

Free-Floating Bike Share Pilot Evaluation Report

June 5, 2018

Seattle Department of Transportation



City of Seattle

Presentation Outline

- National Overview of Bike Share and Scooter Share
- Background of Pilot and Permit Design
- Evaluation Process
- Pilot period ridership data
- Public Opinion and Areas for Improvement
- Next Steps



Growth in Free-floating Bike Share

- January 2017
 - Zero free-floating bikes in the US.
- December 2017
 - 5 major companies
 - 25 Cities
 - 44,000 Bikes
- So far this year
 - E-bikes and scooters growing
 - Failed FL and OK legislation



Photo credit: The Washington Post

Bike Share in Seattle – Permit Approach

- Spring 2017 – Seattle only major US city without bike share
- July 2017 – SDOT launches year-long free-floating pilot
 - Permit private operators
 - Regulate operations
 - Collect fees and data
 - No cost to the City



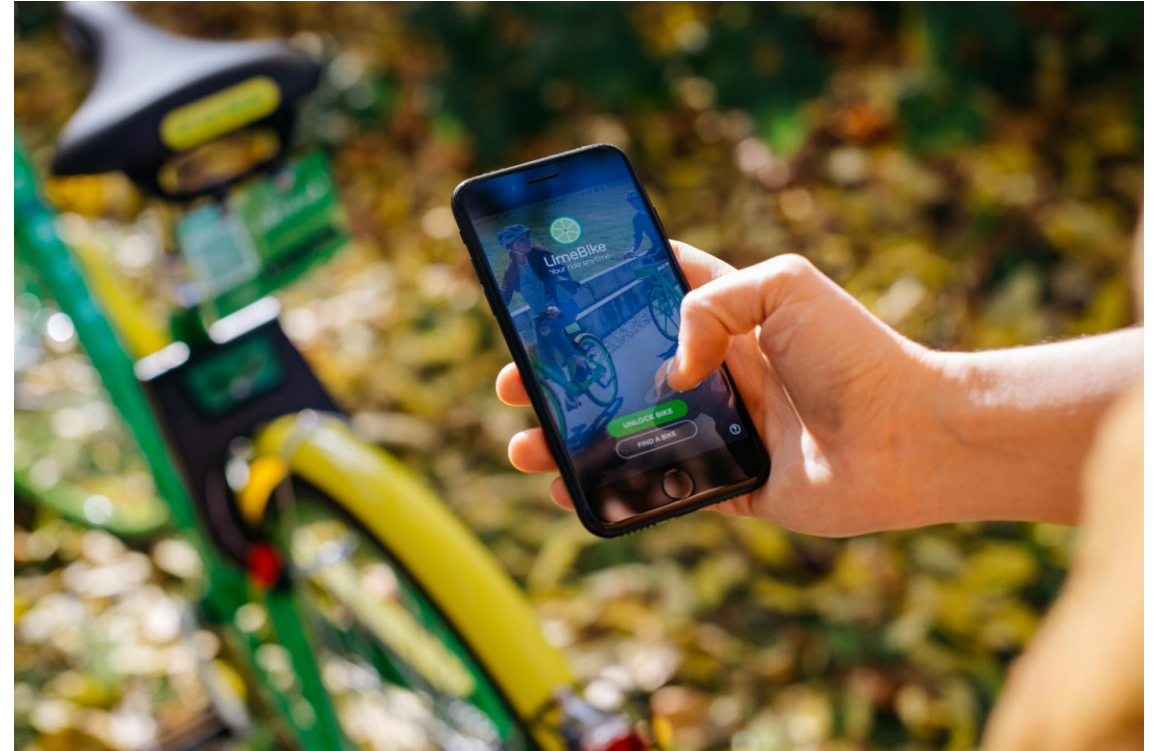
Bike Share in Seattle - Overview

- 3 Companies
 - Spin (San Francisco)
 - Lime (San Francisco)
 - Ofo (Beijing)
- July 31, 2017: 1,500 bikes
- Dec 31, 2017: 10,000 bikes
- Today:
 - 8,600 Conventional Bikes
 - 1,400 E-bikes



Pilot Bike Share Evaluation - Data

- Collaboration with University of Washington
 - UW collects & reports to SDOT
- Data collected from July – December 2017
 - Trip starts and ends
 - Bike GPS pings
 - User Survey data



