

BIKE SHARE PILOT PROGRAM

Kirkland Civic Engagement: October 6, 2018 thru January 18, 2019

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KIRKLAND
ENGAGEMENT

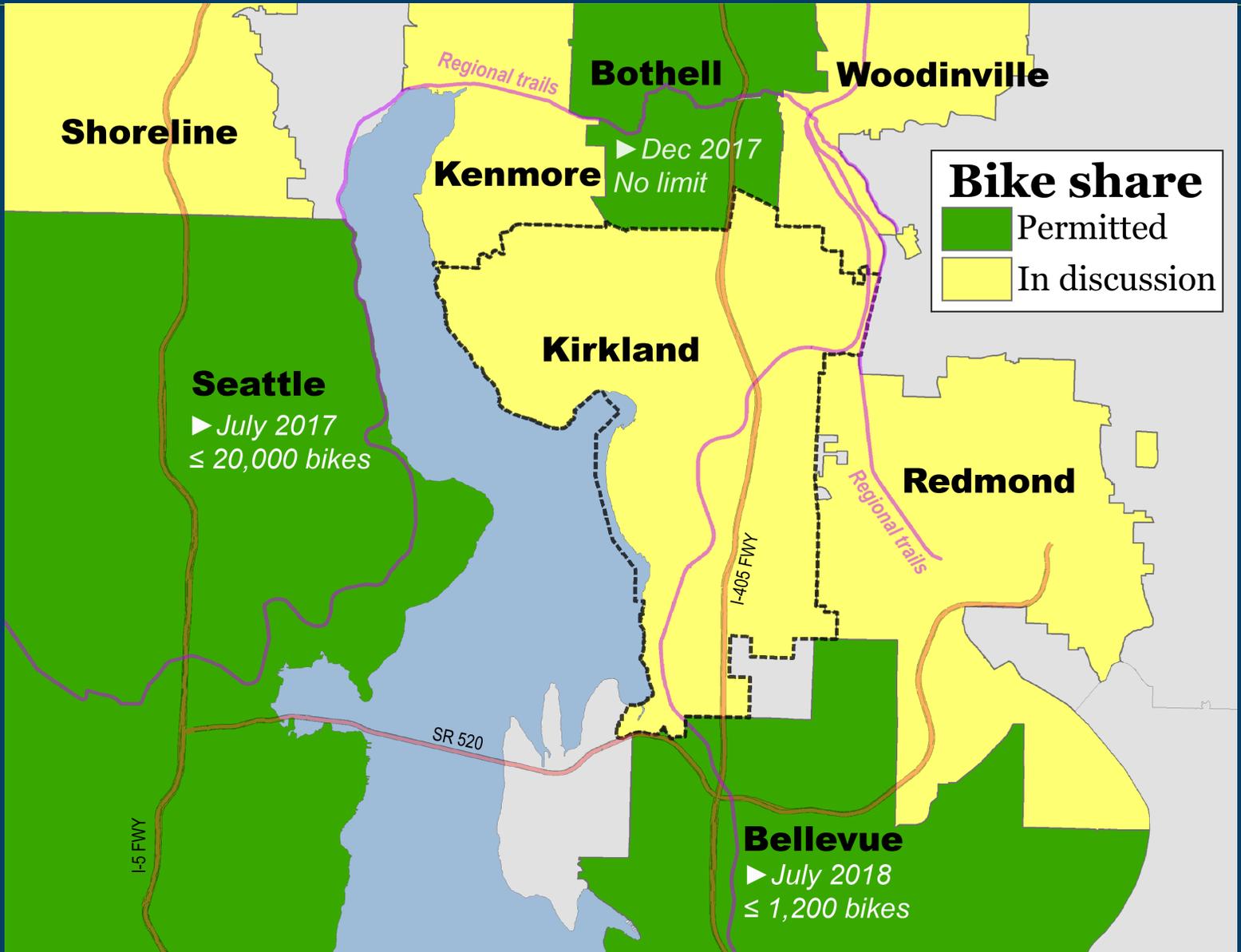
BIKE SHARE PILOT PROGRAM

Problem Statement

Bike share bikes are showing up in Kirkland. How should the City respond to the introduction of bike share on the Eastside?

