Bike Share Annual Permit Recommendations
Seattle City Council
Sustainability and Transportation Committee
Presentation Outline

• Evaluation Update
• Review key annual permit recommendations
• Review legislation required for fee changes
Evaluation Update
Evaluation Update

Positive Results
- 1.4 million rides
- Citywide coverage

Improvement needed
- Parking management
- Equity
Permit Recommendations
Permit Approach

• Annual and competitive
  • Companies must re-apply
  • Maintain control of use of public ROW
• Iterative
  • Apply lessons learned with each iteration
• Flexible
  • Allows for small adjustments as new lessons learned
• Evolving industry
  • Unpredictable future of industry
Five Recommendations

1. Allow for more growth
2. Create a proactive compliance and enforcement program
3. Create a bike share parking area program
4. Align permit with desired SDOT equity outcomes
5. Adjust permit fees to remain no-cost to the city
Recommendation 1

Lesson Learned: Potential for growth

Pilot:
- Almost 10,000 bikes
- 3 permits awarded to first 3 companies

Proposal:
- Overall fleet cap to 20,000 bikes citywide
- Split among 4 companies
Recommendation 2

Lesson Learned: Need for proactive compliance & enforcement program

Pilot: Permit compliance based on complaint-response

Proposal:
  • Parking and rider education plans required for permit
  • Third party semi-annual audits of:
    • Parking
    • Maintenance
    • Data
  • Penalties that compel compliance
Recommendation 3

**Lesson Learned:** Need for more parking capacity and clarity

**Pilot:** Installed 5 paint-only bike share spots in Ballard

**Proposal:**
- Expand and evolve designated bike share parking areas.
- Include furniture zone and in-street corrals
Recommendation 4

**Lesson Learned:** Align permit with SDOT equity outcomes

**Pilot:** 20% Tier 1 equity area coverage requirement

**Proposal:**
- Increased equity requirements:
  - City-wide coverage & targeted rebalancing
  - Low income-plan
  - Ongoing DON / SDOT Transportation Equity Engagement Partnership
  - Options for those without smartphones and credit cards
- Adaptive cycle share partnership
  - Trikes, handcycles
Recommendation 5

**Lesson Learned:** More funding needed to remain no-cost to city

**Pilot:** $15 per bike administrative fee for 6 – 12 month permit

**Solutions:** $250,000 per permit fee to address “lessons learned”

- Approximately $30 per bike for administration
- Approximately $20 per bike for bike parking program
Fee Breakdown

$250,000 per permit

• Administrative fee
  • $370,000 - Staff time for 1.5 FTE (temp)
  • $80,000 - Ongoing evaluation and data collection
  • $50,000 - Compliance Audits
  • $50,000 - DON / SDOT Equity Outreach
  • $50,000 - Adaptive cycle share partnership

• Bike Parking Program
  • $400,000 - Designated bike share parking
Other Changes

• More robust data requirements
• Rule consistency with Seattle’s suburbs
• Fleet re-allocation ability
• Tighter required response times for blocking hazards
• Tighter permit language and definitions
Planned Next Steps

• July 23\textsuperscript{rd} – Fee update to full council
• July 24\textsuperscript{th} – Permit requirements and applications released
• August 31 – New permits in place
Questions?

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Evaluation Results
Citywide Coverage

• Concentrated in:
  • Center City, U-District, Along Burke-Gilman Trail

• Better than expected:
  • Rainier Valley, Industrial District, Georgetown

• Improvement Needed:
  • Edges of city
  • Southwest Seattle
Evaluation Results - Improvement Needed

• Parking was the biggest challenge
  • 70-80% of bikes are parked correctly
  • 15-25% incorrectly parked but not fully blocking
  • 5% fully blocking pedestrian access