puget sound bike share

Bringing Bike Sharing to King County in 2014
What is Bike Sharing?

Bike sharing is public transportation by bike.

• Densely located network of stations
• Meant for short trips
• Easy to use
• Easily accessible
How does it work?

**STEP 1** Purchase an annual membership, monthly membership or 24-hour pass

**STEP 2** Choose a bike from any bike share station

**STEP 3** Ride for a certain time without charge (typically 30-60 minutes)

**STEP 4** Simply return your bike to any bike share station

Types of Trips?
- Last-mile transit connections
- Short trips between workplace, services, retail & entertainment
- Tourist trips
What does it look like?

**STATIONS**
- Solar powered
- Modular & scalable
- Battery back-up
- Portable

**BIKES**
- Comfortable
- Durable
- Covered chain
- Heavy duty tires
- Cargo carrier
- Fenders
- Lights
- Integrated GPS
Sample System Components

Informative, easy-to-use kiosks

Mobile app
Locates bike stations & displays bike & bike dock availability.

Convenient keycard access
Station Location Types

Public or private land

Replacement of on-street parking
Station Location Types

Plaza or open space

Sidewalk placement
Bike Sharing Benefits

- Extends transit reach & attractiveness
- Supports bike safety & ridership goals
- Supports a mainstream bike culture
- Encourages vibrant & healthy communities
- Reduces vehicle emissions
- Creates local jobs
Activating Public Spaces

• Bike share stations ensure a steady flow of people through a space even after dark, keeping “eyes on the street”.

• Bike share stations help to make a place more comfortable and navigable for people who might not be familiar with a neighborhood.

• Signage and maps highlight nearby businesses and points of interest.
Where is Bike Sharing?

EXISTING SYSTEMS (30+)
• Montreal
• Boston
• Miami
• Washington D.C.
• Minneapolis
• Denver

• Chicago
• Boulder
• Madison
• Charlotte
• Kansas City
• San Antonio

COMING SOON
• Vancouver, BC
• Los Angeles
• Portland
• San Diego
• San Francisco
• NYC
• Seattle!
Bringing Bike Share to King County

Jan 2012  Business Plan completed
Jul 2012  Nonprofit formed
          Board of Directors created
          Pro-bono partners identified
Oct 2012  Executive Director hired
Nov 2012  County recommended for $750,000 WSDOT grant
Jan 2013  Operator/Vendor RFP Issued
Apr 2013  Operator/Vendor Chosen
Partner Organizations

SDOT
Seattle Department of Transportation

King County METRO
We'll Get You There

UNIVERSITY of WASHINGTON

Seattle Children's

REI

Microsoft

Washington State Department of Transportation

CITY OF KIRKLAND

bicycle club

Cascade

City of Redmond

SOUNDTRANSIT

Puget Sound Regional Council

puget sound bikeshare
## Proposed Launch Schedule

<table>
<thead>
<tr>
<th>Phase</th>
<th>Stations*</th>
<th>Bikes</th>
<th>Location</th>
<th>Launch Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>50</td>
<td>500</td>
<td>Downtown, South Lake Union, U-District, Sand Point, Capitol Hill</td>
<td>Spring 2014</td>
</tr>
<tr>
<td>1B</td>
<td>60</td>
<td>600</td>
<td>More stations in initial area, additional Capitol Hill &amp; north of the U-District</td>
<td>2015</td>
</tr>
<tr>
<td>2</td>
<td>50</td>
<td>500</td>
<td>Expands Phase I</td>
<td>2016</td>
</tr>
<tr>
<td>3</td>
<td>60</td>
<td>600</td>
<td>Kirkland, Bellevue, Redmond</td>
<td>2017</td>
</tr>
<tr>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>Microsoft Campus, other areas of the County</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**TOTAL**

| 220 | 2,200 |

*Density = 1 station every 1,000 to 1,300 feet
How will the mandatory helmet law be addressed?

The business plan includes costs to provide helmet vending machines as part of the station design and for the operator to stock, clean, inspect, and replace helmets.

What about hills & rain?

The system will be designed to encourage routes with easier grades and the bikes will have more gears than bikes in other cities (seven gears rather than three).
Funding Sources

Phase I System Launch
Total = $3.7m

- Corporate Sponsorship: $2m
- Federal Funds: $1m
- State Funds: $750k

YR 1 Operating Costs
Total = $1.4m

- Membership & User Fees: $1.05m
- Sponsorship: $350k
Next Steps for PSBS

• Pursue funding opportunities
• Work with City on the siting & permitting process
• Integrate with Bicycle Master Plan Update
• Phase I launch in spring 2014