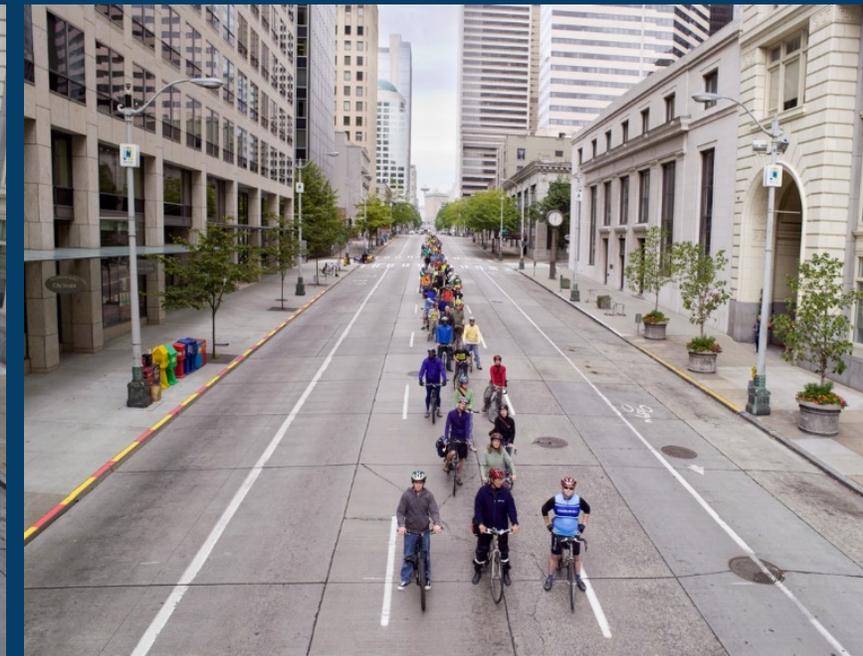
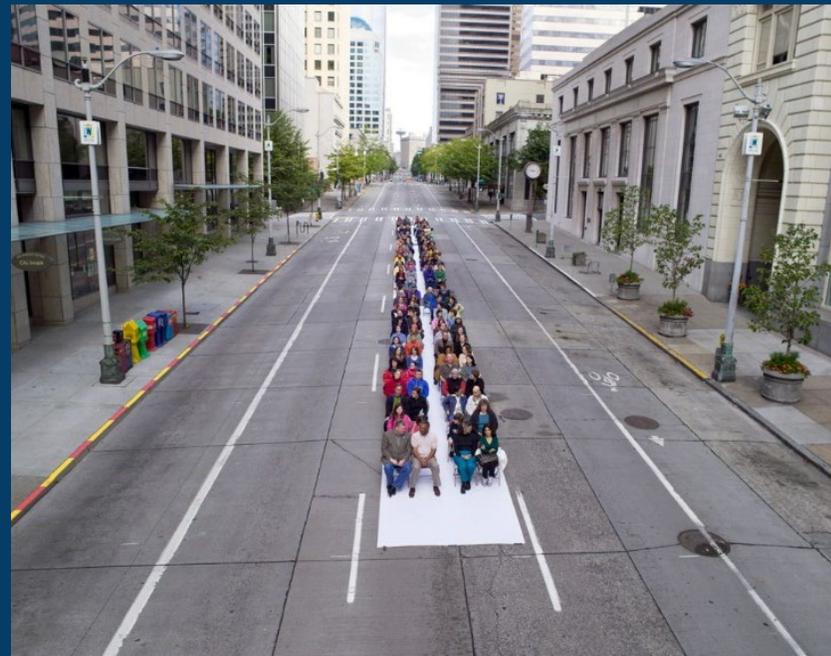


Neighboring Cities



Why try bike share in Kirkland?

- Very difficult to widen roads for more cars
- Bikes take cars off the road
- Bike share is already on the Eastside



Action T-2.4.3:

Work with bike share providers to create regulations that facilitate bike share such as making stations easy to site and operationally sound.



Policy Guidance: Council Goals

Balanced Transportation: Reduce reliance on single occupancy vehicles and improve connectivity and multi-modal mobility in Kirkland in ways that maintain and enhance travel times, safety, health and transportation choices.



Tonight's update

| | | | | |
|---|---|----------------------------------|---|----------|
|  | Techniques used to collect feedback | 1 | Initial Thoughts on Bike Share Pilot | 3 |
| Demographic Representation | 2 | Positive and Negative Impacts | 4 | |

1 Techniques used to collect feedback

| EVENTS | Quantity | Attendance | Surveys |
|--|-----------------|-------------------|----------------|
| Neighborhood Association Meetings Highlands, Moss Bay, Juanita, S. Rose Hill / Bridle Trails, Central Houghton, N. Rose Hill, Everest, Lakeview, Norkirk, Evergreen Hill, Market | 11 | 226 | 127 |
| Community Event Booth Experiences Turkey Trot, Winterfest, Google Lights | 3 | 651 | 128 |
| Interest Group Meetings Downtown Merchants Meeting, Totem Lake Conversations, Tourism Development Committee, School Pool Info Meeting, Kirkland Youth Council, Business Roundtable | 6 | 83 | 41 |
| Community Meetings at City Hall October 6, December 6 | 2 | 29 | 20 |
| SUBTOTAL | 22 | 989 | 316 |

