

# 2017 Bike Share Pilot

Regulatory framework for free-floating bike share



Sustainability & Transportation Committee  
Andrew Glass Hastings & Kyle Rowe  
September 19, 2017



**Seattle**  
Department of  
Transportation

# Our mission, vision, and core values

**Mission:** deliver a high-quality transportation system for Seattle

**Vision:** connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For **all**

# Presentation overview

- Regulatory framework
- Performance metrics
- Advancing free-floating policy
- Parking PSA
- Next steps



# Regulatory framework





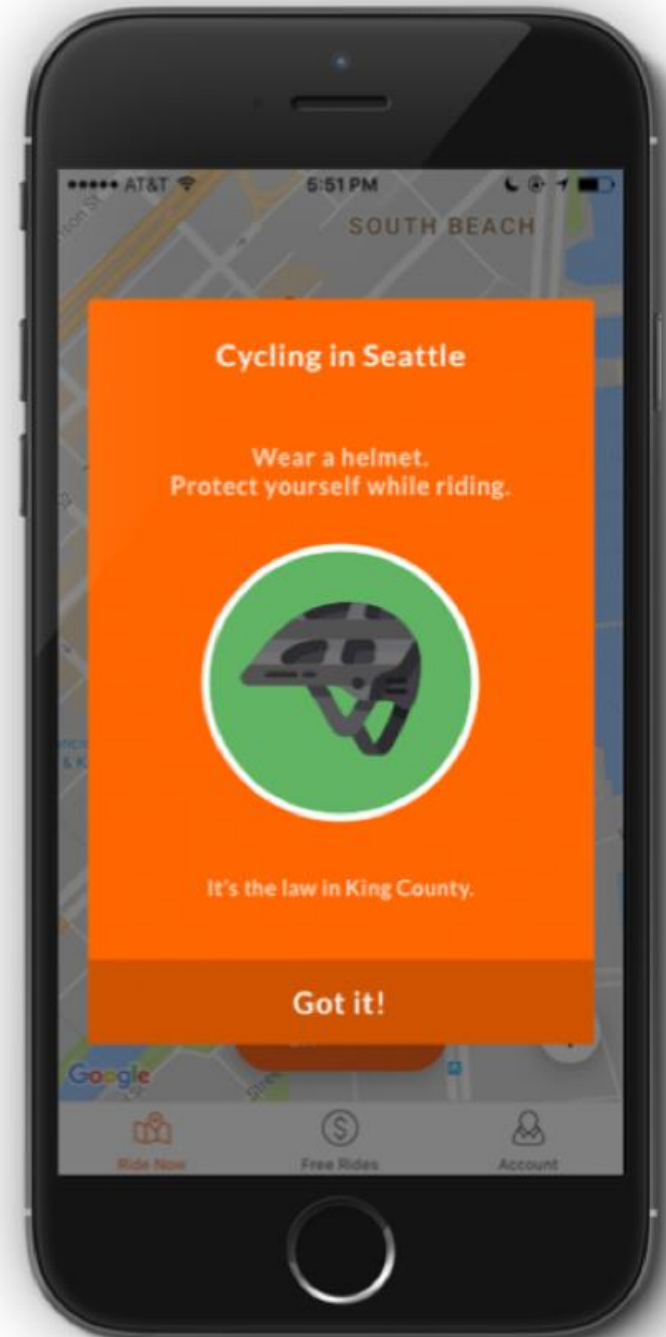
# Permit

- Safety
- Parking
- Operations
- Data sharing
- Fees



# Safety

- Bicycle safety standards
- Insurance
- Safety language
- Indemnify the City



# Parking

- Landscape / furniture zone
- Ability to create "stations"
- Relocating / rebalancing



Landscape/Furniture Zone

Pedestrian Zone

Frontage Zone



# Operations

- 24-hr customer service
- Performance bond
- 24 hrs to remove broken bikes
- Costs to the City
- Phased rollout





# Data sharing

Two options:

1. Data submitted directly to SDOT
2. Data submitted to the University of Washington's Transportation Data Collaborative (UW TDC)