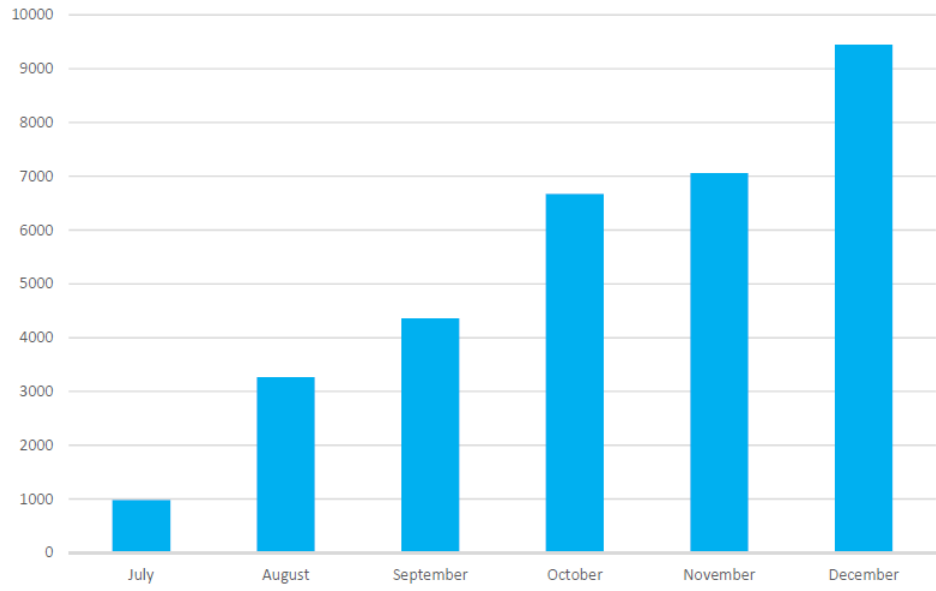
Pilot Bike Share Evaluation - Qualitative

- Statistically-valid citywide survey with EMC
- 2 open surveys with Survey Monkey
- Disability Specific Workshop
- 12 Community Group & Advocate Meetings
- 134 emails received
- Parking Compliance Study