1 Techniques used to collect feedback

| DIGITAL OUTREACH | Quantity | Views | Surveys |
|---|-----------------|---------------|----------------|
| Partner Email Promotion Kirkland Green Trip, Neighborhood Leaders email, Cascade Bicycle Club, CTR Employees / TMP | 4 | -- | 219 |
| Facebook Posts | 16 | 20,388 | 45 |
| Twitter Tweets | 15 | 16,777 | |
| Landing Webpage (www.kirklandwa.gov/bikesharepilot) | 1 | 384 | 339 |
| City Newsletter Articles | 12 | 12,671 | |
| Video posted on YouTube and Facebook | 2 | 362 | N/A |
| SUBTOTAL | 50 | 50,582 | 603 |

Tonight's update

Techniques used
to collect
feedback

1

Initial Thoughts on
Bike Share Pilot

3



Demographic
Representation

2

Positive and
Negative Impacts

4

2 Demographic Representation

| Neighborhood | City Estimate | Survey |
|-----------------------|----------------------|---------------|
| North Kirkland | 56.2% | 37.9% |
| Central Kirkland | 19.5% | 31.4% |
| South Kirkland | 24.3% | 30.6% |
| Live outside Kirkland | -- | 12.3% |

| Housing | City Estimate | Survey |
|----------------|----------------------|---------------|
| Own | 63.9% | 79.7% |
| Rent | 36.1 % | 20.2% |

Tonight's update

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|-------------------------------------|---|
| Techniques used to collect feedback | 1 |
|-------------------------------------|---|

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|----------------------------|---|
| Demographic Representation | 2 |
|----------------------------|---|

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| Initial Thoughts on Bike Share Pilot | 3 |
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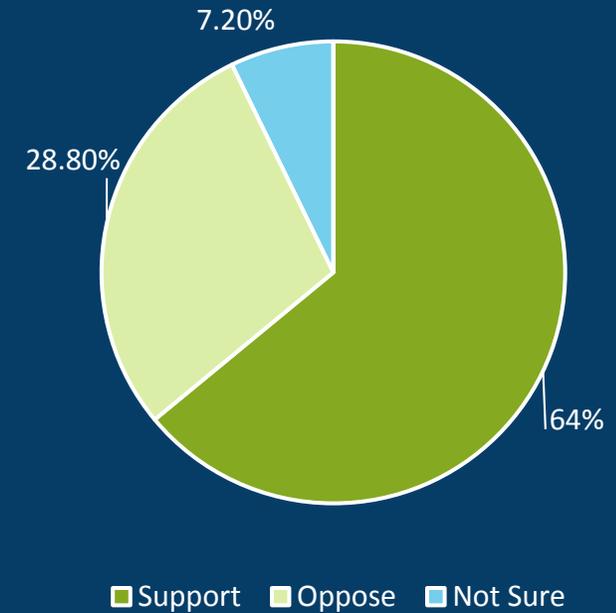
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| Positive and Negative Impacts | 4 |
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3 Initial Thoughts on Bike Share Pilot

Initial Thoughts on a Bike Share Pilot – Overall Response

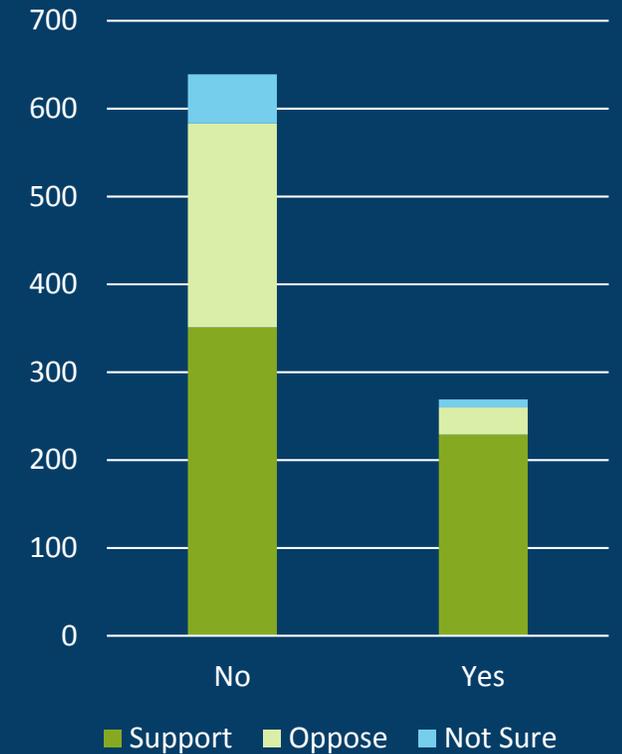
| | | |
|---|----------|---------------------|
| <i>What are your initial thoughts on regulating bike share to operate in Kirkland for a one-year pilot?</i> | Support | 584 64.0% |
| | Oppose | 263 28.8% |
| | Not sure | 66 7.2% |
| Total | | 913 100% |



