

# BIKE SHARE PILOT PROGRAM

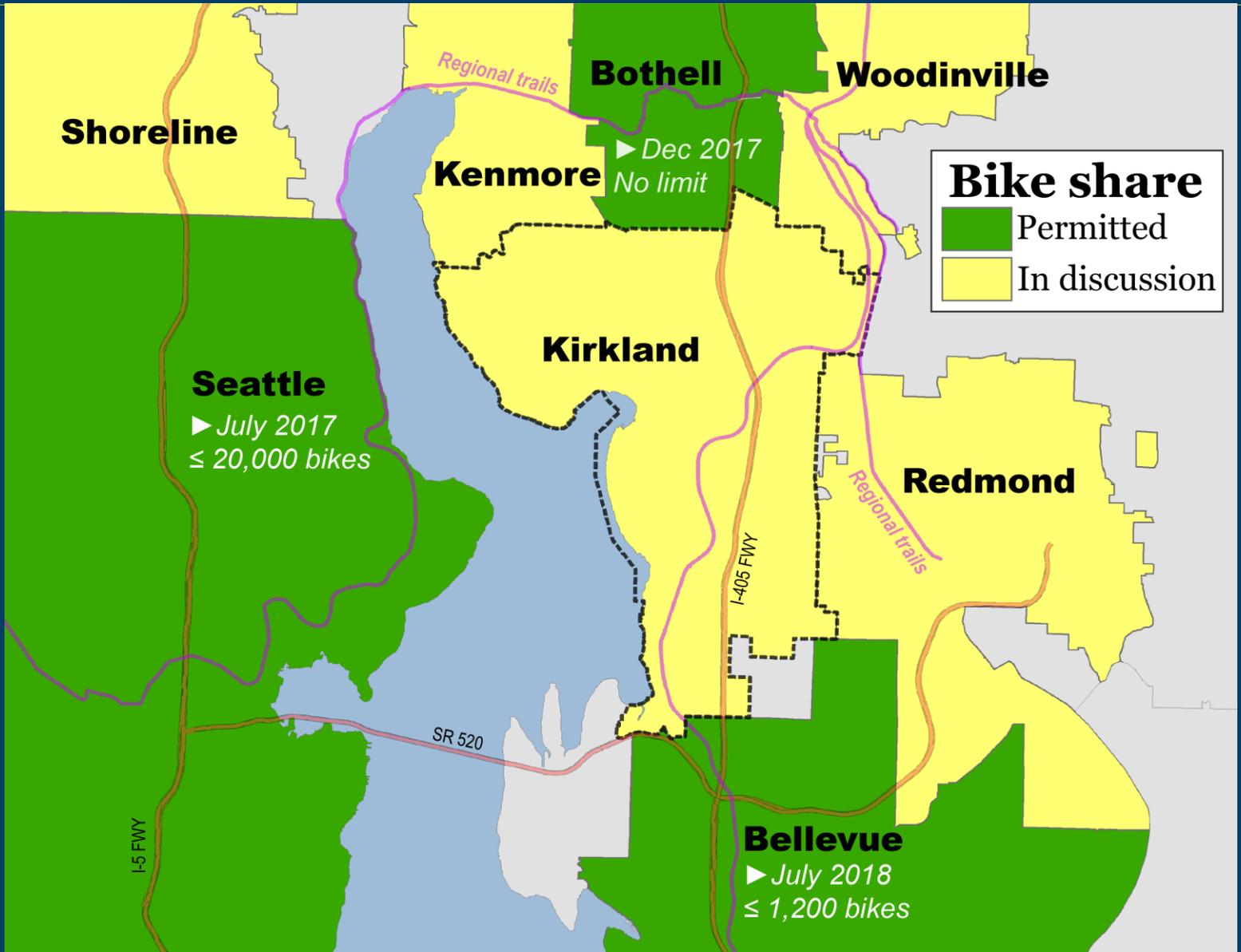
Kirkland Civic Engagement: October 6, 2018 thru January 18, 2019