# Fees

- Annual permit fee
- Program administrative fee





# Performance metrics



# Basic stats




# Basic stats – service area

Pronto

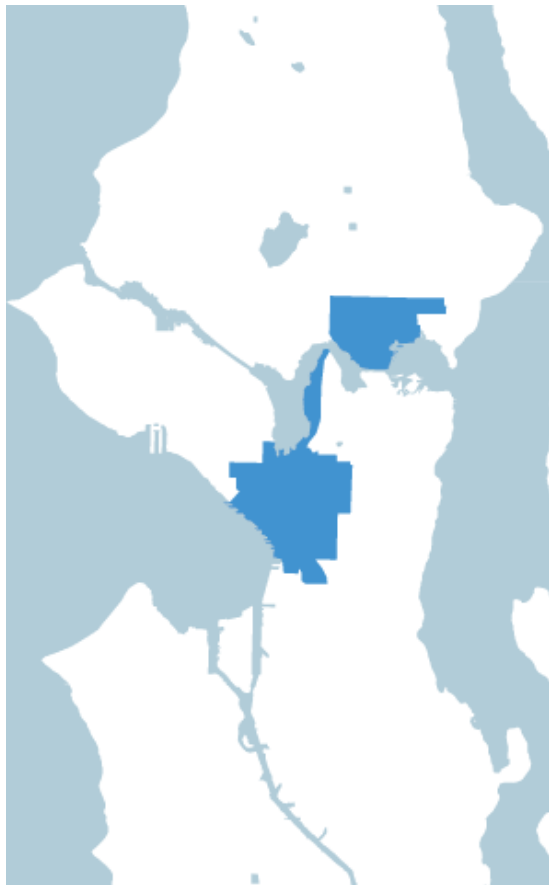
Free-floating pilot

 x 500

 x 6,000

# Basic stats – service area

Pronto



Free-floating pilot





# Basic stats – density

Pronto



