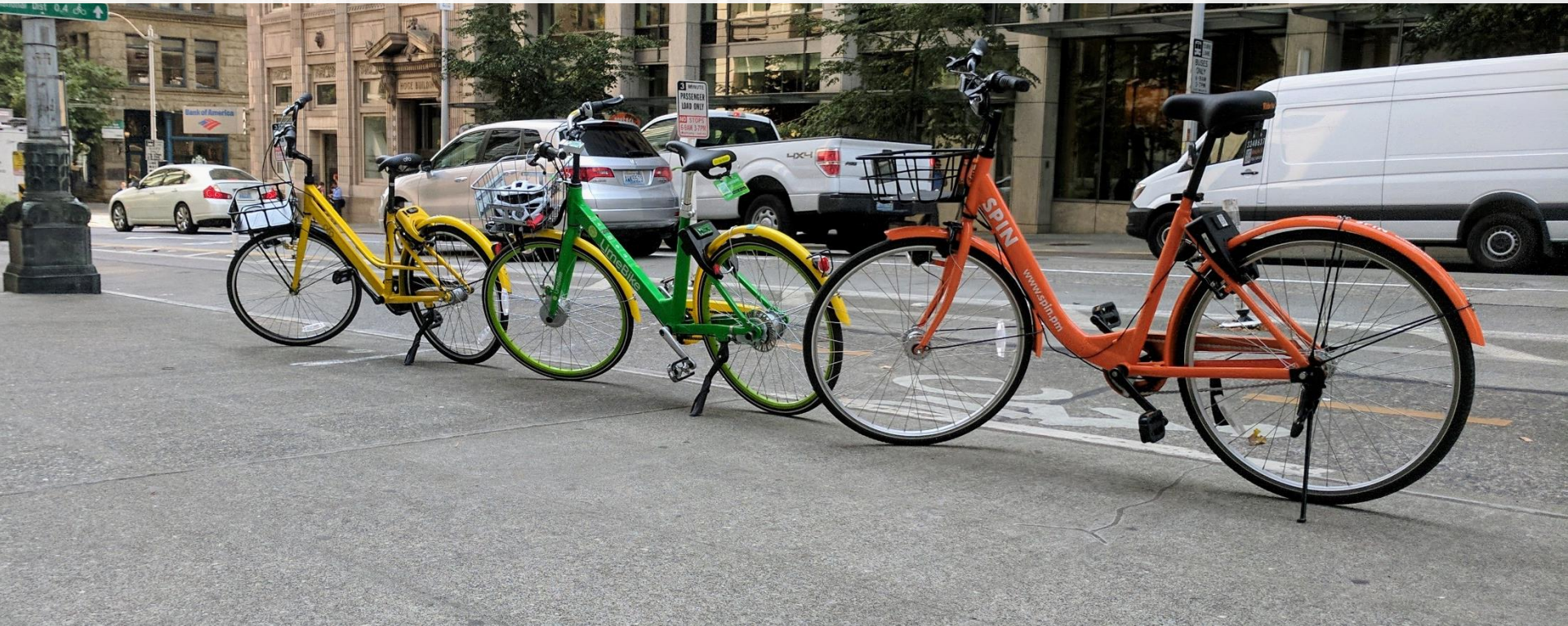


2017 Bike Share Pilot

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



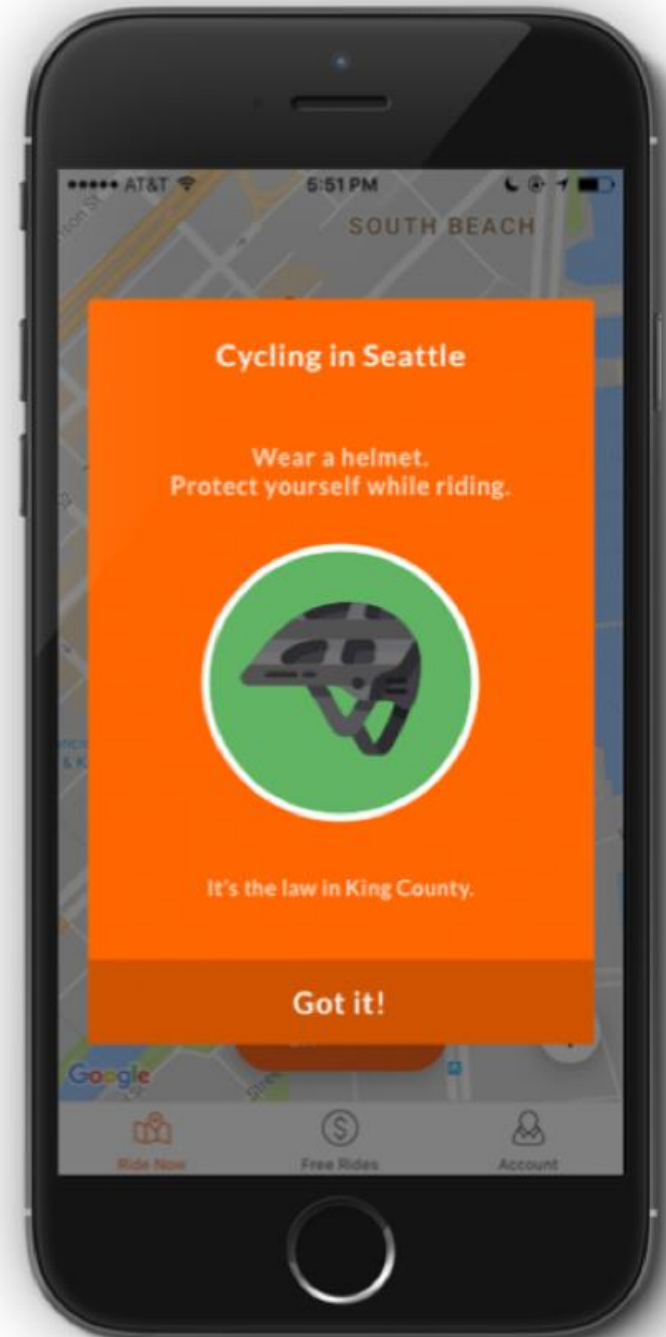
Permit

- 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

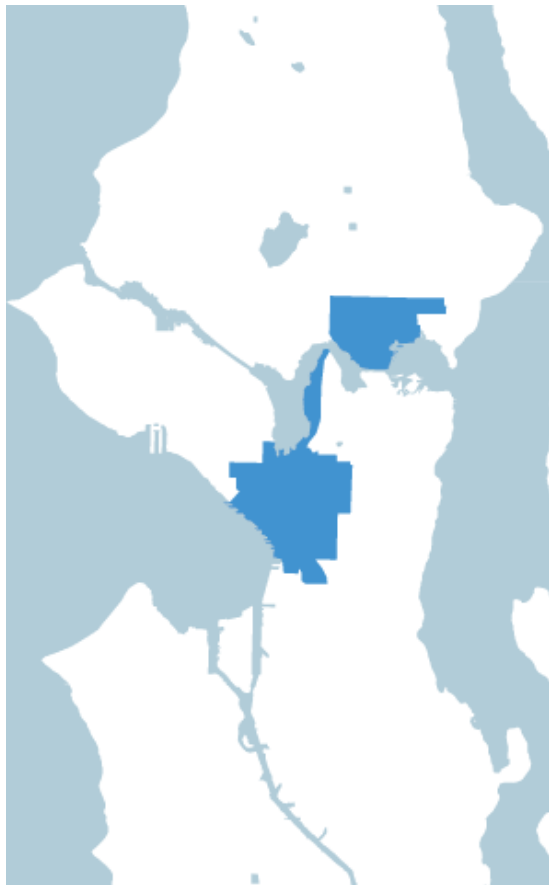
Free-floating pilot

 x 500

 x 6,000

Basic stats – service area

Pronto



Free-floating pilot