# Problem Statement

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

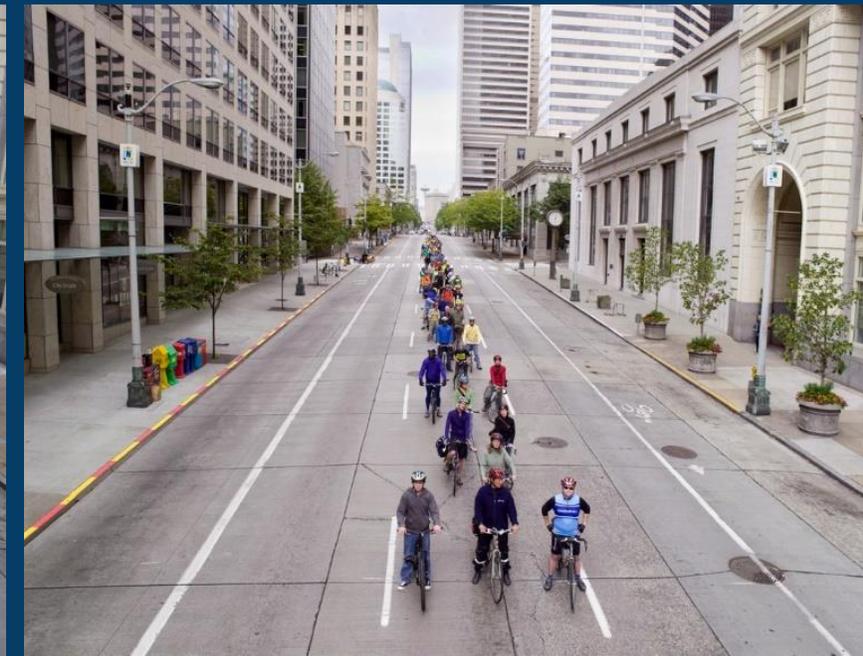


# Neighboring Cities



# 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

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

# 1 Techniques used to collect feedback

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

<b>Neighborhood</b>	<b>City Estimate</b>	<b>Survey</b>
North Kirkland	56.2%	37.9%
Central Kirkland	19.5%	31.4%
South Kirkland	24.3%	30.6%
Live outside Kirkland		<i>(12.3%)</i>

<b>Housing</b>		
Own	63.9%	79.7%
Rent	36.1 %	20.2%

# Tonight's update

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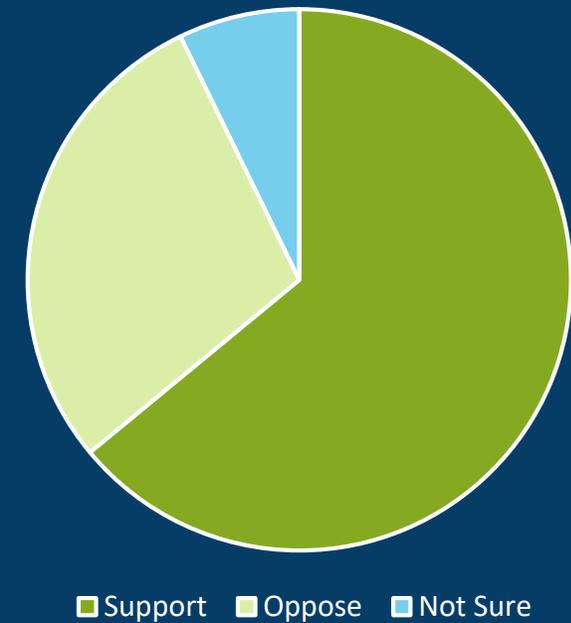
Positive and Negative Impacts	4
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# 3 Initial Thoughts on Bike Share Pilot