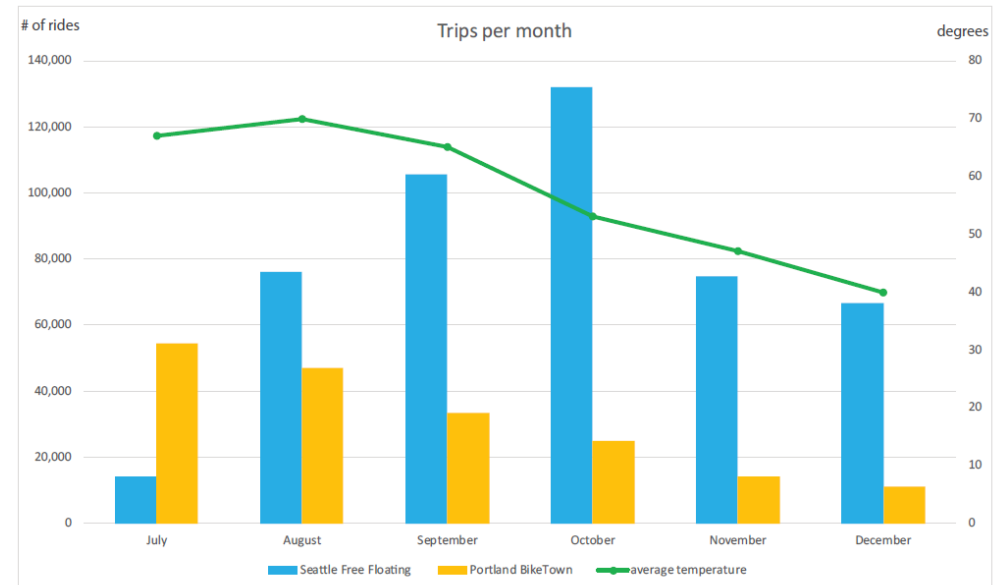


Evaluation Results - Ridership

10,000 Total Bikes



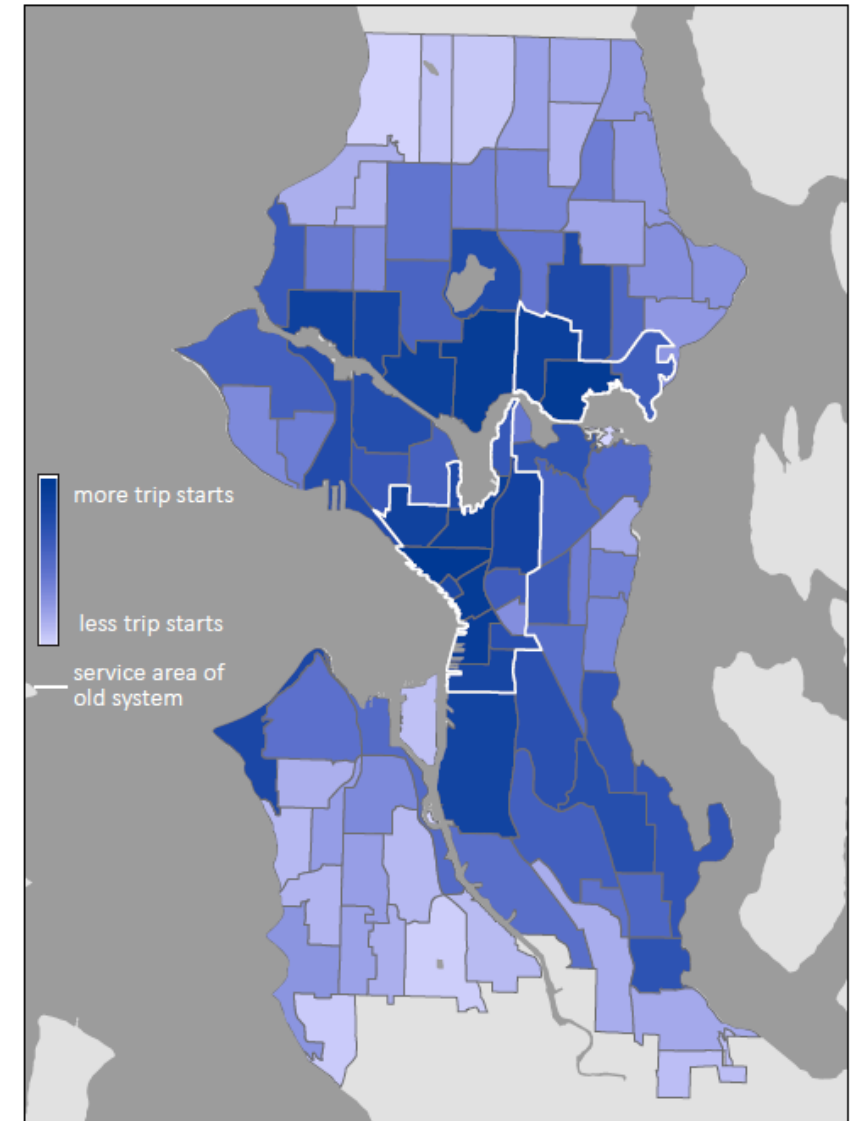
468,000 Total Rides



Evaluation Results

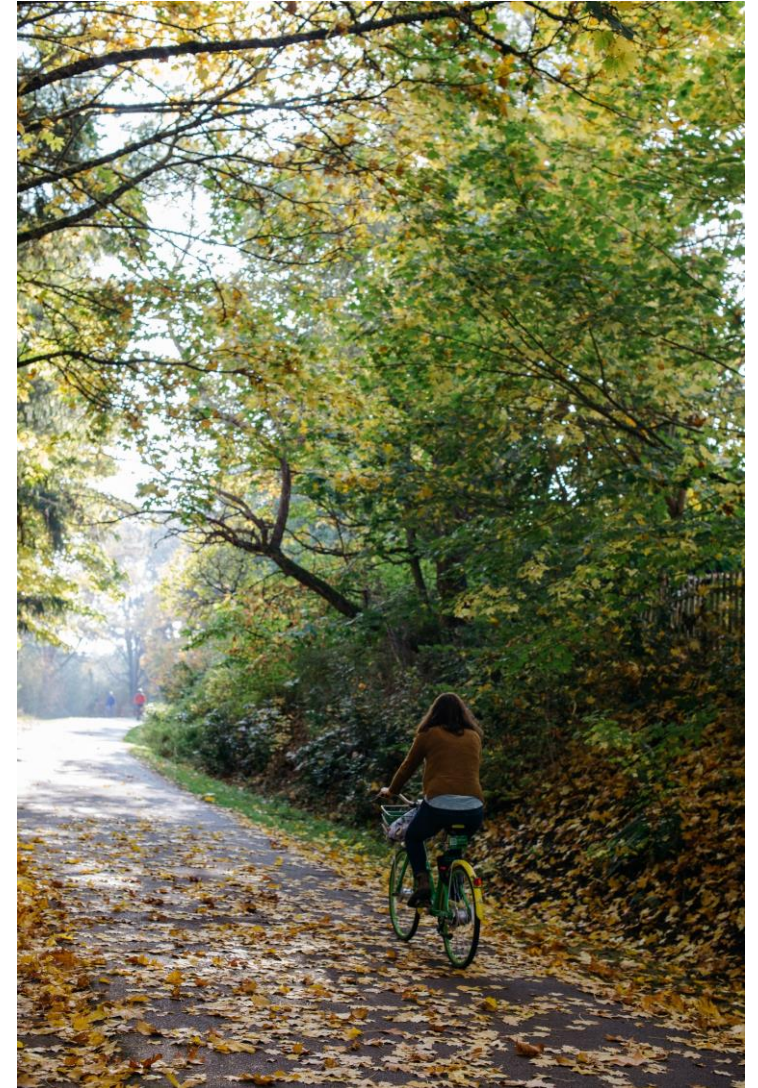
Citywide Coverage

- Concentrated in:
 - Center City, U-District, Burke-Gilman
- Better than expected:
 - Rainier Valley, Industrial District, Georgetown
- Improvement Needed:
 - Edges of city
 - Southwest Seattle