Basic stats – density

Pronto



Free-floating pilot

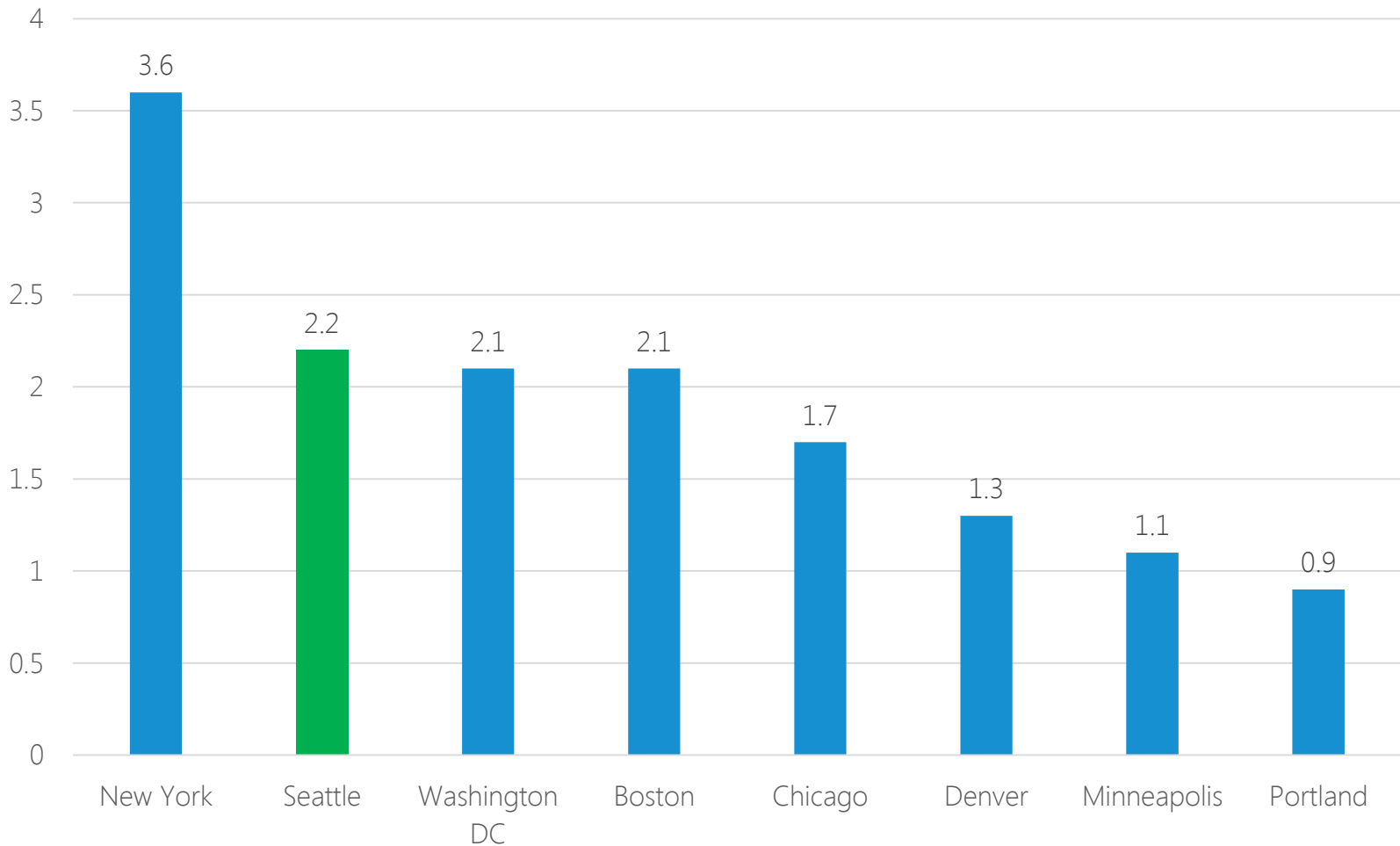


Performance metrics

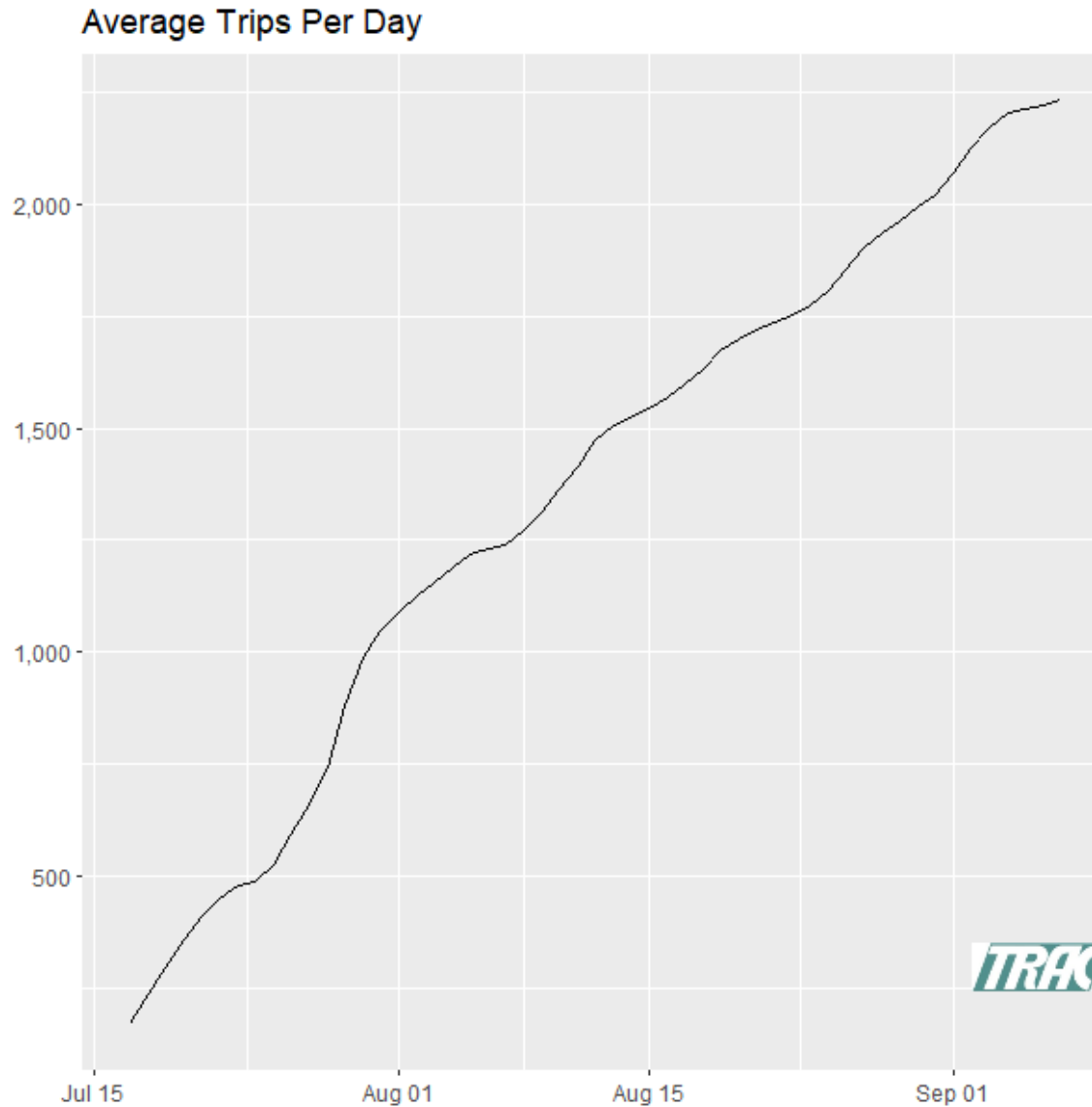
Avg trip duration	26 mins
Avg trip length	2.6 miles
Total trips	118,240
Avg trips per day	2,231
Weekday trips	70%
AM peak	4% of weekday trips
PM peak	14% of weekday trips
Trips/bike/day	2.2