3 Initial Thoughts on Bike Share Pilot

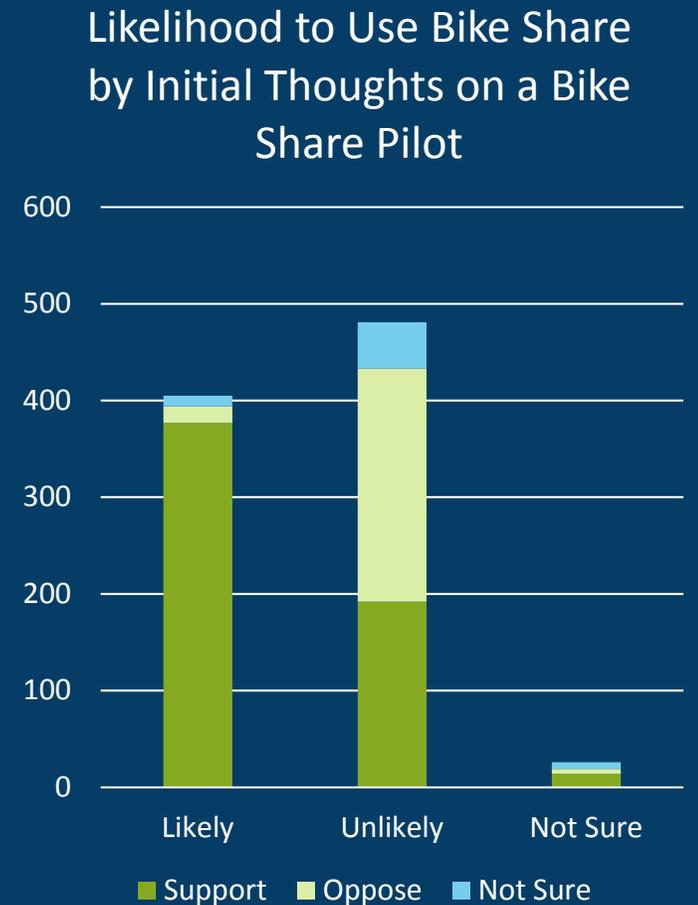
| Cross Tabulation: Ridden a Bike-Share Bike | | Initial Thoughts on a Bike Share Pilot | | | Total |
|---|-----|--|--------------|------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>Have you ridden a bike-share bike locally or somewhere else?</i> | No | 351 54.9% | 232 36.3% | 56 8.8% | 639 70.4% |
| | Yes | 229 85.1% | 31 11.5% | 9 3.3% | 269 29.6% |

Ridden a Bike-Share Bike by Initial Thoughts on a Bike Share Pilot



3 Initial Thoughts on Bike Share Pilot

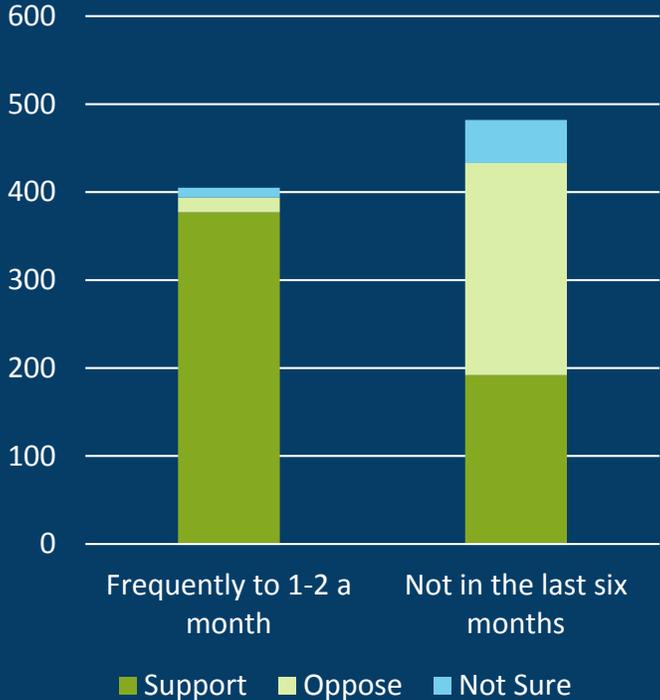
| Cross Tabulation: Likelihood to Use Bike Share | | Initial Thoughts on a Bike Share Pilot | | | Total |
|---|--|--|--------------|-------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>If Kirkland permits a one-year bike share pilot, how likely is it you or someone in your household would use bike share in Kirkland?</i> | Very or somewhat likely | 377 93.1% | 17 4.2% | 11 2.7% | 405 44.4% |
| | Very or somewhat unlikely, or wouldn't | 192 39.9% | 241 50.1% | 48 10.0% | 481 52.7% |
| | Not sure | 14 53.9% | 5 19.3% | 7 26.9% | 26 2.9% |