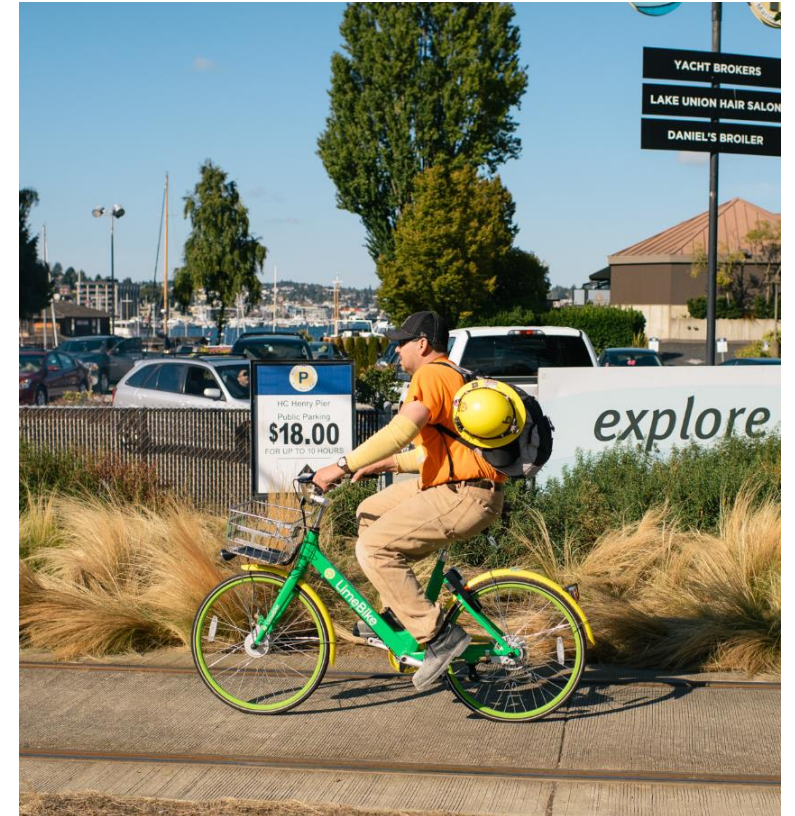
Safety and Helmets

- 5 reported collisions
- No reported serious injuries
- Only 24% reported using helmets
- Preliminary UW/Harborview Study:
 - No increase in head injury risk with bike share



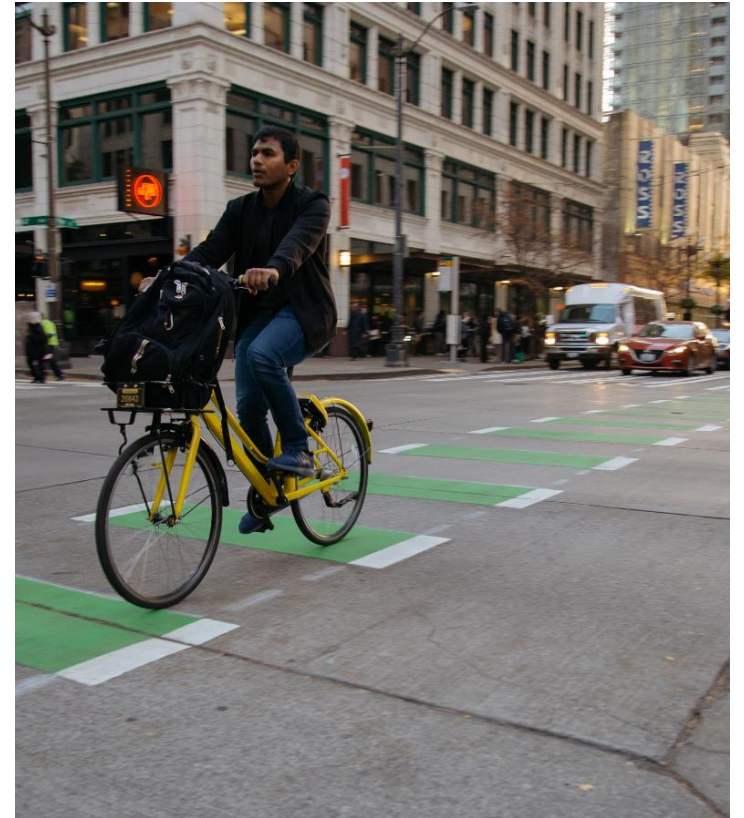
Types of Trips

- Usage data shows weekday PM peak
- People used bike share to access:
 - social and leisure activities
 - errand & appointments
 - work
- Only 6.8% used bike share only for recreation & exercise
- 75% used bike share to access transit