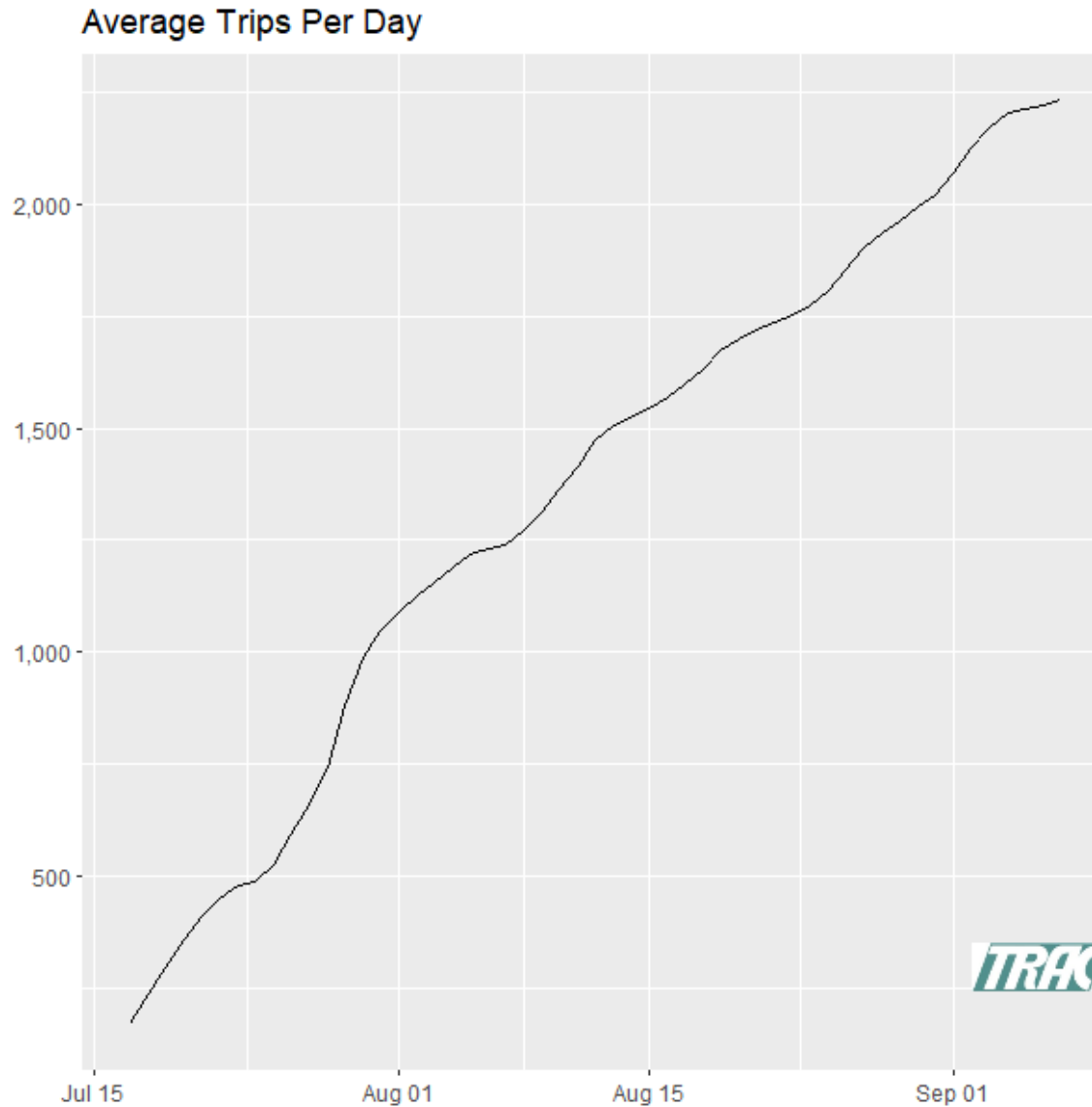
Free-floating pilot



# Performance metrics

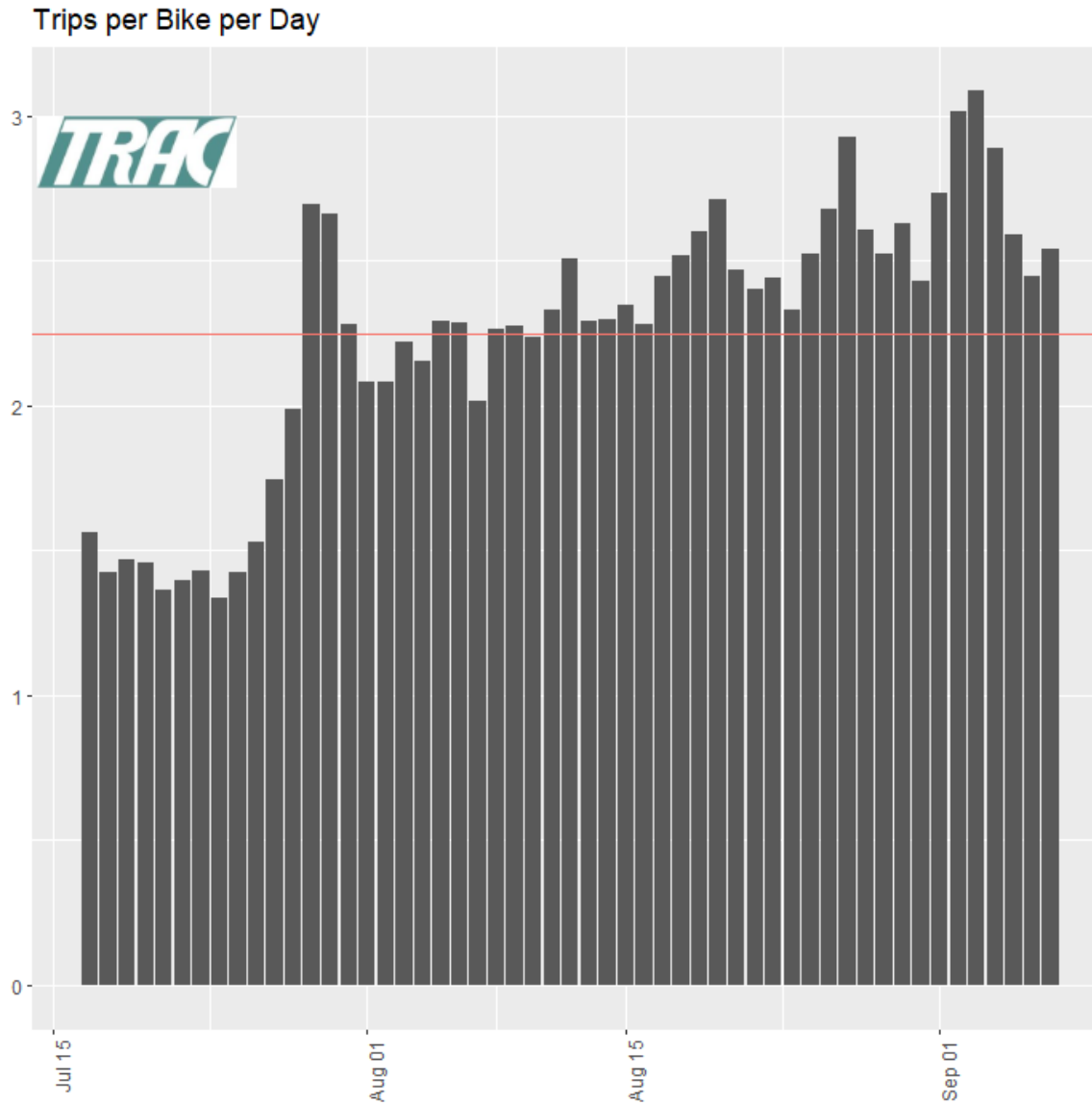
Avg trip duration	26 mins
Avg trip length	2.6 miles
Total trips	118,240
Avg trips per day	2,231
Weekday trips	70%
AM peak	4% of weekday trips
PM peak	14% of weekday trips
Trips/bike/day	2.25

