



BELLEVUE  
**PEDESTRIAN  
& BICYCLE**  
IMPLEMENTATION INITIATIVE

# » BELLEVUE BIKE SHARE PILOT PERMIT FRAMEWORK

approach to regulating citywide operation by private vendors



Updated April 4, 2018

# » EXECUTIVE SUMMARY

## BIKE SHARE PILOT PERMIT

### OVERVIEW

The City of Bellevue is planning to launch a bike share pilot in spring 2018. The City will permit private bike share companies to use the public right-of-way to provide dockless services subject to specific conditions. This document describes the goals and strategies that frame the City's approach to regulating these services. This is not a permit requirements document. Separate documentation will define the City's specific expectations that operators must comply with and penalties and protocols for resolving issues if they arise.

This framework has been updated to reflect feedback provided by the Transportation Commission on March 8 and the City Council on March 19, 2018.

### Purpose

The City aims to implement a pilot that is consistent with the Bellevue brand of high quality and innovation, providing an asset the community will use and value. Fundamentally, the pilot aims to facilitate the convenient provision of bicycles where people want them while maintaining orderly and accessible public space and minimizing impacts to parks and private property. Bike share should provide a reliable mobility option within and between major activity centers and support access to and from the regional transit network.

### Requirements of Operators

Permitted operators will be required to responsibly manage their fleets and be responsive to maintenance needs, City permit compliance notifications, and user feedback. Operators must submit data to support permit oversight and performance evaluation and help inform infrastructure investment priorities. All costs incurred to the City will be recovered through permit fees.

### UNIQUELY BELLEVUE

The bike share pilot permit described here is unlike any other—it is uniquely Bellevue. The strategies proposed here have been tailored to reflect the values, interests, and concerns of the Bellevue community, incorporating feedback received from the Transportation Commission, residents, business interests, and the Bellevue Downtown Association over the past six months of engagement. Permit terms draw elements from best practices and innovative bike share approaches from various cities across North America and around the world.

Copenhagen launched the world's first station-based electric-assist bike share system in 2014. Portland launched the largest hub-based smartbike system in 2016. Seattle was the first city to establish a permit for private companies to operate dockless bike share services in July 2017, and a few months later, Washington, D.C. became the first city with dockless e-bikes. Sacramento and Davis, California will launch the country's first all electric hub-based smartbike system in 2018.

Bellevue's bike share pilot permit may not be the "first" or "largest" bike share system to include one feature or another. However, it would be the first time that bike share service is available in Bellevue and represents a context-sensitive approach to meet the needs of the city's residents, employees, businesses, and visitors. It aims to achieve the flexibility of dockless systems with the reliability and orderliness of hub-based systems. It permits private companies so the City is not involved in owning or operating the service but establishes regulations to keep the system in check and fees to cover any costs incurred. This pilot permit represents an ambitious yet balanced approach to bike share that will provide Bellevue the opportunity to learn from its own experience and adapt as new opportunities arise or issues are identified.

## PILOT PERMIT FRAMEWORK

The following are some of the core elements that frame Bellevue's bike share pilot permit. Additional details are provided in the rest of this document.

**Permits are initially limited to electric-assisted bicycles (e-bikes) only.** No permits will be granted for standard bicycles at system launch. This will help address local topographic barriers to bicycling and make the service accessible to a wider variety of potential users.

**The system is limited to a modest fleet size of about 400 bicycles at launch.** Starting small will help operators and the city manage any issues that may arise and prevent them from becoming major problems. This fleet limit will be divided equally among all permitted operators and distributed in defined geographic areas.

**Service is allowed citywide, but bicycle distribution is targeted to activity centers and transit connections.** People may want to use bike share in every corner of the city—and they can!—but for the system to provide a useful multi-modal mobility option, there must be enough bikes available in areas where the greatest demand is expected.

**Operators are required to regularly rebalance a majority of their bikes to activity centers.** Bike share is most useful in walkable places with many people, destinations, and available bicycles. Regular rebalancing helps ensure reliable service in Bellevue's densest and most vibrant neighborhoods and minimizes the scattering of isolated bicycles throughout residential areas.

**Designated preferred parking areas ("bike hubs") are used to manage the public realm.** Painted areas and bike racks will be installed in convenient locations to encourage users to park bikes in places that help keep walkways clear.

**Geofencing is used to establish "No Parking" areas in vegetated park areas.** Riding bike share to parks is great; leaving bikes in the middle of parks is not. In this case, let's keep the city out of the park.

**Operators are required to establish parking incentives and disincentives for users.** Users should be rewarded for parking at bike hubs, while penalties will help remind users to leave bikes at park entrances.

**Operators are required to rebalance half of their bikes to at/near bike hubs.** Regular users need to know they can depend on bike share bicycles being there when they need them. Well-stocked hubs contribute to both service reliability and orderliness.

**Bikes must be GPS-enabled and trackable in real-time.** Accurate bicycle location data is critical to assessing operator compliance with parking and rebalancing requirements. Data collected from trips taken by bike share can also help the City better understand where people ride and how best to invest in new or improved bikeways.

**System growth is based on operator compliance with permit requirements.** Best practice estimates suggest that Bellevue could benefit from more than just 400 bikes in its bike share system. Operators will be allowed to grow their fleets over time if they demonstrate they can abide by the city's requirements.

**All costs to the City will be recovered through fees on permitted operators.** The public and local stakeholders have been clear: City funds should not be spent to own or operate bike share. Operator fees will help the City recover costs associated with permit review, administrative oversight, bike hub installation, and data collection and analysis.