Performance metrics

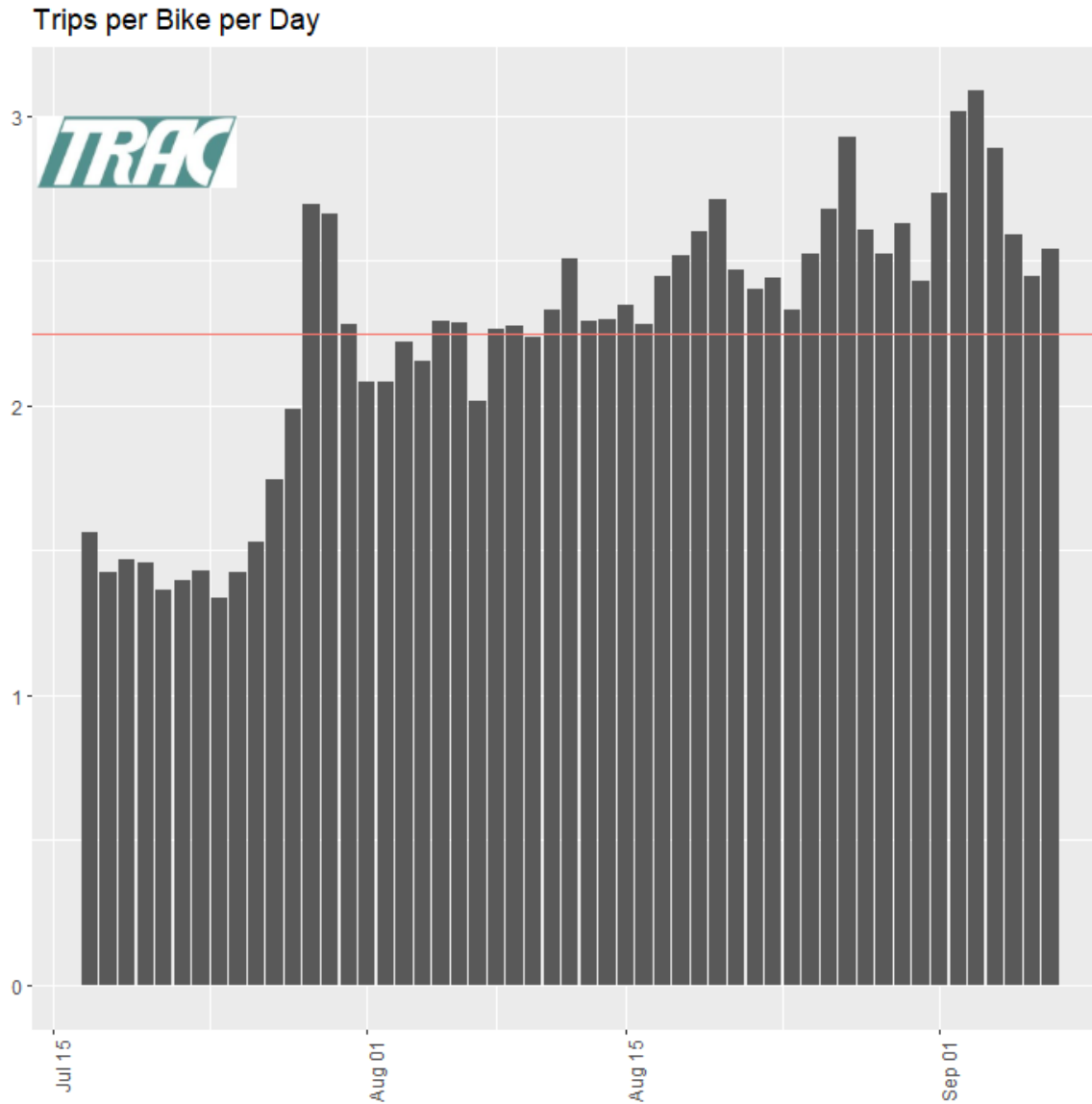
Trips/bike/day



Performance metrics

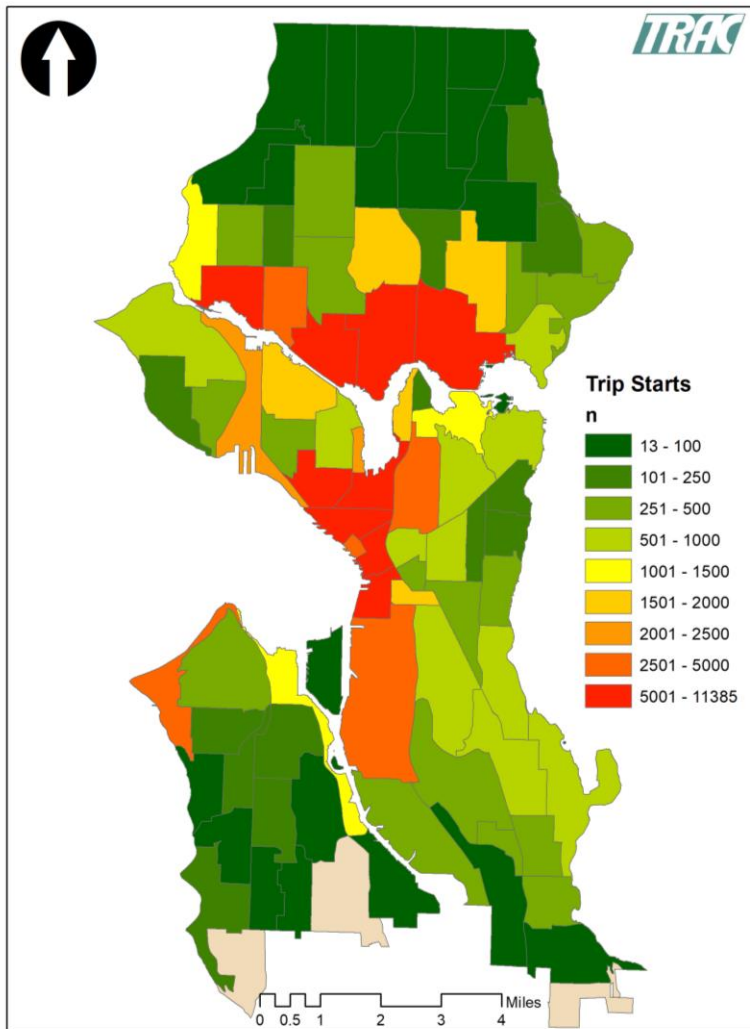


Performance metrics

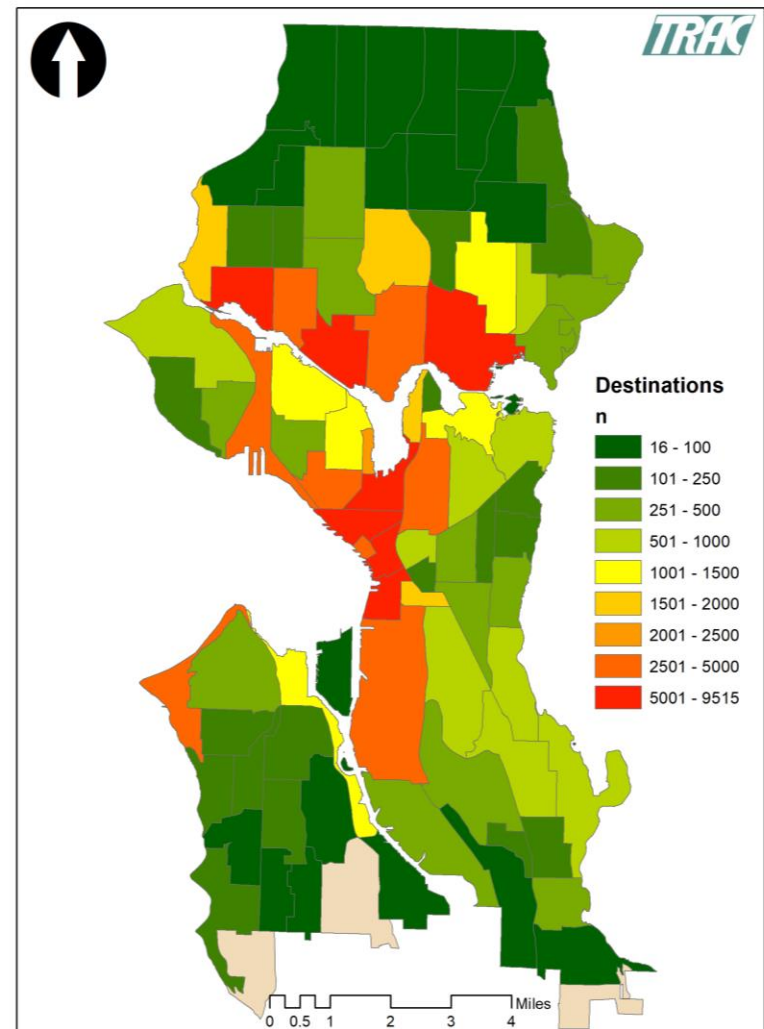


Performance metrics

Origins



Destination



UW Station



UW Station

	Origin	Destination	Total
Total trips	1,723	1,406	3,129
Trips/day	33	26	59

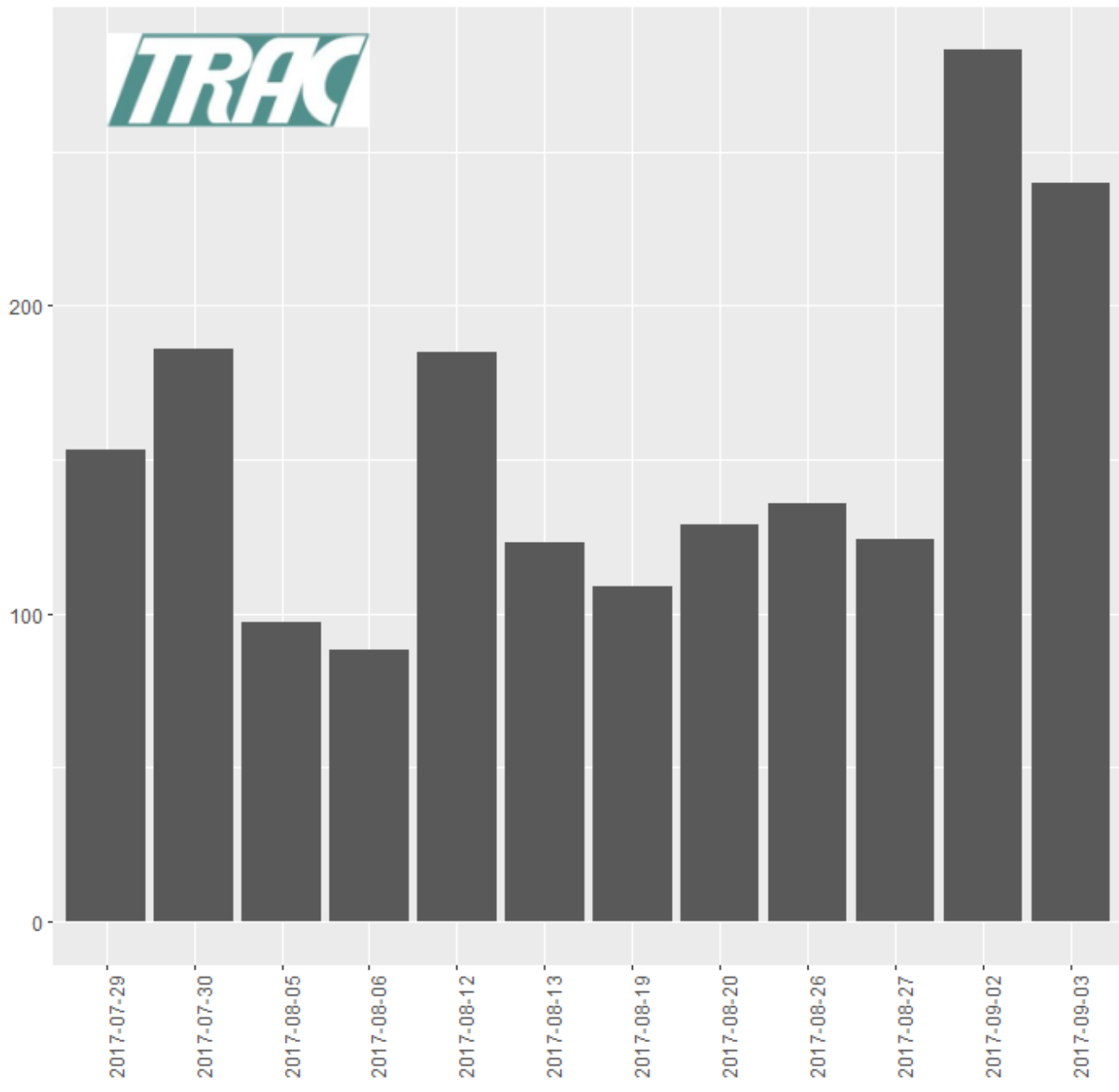
GREETINGS FROM

BUMBERSEAID

A large mural on a teal wall features the text "GREETINGS FROM BUMBERSEAID". The letters are 3D and filled with various scenic images of Seattle, including the city skyline, a lighthouse, a beach umbrella, and snow-capped mountains. An orange bicycle is parked in front of the mural. The background shows trees and a building structure.