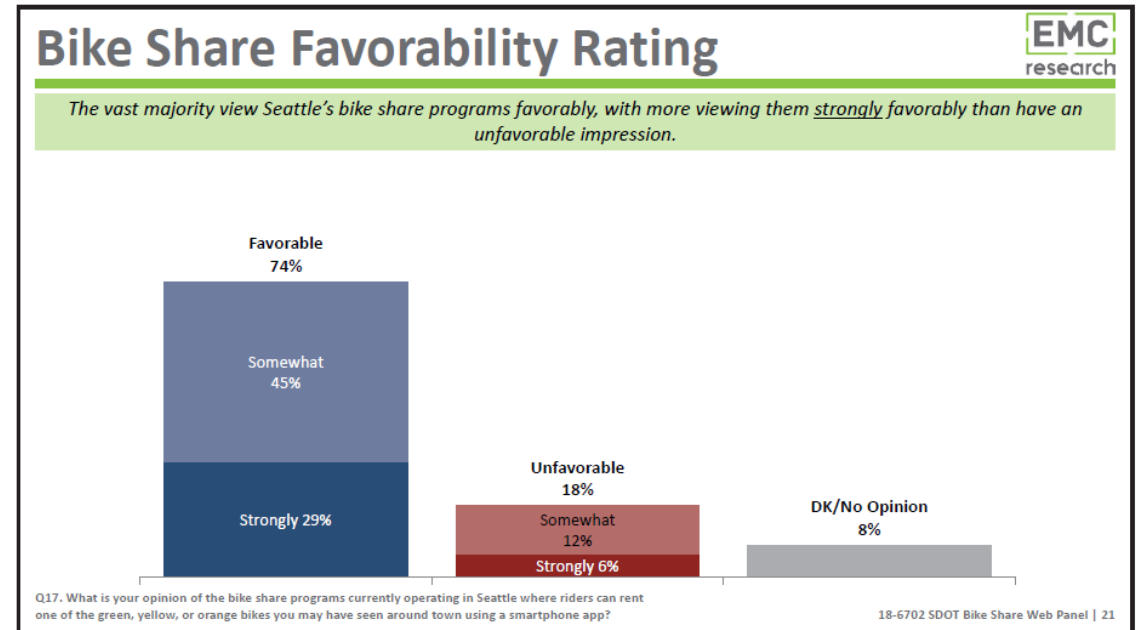
User Demographics

- 62% Male, 38% Female
 - Potential for more use by women
- Most users between 25-44
- Roughly 1/3 of city has tried bike share
 - 36% of Hispanic & African-American survey respondents have tried bike share
 - 32% of Asian respondents have tried bike share
 - 32% of White respondents have tried bike share



Public Opinion Survey

- 74% Favorable
- 33% of city has tried bike share
- 33% not tried but willing
- 33% not willing



Public Opinion Survey

- Top likes:
 - Reduced carbon emissions
 - More fun to get around
 - Not worried about bikes getting stolen
- Top Dislikes:
 - Too many bikes mis-parked
 - Not enough comfortable bike routes
 - Too many scofflaws



Public Opinion - Public Comment

- 85% of comments received via email & phone were unfavorable
 - Bad or incorrect parking
 - Pedestrian access and safety
 - The bikes are ugly or clutter
 - Companies unresponsive
 - People don't wear helmets



Parking and Disability Access Concerns

- Parking was the biggest challenge
- Issues:
 - Blocked sidewalks
 - Blocked curb ramps
 - Blocked transit access
 - Blocked business access
 - Tipped bikes
- Study showed 70% of bikes are parked correctly and 4% fully blocking



Designated Bike Parking Pilot

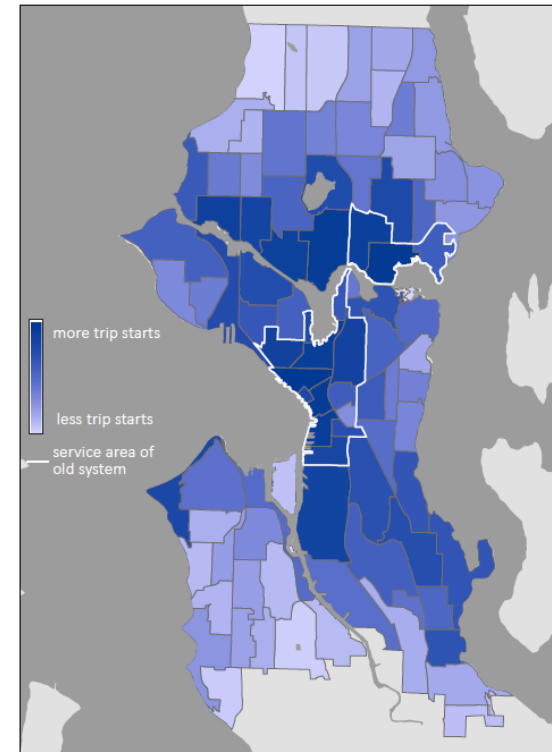
- Five locations in Ballard
- Better organize parking
- Spots are being used, especially recently
- Build capacity for more bikes



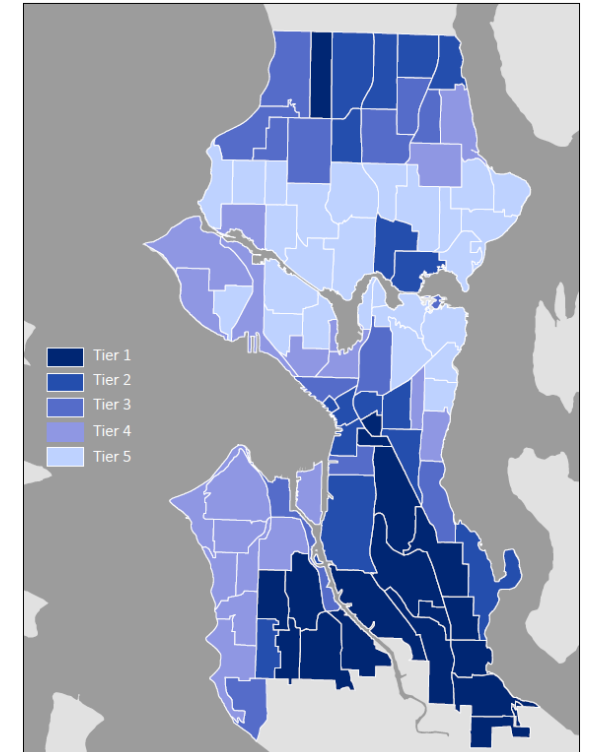
Equity Analysis

- Served all of Seattle, including some high-priority neighborhoods
- Highest-priority neighborhoods not well served
- Companies need to do more to:
 - Rebalance to high-priority neighborhoods
 - Lower barriers, including financial, technological, banking, and knowledge