Initial Thoughts on Bike Share Pilot

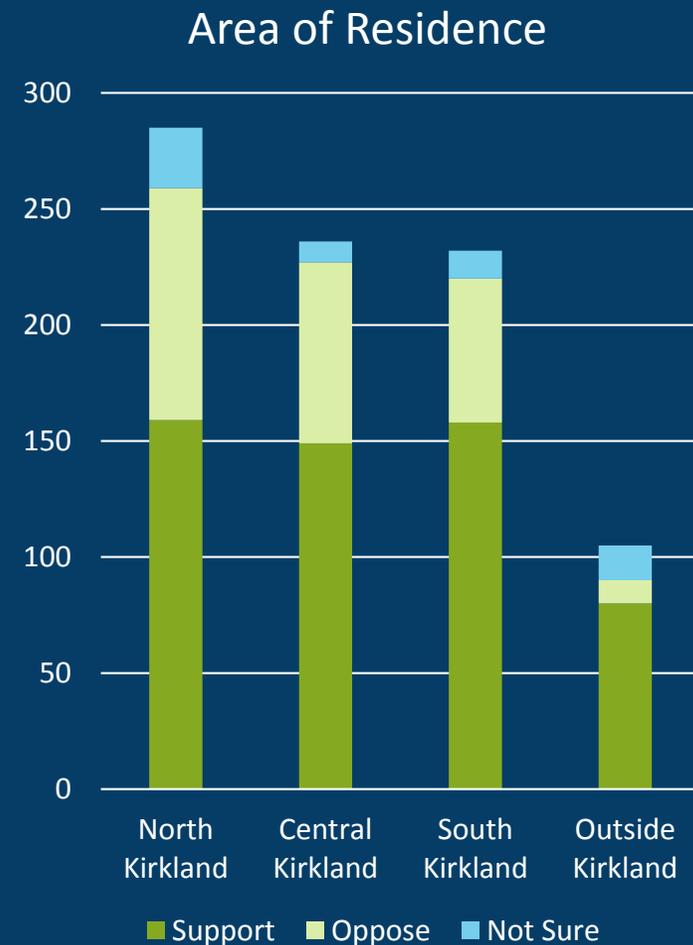
| Cross Tabulation: Ridden a Bike in Last Six Months | | Initial Thoughts on a Bike Share Pilot | | | Total |
|---|---|--|--------------|------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>In the last six months, about how many times have you ridden a bike?</i> | Frequently, Sometimes, or Once or Twice | 402 71.4% | 126 22.4% | 35 6.2% | 563 61.8% |
| | Have not ridden a bike in the last six months | 180 51.7% | 137 39.4% | 31 8.9% | 348 38.2% |

Ridden a Bike in Last Six Months by Initial Thoughts on a Bike Share Pilot



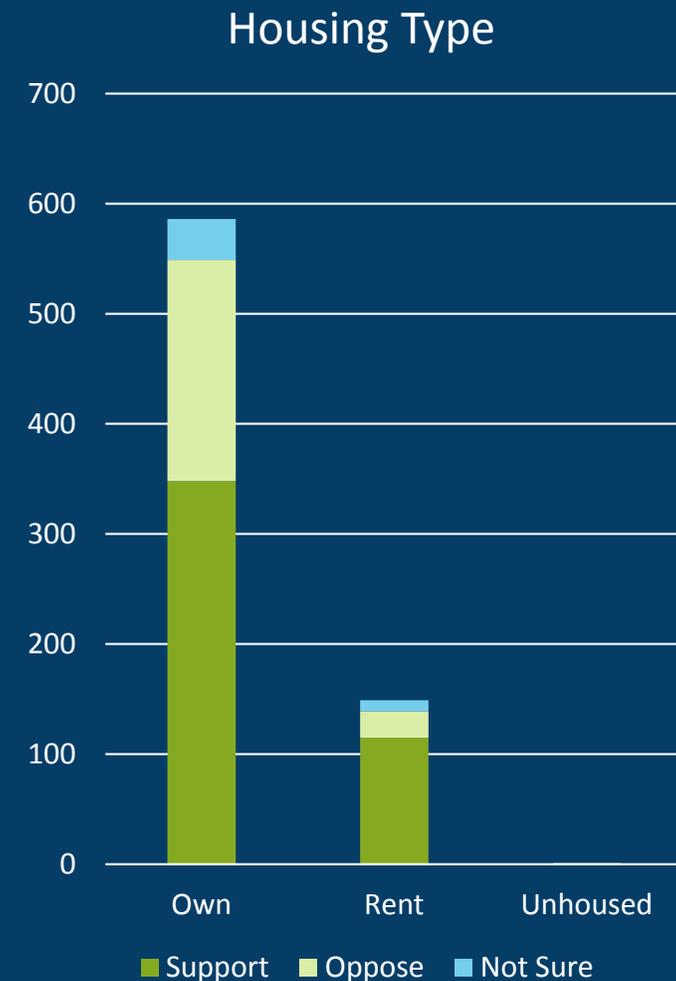
Initial Thoughts on Bike Share Pilot

| Cross Tabulation: Area of Residence | | Initial Thoughts on a Bike Share Pilot | | | Total |
|---|---|--|--------------|-------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>In which part of Kirkland do you reside?</i> | North Kirkland (Finn Hill, Juanita, Kingsgate, Totem Lake) | 159 55.8% | 100 35.1% | 26 9.1% | 285 33.2% |
| | Central Kirkland (Market, Norkirk, Highlands, North Rose Hill) | 149 63.1% | 78 33.1% | 9 3.8% | 236 27.5% |
| | South Kirkland (Moss Bay, Everest, S. Rose Hill, Lakeview, Central Houghton, Bridle Trails) | 158 68.1% | 62 26.7% | 12 5.2% | 232 27.0% |
| | I live outside of Kirkland | 80 76.2% | 10 9.5% | 15 14.3% | 105 12.2% |



