# **Free-Floating Bike Share Pilot Evaluation Report**



#### **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



of Seattle

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





#### **Questions**?

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#### **Evaluation Results - Ridership**

#### Total Rides: 468,972

#### Rides per Month









Bike Share Use by Age



#### Weekday Trip Time



**City of Seattle** 

#### **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**