@GREET

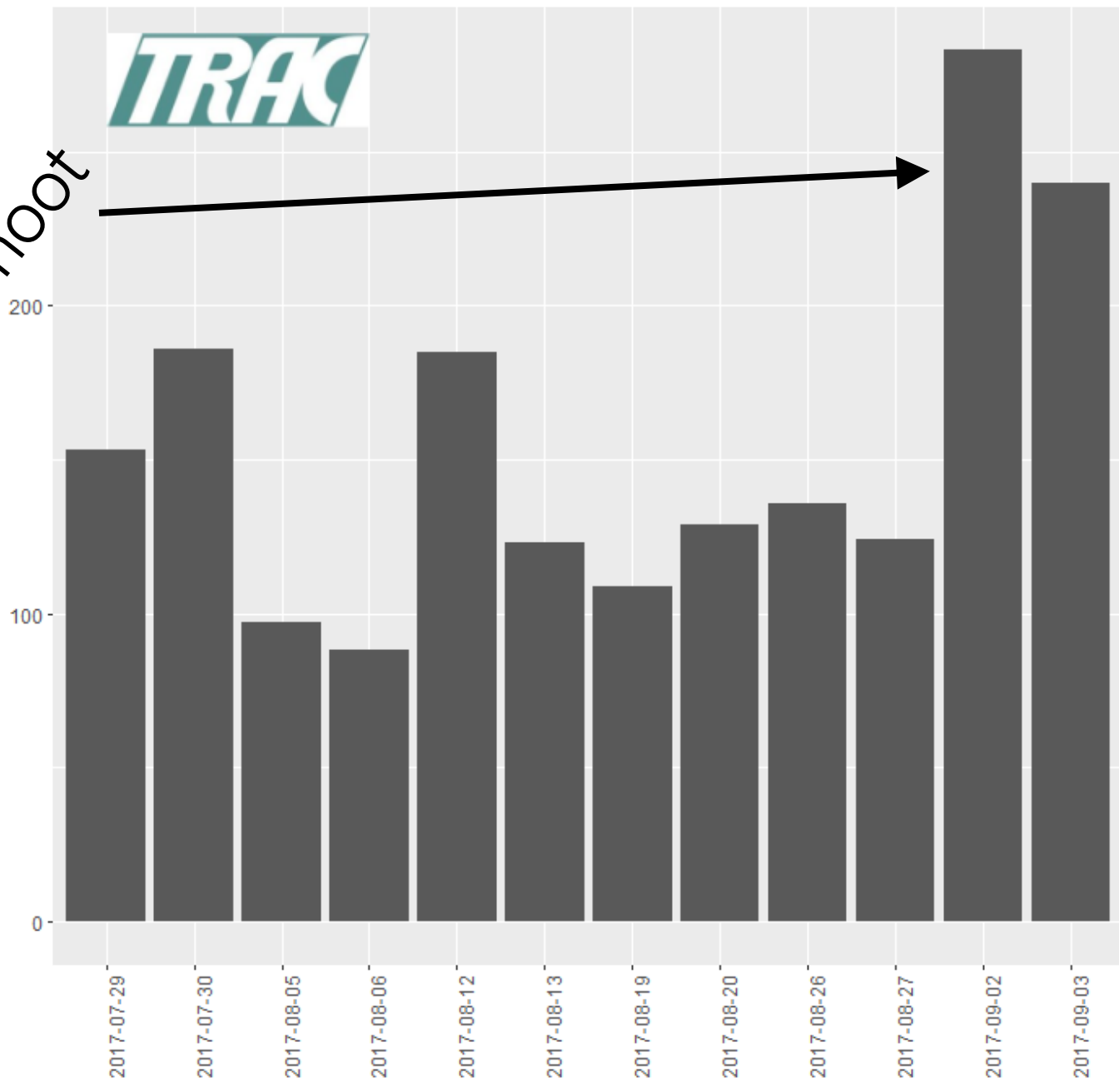
Seattle Center Weekend Trips



Seattle Center Weekend Trips



Bumbershoot

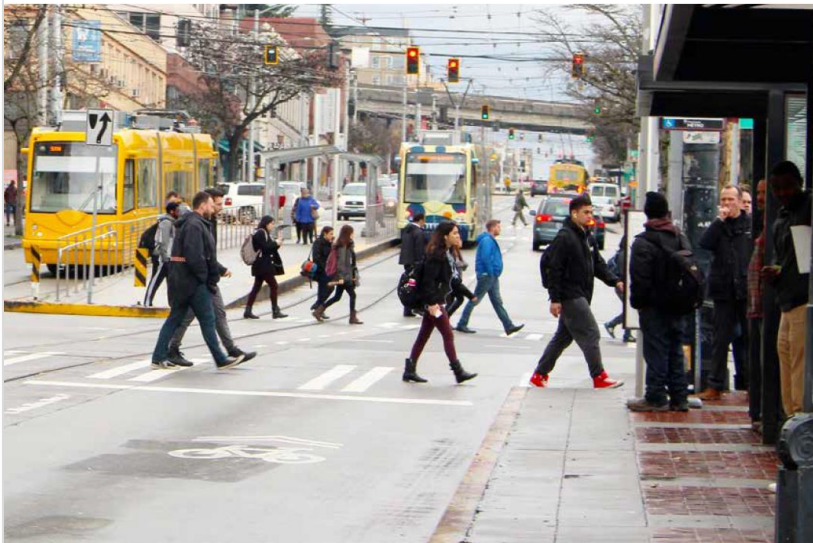




Advancing free-floating policy

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


GeekWire NEWS ▾ JOBS EVENTS ▾ RESOURCES ▾ ABOUT ▾ f t r m You Tube Search

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.

[LEARN MORE](#)



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?

kyle.rowe@seattle.gov | (206) 482-1358