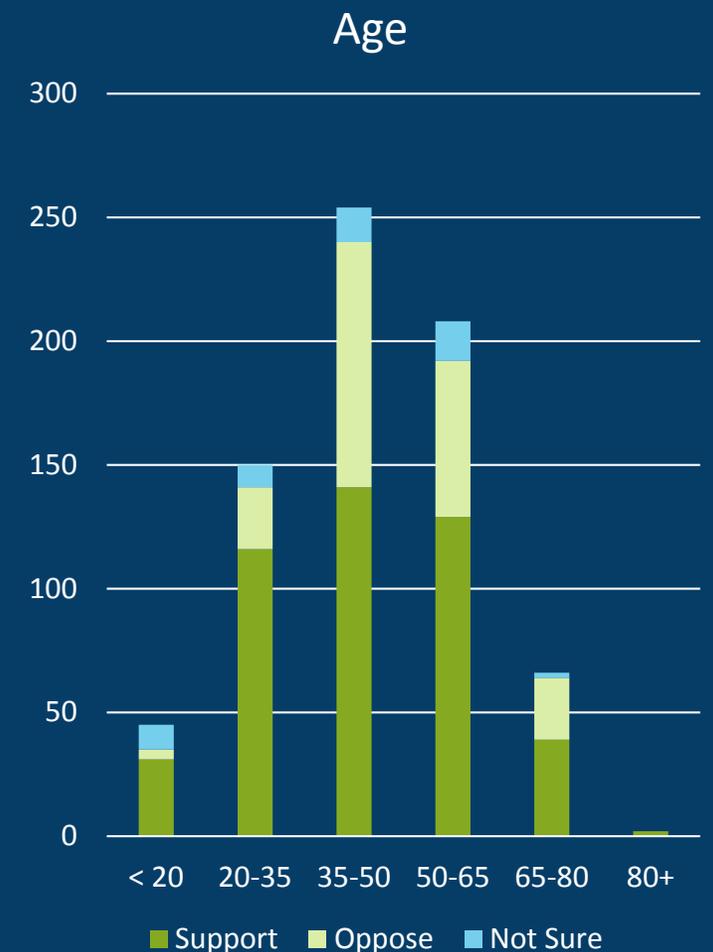
3 Initial Thoughts on Bike Share Pilot

| Cross Tabulation: Housing Type | | Initial Thoughts on a Bike Share Pilot | | | Total |
|--|----------|--|--------------|------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>What is your housing situation?</i> | Own | 348 59.4% | 201 34.3% | 37 6.3% | 586 79.7% |
| | Rent | 115 77.2% | 24 16.1% | 10 6.7% | 149 20.3% |
| | Unhoused | 0 0.0% | 1 100.0% | 0 0.0% | 1 0.1% |



Initial Thoughts on Bike Share Pilot

| Cross Tabulation: Age | | Initial Thoughts on a Bike Share Pilot | | | Total |
|--------------------------|----------|--|-------------|-------------|--------------|
| | | Support | Oppose | Not sure | |
| <i>What is your age?</i> | Under 20 | 31 68.9% | 4 8.9% | 10 22.2% | 45 6.2% |
| | 20-35 | 116 77.3% | 25 16.7% | 9 6.0% | 150 20.7% |
| | 35-50 | 141 55.5% | 99 39.0% | 14 5.5% | 254 35.0% |
| | 50-65 | 129 62.0% | 63 30.3% | 16 7.7% | 208 28.7% |
| | 65-80 | 39 59.1% | 25 37.9% | 2 3.0% | 66 9.1% |
| | 80+ | 2 100.0% | 0 0.0% | 0 0.0% | 2 0.3% |