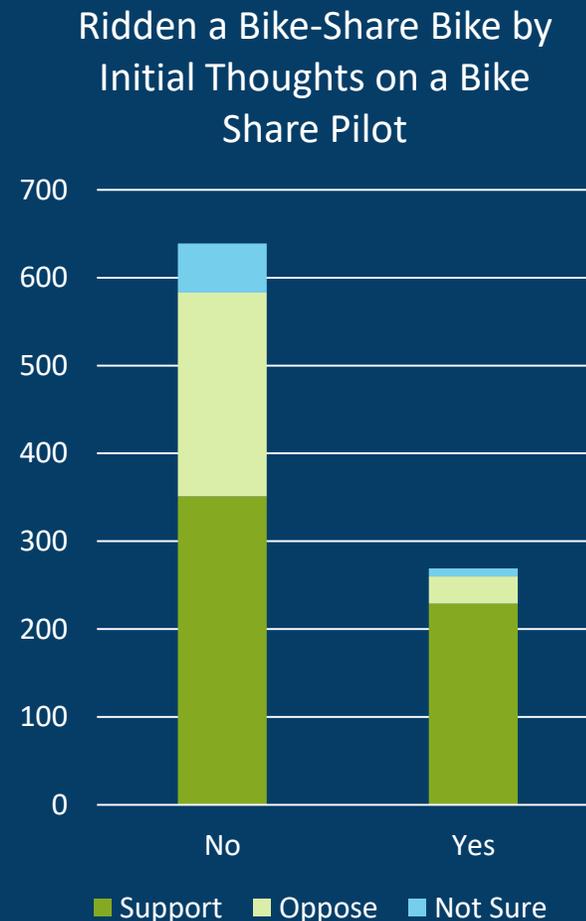
## Initial Thoughts on a Bike Share Pilot – Overall Response

<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%
<b>Total</b>		913 100%



# Initial Thoughts on Bike Share Pilot

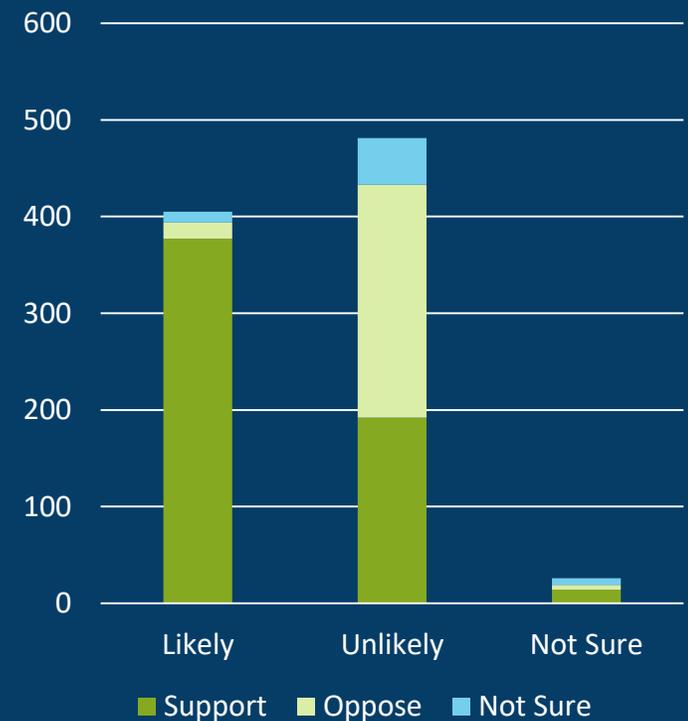
Cross Tabulation: Ridden a Bike-Share Bike by Initial Thoughts on a Bike Share Pilot		Initial Thoughts on a Bike Share Pilot			Total
		Support	Oppose	Not sure	
<i>Have you ridden a bike-share bike locally or somewhere else?</i>	No	351 54.9%	232 36.3%	56 8.8%	639 70.4%
	Yes	229 85.1%	31 11.5%	9 3.3%	269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



# Initial Thoughts on Bike Share Pilot

Cross Tabulation: Likelihood to Use Bike Share by Initial Thoughts on a Bike Share Pilot		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%