# » OVERVIEW

## PLANNING FOR BIKE SHARE IN BELLEVUE

### PURPOSE

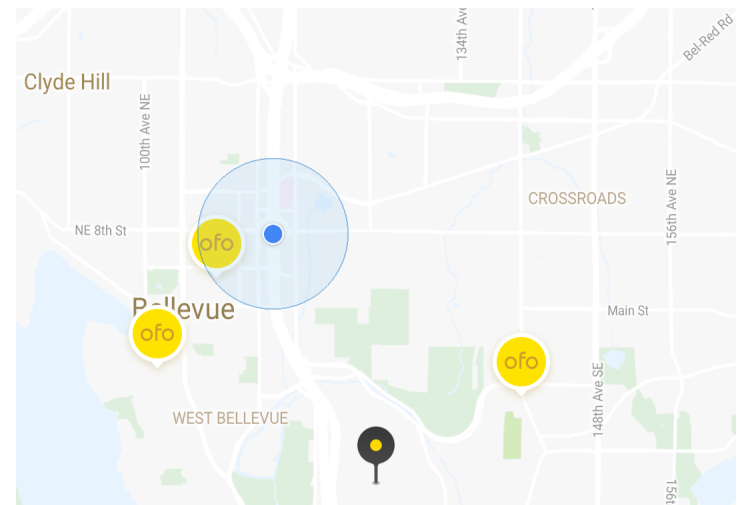
The city's interest in bike share stems from its goals and policies to facilitate mobility options. We want people who live in, work in, and visit Bellevue to have more choices about how they get where they want to go.

Several bike share companies have expressed an interest in operating in Bellevue, and local businesses and members of the public have asked to have bike share introduced as a travel option. In an online survey that was available from September through October of 2017, nearly 400 respondents (about 55%) indicated that they would use bike share if it was available in Bellevue today. A variety of concerns have also been expressed, which are generally consistent with those reported by media in other communities with dockless bike share services.

Under existing authority through the Right-of-Way Use Code ([BCC 14.30.060](#)), the Transportation Department is developing permit requirements that will apply to private companies seeking to use the public right-of-way to operate dockless bike share services. This document describes the goals and strategies that frame the City's approach to regulating these services. The pilot permit will allow private companies to operate bike share services in Bellevue for a period of up to one year subject to compliance with the requirements established.

Operator compliance with permit conditions will be monitored carefully and enforced by the City as warranted to ensure consistency with community values. Data will be collected from bike share operators and via community engagement, which will inform evaluation of the program. Without established requirements, the city would have little influence over how private bike share is operated in Bellevue, likely resulting in antagonistic rather than cooperative relations with regional service providers.

The City of Bellevue is not currently considering the investment of city funding into owning or operating a bike share service. If a bike share demonstration is launched in 2018, it will be privately funded. The city's role is primarily one of regulation, oversight, and enforcement—determining how bike share companies are allowed to operate here and ensuring that they abide by those requirements once established.



Bicycles permitted under Seattle's bike share pilot program have been seen in Bellevue since that program launched in July 2017.



## BACKGROUND

Bike share is a shared mobility option that is ideal for short distance, short duration, point-to-point trips. Users pick up a bicycle in one location and park it in another. Bike share is a low-cost transportation option that helps people connect to transit, facilitates spontaneous trips farther or more quickly than by walking, increases bicycling in communities where it is available, improves public health by making active transportation more convenient, and offers a sustainable mobility option that may be a useful alternative to driving for some trips.

In October 2014, Pronto Cycle Share launched a 500-bike, station-based system in central Seattle. It was owned by the non-profit Puget Sound Bike Share and operated by Motivate. In 2015, the state legislature allocated \$5.5 million to be spent in 2015–2019 to support the implementation and operation of an expansion of the Pronto system to the Eastside communities of Bellevue, Redmond, Kirkland, and Issaquah. This funding was anticipated to help install approximately 30 stations and 300 bikes across these communities.

Bike share technology and regional circumstances have changed significantly since the [PBII Scope of Work](#) was approved in May 2015. The Pronto Cycle Share service operating in parts of Seattle since 2014 was terminated in March 2017 and has since been replaced. In June 2017, Seattle launched a bike share pilot program that permits private companies to operate dockless bike share services in the public right-of-way subject to requirements relating to safety, parking, operations, data sharing, and fees. Dockless bike share services—GPS-enabled, self-locking bikes that operate without physical stations and are accessed via smartphone applications—have since proliferated in diverse communities across North America and globally.

Following the launch of Seattle’s bike share pilot, several private bike share companies contacted the City of Bellevue and expressed an interest in expanding their services. Some of the bikes permitted in Seattle have been brought by users to Bellevue and other Eastside communities. Following the opening of the 520 Bridge Trail in December 2017, cross-lake use of bike share is expected to increase as weather conditions improve in the coming months. Implementing a bike share pilot permit in Bellevue is a means for the City to leverage existing authority to assert its ownership of the public right-of-way and influence how private services operate here.

### *Timeline*

- **July 2012** – *Non-profit Puget Sound Bike Share formed*
- **October 2014** – *Pronto Cycle Share launched in central Seattle*
- **July 2015** – *State legislature allocated \$5.5M in budget for Eastside bike share*
- **March 2016** – *City of Seattle purchased Pronto Cycle Share*
- **March 2017** – *Pronto Cycle Share service ceased operation*
- **July 2017** – *Seattle issued bike share pilot permit for private companies*
- **January 2018** – *Bothell issues business license to LimeBike—the first city in the area to do so outside of Seattle*
- **May 2018** – *Redmond and Kirkland targeting launch of permitted private bike share services*



The 2009 Pedestrian and Bicycle Transportation Plan, the Bellevue Comprehensive Plan, and the Pedestrian and Bicycle Implementation Initiative Scope of Work provide policy guidance relating to the establishment of bike share in Bellevue.

