should assess:

The expected demand for charging in an area and how that demand will fluctuate throughout the day. Will the site be able to accommodate peak demand periods?

Once approximate energy demands are understood in a project, teams should consult with the appropriate local utility to determine the existing load capacity and what other kinds of site infrastructure may be needed. In general, lower-speed charging (e.g., Level 2) that is closer to the power source is more cost and time effective and reduces the need for electrical panel upgrades and the laying of additional wiring.

## *Siting Resources for Light-Duty Electric Vehicle Charging*

- [\*\*NYSERDA Siting and Design Guidelines For Electric Vehicle Supply Equipment\*\*](#)
- [\*\*U.S. Department of Transportation: Resources for EV Infrastructure Planning\*\*](#)