# Performance metrics



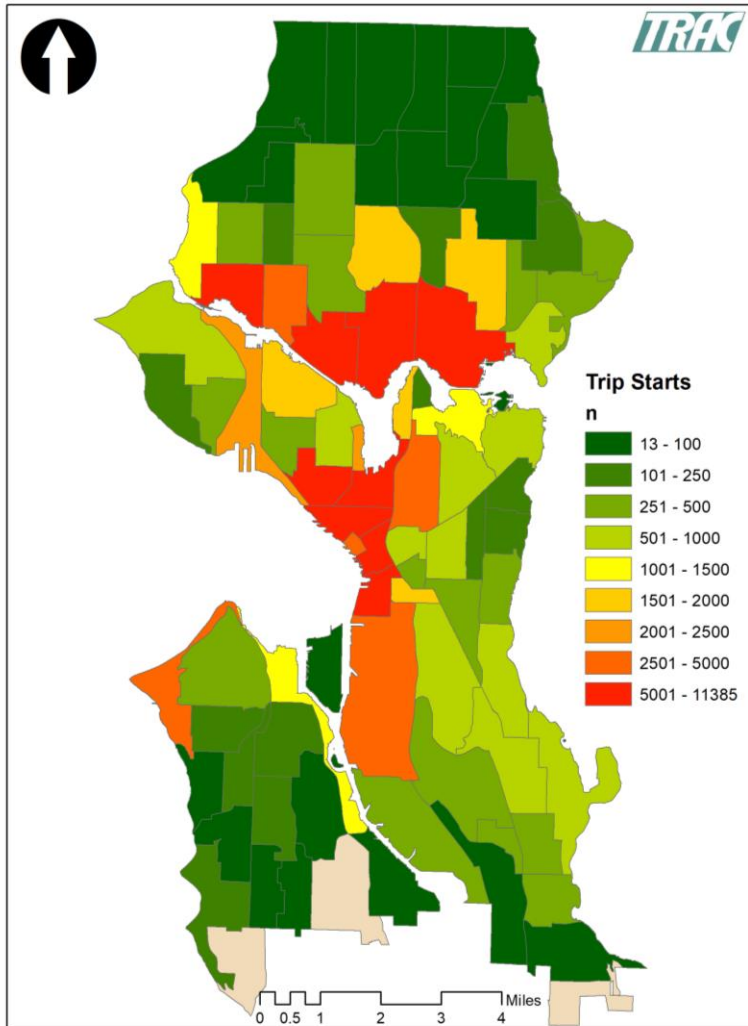


# Performance metrics

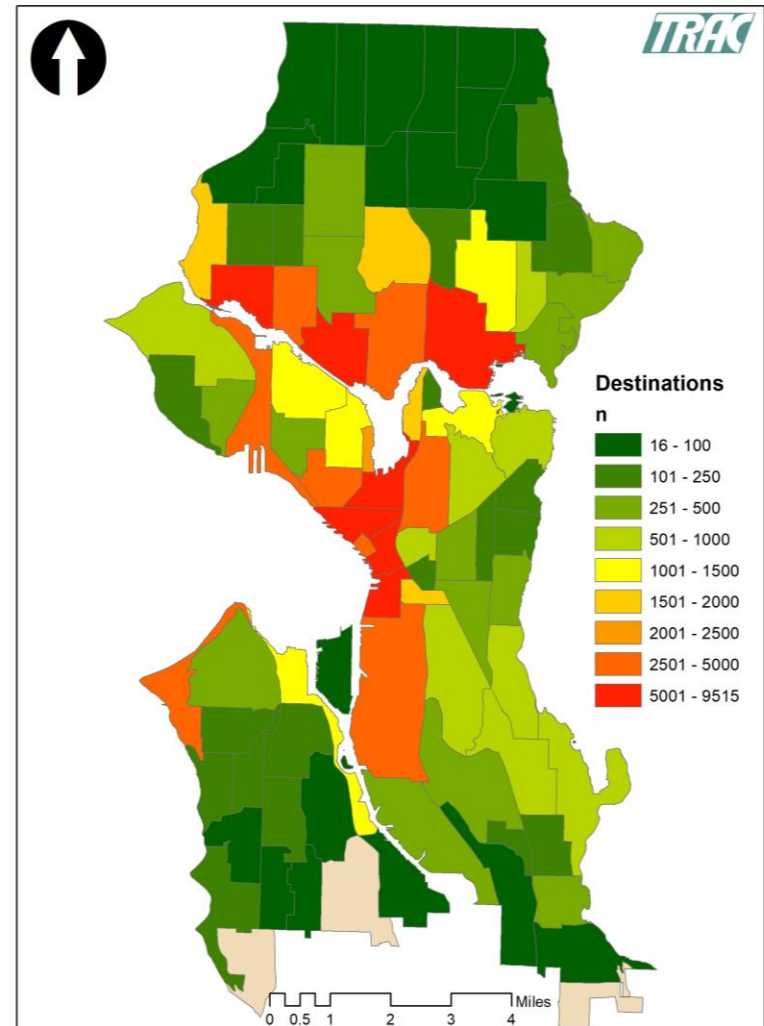


# Performance metrics

## Origins



## Destination





# UW Station

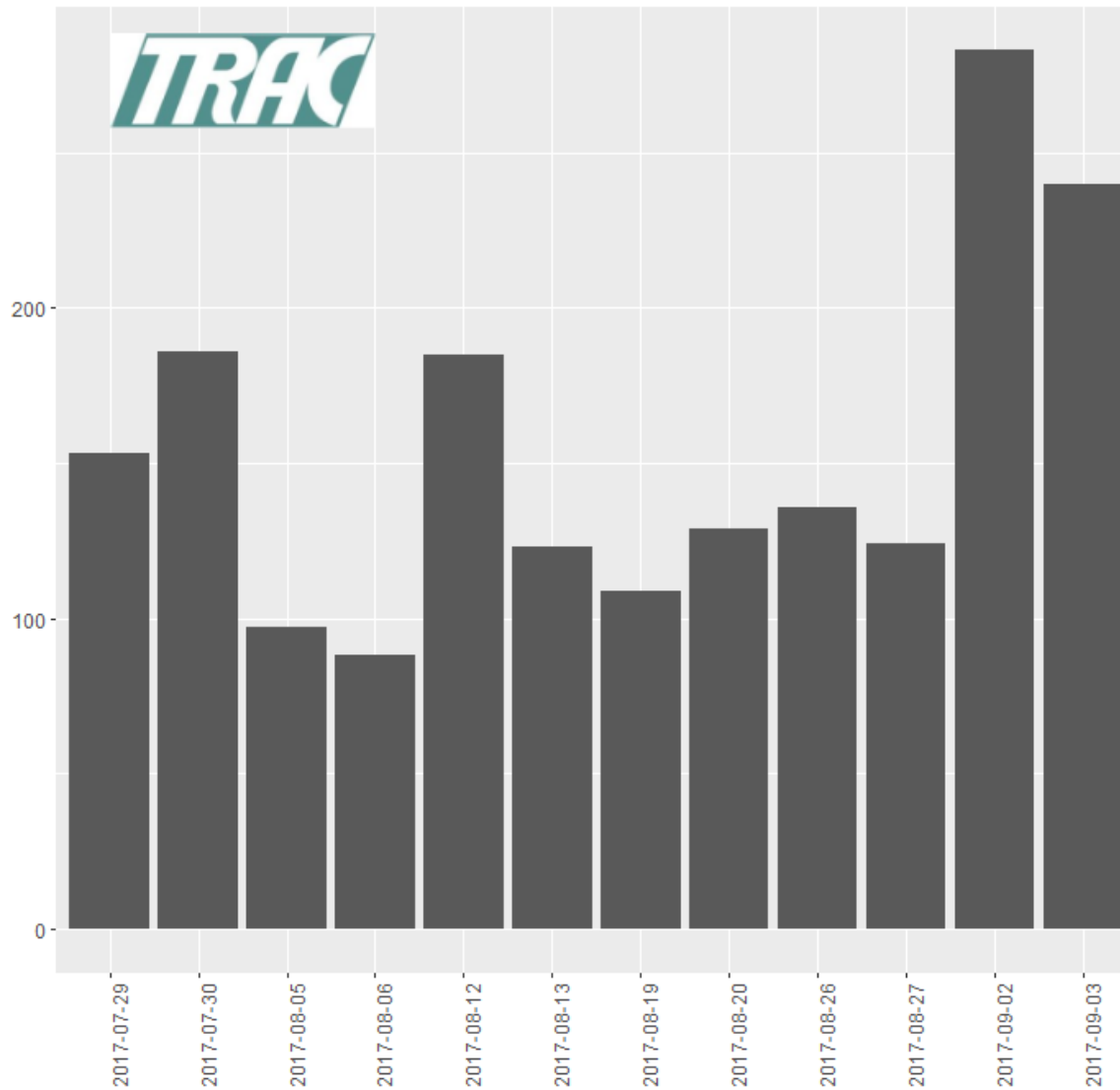


Total trips = 1,406  
Trips ending / day = 26



# Performance metrics

Seattle Center Weekend Trips

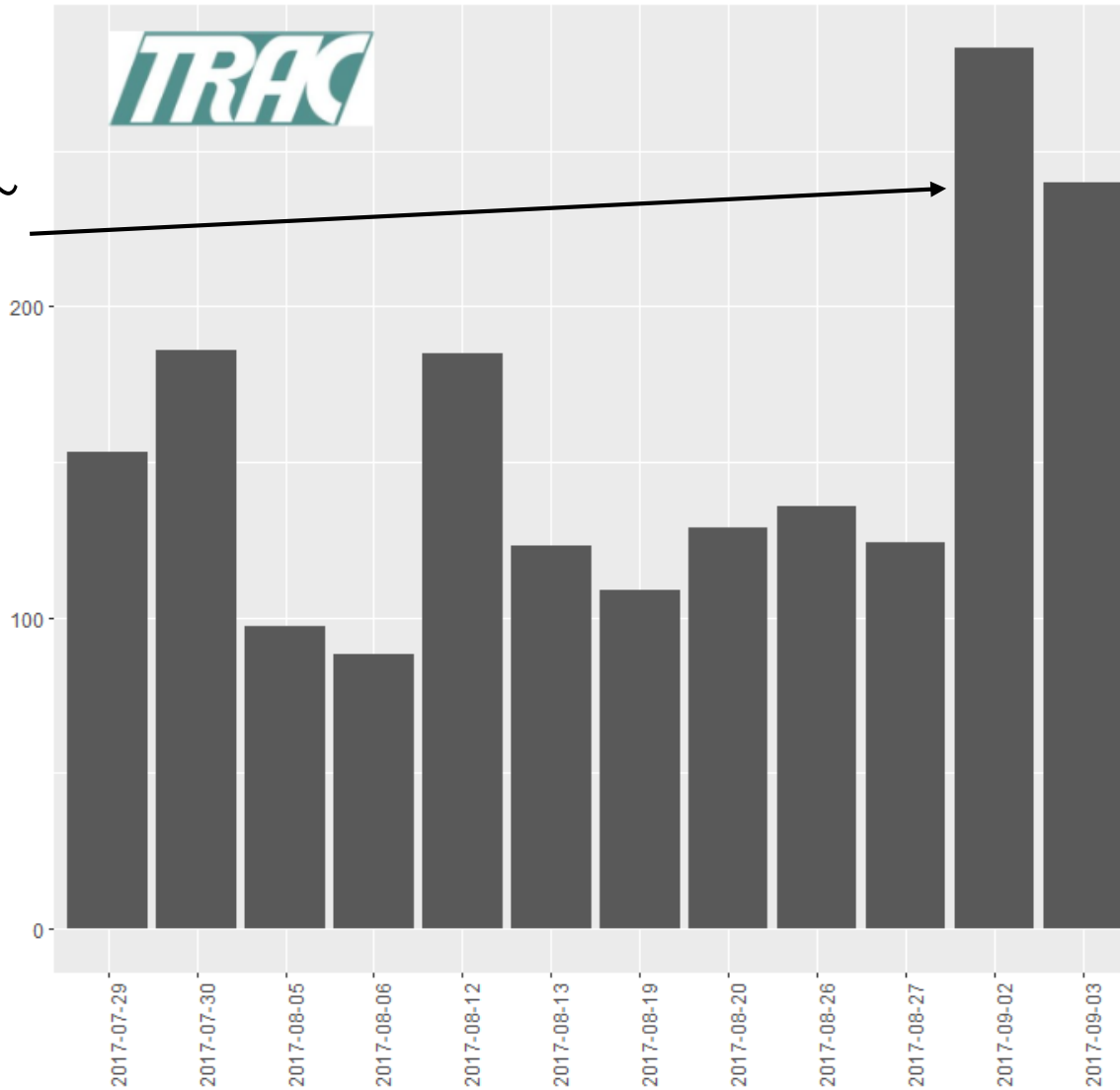


# Performance metrics

Seattle Center Weekend Trips



Bumbershoot





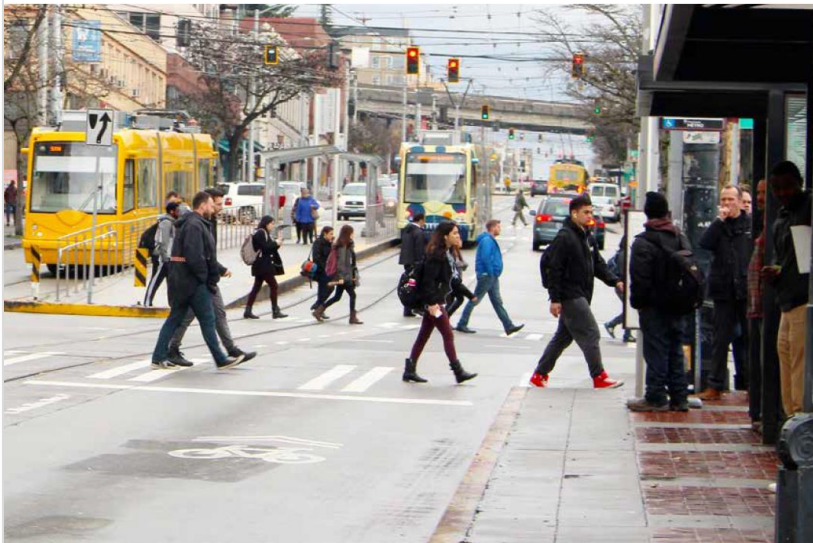


Advancing free-floating policy



Seattle Department of Transportation

# NEW MOBILITY PLAYBOOK



**Version 1.0**

June 2017



IF WE LEAVE IT TO CHANCE...



IF WE SHAPE IT...

# Advancing free-floating policy

- Equity

# Advancing free-floating policy

- Equity


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## Bike-sharing services Spin and LimeBike let riders use bicycles without smartphone or credit card

BY TAYLOR SOPER on August 23, 2017 at 9:56 am

