

# 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



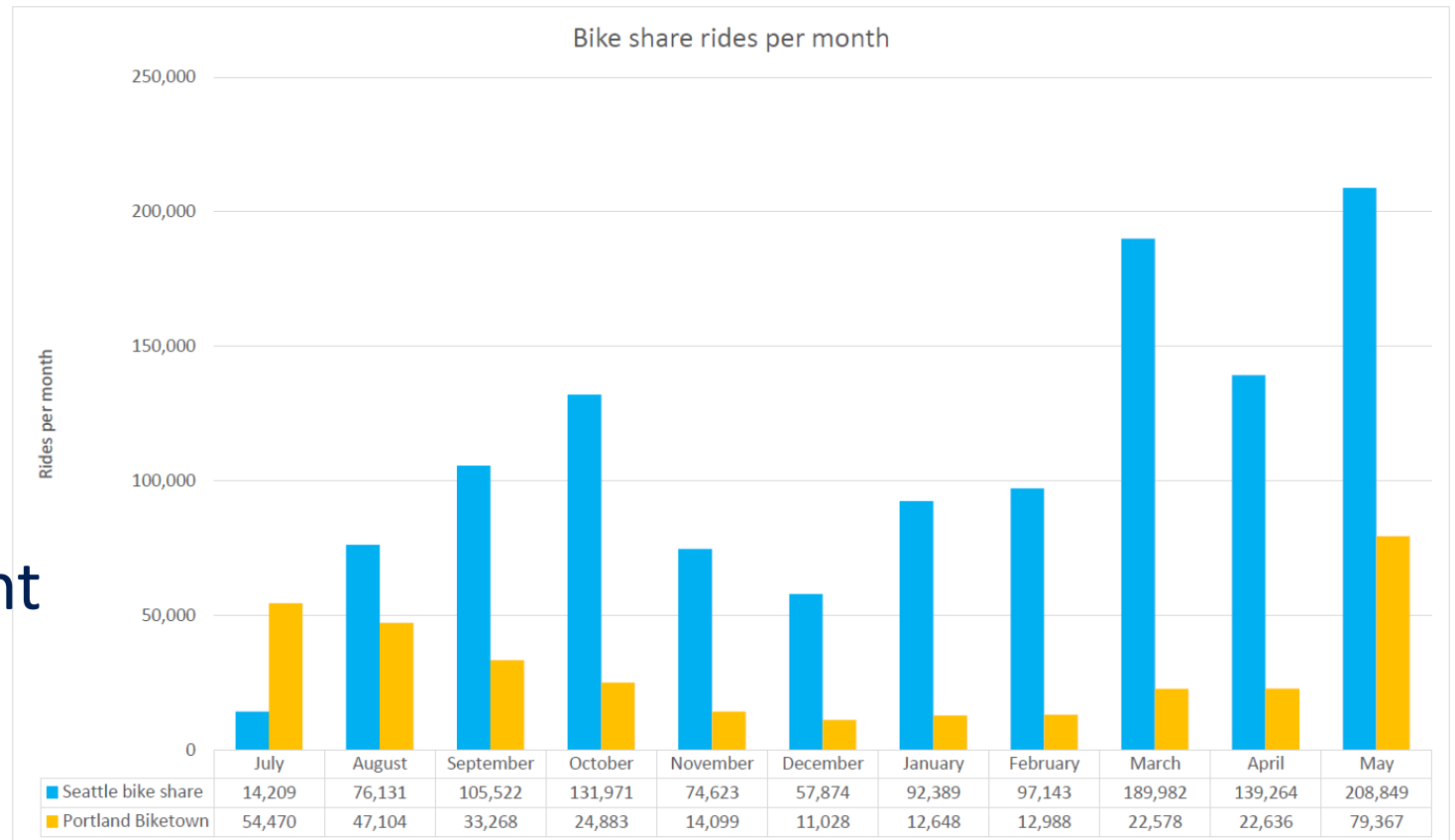
# Evaluation Update

## 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

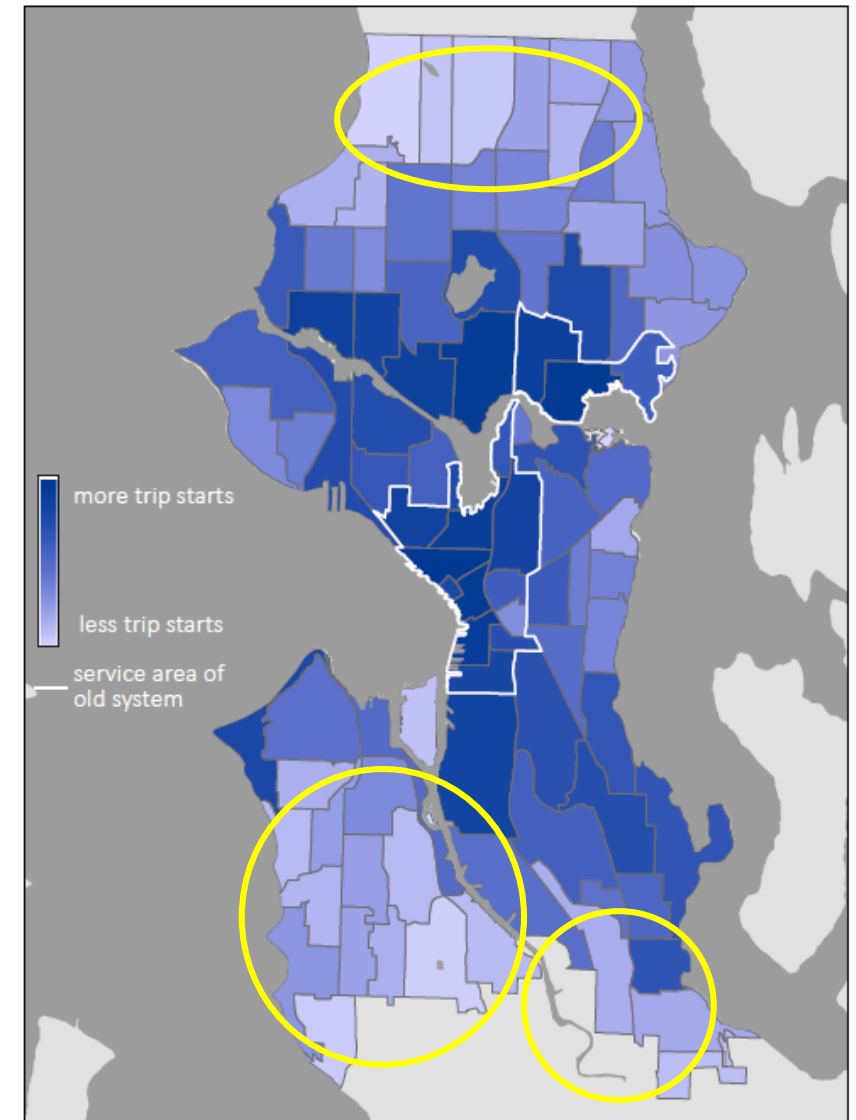
**Lesson Learned:** Potential for growth

## 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<sup>rd</sup> – Fee update to full