

Free-Floating Bike Share 2.0

Seattle Pedestrian Advisory Board Presentation

December 12, 2018

Seattle Department of Transportation

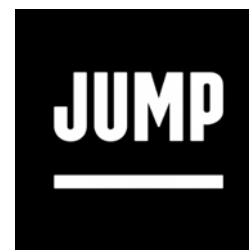


City of Seattle



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 bikes

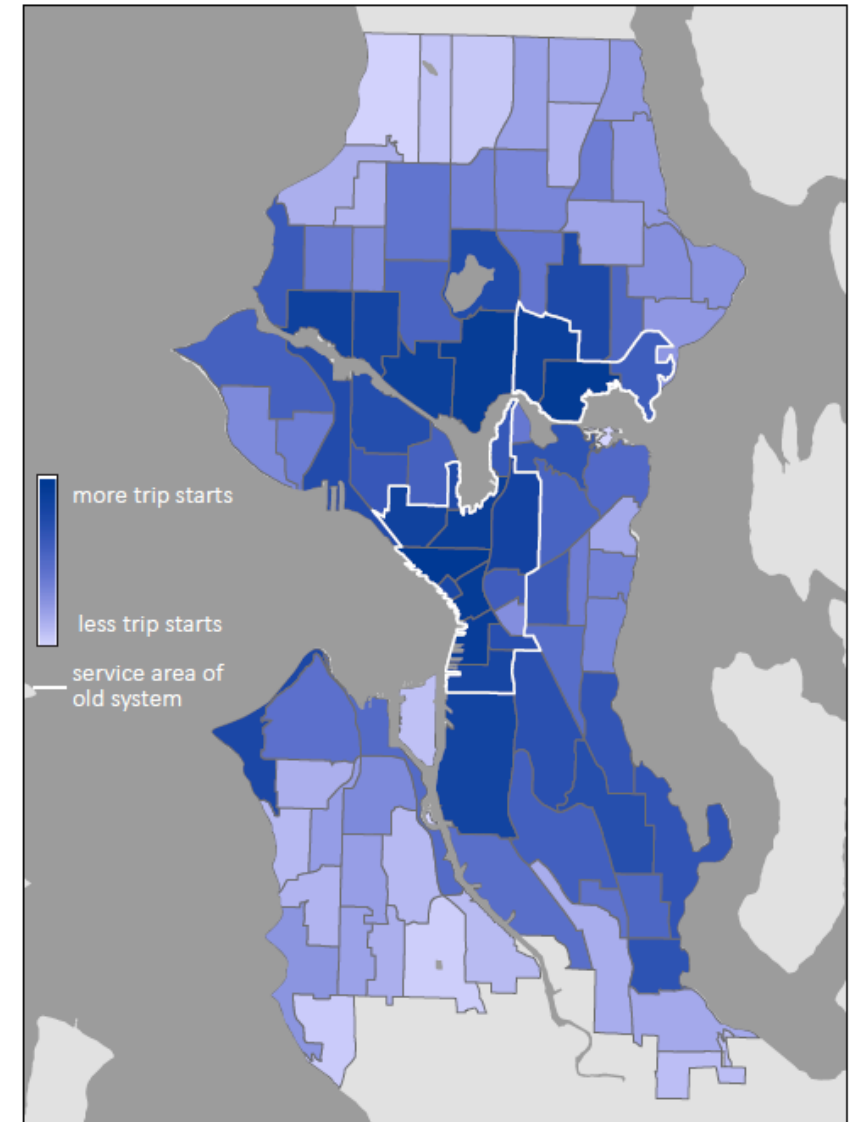
Bikes

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



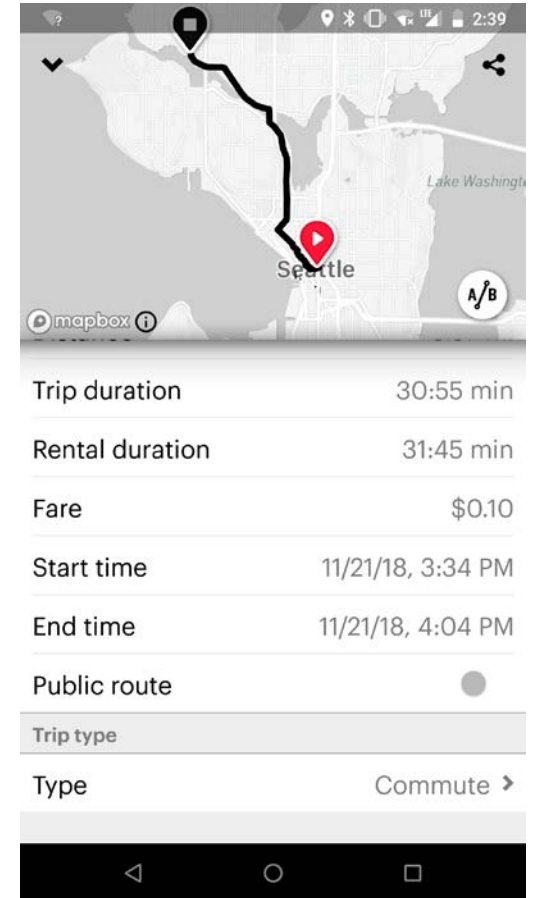
Equity in Bike Share

- 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



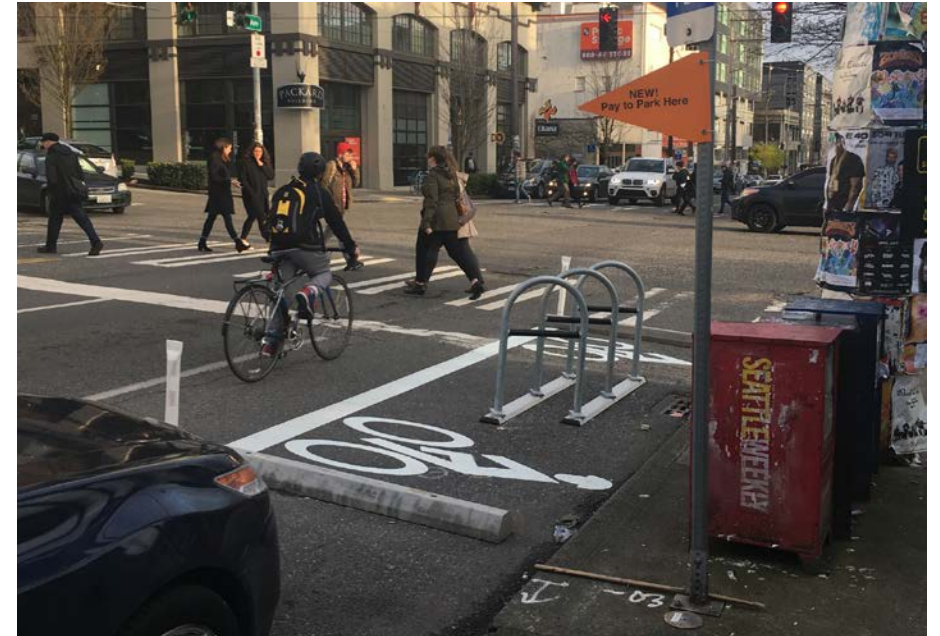
Bike Parking Construction

Bike Parking Construction

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

Prioritize

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



Bike Parking Key Changes

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





Questions?

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www.seattle.gov/transportation/bike-share

