

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



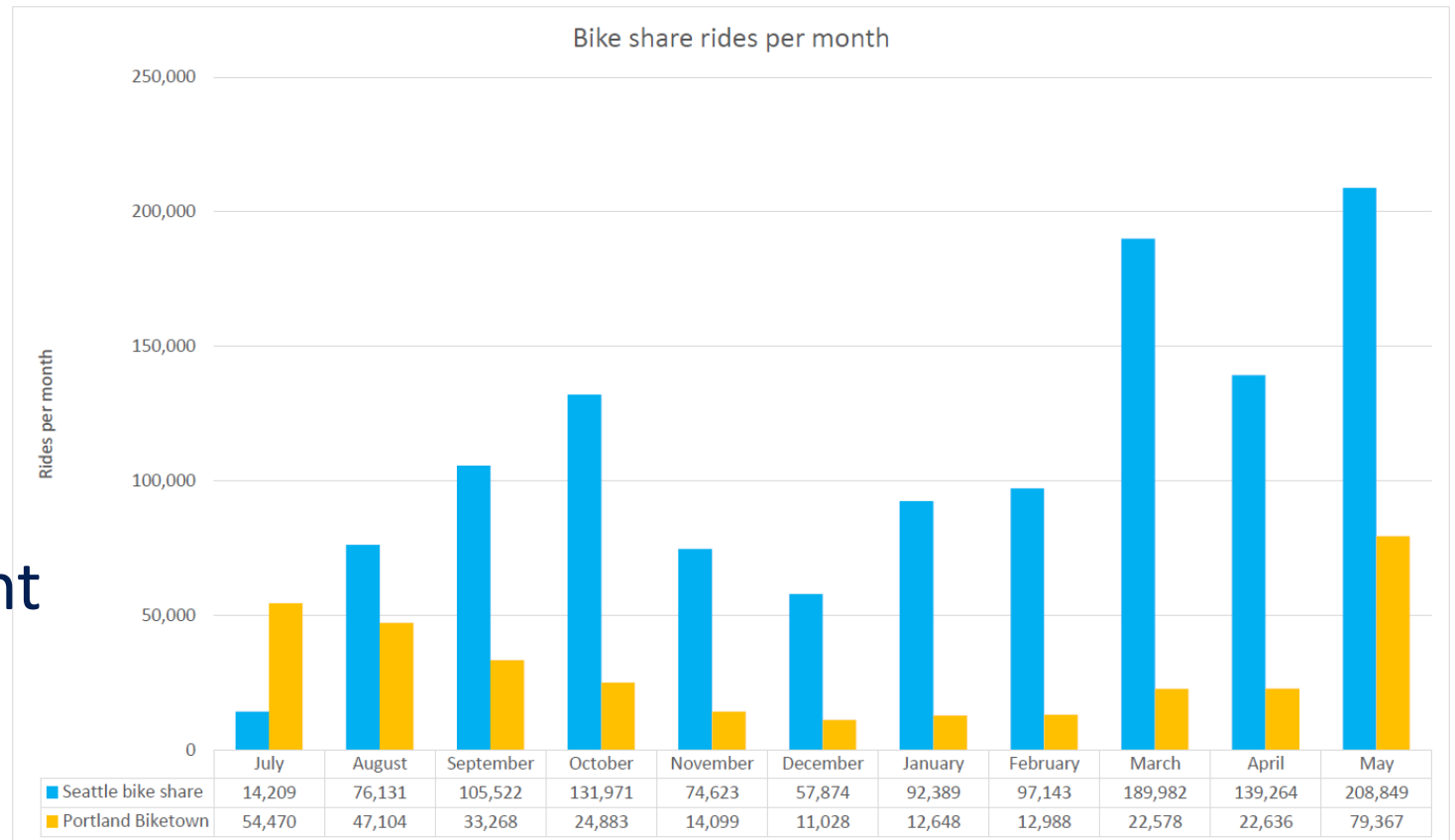
Evaluation Update

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

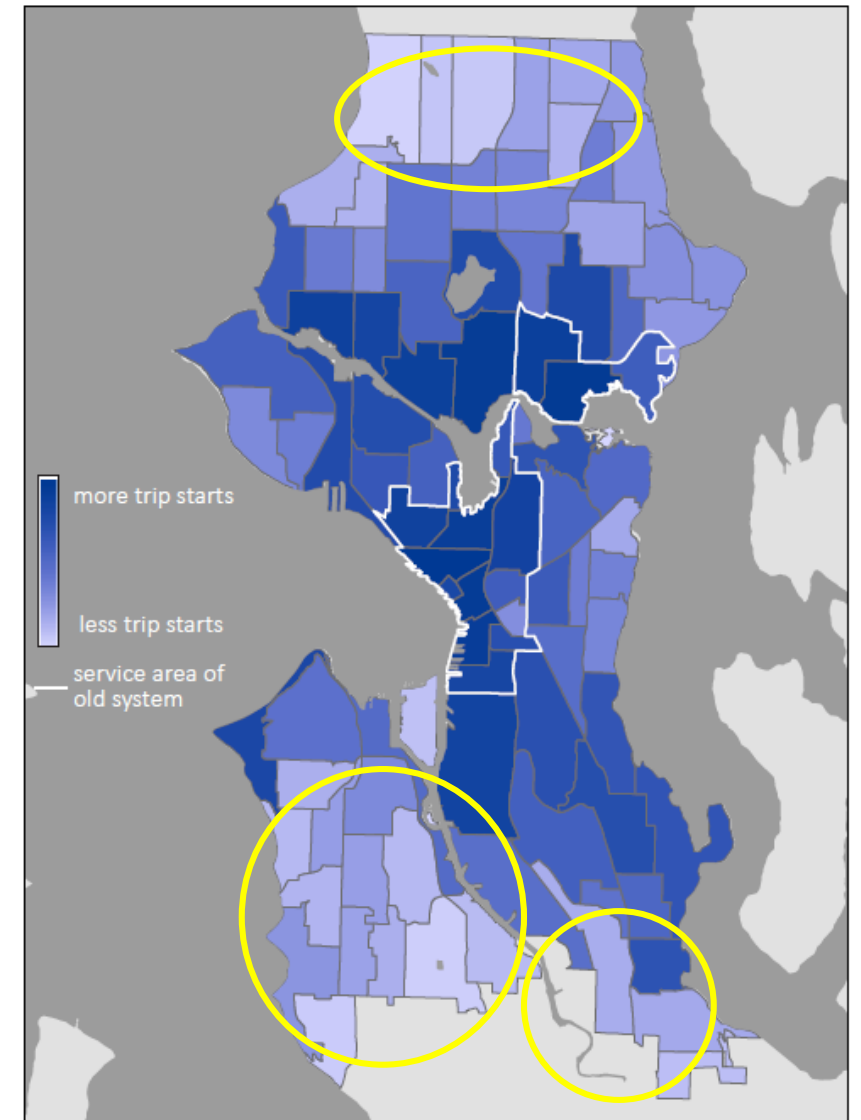
Lesson Learned: Potential for growth

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 23rd – Fee update to full council
