



MEMO TO: Planning and Public Works Committee of the Whole

FROM: Peter Dane, Senior Planner

DATE: March 12, 2019

SUBJECT: Bike Share Ordinance Update

I. PURPOSE ☐ For Info Only ☒ Potential Agenda Item ☐ Scheduled for Council Action

II. RECOMMENDATION

Finalize topics for discussion at the March 26 Study Session regarding bike share. Staff recommends the following topics:

- Issues matrix
 - Industry updates
 - Scooter sharing
 - Permit revisions
- Schedule

The recommendation for the Study Session will be:

Approval of an Ordinance to Amend the Redmond Municipal Code Section 12.08 to Authorize the Mayor to Administer a Bike Share Permit Program.

III. DEPARTMENT CONTACTS

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IV. DESCRIPTION/BACKGROUND

The bike share issues matrix (Attachment A) has been updated to incorporate discussion from previous Study Sessions (May 22, 2018, and July 10, 2018) and to reflect both industry updates and draft permit revisions.

Industry Updates

Private bike share was first launched in the United States in Summer 2017 and continues to evolve rapidly. Since Council's last discussion in July of 2018, bike sharing has evolved from using standard human-powered bicycles to electric bicycles and electric scooters (standard bicycles being phased out). Bike share has also changed regionally with vendors entering or exiting the market and different cities permitting bicycle or scooter sharing programs in the region.

Vendors

The Seattle area bike share market has seen a major change in vendors since Summer 2018. Two vendors have left and three new vendors are operating or have received permits to operate.

Both Spin and Ofo launched in Summer 2017, in Seattle and then left the Seattle market in Summer 2018. Ofo ceased operations in the United States while Spin announced plans to shift from bike share to scooter share exclusively. Scooter share is not permitted in Seattle so Spin does not operate in Seattle.

The newest vendor operating in the City of Seattle is Jump, a subsidiary of Uber. Jump launched near the end of 2018 and has been slowly ramping up operations in Seattle. Another company, Motivate, a subsidiary of Lyft, has been awarded a permit to operate in Seattle but has not yet started operations.

The final new vendor in the region has set up in Tacoma. Bird, a company which exclusively offers electric scooters, launched at the end of 2018.

Lime has been the one consistent bike share operator. The service was launched in Summer of 2017, in Seattle, and has since expanded to other communities in the region and State.

Vehicle Types

When private bike share began operation in the United States the fleets were composed of standard human-powered bicycles. Since that time vendors have introduced new vehicles including electric bicycles and electric scooters.

Several national bike share companies, including Lime, have recently announced a transition from standard bikes to electric bikes and/or electric scooters. In general, standard bikes see the lowest number of rides per day, scooters see the highest number of rides per day and electric bicycles are in-between.

If Redmond were to launch under the currently drafted bike share permit rules, which do not allow scooters, it is anticipated that the program would be composed entirely of electric bicycles.

Scooter Sharing

Scooter sharing programs operated in a small number of cities in 2017 but expanded across the country in 2018. These operations have raised safety concerns in many communities but it is unclear whether a safety issue exists or if the surge in scooter activity has resulted

in a commensurate increase in scooter involved collisions. A UCLA study found that there are more total scooter injuries than total bicycle injuries in the westside of Los Angeles. On the other hand, a Portland Bureau of Transportation Study found that, while scooter sharing has increased the number of scooter related injuries, it has replaced enough vehicle trips that overall traffic injuries may decrease (reduction in vehicle miles traveled exhibits a strong correlation with reduction in traffic injury). The Center for Disease Control will begin research soon regarding scooter collisions in the City of Austin.

Results of staff research review are still inconclusive with respect to the relative safety of scooter sharing programs in the Redmond context. Staff continues to seek additional information, but at present staff recommends retaining the current prohibition on scooters until further safety research is available. Scooters could be allowed in a future phase after the initial pilot of bike share.

Cities With Bike or Scooter Share In Puget Sound

The chart below lists which cities in the Puget Sound region currently permit bike share and the associated vendor(s) and vehicle types.

