



# FACT SHEET

## City of Mercer Island Mobility Pilot Projects

### Overview

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##### Rideshare:

4,100 rides, with over  
unique 500 users

##### Bikeshare:

3,400 rides, with over  
1,100 unique users

**Project Summary:** As parking pressure mounts at the commuter Park & Ride, all 447 stalls now fill by 7 a.m. on weekdays, forcing many residents wishing to use regional bus transit to reluctantly choose Single Occupant Vehicle (SOV) travel instead. The City set out to improve options for access to the Sound Transit-owned Park & Ride (P&R) in order to: reduce SOV usage in general, free-up parking stalls, improve congestion on the Island, reduce rush-hour pressure on I-90, and help lower local greenhouse gas emissions. The primary mobility programs underway currently are:

- 1) a 6-month cost-share partnership with Lyft and Uber, providing discounted rides to/from the P&R;
- 2) a 3-month partnership with LimeBike, operating Island-wide; and
- 3) an existing peak-hour commuter bus shuttle (Route #630) in partnership with Metro direct from Mercer Island to Seattle’s First Hill.

### Results:

- Rideshare: 4,100 rides provided since April, with over 500 unique users
- Bikeshare: 3,400 rides provided since July, with over 1,100 unique users

### Detailed Description:

**Rideshare:** The City allocated up to \$20,000, matched by \$10,000 from each rideshare vendor, to underwrite rides on Mercer Island only, for a 6-month period. The discount is applied automatically using geofencing as long as the origin or destination is the MI Park & Ride; service is available 24/7 on weekdays and is structured to encourage shared rides (\$2/person) over solo rides (\$5/person).

**Bikeshare:** The City negotiated with LimeBike to operate and maintain a fleet of 25 electric-assist rental bicycles for public use, for a 3-month period. In order to ensure some level of predictability for potential users, 8 hubs were designated that are restocked daily with several bicycles each. Since this market was the first time LimeBike had committed to operating in a low-density, suburban community in the region, it was unclear if the pilot would be profitable; therefore the City shared the cost of administration and maintenance 50-50 with Limebike, paying \$4,875 for the 3-month period. These projects support the Joint County – City Climate Commitments by seeking to reduce SOV travel and associated GHG emissions, and by offering viable alternatives for access to mass transit.



Through focused, coordinated action, we will maximize the impact of our individual and shared efforts.