## POLICY

Bellevue's Comprehensive Plan, adopted in August 2015, aims to "maintain and enhance a comprehensive multimodal transportation system to serve all members of the community." The plan notes that "mobility in Bellevue means providing people with an assortment of mobility options that help people get where they need to go," and that this "contributes to a quality of life that Bellevue residents expect, and that attracts employers and businesses." Bellevue's adopted Comprehensive Plan and Council-approved Pedestrian and Bicycle Implementation Initiative (PBII) scope of work direct staff to evaluate and support the establishment and operation of bike share.

### Pedestrian and Bicycle Transportation Plan

The [Pedestrian and Bicycle Transportation Plan](#) was adopted by the City Council in February 2009. The plan established a vision for Bellevue as a walkable and bikeable community and, among other recommendations and outcomes, amended the Comprehensive Plan with policies to inform the city's transportation investment priorities, including the following policy referencing bike share:

**TR-94.** Support multi-modal transportation solutions including general purpose lanes, High Capacity Transit, HOV lanes, transit and non-motorized improvements that use the best available technologies and innovative implementation tools and programs such as bike-sharing programs, that have been shown to be successful in other areas and are applicable to Bellevue.

### Comprehensive Plan

The [Comprehensive Plan](#) was updated by ordinance in 2015. The Transportation Commission reviewed and provided input into policy amendments in June 2015 and recommended the adoption of the following policies related to bike share:

**TR-16.** Evaluate and facilitate car-sharing and bike sharing programs.

**TR-115.** Support establishment and operation of a bicycle sharing program in Bellevue.

## PBII Scope of Work

The Pedestrian and Bicycle Implementation Initiative (PBII) was initiated by City Council in February 2015. The initiative is a complement of action-oriented strategies to advance the projects and programs identified by the 2009 Pedestrian and Bicycle Transportation Plan. The [PBII Scope of Work](#) includes seven tasks relating to pedestrian and bicycle safety, facility implementation, transit integration, count data collection, and progress measurement. Task 6 relates to the implementation of bike share.

**Task 6** – Provide people in Bellevue access to a bicycle when they want one, without having to worry about storage, security, and maintenance.

- Establish a vision, articulate goals and objectives, and define measures of effectiveness for a bike share service operating in Bellevue.
- Develop the system plan for the implementation of bike share in Bellevue, including the service area, system size and phasing, hub locations, and guidelines for permitting.
- Develop an estimate for the capital and operating costs associated with the system plan.
- Define the process, parameters, costs, funding strategies, and timeline by which bike share would be implemented.

## Bellevue City Code

Bellevue’s Right-of-Way Use Code ([BCC 14.30](#)) provides for the issuance of right-of-way use permits to regulate activities within the right-of-way “in the interest of public health, safety and welfare” ([BCC 14.30.020](#)). It is unlawful for anyone to make private use of any public right-of-way without first having obtained a right-of-way use permit or without complying with all the provisions of such a permit issued by the city ([BCC 14.30.070](#)).

The code provides broad authority for the City to permit private uses of the public right-of-way and for the Director to issue “rules necessary for its administration” ([BCC 14.30.060](#)). The bike share pilot permit will be a Type D right-of-way use permit, which “may be issued for use of right-of-way for activities for extended periods of time but which will not physically disturb the right-of-way” ([BCC 14.30.080](#)).

### Timeline

- **October 2008** – Planning Commission approve Comprehensive Plan Amendments recommendation
- **February 2009** – City Council adopt Pedestrian and Bicycle Transportation Plan
- **February 2015** – City Council initiate the Pedestrian & Bicycle Implementation Initiative
- **April 2015** – Transportation Commission approve PBII Scope of Work
- **June 2015** – Transportation Commission provide input into Comprehensive Plan Update
- **March 2017** – City Council study session briefing on PBII status
- **September 2017** – Bellevue co-hosts the Eastside Bike Share Vendor Fair
- **November 2017** – Transportation Commission check-in with bike share survey results
- **January 2018** – Transportation Commission discussion of bike share pilot permit goals
- **March 2018** – Transportation Commission endorses pilot permit framework; City Council study session briefing



# » COMMUNITY ENGAGEMENT PUBLIC CONSULTATIVE PROCESS

## EASTSIDE BIKE SHARE VENDOR FAIR

The Eastside Bike Share Vendor Fair was held on Sep. 27, 2017 from 5–7 p.m. at Bellevue City Hall to provide a broad audience the opportunity to learn about the diverse array of bike share products offered by a variety of companies. The informational event was hosted in collaboration with King County Metro, Redmond, Kirkland, and Issaquah. Six bike share companies from across North America and China had representatives available to demonstrate their products and answer questions.



## ONLINE QUESTIONNAIRE

More than 800 people responded to the [online survey](#), available from Sep. 8 through Oct. 30, 2017. The survey asked the public about their familiarity with bike share in other cities and their interest in seeing bike share come to Bellevue. Some takeaways include:

- 55 percent (378/691) said they would use bike share if it was available in Bellevue today. 24 percent said they were not sure; 22 percent said they would not.
- 71 percent (489/686) said they would use bike share in Downtown Bellevue, 32 percent in BelRed, 31 percent in Crossroads, and 23 percent in Eastgate/Factoria.
- 69 percent (555/804) feel somewhat or very unsafe riding a bicycle in Downtown.
- 45 percent (310/695) had never used any type of bike in other cities. About 40 percent had used station-based and free-floating programs in other cities.
- Among six bike share service qualities, convenience (service area and number of bikes) was ranked the most important by 29 percent (194/666).
- 80 percent (408/511) said they would ride in Downtown somewhat or much more often than they do now if bike share was available.