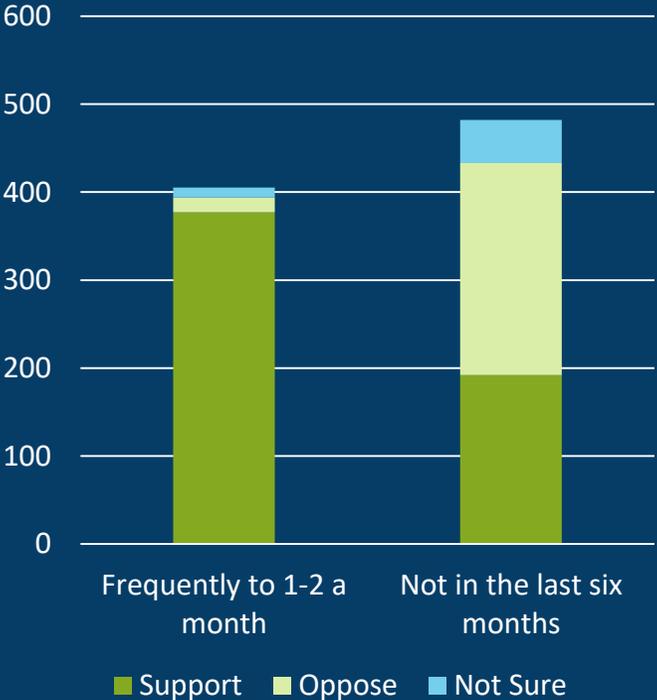
Likelihood to Use Bike Share by Initial Thoughts on a Bike Share Pilot



# Initial Thoughts on Bike Share Pilot

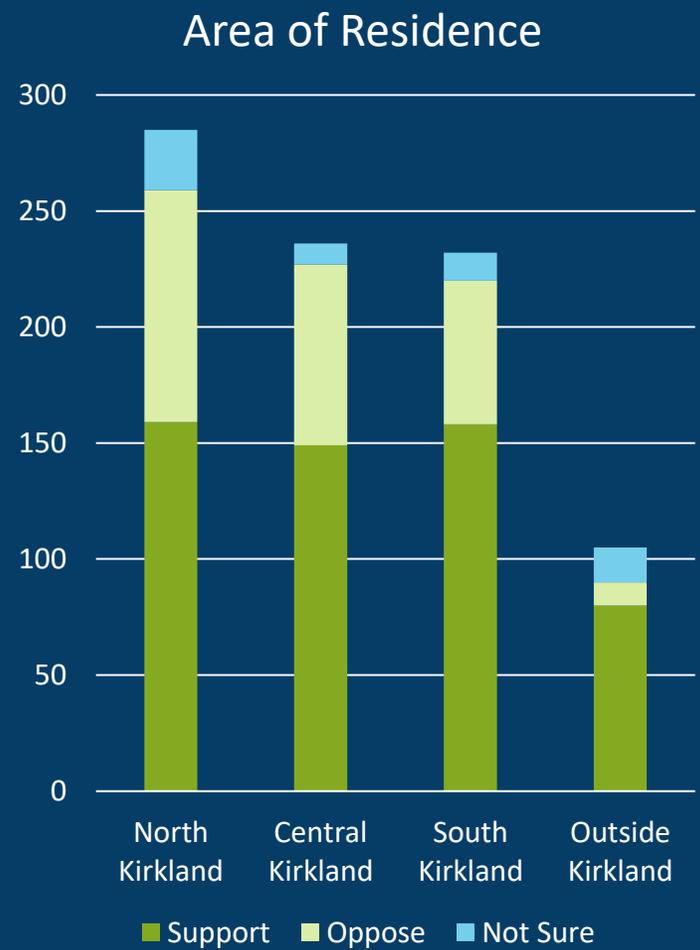
Cross Tabulation: Ridden a Bike in Last Six Months by Initial Thoughts on a Bike Share Pilot		Initial Thoughts on a Bike Share Pilot			Total
		Support	Oppose	Not sure	
<i>In the last six months, about how many times have you ridden a bike?</i>	Frequently, Sometimes, or Once or Twice	402 71.4%	126 22.4%	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**



