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 bike stations
• 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
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 bike station
- 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