The most common concerns expressed in write-in comments relate to the need for more safe bike lanes (82 / 17%) and protected bike lanes (53 / 11%) in Bellevue, opposition to using city funding for bike share (44 / 10%), and concern about bike clutter (36 / 8%).

## INPUT FROM LOCAL STAKEHOLDERS

Letters addressing bike share were received from the following businesses and organizations:

- **Bellevue Downtown Association:** “The Bellevue Downtown Association has endorsed a position supporting the permitted use of free-floating bike share within the City of Bellevue.” The position includes recommendations that address the following topics:
  1. **Bike Share must be safe** – Helmets, hazards, traffic laws
  2. **Mitigate impacts** – Bike share parking, access, aesthetics
  3. **Permitting fees** – Reinvestment into pedestrian and bicycle facilities
  4. **Implement a Pilot Period** – Evaluation, limited duration, limited fleet size
  5. **Enforcement** – Processes to monitor and resolve issues, non-compliance penalties
- **Microsoft:** “We believe that a citywide bike share pilot program would be a valuable asset to the community in general and our employees in particular... We’d prefer a bike share hub at every office we have in Bellevue—City Center, Bravern, and Lincoln Center. We are prepared to work cooperatively with the bikeshare suppliers and owners/managers of our properties to identify convenient and appropriate locations to make this possible.”
- **REI Co-Op:** “Station-less bikeshares should be an option for Bellevue. We support the City licensing one or more bikeshare companies... [T]here is an ever-growing need and opportunity to adopt innovations like these.”
- **Seattle Children’s:** “Bike share and a bikeway on 108th Avenue NE would greatly enhance our employees’ overall suite of travel options...”
- **SAP Concur:** “Bikeshare is a service that adds to the suite of available travel options for employees and visitors. Stationless bikeshare will make transit a realistic commute option for more of our employees.”
- **Valve Corporation:** “The individuals below support the Demonstration Bikeway and support other bike programs such as bike share and competitions to encourage bike ridership.” [34 names undersigned]
- **The Bellevue Collection:** “We believe it is important to move cautiously and deliberately to avoid some of the bike share stumbling blocks witnessed in other cities.”
- **Su Development:** “Bikeshare is a service that will enhance the ability for residents and employees to navigate through the downtown area without using their cars to get from place to place... we are excited to see the city finally taking steps to realize this dream.”
- **Wright Runstad & Company:** “We support a robust pilot bicycle demonstration project along 108th in downtown Bellevue, and the licensing of one or more bike share companies by the City of Bellevue. Both projects, when done correctly, will provide the data and experience needed to address potential negative impacts, and allow new opportunities to flourish...”
- **Cascade Bicycle Club:** “Cascade supports permitting stationless bikeshare to operate in Bellevue... Bikeshare will also offer people a new, healthy way to travel within and between Bellevue’s nearby Spring, downtown, and Wilburton commercial districts, without the use of a private car, thus reducing traffic congestion and parking needs.”



## » PERMIT FRAMEWORK GOALS AND STRATEGIES

The following describes the City's framework for regulating privately operated bike share through a Type D right-of-way use permit ([BCC 14.30.080](#)). These strategies will be employed to develop requirements for, implement, monitor, and evaluate the bike share pilot permit in pursuit of the specified goals. The Transportation Department will be responsible for oversight of the permit and, unless otherwise specified, is responsible for executing these strategies. Flexibility is included to ensure that details do not undermine intent. The following are not permit requirements.

### PILOT

**Goal:** Implement a one-year bike share pilot permit with services provided by one or more qualified private operators, beginning with a modest number of bicycles to manage potential issues and cultivate positive public reception prior to expansion.

### Approach

- Create requirements for the issuance of a Type D right-of-way use permit for private bike share operations to use and occupy the public right-of-way to provide dockless bike share services.
- Allow multiple qualified operators to take part in the pilot permit.
- Strive to foster competition in the local bike share market by creating permit requirements that are exacting but not unduly exclusionary.
- Target system launch for May 2018.
- Limit the pilot permit to one year from system launch, with any extension thereof requiring prior notification of the Transportation Commission and City Council.
- Reserve the right to terminate permits at any time and require the removal from Bellevue streets of all permittee's bicycles by permittee within 30 days of such notice.

### Operator Prerequisites

Prior to permit issuance, operators will be required to...

- sign an agreement indemnifying and holding harmless the City of Bellevue;
- have commercial general liability insurance;
- have a business license to operate in Bellevue;
- demonstrate that they are capable of beginning operation within four weeks following system launch.

### Fleet and Phasing

- Define an operator's active fleet as all bicycles that are within Bellevue city limits, whether they are in use, available for rental, or temporarily disabled pending maintenance. Bicycles that are at an operator's maintenance facility are not considered part of the active fleet.
- Limit cumulative active fleet size to about 400 bicycles at system launch, divided equally among all permitted operators, to ensure proper management of the public realm prior to service expansion.
- Establish an active fleet size minimum of 100 bicycles per operator by the end of the fourth week of service.
- Target service to areas where higher demand is anticipated so that bikes are well utilized.
- Base system growth on operator compliance with active fleet size limit, rebalancing, and improper parking notification response requirements.
- Limit cumulative active fleet size to a maximum of 1,200 bicycles during the year-long pilot period.
- Undertake a community engagement process after system launch to improve access to bike share outside of activity centers by implementing additional designated parking locations and correspondingly increasing the allowed fleet size.