Post a Comment f Share 75 t Tweet i Share 30 R Reddit E Email

GeekWire Summit: Early-bird tickets here!



(GeekWire Photo / Todd Bishop)

Two of Seattle's new bike-sharing services are making their bicycles more accessible to folks without a smartphone or credit card.

Spin announced today that it is rolling out Spin Access, a program that lets users buy

**HUDSON'S BAY**

OPTICAL SUMMER SALE


Up to

# 50% Off

Select Designer Frames

Get an additional \$25 OFF your total purchase.

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# Advancing free-floating policy

- Equity
- Enforcement

# Advancing free-floating policy

- Equity
- Enforcement
- Free-floating < > station-based

# Advancing free-floating policy

- Equity
- Enforcement
- Free-floating < > station-based
- Managing fleet sizes



# Advancing free-floating policy

- Equity
- Enforcement
- Free-floating < > station-based
- Managing fleet sizes
- Accessibility

# Parking PSA

## Free-Floating Bike Share Parking 101

September 8, 2017 by [Norm Mah](#)

The Free-floating (Dockless) Bike share pilot is going well and rolling into the third month. There are now three permitted privately-owned free-floating bike share companies permitted to operate in Seattle.

Here are some useful tips for bike share users on where to park free-floating bike share bikes:

- Free-floating bike share bikes can be parked in the planting strip area of the sidewalk (as long as they aren't blocking curb ramps, bus stops, benches) or at an SDOT bicycle rack.

**Please checkout our short Parking 101 Video:**



[link](#)

# Next steps

Date	Activity/action
Nov 2017	Pilot evaluation
Dec 2017	Recommend revised permit
Jan 2018	Permanent program in operation



# Questions?

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[www.seattle.gov/transportation/newmobility](http://www.seattle.gov/transportation/newmobility)



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Image credit: silent hill/imaginechina





