www.seattle.gov/transportation/newmobility



Seattle
Department of
Transportation

	FFBS	Pronto
Avg trip duration	26 mins	18 mins
Avg trip length	2.6 miles	2.1 miles
Total trips	118,240	278,143
Avg trips per day	2,231	309
Weekday trips	70%	
AM peak	4% of weekday trips	
PM peak	14% of wkday trips	
Trips/bike/day	2.25	0.7











FLOW FITNESS

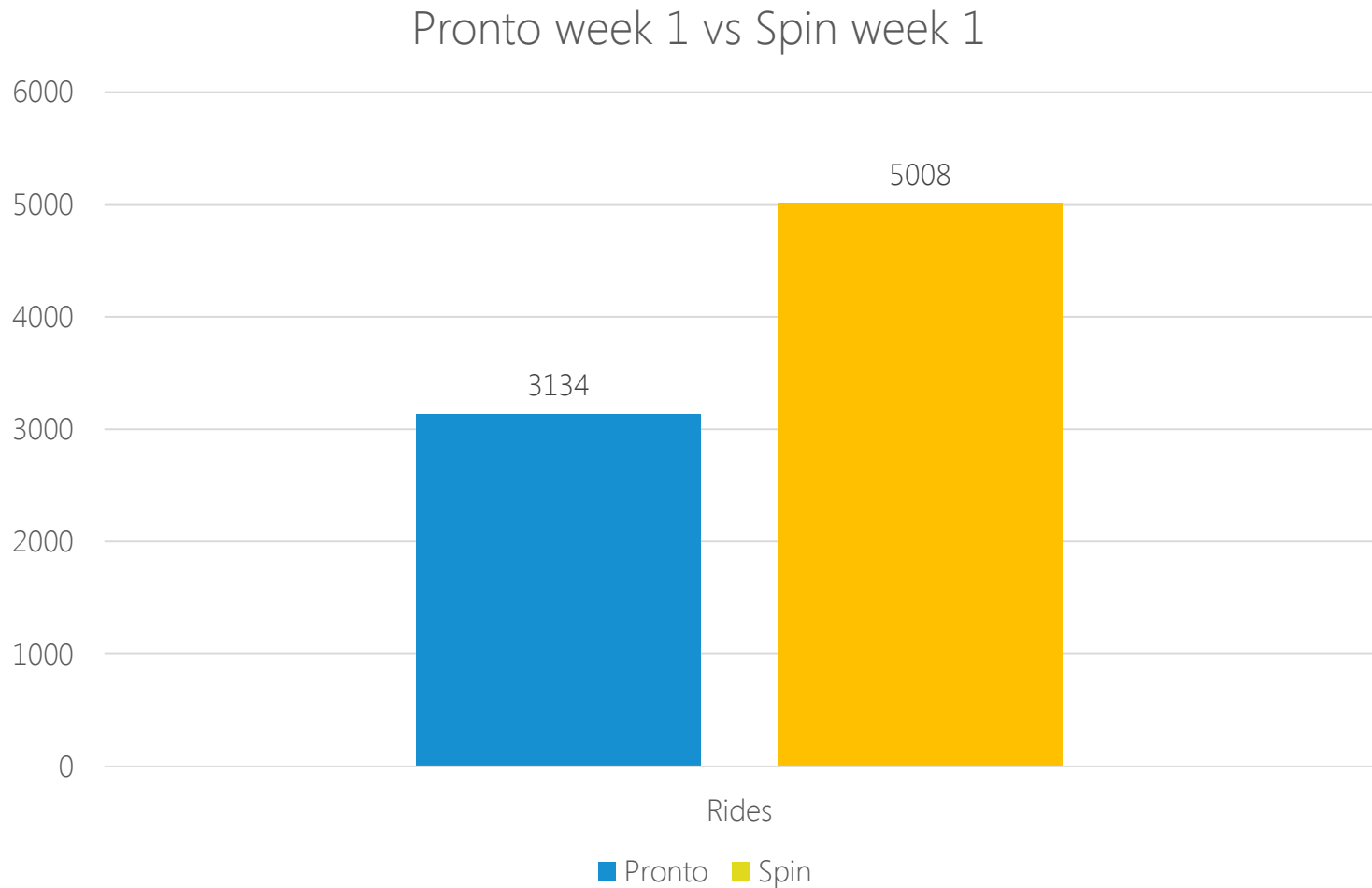
Cardio and Strength Equipment
Group Exercise | Personal Training
Full Service Locker Rooms
Wifi | Towel Service | Dry Sauna