## QUALITY

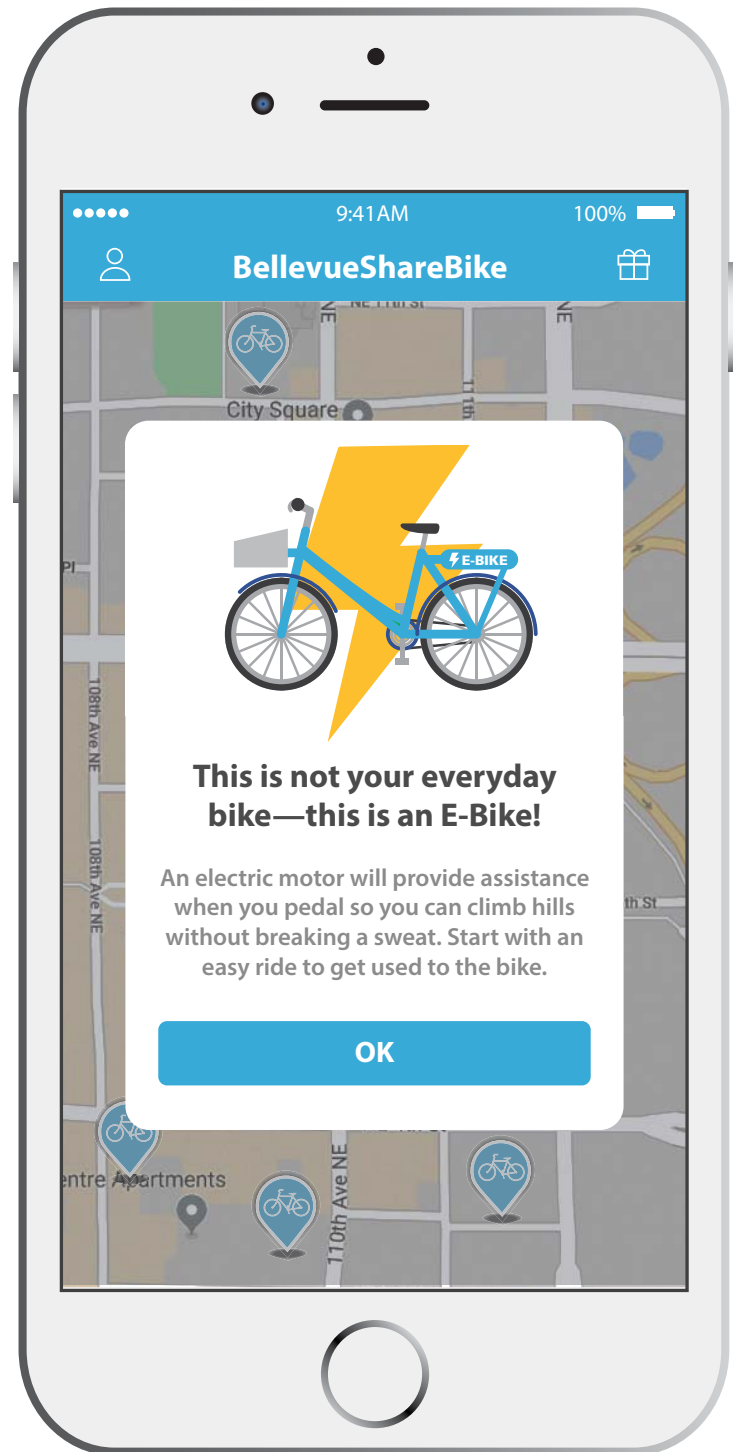
**Goal:** Implement a permit that is consistent with the Bellevue brand of high quality and innovation, providing an asset the community will value.

- Initially grant permits during the bike share pilot period exclusively for Class 1 electric-assisted bicycles (e-bikes) to address local topographic barriers to bicycling and make the service accessible to a wider variety of potential users.
- Establish designated preferred parking areas using pavement markings and bicycle racks to realize the benefits of hub-based systems related to service reliability and orderliness without the associated costs of specialized equipment.

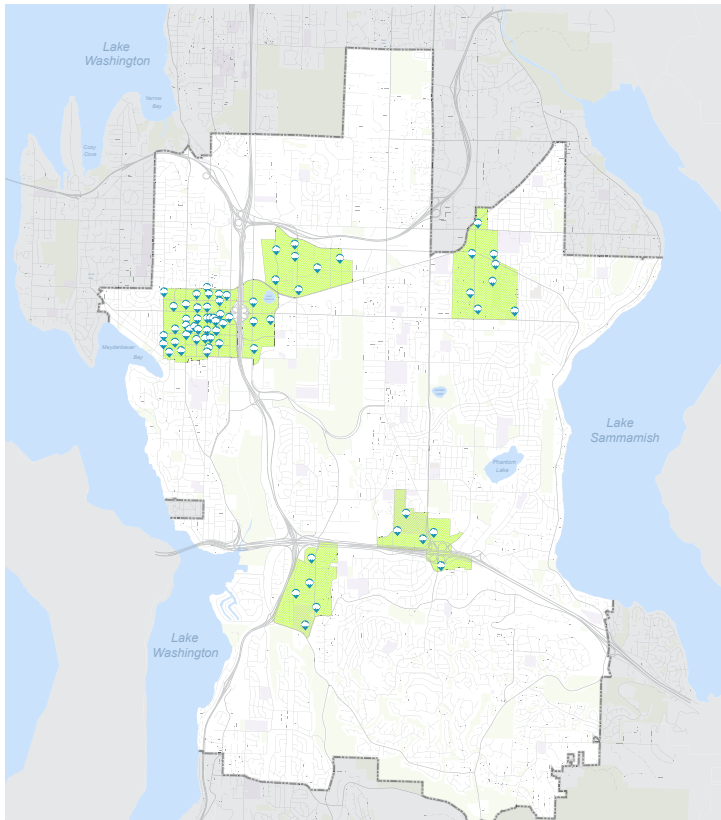
## SAFETY

**Goal:** Ensure that bike share bicycles are safe to ride, helmet use and safe riding behavior is encouraged, and operators assume all liability for their use of the public right-of-way.