# FLOW FITNESS

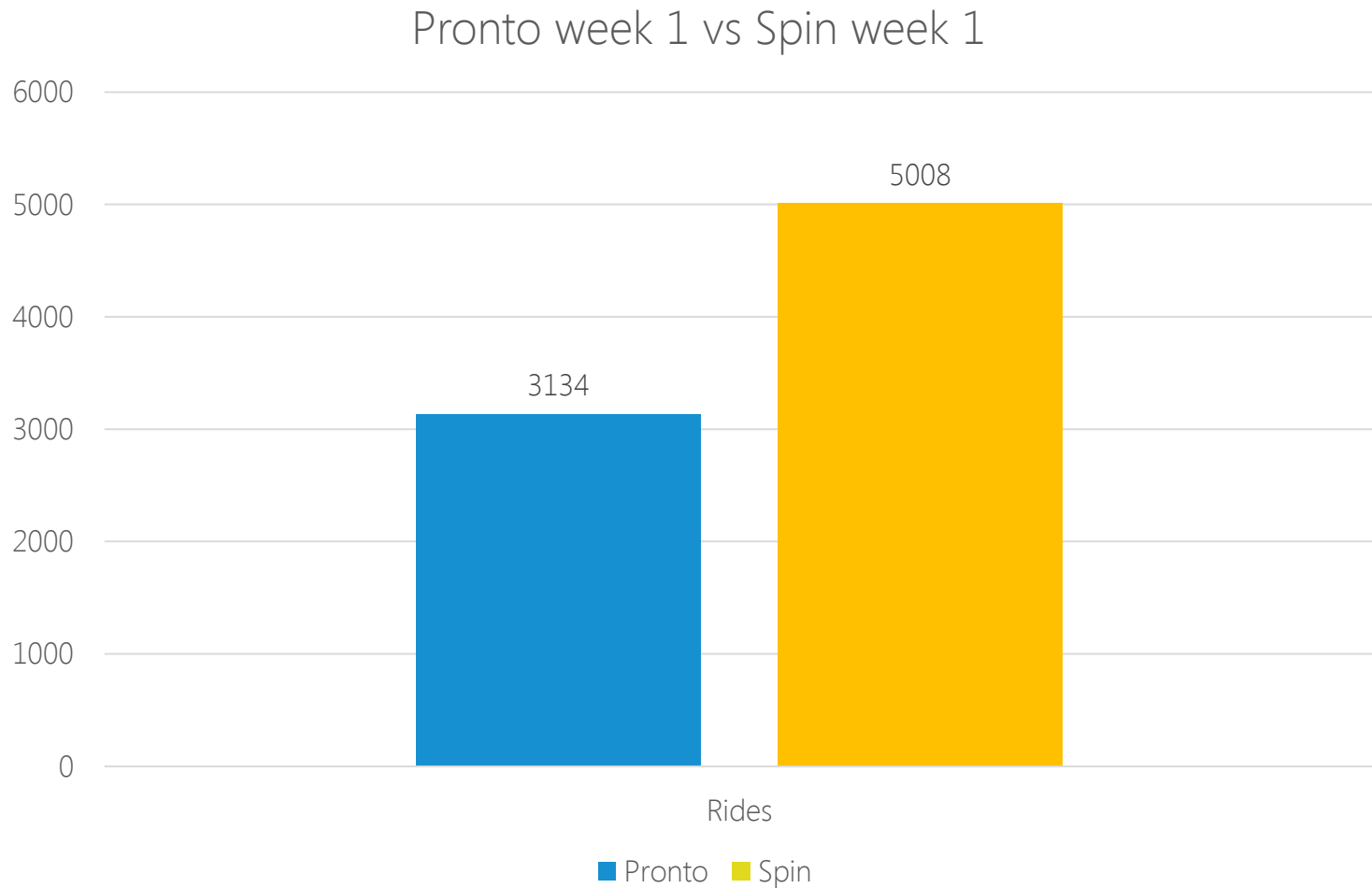
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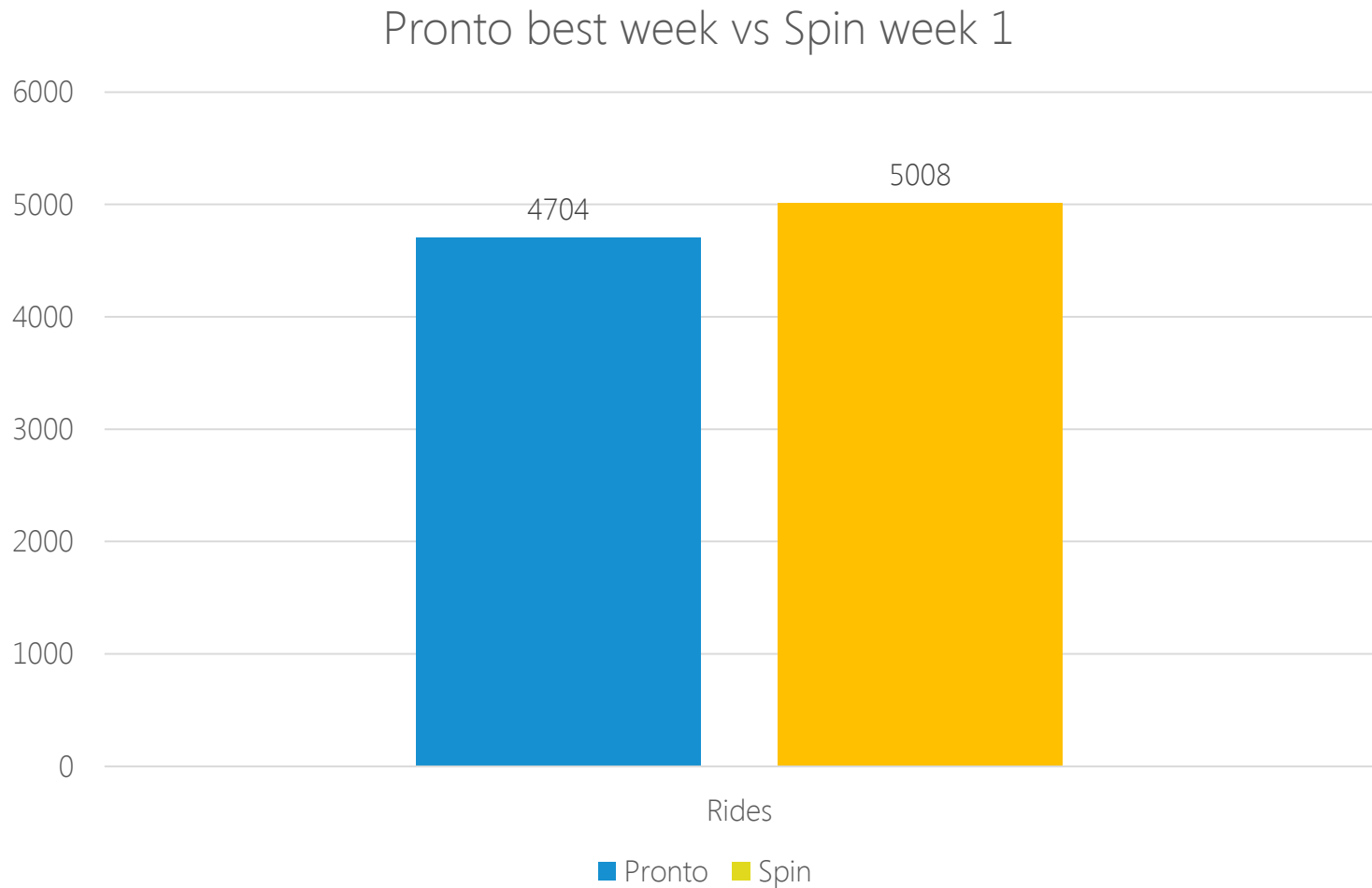