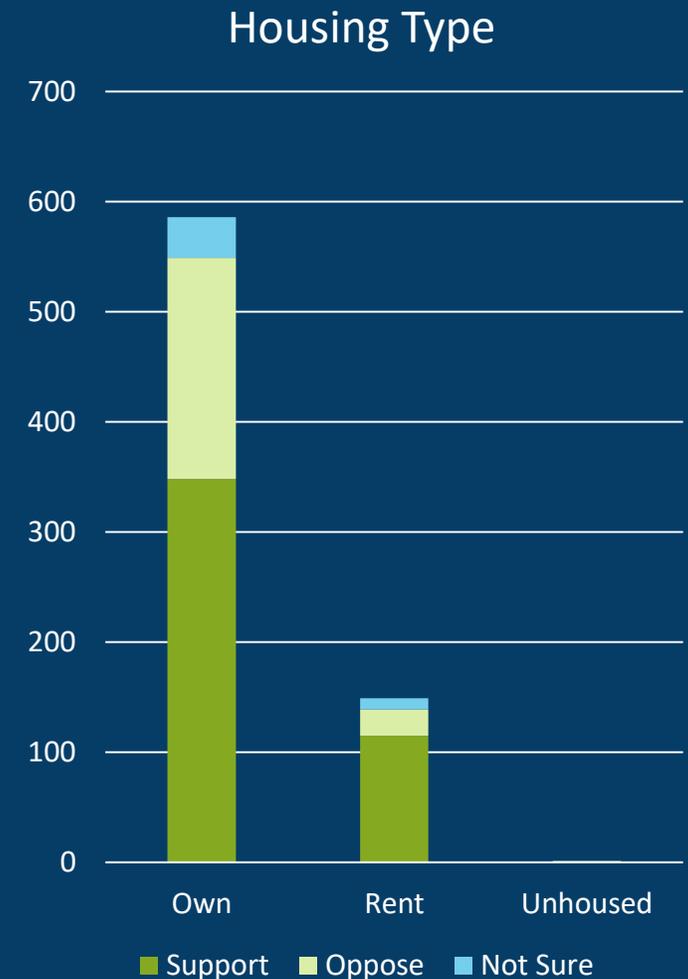
# Initial Thoughts on Bike Share Pilot

Cross Tabulation: Area of Residence by Initial Thoughts on a Bike Share Pilot		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%



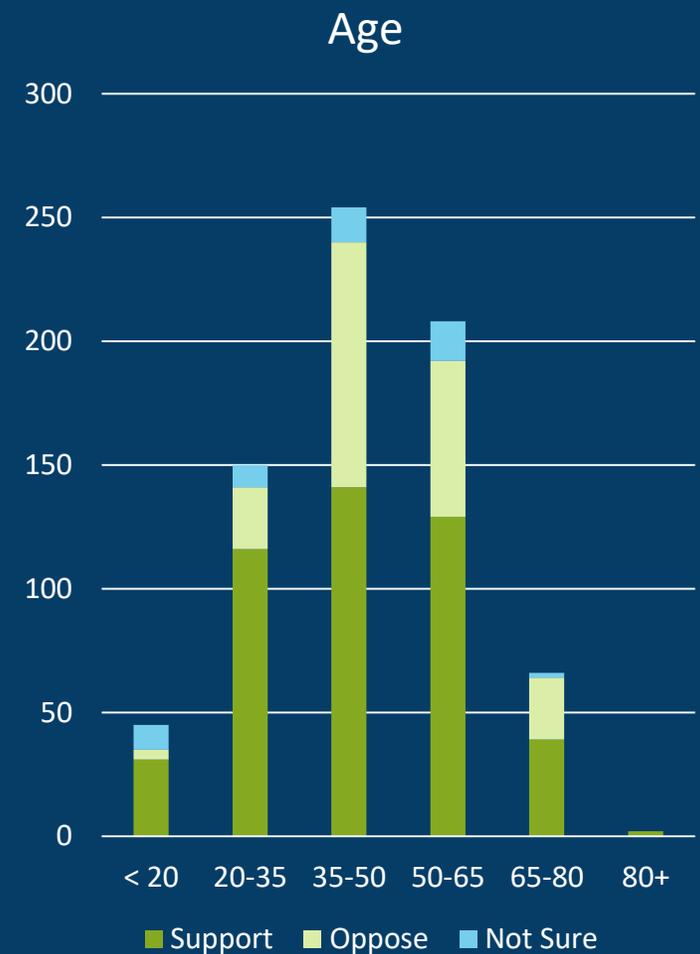
# 3 Initial Thoughts on Bike Share Pilot