council
- July 24<sup>th</sup> – Permit requirements and applications released
- August 31 – New permits in place



# Questions?

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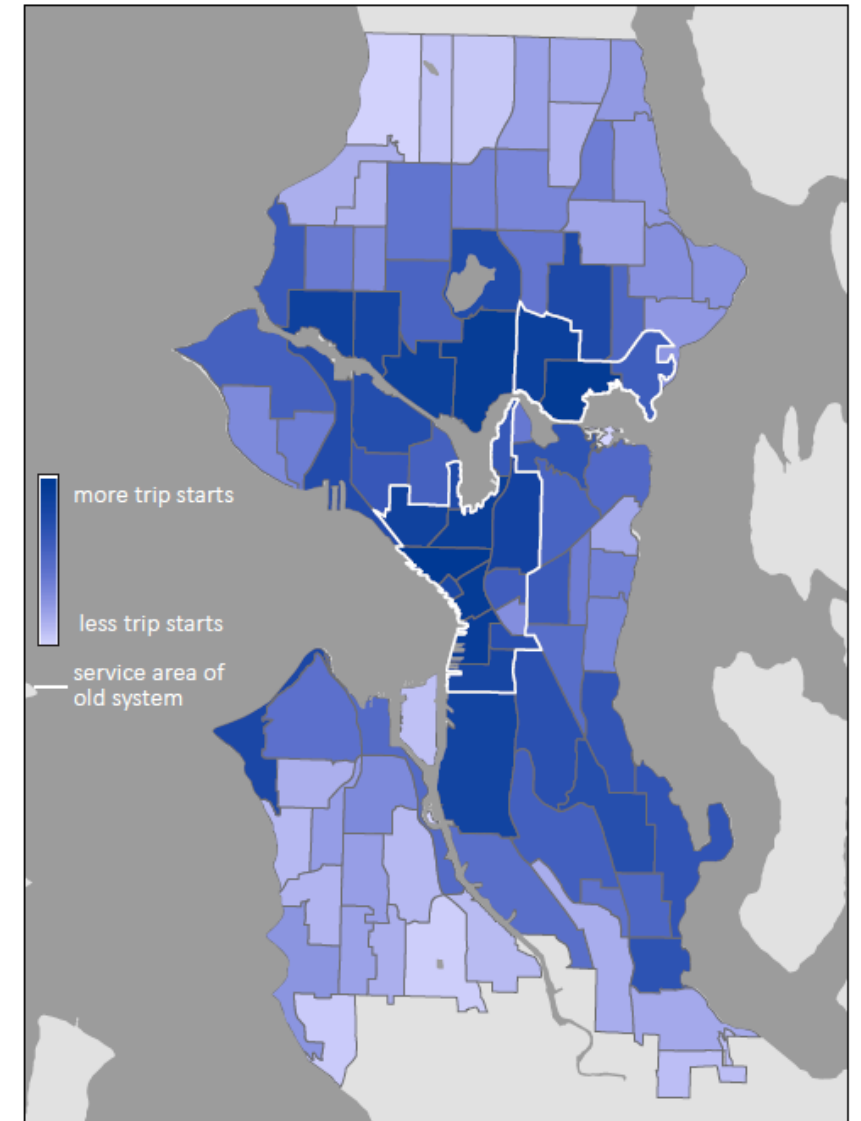
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# Evaluation Results

## 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