311 Terry Ave • 206-621-7246
www.flowfitnessseattle.com

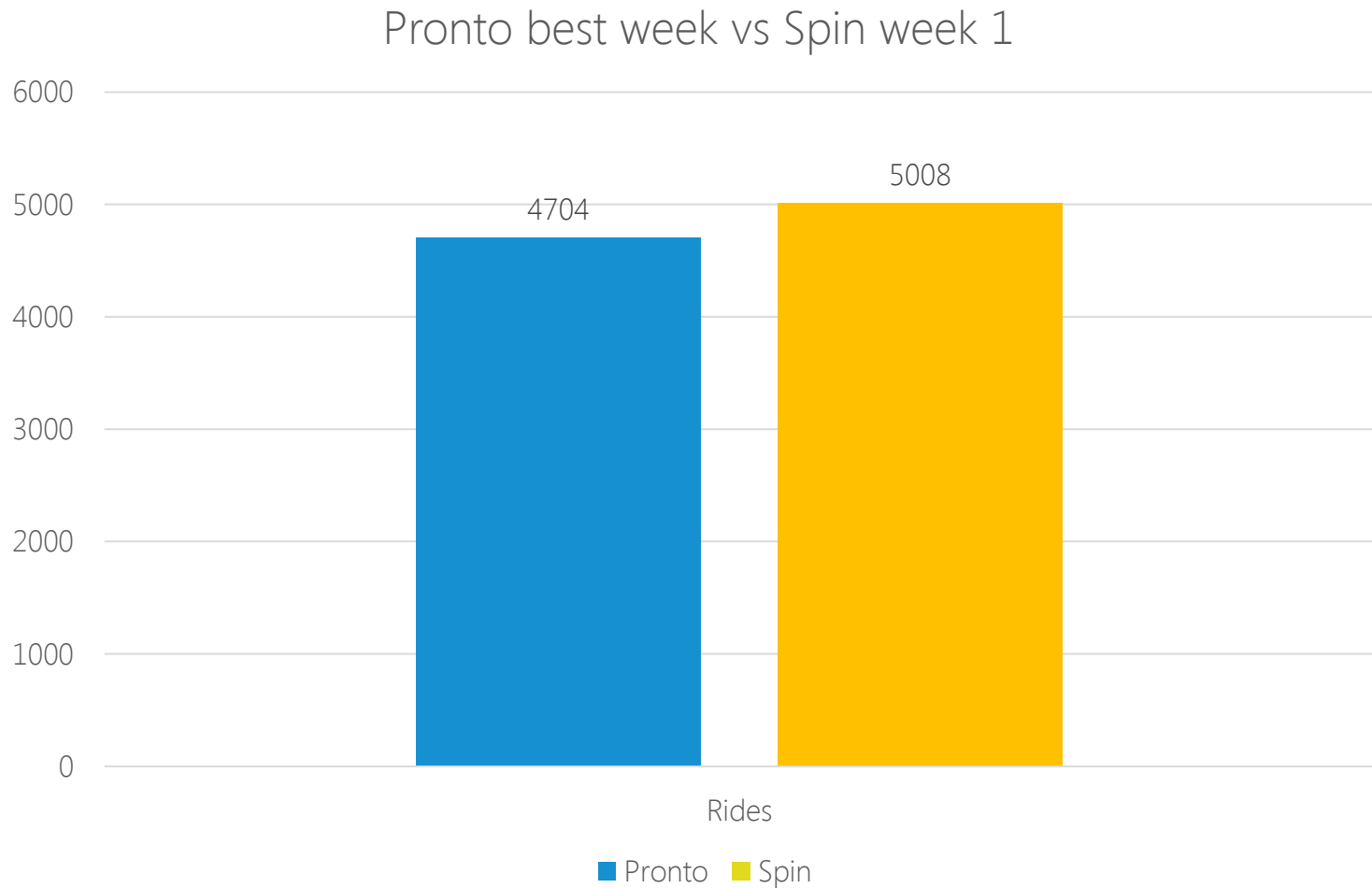


**NO
STOPS**
TOW-AWAY
ZONE
Please Call 311

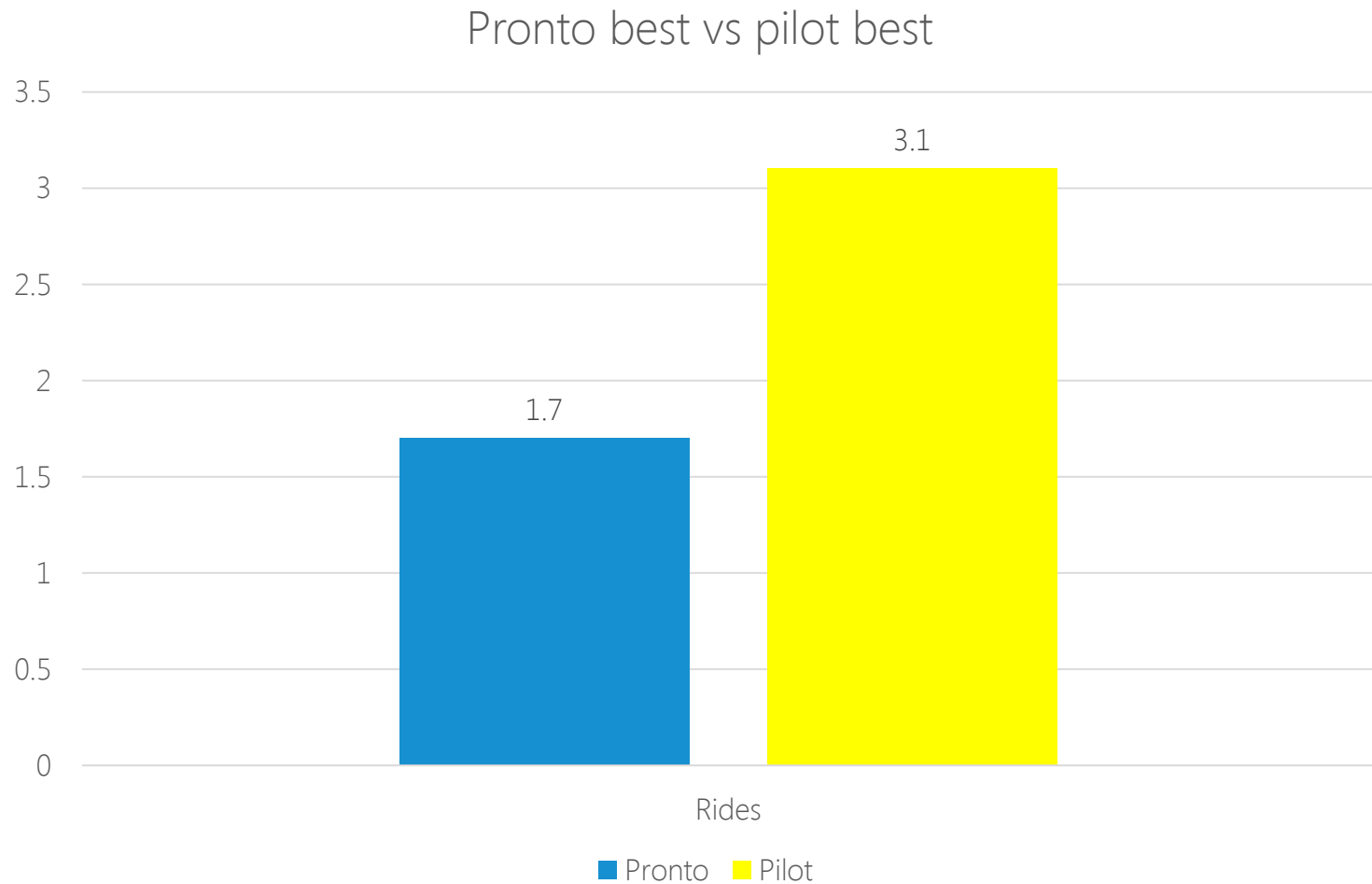
Performance – Wk 1 Case Study



