

# Free-Floating Bike Share 2.0

Seattle Bicycle Advisory Board Presentation

December 5, 2018

Seattle Department of Transportation



City of Seattle

# Presentation Outline

- **Bike Share in Seattle**
  - A Brief History
  - Lessons Learned
- **Key Permit Changes**
  - Operational Changes
  - Equity in Bike Share
  - Data Collection
  - Bike Parking Changes



# A Brief History of Bike Share in Seattle

- 2014-2017: Pronto docked-based system
- Spring 2017: No bike share
- July 2017: SDOT launches free-floating pilot
  - Permit private vendors
  - Regulate operations
  - Collect fees and data
  - No cost to the City
- November 2018: Permit 2.0



# Lessons Learned in the Pilot

- More bikes needed for citywide coverage
- More equity focused regulation
- Tighter compliance and parking oversight
- Increase citywide bike parking capacity



# Key Changes



# Operational Changes

## Vendors:

- **Pilot:** Lime, ofo, Spin
- **2.0:** Jump (Uber), Lime, Lyft

## Fleet Size:

- **Pilot:** 10,000 total bikes
- **2.0:** Up to 20,000 total bikes

## Parking:

- **Pilot:** Wheel-lock bikes only
- **2.0:** Wheel-lock and future lock-to requirement