Trip Origins



Equity Score



Aggregate of Seattle 2035 Displacement Risk and Access to Opportunity indices, by neighborhood.

Next Steps

- June 19th – Present Updated Permit to Sustainability and Transportation Committee
- June 25th – Possible full Council vote
- June 29th – Roll out new permit regulations
- July 31st – New permit in place



Questions?

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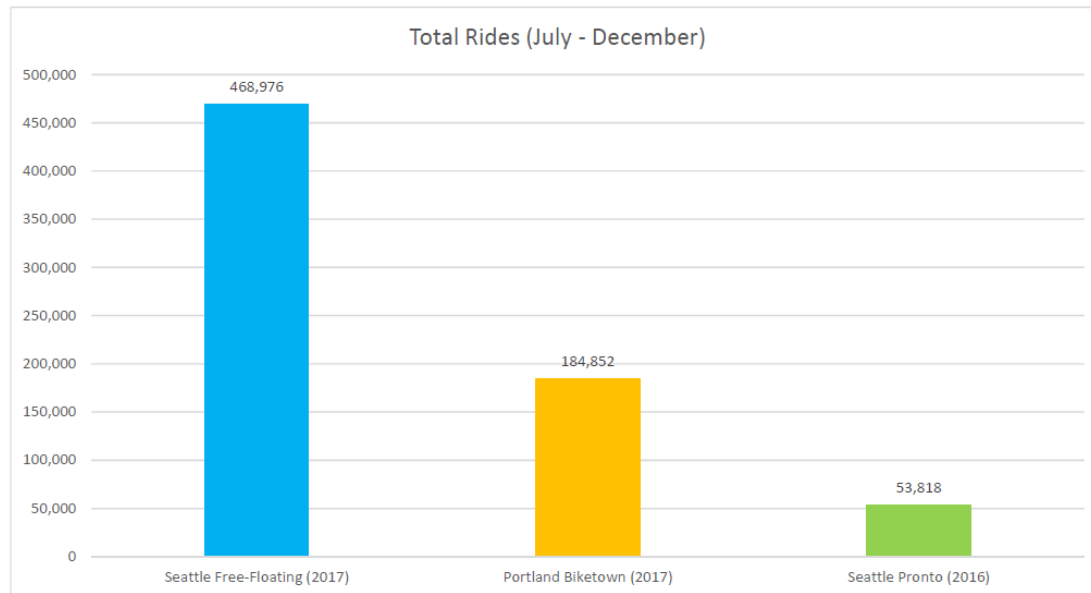
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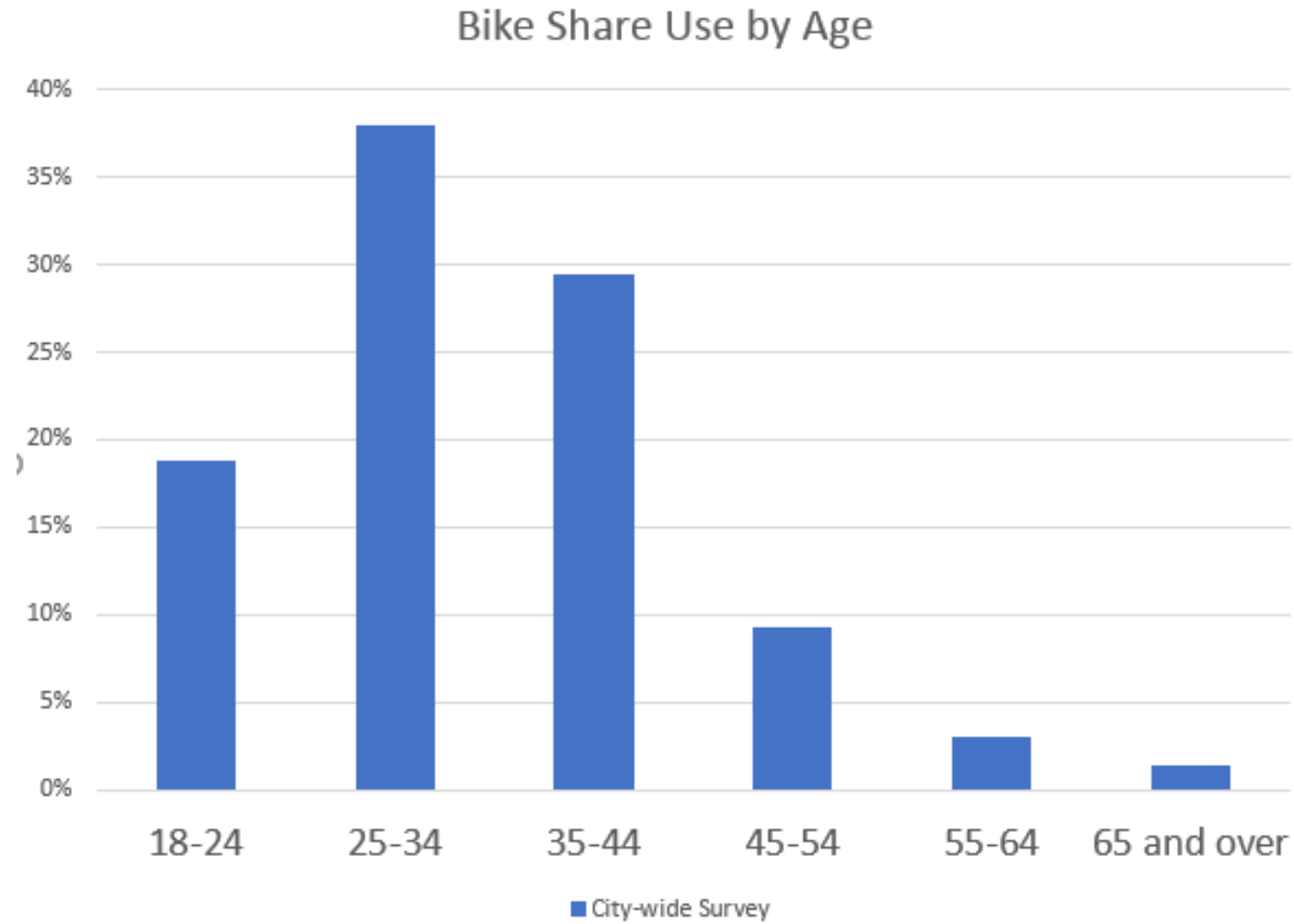
Evaluation Results - Ridership

