

Implementing Bikestations in the Northwest

*King County Metro Transit
September 9, 2005*

Role of Bikestations

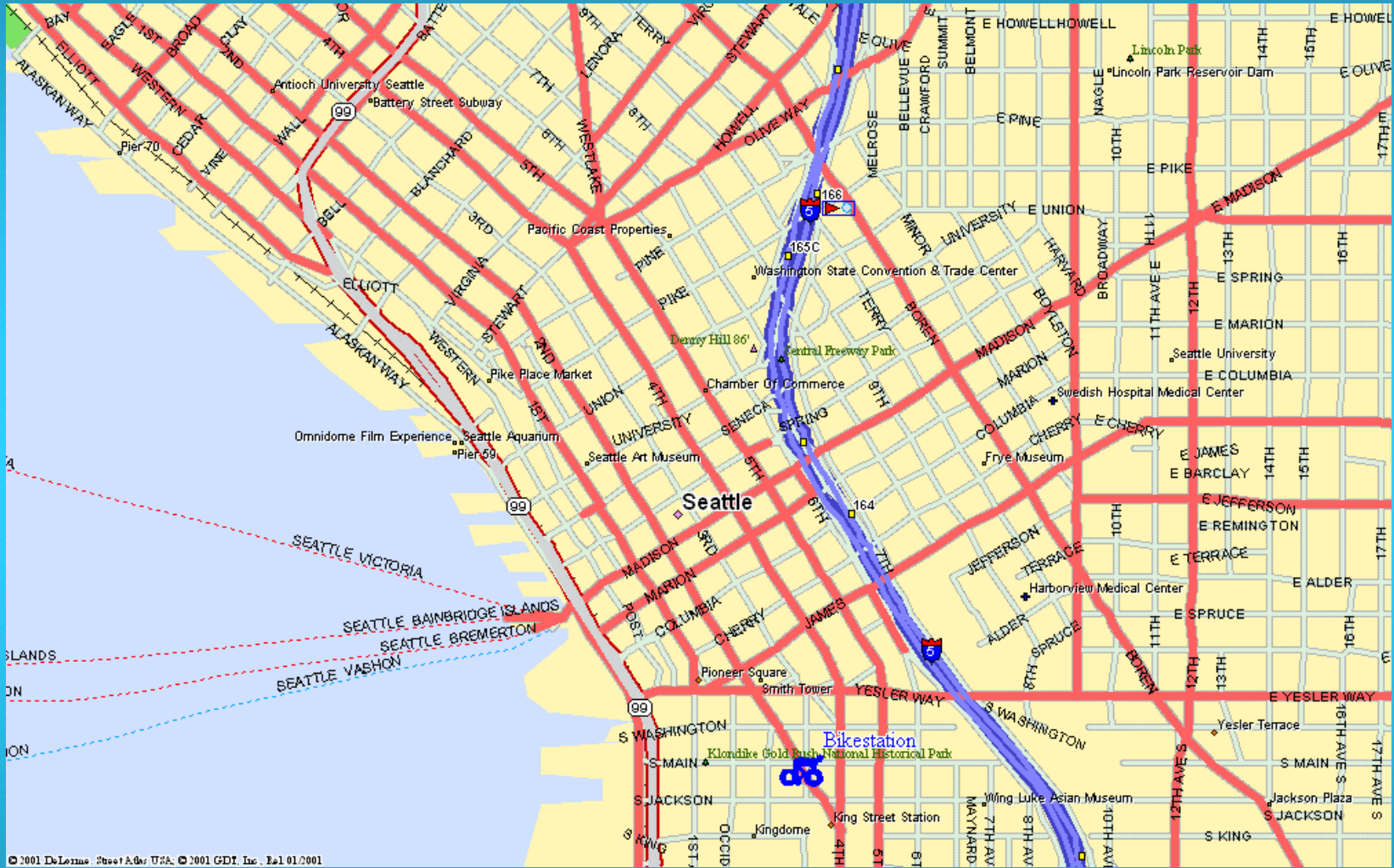
- Ride to transit, take bike on transit, park at bikestation, walk
- Take bike on transit, cycle to destination, use services
- Take public transit, rent bike
- Cycle to Bikestation, park, take transit to suburbs

Background

- King County received grant in 1998
- Implement four regional bikestations
- Downtown Seattle project to be located at King Street Station
- Full-service facility

Alternatives Analysis

- Consultant hired to look at:
 - Demand
 - Alternative sites
 - Operational structures
- Site recommended by consultant not politically feasible
- King County ended up leasing retail storefront





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Operational Structure

- Sole source contract for facility management
- Able to get “market condition” waiver
- WestStart brought money
- Bikestation experience part of team
- Array of project partners

Contract

- Metro paid for:
 - rent (first three years)
 - movable tenant improvements
 - marketing
- WestStart paid for:
 - facility improvements that couldn't be moved
 - electric vehicles, other technology
 - facility launch and management
- WestStart prime contractor in first two years, Bikestation prime in third

Challenges

- Ordinance change required
- Electric scooters never worked right
- First facility operator bad fit
- Operating hours a problem
- Making sure facility operated in professional manner

Performance Indicators (June'05)

- Average daily bicycle parks = 38
- Average daily customer visits = 30
- Membership total = 137
- Total monthly revenue from rentals, repair, P&A = \$3656

Evaluation

- Survey in September '04 by KC Metro's research group
- Member, in-store customer surveys
- 66% of respondents bike more often due to bikestation
- 52% use public transportation as part of their trip
- 43% said they previously drove alone

Current Situation

- Bikestation services will continue, but in a different form
- Secure 24/7 bike parking will remain
- Bicycle Alliance of Washington to move its offices into the space.
- BAW to subcontract with vendor for repair, limited retail, rental.

Lessons Learned

- Local bicycle organizations need to have “ownership”
- Needs to be sustainable
- Need public benefit
- Right location paramount
- Nearby bicycle parking/showers detract from bikestation
- Seasonality a factor