Cross Tabulation: Housing Type by Initial Thoughts on a Bike Share Pilot		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 by Initial Thoughts on a Bike Share Pilot		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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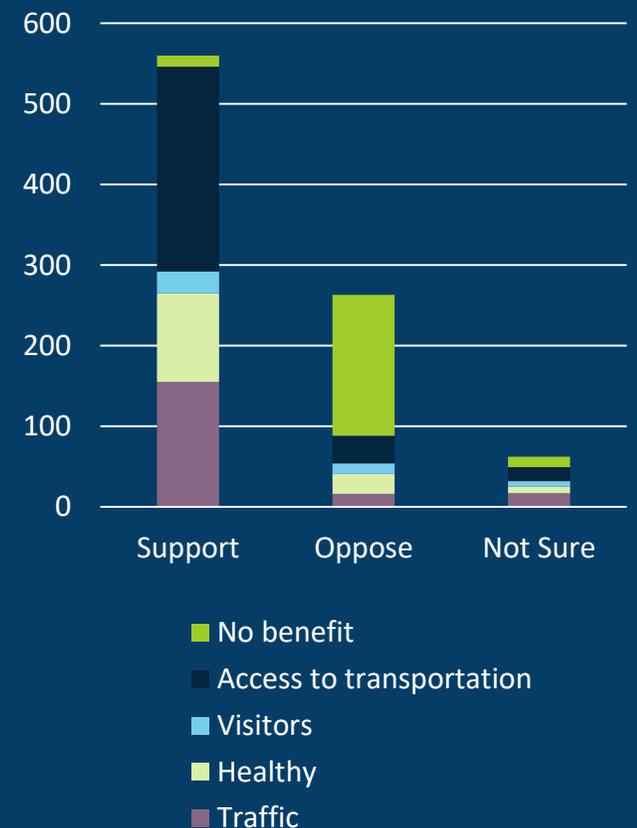
Positive and Negative Impacts	4
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# 4 Positive and Negative Impact

Cross Tabulation: <b>Initial Thoughts on a Bike Share Pilot by Potential Positive Impact</b>		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%
<b>Total</b>		188 21.2%	143 16.2%	47 5.3%	305 34.5%	202 22.8%	885 100.0%

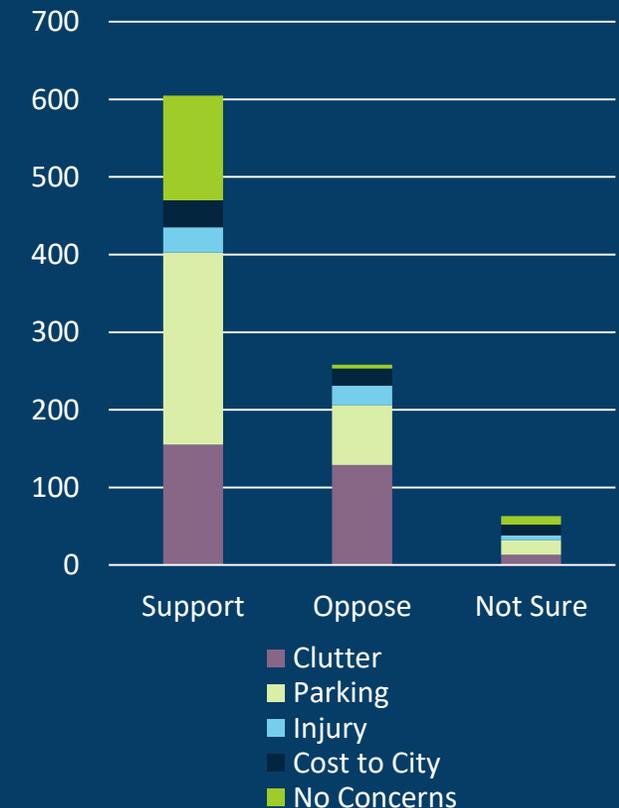
### Initial Thoughts on Bike Share



# 4 Positive and Negative Impact

Cross Tabulation: <b>Initial Thoughts on a Bike Share Pilot by Potential Negative Impact</b>		Potential Negative Impact					<b>Total</b>
		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%
<b>Total</b>		257 29.0%	344 38.8%	63 7.1%	71 8.0%	151 17.0%	886 100.0%

**Initial Thoughts on Bike Share**



## Possible Performance Measures for a Pilot Bike Share Program

- Negative Impacts
- Positive Impacts
- Customer Service

Questions?