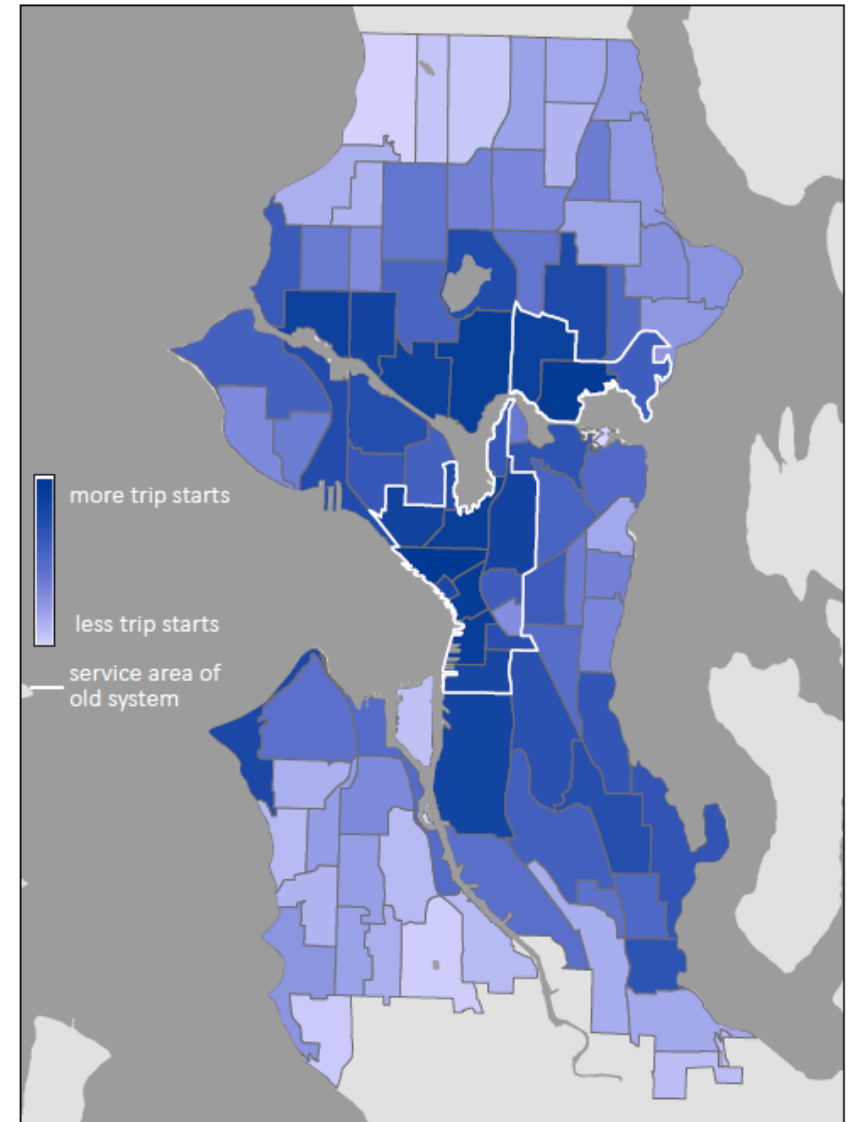
## Bikes

- **Pilot:** Mostly pedal bikes
- **2.0:** Mostly electric-assist bikes



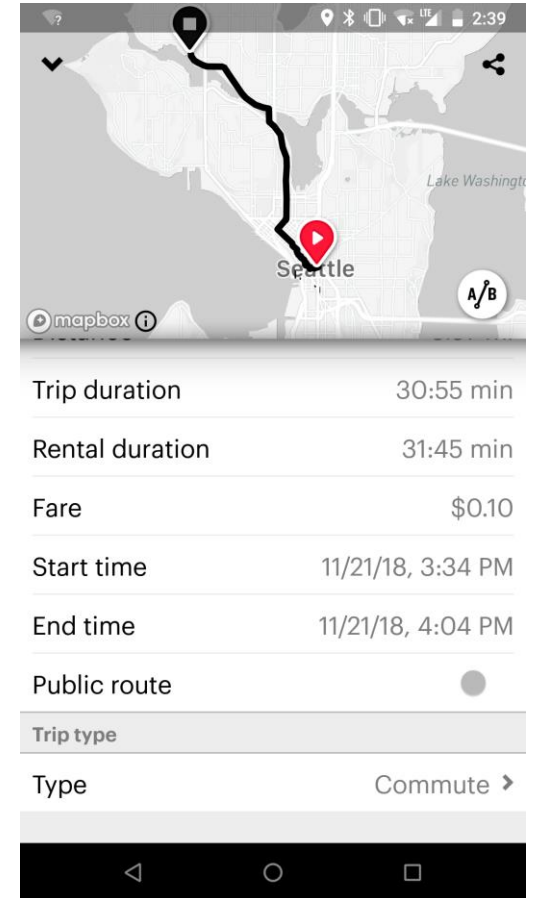
# Equity in Bike Share

- Low income program
  - Jump: \$5 per month for 60 minutes/day
  - Lime: 50% of e-bikes, 95% off pedal bikes
  - Lyft: \$5 per year, unlimited 30 minute rides
- Lowering barriers to access
  - Jump: PayNearMe and key-pad or RFID
  - Lime: PayNearMe and text-to-unlock
  - Lyft: Cash vouchers / pre-paid debit and text-to-unlock
- SDOT
  - Citywide coverage requirement begins May 1, 2019
  - Ongoing outreach partnership with DON



# Data Collection

- MDS – Shared Mobility Data Specification
  - System performance
  - Deployed device data
  - Route based data
  - Open GBFS feed
- On-street compliance audits
- No personally identifiable information





# Bike Parking Key Changes

- Jump and Lyft “lock-to” bikes
  - Phased roll-out
  - Lock-to not initially required
- Compliance Audits
- Centralized Reporting Tool



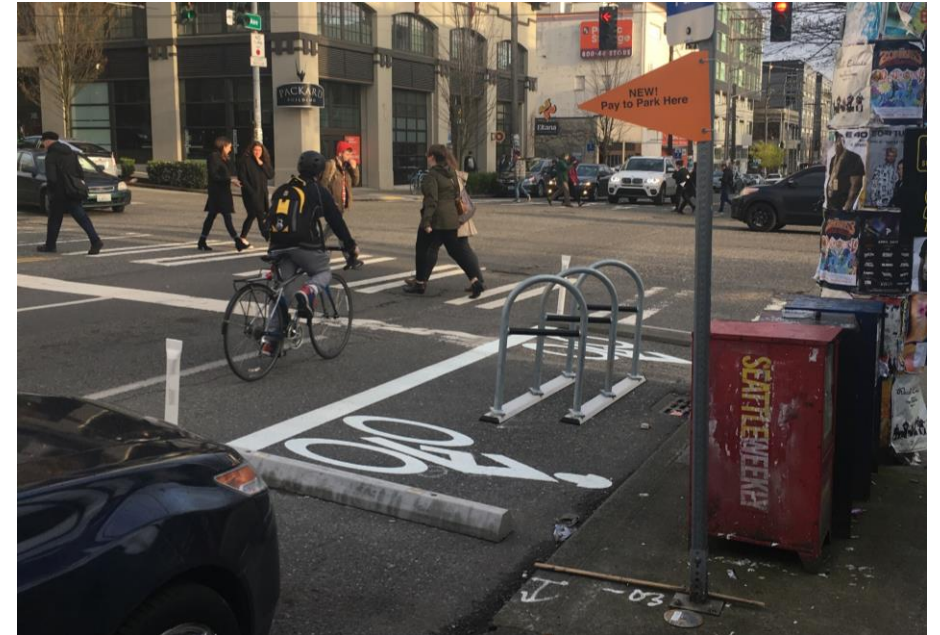
# Bike Parking Construction

## Bike Parking Construction

- In-street corrals
- Sidewalk racks
- Sidewalk parking areas

## Prioritize

- Transit Access
- High use areas
- Completing a parking network



# Questions?

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[www.seattle.gov/transportation/bike-share](http://www.seattle.gov/transportation/bike-share)