Total Rides: 468,972

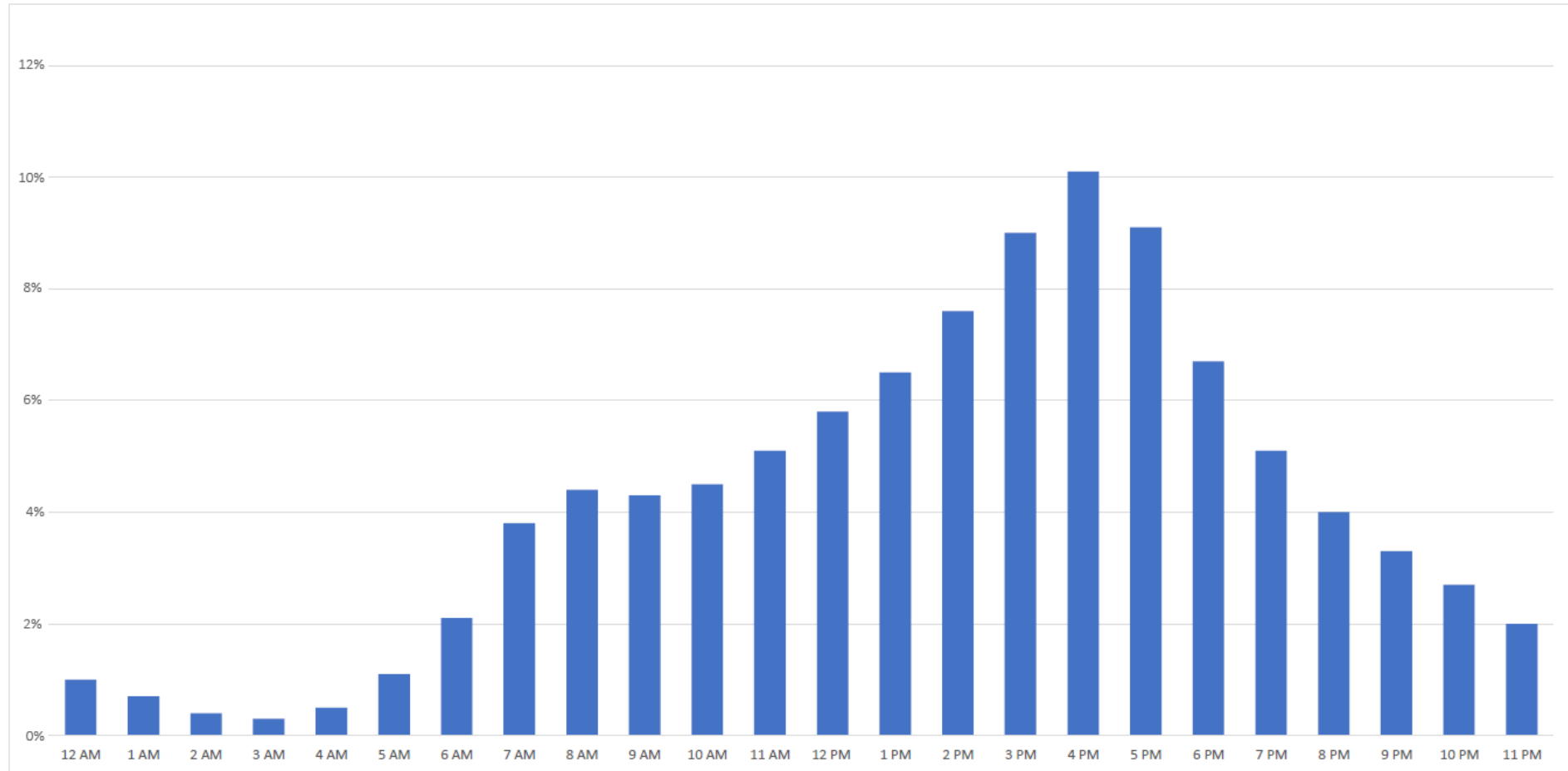
Rides per Month



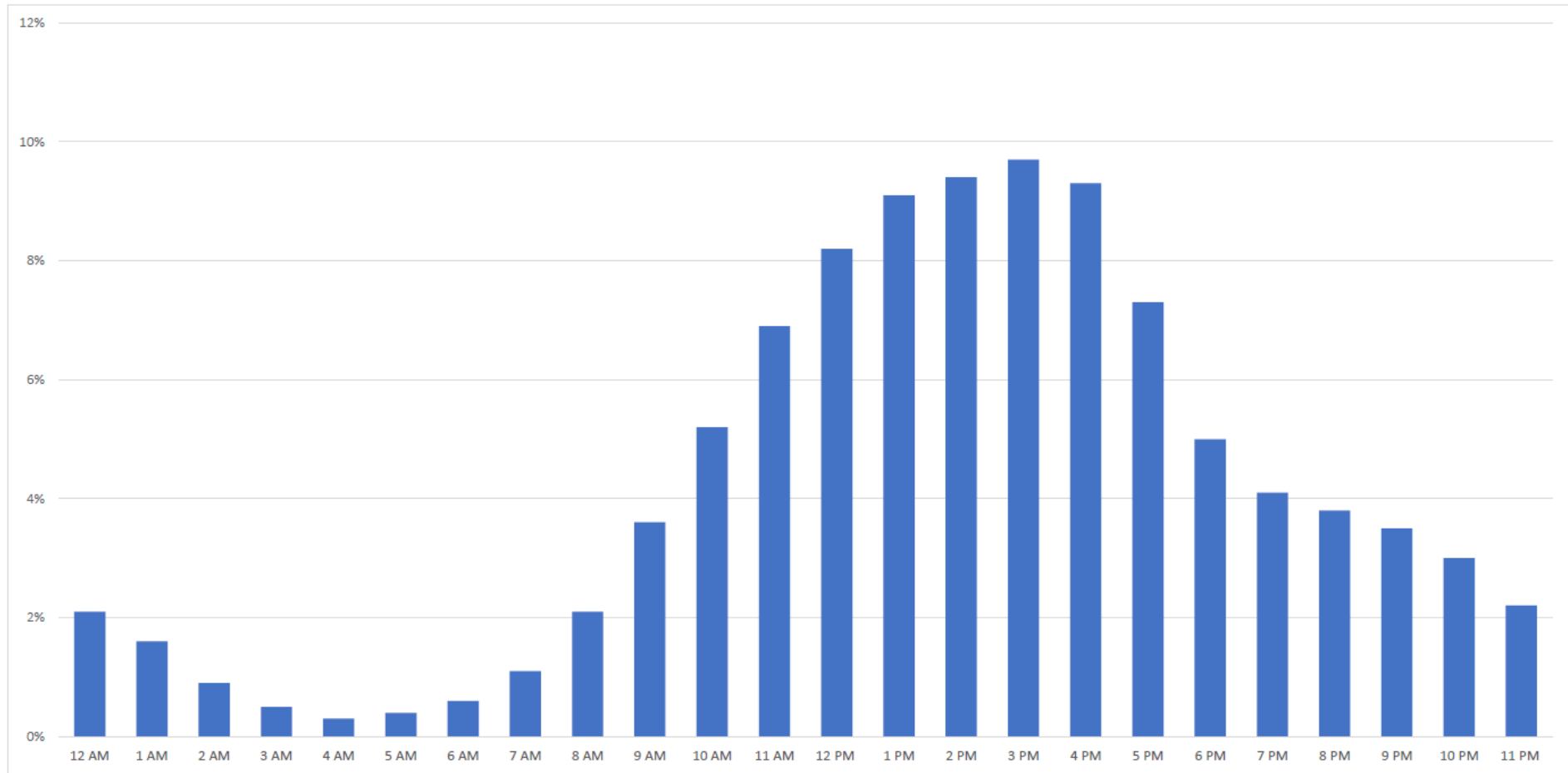
Age



Weekday Trip Time



Weekend Trip Time



Rides per bike per day

- RBD fell as number of bikes went up and weather grew colder
- RBD is very important to dock-based systems
- RBD is less important to SDOT than mobility metric of rides per day

Rides per Bike per Day: 0.84