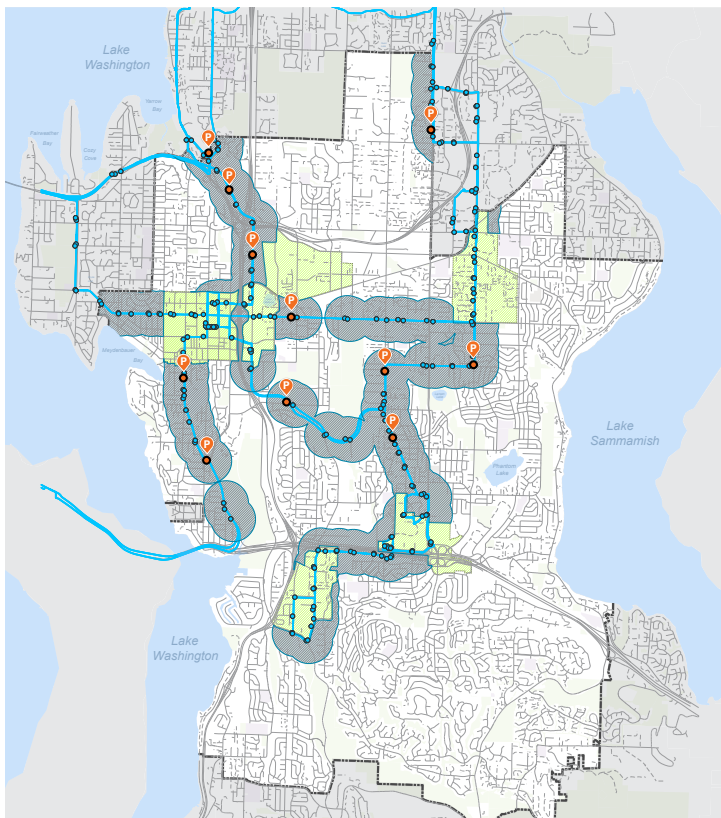
- Require that permitted bicycles conform to national safety standards and include front and rear lights.
- Engage the Police Department's Bicycle Unit to support bicycle education and encouragement events hosted by the City of Bellevue.
- Collaborate with Police Department to produce and distribute a PSA video with a safety emphasis that addresses laws applying to and legal rights and responsibilities of people bicycling in Bellevue.
- Require operators to notify users of local law requiring any person riding a bicycle on any right-of-way to wear a helmet.
- Require operators to obtain from users affirmation that they possess a helmet and are required by local and county law to wear a helmet while riding a bicycle.



Note: The user interface depicted above is representative of the City's intent. Permitted operators will use their own mobile applications, branding, and messaging.



**Activity Centers**



**Frequent Transit Network Bus Stop Areas**

## PARKING

**Goal:** Facilitate the convenient provision of bicycles where people want them, while maintaining orderly and accessible public space and minimizing impacts to private property.

### Service Areas and Distribution

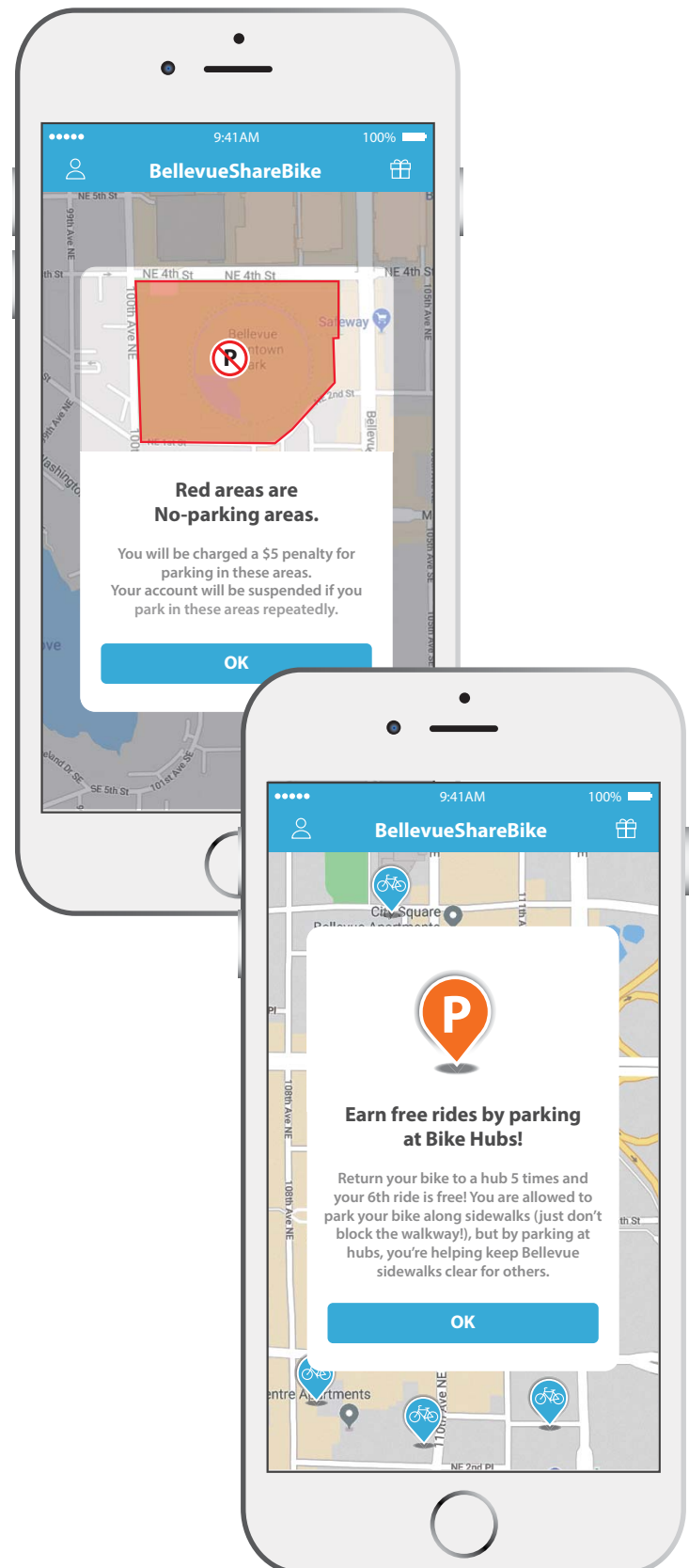
- Require bike share operators to provide service citywide with distribution targets and associated rebalancing requirements based on geographic area type, defined as follows (with initial targets):
  - **Activity Centers (>50 percent of active fleet):** Bellevue's most urban areas, where bike share demand is anticipated to be the highest and the built environment is most able to accommodate bike share bicycles and associated parking areas. These include Downtown, BelRed, Crossroads, Eastgate, Factoria, and the Wilburton/Hospital area. Boundaries reflect those adopted in the Comprehensive Plan as Mixed Used Centers, Employment Centers, Mobility Management Areas (MMA), or some amalgam of these to best capture the extents of these population/employment-dense areas, with a few location-specific exceptions.
  - **FTN Bus Stops ( $\geq 10$  percent of active fleet):** Stops served by Frequent Transit Network (FTN) routes 234, 235, 245, 255, 271, 550, and the RapidRide B Line outside of the Activity Centers, where bike share can help support access to transit by providing first- and last-mile connections.
  - **Neighborhoods ( $\geq 15$  percent of active fleet):** All residential and neighborhood commercial areas outside of Activity Centers and more than one quarter-mile from FTN Bus Stops, where residential and employment density is low and demand for bike share is anticipated to be significantly lower than in other areas.
- Require operators to regularly rebalance the fleet allocated to Activity Centers to those areas to ensure reliable service and minimize the scattering of bicycles throughout residential areas.