**NO  
STOPS**  
TOW-AWAY  
ZONE  
Please Call 311

# Performance – Wk 1 Case Study

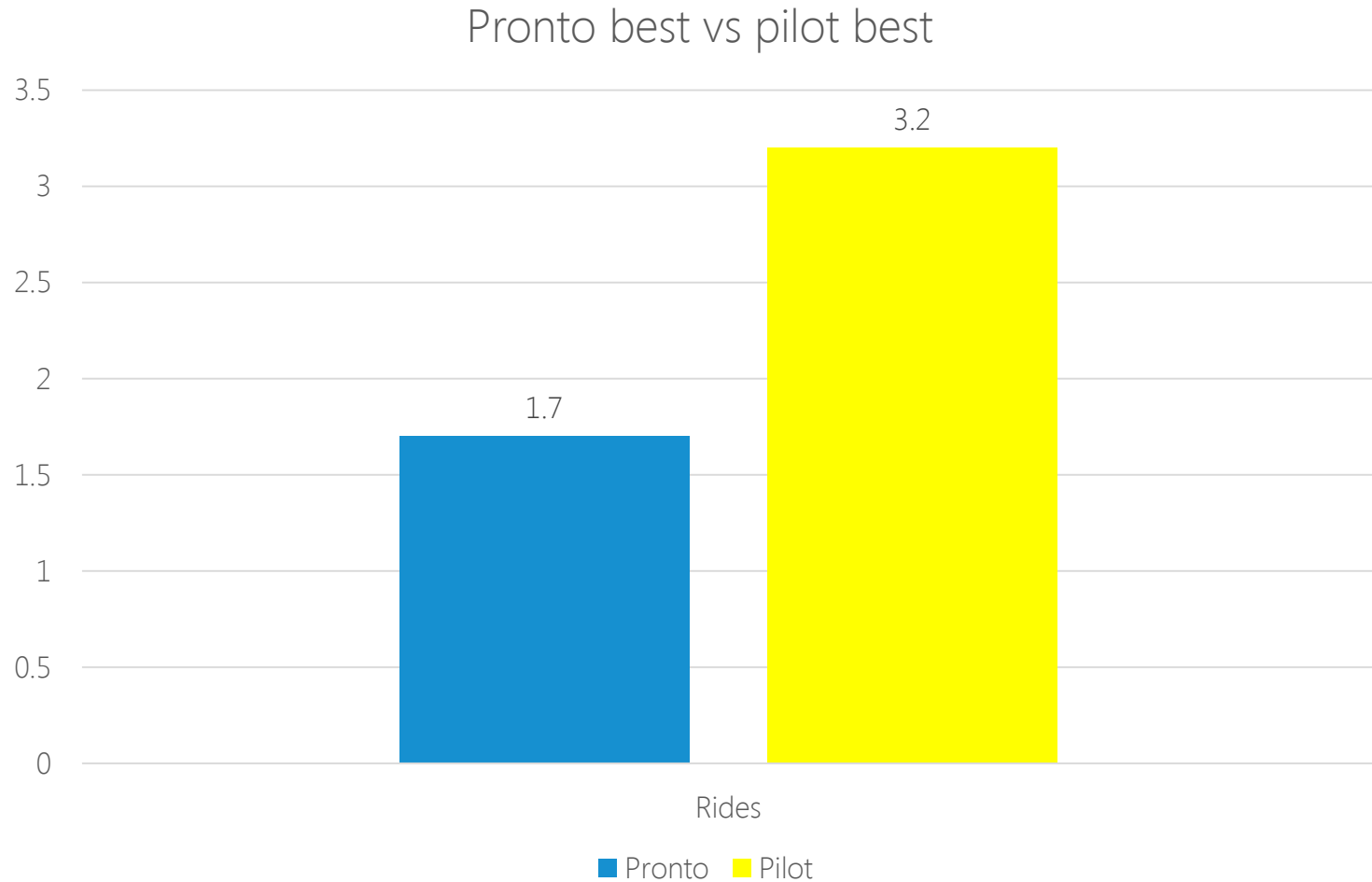


# Performance – Wk 1 Case Study





# Performance – trips/bike/day



# Performance – trips/bike/day

Pronto avg vs pilot avg