Tonight's update

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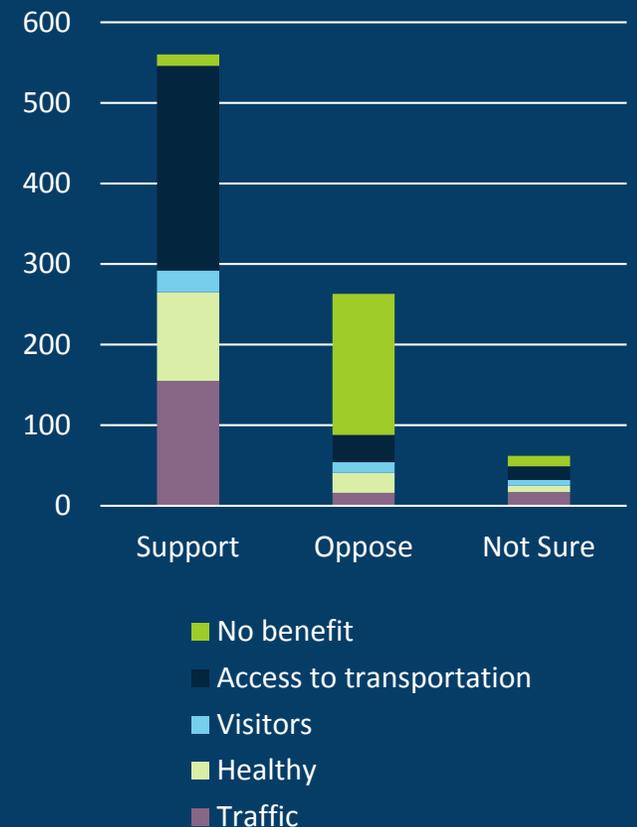
| | |
|-------------------------------|---|
| Positive and Negative Impacts | 4 |
|-------------------------------|---|



4 Positive and Negative Impact

| Cross Tabulation: Initial Thoughts on a Bike Share Pilot by Potential Positive Impact | | Potential Positive Impact | | | | | Total |
|---|----------|---------------------------|---------------------------|---|---|-------------------------------|---------------|
| | | Reduces car traffic | Promotes healthy behavior | Creates better experiences for visitors | Provides easier access for more transp. options | I see no significant benefits | |
| <i>What are your initial thoughts on regulating bike share to operate in Kirkland for a one-year pilot?</i> | Support | 155 27.7% | 110 19.6% | 27 4.8% | 254 45.4% | 14 2.5% | 560 63.3% |
| | Oppose | 16 6.1% | 25 9.5% | 13 4.9% | 34 12.9% | 175 66.5% | 263 29.7% |
| | Not sure | 17 27.4% | 8 12.9% | 7 11.3% | 17 27.4% | 13 21.0% | 62 7.0% |
| Total | | 188 21.2% | 143 16.2% | 47 5.3% | 305 34.5% | 202 22.8% | 885 100.0% |

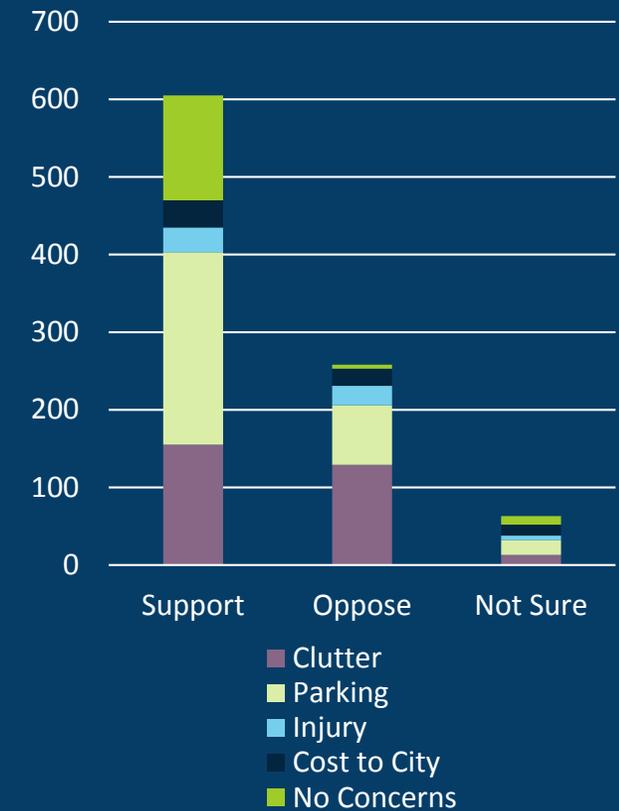
Initial Thoughts on Bike Share



4 Positive and Negative Impact

| Cross Tabulation: Initial Thoughts on a Bike Share Pilot by Potential Negative Impact | | Potential Negative Impact | | | | | Total |
|---|----------|---------------------------|-------------------------|----------------------|------------------|-------------------------------|---------------|
| | | Bike clutter / eyesore | Improperly parked bikes | Potential for injury | Cost to the City | I see no significant concerns | |
| <i>What are your initial thoughts on regulating bike share to operate in Kirkland for a one-year pilot?</i> | Support | 115 20.4% | 248 43.9% | 32 5.7% | 35 6.2% | 135 23.9% | 565 63.8% |
| | Oppose | 129 50.0% | 77 29.8% | 25 9.7% | 22 8.5% | 5 1.9% | 258 29.1% |
| | Not sure | 13 20.6% | 19 30.2% | 6 9.5% | 14 22.2% | 11 17.5% | 63 7.1% |
| Total | | 257 29.0% | 344 38.8% | 63 7.1% | 71 8.0% | 151 17.0% | 886 100.0% |