## Legal Parking Locations

- Specify in permit requirements that bike share bicycles:
  - May be legally parked only on paved surfaces in the public right-of-way, sidewalk easements, and other locations designated on a list of *Approved Bike Share Parking Locations*, which will be updated periodically and shared with operators;
  - Must maintain at least six feet of clear space for pedestrian circulation when parked on sidewalks;
  - May not be parked in a manner that blocks curb ramps, bus loading areas, bus shelters, bus layover or staging areas, signed loading zones, disabled parking zones, building entryways, or driveways.
- Require operators to use geofencing to establish *No Parking Areas* in parks as specified by the City and:
  - depict these areas on their mobile application map;
  - propose and apply financial disincentives to discourage bike share users from parking in these areas;
  - automatically receive notifications when bikes are left in these areas;
  - relocate bicycles left in these areas according to specified time requirements.

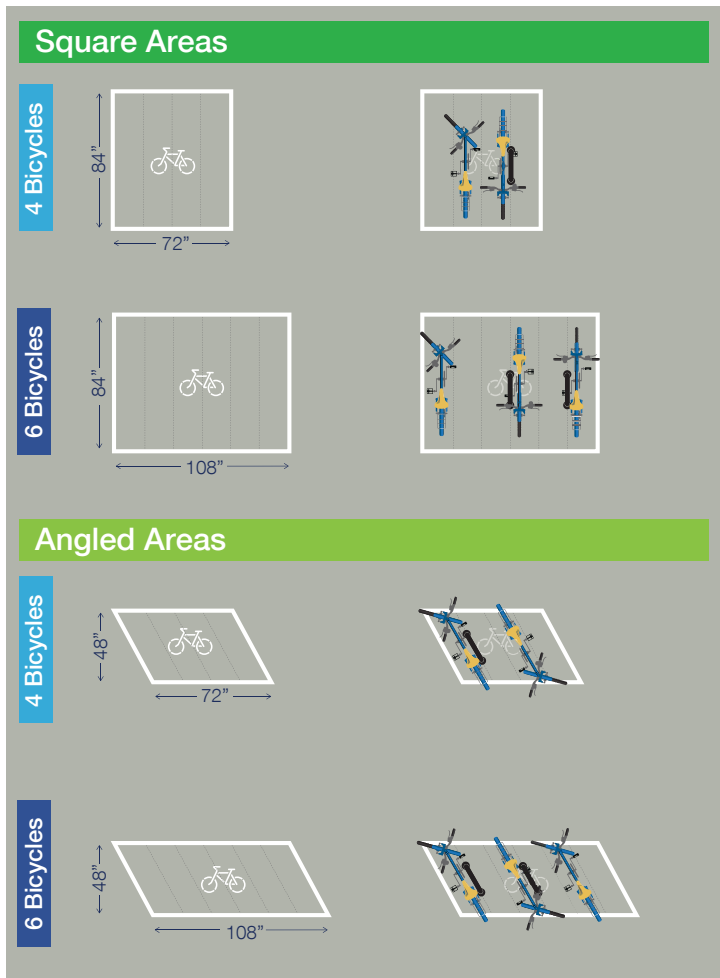
## Designated Preferred Parking Areas

- Install “bike hubs,” or designated preferred parking areas, in each of the geographic service areas.
- Undertake a community engagement process after system launch to identify on-street locations in residential neighborhoods where bike hubs will be sited.
- Coordinate interdepartmentally to identify locations in public-private plazas and parking lots that can be designated as *Approved Bike Share Parking Locations*.
- Encourage bike share operators to work with interested private property owners to identify locations that can be designated as *Approved Bike Share Parking Locations*.