<i>Cities</i>	<i>Vendors</i>	<i>Vehicle Type</i>
Bellevue	Lime	Electric Bicycle
Kirkland*	To Be Determined	To Be Determined
Mercer Island	Lime	Electric Bicycle
Seattle	Lime	Electric Bicycle
	Jump	Electric Bicycle
	Motivate (permitted but not yet operational)	Electric Bicycle
Tacoma	Lime	Electric Scooter
	Bird	Electric Scooter

*The City of Kirkland is developing a bike share permit program which may launch this Summer.

Permit Revisions

The draft bike share permit conditions that Council reviewed in Summer 2018 have been revised to incorporate new best practices. This updated permit will enable the City to launch bike share this summer if Council chooses to proceed and vendors are interested in participating.

Data

One of the more significant revisions to the draft bike share permit is in performance monitoring. Vendors and cities are relying more frequently on a standardized data framework, called the Mobility Data Specification from the City of Los Angeles. This

framework reduces work by standardizing data requirements, which eliminates special work processes for vendors, and reduces data processing for Cities.

In addition, there are now third-party data analysis and compliance vendors that the City could utilize to process data. This service could be funded by the State (see below).

Funding Available for Bike Share

The Washington State Connecting Washington transportation package provides funds to support bike share on the Eastside. Funds are to be distributed between Bellevue, Kirkland, Issaquah, and Redmond to agencies with active bike share systems (currently only Bellevue has an active bike share system). This includes:

- \$125,000 which expires June 30, 2019
- \$50,000 between July 1 and December 31, 2019 (pending legislature action to grant fund extension request)

Staff anticipate that the only eligible expense the City may have prior to June 30th is a third-party data vendor (see *Data*). If Council were interested then such a contract could potentially be paid in full at the beginning of the contract and invoiced by June 30th. This would be a tight timeline which would only have a chance of being attained if Council recommends advancing this concept at the March 26 Study Session. If funding is made available between July 1 and December 31, it could be used to help address “clutter” concerns by painting designated bike share parking on wide sidewalks in urban centers or on underutilized on-street parking stalls in neighborhoods.

Other Changes

Several other changes are also being recommended to the permit that reflect previous comments from Council, such as including a method to rent a bike share vehicle without a smartphone. These changes are discussed in more detail in the Issues Matrix (Attachment A).

Bike Share Implementation

The structure of the permit has been revised to include an application and a combined permit and contract (Attachment C). If Council approves the proposed revisions to the Redmond Municipal Code (Attachment B) the City would implement the bike share program by:

- 1) Releasing a bike share application and requesting vendor submittals.
- 2) Selecting the vendor(s) anticipated to be most successful complying with permit conditions.
 - a. If one to two vendors meet the minimum qualification requirements (See Attachment A, Issue 2) and receive satisfactory reference checks then they

would be permitted to operate. A selection process would occur if there are three or more applicants.

- 3) Executing the Redmond Pilot Bike Share Permit Contract (Attachment C) which would allow the vendor or vendors to launch bike share operations

A. Analysis

Redmond's Transportation Master Plan envisions increasing bicycle use through several strategies, including "*abundant access to bicycles through a rental Bike Share program.*" In 2016, Redmond studied the implementation of a publicly funded dock-based bike share system (similar to Pronto! in Seattle) but chose not to move forward at that time given high cost estimates of \$2.6 million in capital costs and an annual operating loss of \$800,000 per year. Private companies now offer bike share services across the United States and are interested in providing these services in Redmond.

V. TIME CONSTRAINTS

Bike share launches are generally more successful during warm, dry months. If Council desires to launch a program by early June then the attached Redmond Municipal Code amendment would need to be approved in April.

VI. LIST OF ATTACHMENTS

Attachment A: Bike Share Council Issues Matrix
Attachment B: Bike Share Right of Way Ordinance
Attachment C: Draft Bike Share Permit Contract