Performance – Wk 1 Case Study



Performance – trips/bike/day



Performance – trips/bike/day

Pronto avg vs pilot avg

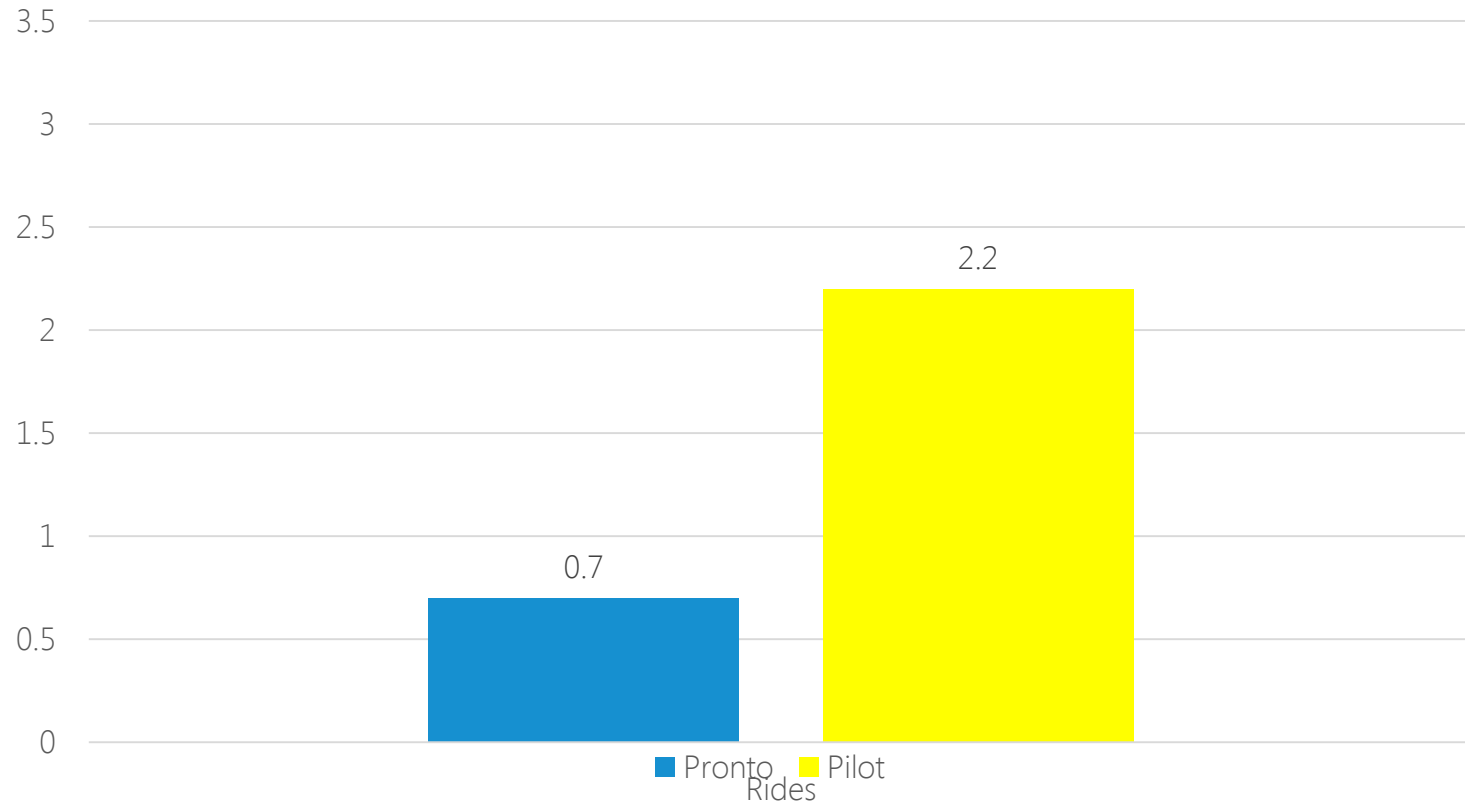




Image credit: silent hill/imaginechina