- July 24th – Permit requirements and applications released
- August 31 – New permits in place



Questions?

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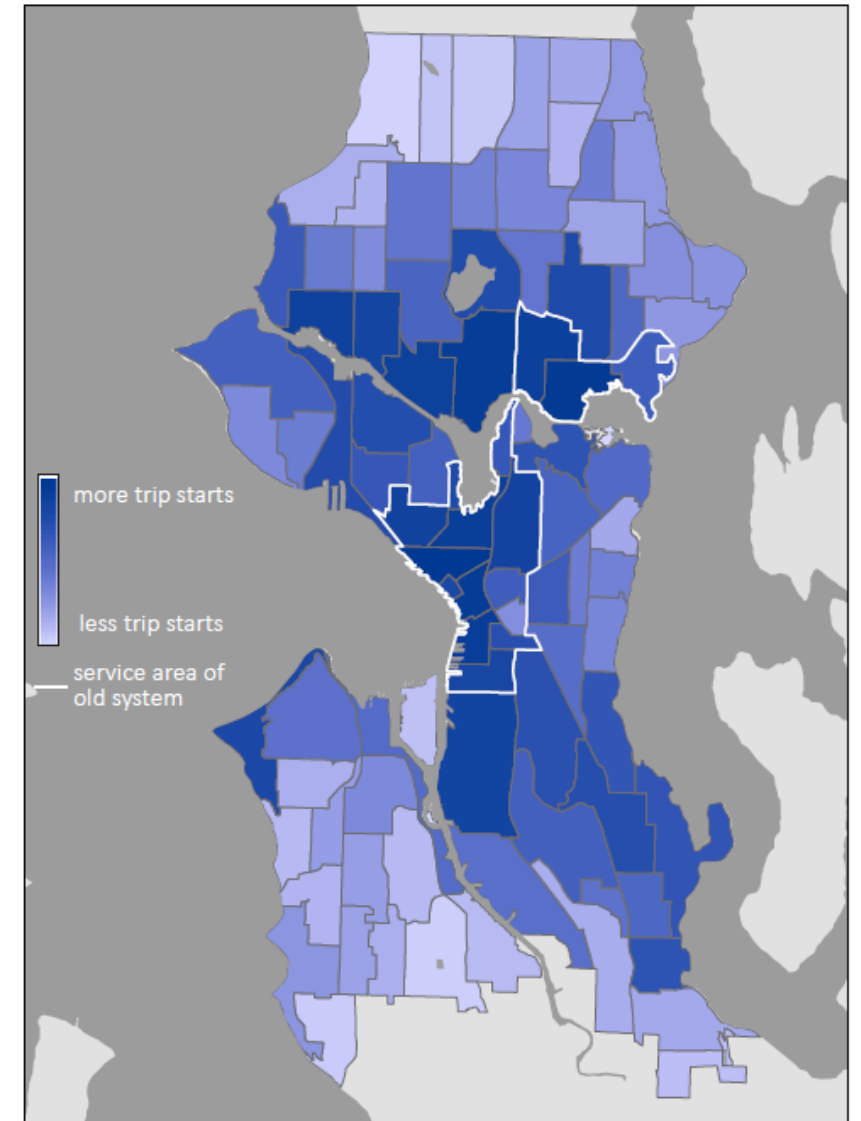
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Evaluation Results

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