Initial Thoughts on Bike Share



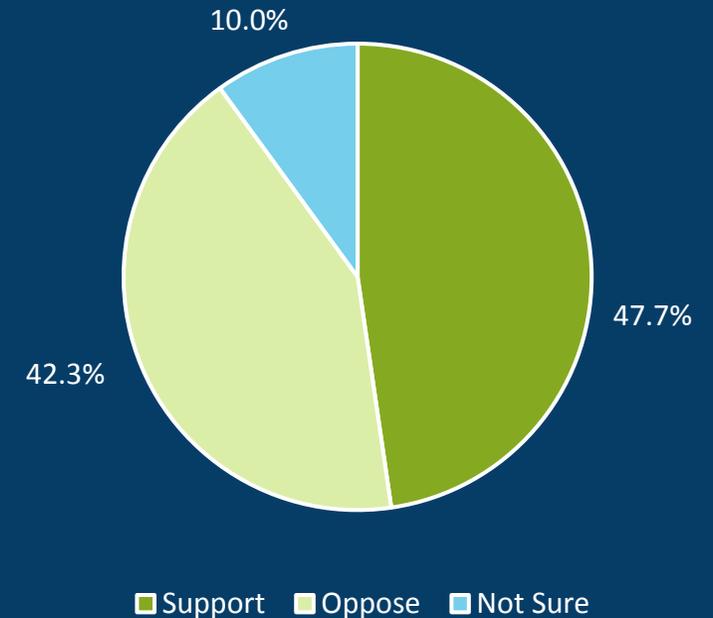
Important Elements of a Pilot Bike Share Program

- *Regional Coordination Between Partners*
- *Social Equity and Access*
- *Bike Parking*
- *Clutter and Clogged Bike Lanes/Racks*
- *Safety*
- *Government Considerations*

4 Initial Thoughts on Scooters

Initial Thoughts on including Scooters in a Bike Share Pilot – Overall Response

| | | |
|--|----------|---------------------|
| <i>What are your initial thoughts on permitting a bike share company to eventually include scooters in Kirkland?</i> | Support | 431 47.7% |
| | Oppose | 382 42.3% |
| | Not sure | 90 10.0% |
| Total | | 903 100% |



Questions?

Important Elements of a Pilot Bike Share Program – long version

Regional Coordination Between Partners

- Staff could continue to coordinate with neighboring jurisdictions to create a regional approach to bike share; and
- Staff could coordinate with transit agencies to improve integration with the ORCA payment system.

Social Equity and Access

- Explore new ways to make bike share more affordable and accessible to all;
- Request operators to offer discounted rates to people who qualify for ORCA Lift;
- Require operators to offer mechanism for people without cell phones or credit cards to use bike share; and
- Require operators to provide consumer choices between e-assist and conventional bikes to improve accessibility and address Kirkland's hilly terrain.

Bike Parking

- Strategically identify parking at designated locations along the CKC for easy access but without conflicting with the trail;
- Identify areas where bikes are not to be parked and require operators to include these locations on a map in their bike share app;
- Require companies to incentivize/disincentive customers for proper/improper parking;
- Staff could work with neighborhoods and local communities to determine where to strategically and safely locate bike share parking areas and make those areas part of the bike share app.

Clutter and Clogged Bike Lanes/Racks

- Require operators to provide a 24-hour customer service phone number and bike identification numbers; and
- Require quick response to complaints.

Safety

- Require lights on all bikes;
- Ensure five feet of unimpeded space on sidewalks;
- Regulate and enforce speed limits for bikes;
- Require operators to educate customers about bike safety;
- Require operators to have a mechanism to notify the company of safety or maintenance issue during, after, and/or without initiating a trip; and
- Address the helmet issue at the County and State level.

Government Considerations

- Ask other jurisdictions to share their actual cost of managing bike share programs and set the cost of the Kirkland pilot-permit accordingly;
- Consider improving bike infrastructure as demand/use increases; and
- Require operators to get a City business license upon approval of permit.

Possible Performance Measures for a Pilot Bike Share Program

Negative Impacts

- Monitor clutter and blocking walkways (and prohibited areas)
- Closely monitor impacts on people with disabilities
- Collect data on the effectiveness of using parking hubs
- Collect information from local hospitals and police about crash history
- Keep track of the actual cost to government
- Collect information on the bike share company's waste and recycling of broken bikes

Positive Impacts

- Track geographic distribution of bikes
- Compare geographic distribution of bikes to lower income areas
- Quantify impact on traffic and bus ridership
- Track data to show reduction of auto parking demand
- Obtain ridership numbers

Customer Service

- Keep information on how quickly the company responds to complaints
- Do user satisfaction surveys
- Incorporate resident feedback in the evaluation of the pilot program