Note: The user interfaces depicted above are representative of the City's intent for incentives and disincentives. Permitted operators will propose and provide their own approaches to user encouragement.





Note: Diagram reflects conceptual designs for bike hubs of two configurations and two sizes each. Hubs could also be sized to accommodate 8 or 10 bicycles where space allows and demand warrants. Some bike racks may be designated as hubs without painted areas, and some painted areas may not include bike racks.



Example of Potential Bike Hub on Downtown Sidewalk

## OPERATIONS

**Goal:** Ensure that fleets are responsibly managed and permitted operators are responsive to maintenance needs, City permit compliance notifications, and user feedback.

### Operator Expectations

- Specify in permit requirements that operators assume primary responsibility for customer service and take steps to clearly communicate contact information to the public.
- Specify in permit requirements the expectations for operator coordination with the Transportation Department prior to, at, and following system launch.

### Rebalancing

- Require operator(s) to rebalance at least 50 percent of all bikes to at/near bike hubs on a regular basis to ensure reliable service and manage the public realm.
- Require that a bicycle not parked near a bike share hub, if it is not rented for seven consecutive days, must be relocated to at/near a bike hub by 5:00 AM on the following day.
- Require that operators relocate incorrectly parked bicycles following notice of such by the City, private property owners, or other members of the public according to these specified times:
  - 6:00 AM to 6:00 PM on weekdays, not including holidays – within 2 hours of receiving notice
  - All other times – within 10 hours of receiving notice



## EVALUATION

**Goal:** Collect data from all permitted operators to support permit oversight, performance evaluation, and inform infrastructure investment priorities, and engage the community to understand how the permitted services are perceived by users and other local stakeholders and inform next steps.

### Equipment and Data

- Require all permitted bike share bicycles to be equipped with GPS devices that track bicycle location at all times when bicycles are in the active fleet and that are capable of providing street-level route tracking during trips to support infrastructure planning efforts.
- Collect the specified data from permitted operators beginning on the day of system launch and continuing through the end of the pilot period.
- Define the primary evaluation period as either the first six months following system launch or through December 31, 2018, whichever is longer.
- Establish an agreement with the University of Washington (UW) Trusted Data Collaborative (TDC) prior to system launch for the storage, analysis, and reporting of bike share data obtained from permitted operators.
- Require permitted operators to sign agreements with the UW TDC and submit specified data related to bicycle identification, location, availability, and maintenance, trip records, user profiles, collisions, complaints, and compliance.

### Public Engagement

- Develop a survey to be distributed by operators to all registered users after the conclusion of the primary evaluation period.
- Develop and administer an online questionnaire after the conclusion of the primary evaluation period that is open to the public and widely publicized to obtain insight into public perception of bike share in Bellevue among residents, employers, and employees.

## ENFORCEMENT

**Goal:** Monitor operations for compliance with the requirements established, issue warnings or penalties to address noncompliance, and enact additional or altered permit conditions as needed to resolve problems based on the data provided to the city as part of the pilot permit.

### Compliance Assessment

- Assess operator compliance with permit requirements associated with active fleet size limits, rebalancing bicycles to within Activity Centers, rebalancing bicycles to at/near bike hubs, and responding to notices of improperly parked bicycles.
- Require operators to meet defined standards related to the active fleet size limit, the targets for fleet allocation to Activity Centers, and the target for fleet allocation to at/near bike hubs.
- Require operators to respond to notices of improperly parked bicycles within the specified time requirements for at least 75 percent of all cases.
- Allow for flexibility in establishing and amending the terms and thresholds of compliance as determined appropriate based on experience following system launch.

### Non-Permitted Bicycles

- Regard bike share bicycles occupying any right-of-way without a permit as a nuisance.
- Notify the operator of non-permitted bike share bicycles that they must be removed from the City of Bellevue within 24 hours of notice.
- Impound non-permitted bike share bicycles and store them at the owner's expense if they have not been removed by owner within 24 hours of notice.

## COST RECOVERY

**Goal:** Recover all costs incurred to the city to administer, support, and oversee privately owned and operated bike share services.

- Levy fees associated with initial permit application, review, and inspection according to the Council-approved fee schedules for the applicable year.
- Levy an administrative fee to pay for anticipated staff time required to oversee the pilot permit following approval.
- Levy a flat fee to pay for the cost of engaging the University of Washington Trusted Data Collaborative (UW TDC) for the storage, analysis, and reporting of bike share data obtained from permitted operators.
- Leverage state Connecting Washington funds allocated to Eastside Bike Share to the greatest extent possible to implement bike hubs in Activity Centers and at FTN Bus Stops.
- Levy a per-hub parking fee to pay for the implementation of bike hubs in Neighborhoods and all other bike hubs not supported by Eastside Bike Share state grant funds.
- Recover any costs incurred to the City of Bellevue to address or abate any violations of permit requirements, including the relocation or storage of bicycles by City staff.
- Require operators to have a performance bond of a specified amount that is accessible to the City for use as needed for repair or maintenance of public property damaged by bike share bicycles or agents of the company.

## EQUITY

**Goal:** Make bike share a viable and accessible mobility option to the widest population possible, including low-income and underserved populations.

- Require operators to submit with permit application a plan for how they will facilitate the provision of affordable and accessible bike share service for low-income, unbanked, and underserved populations.
- Require operators to provide for navigation of their mobile application in languages other than English.
- Locate bike hubs at or near community services, human services, and King County Housing Authority properties to the extent possible.



**Additional Examples of Potential Bike Hub Locations on Sidewalks and Easements**



**Examples of Potential Bike Hub Locations on Private Property (Not Implemented by City)**



»» FOR ADDITIONAL INFORMATION:

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