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March 11, 2016

To: Seattle City Council President Tim Burgess
Seattle City Council Members

Re: **Pronto Bike Share Program**

The Seattle Bicycle Advisory Board (SBAB) has given in-depth discussion and consideration to the Pronto Ordinance before the City Council. The majority of the Seattle Bicycle Advisory Board advises City Council to:

1. Adopt the Ordinance lifting the provision on the 2016 Budget in order to purchase the Seattle Pronto Bike Share Program. By having a City-Owned Pronto Bike Share Program, the City has full control over how the bike share system is developed in a way that contributes to City of Seattle goals embodied in the Race and Social Justice Initiative, the Seattle Bicycle Master Plan, and the Climate Action Plan.

2. Re-design Pronto to improve, expand and better serve all residents and visitors with locations near transit, places where people need/want to go and along the BMP citywide network of Protected Bike Lanes, Neighborhood Greenways and off-road trails. With the opening of two new Link Light Rail stations this month, Pronto will have an increased role in providing first-and-last-mile connections to transit.

3. Expand Pronto to South Seattle high schools as a pilot program and then to high schools city-wide as an accessible transportation for youth to get to school, to after school jobs, activities, athletics and to learn economics of transportation, civic engagement in a shared, common public resource, and learn how and why to ride bikes for health, exercise and social well-being.

The Pronto expansion would be created with the BMP Goals of Program and Education in mind. It will be supported by providing each participant with certain levels of Bicycle Commuting and Public Transportation management education. This dynamic program will surely, help to bring this generation of Seattle residents into the active conversation of transportation and leadership in their own communities for the new days ahead and also be a positive investment in the lives of our youth.

(See attachment: Pronto/Safe Routes to School Pilot Program Proposal)

4. Develop Pronto as an integral component of the city's multimodal transportation system. Bike share is a mainstream way of supporting active

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- City Council
Resolution 25534



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transportation in the 21st Century that is environmentally sound and reduces vehicle congestion

5. Provide financial sustainability for Pronto with opportunities for private sponsorship on bikes as opportunity for companies to visibly support active transportation, to financially contribute to the public services of our city, and to encourage companies to privately incentivize the use of Pronto for their employees.

We advise the Sustainability and Transportation Committee request regular updates on the Pronto Bike Share program, including its financial health, implementation and expansion plans, its contribution to achieving Bicycle Master Plan goals of Equity, Safety, Ridership and Connectivity and other city goals. In our role as advisors to the City Council and Mayor, SBAB will also closely follow all aspects of the Pronto Bike Share program.

We want to express our appreciation to SDOT Staff Leader of Active Transportation, Nicole Freedman, for her presentations to SBAB on the Pronto Bike Share Program and her diligent excellent work on providing detailed data and information on Pronto to SBAB and City Council. We support her leadership in taking Pronto forward as a city-owned bike share program and confidently look forward to collaborating with her on Pronto.

The following is a report from a minority of SBAB:

Minority Opinion

A minority of SBAB is opposed to lifting of Council proviso that requires thorough economic analysis prior to funding bike share expansion or takeover. Bike share offers a way to connect people to far-apart light-rail and bus rapid transit stops, high density Urban Villages and Urban Centers, and high density employment centers. It could reduce carbon emissions, traffic congestion and car parking demand. We appreciate Nicole Freedman's assertion that bike share and network improvements can happen simultaneously, and go hand in hand supporting each other. But we do not yet feel informed enough to advise city takeover of Pronto.

Concerns:

- 1. Lack of transparency in finances for capital and operating costs.**
We would like to see a solid, independently vetted financial plan for capital and operating costs this year and out several years including equipment replacement.
- 2. Cost/benefit comparison to other transportation spending choices.** 2
How does the cost per trip of Pronto takeover and expansion (capital and operating) compare to use of the funds for increasing hours of bus



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transportation; or developing bus rapid transit corridors; or increasing regular bike use by building out the bike master plan more quickly; or by making street/sidewalk improvements for access to bus stops?

3. Proposed expansion into areas of low density seems less viable for usage. Are the ridership projections realistic?

4. Lack of transparency regarding Pronto's carbon footprint.

City funding and promotion of bike share is intended to reduce air pollution and carbon emissions, to help Seattle meet its Climate Action Plan. Is it actually doing that? Can Pronto furnish a realistic assessment of the bike use, fuel use, and labor cost for repositioning bikes? How does Pronto's carbon footprint compare to simply adding more bus transit service? How would financial and carbon emissions cost/benefit change if the system goes to e-assist bikes requiring a quantum leap for maintenance, but making it easier to go up hills?

Sincerely,



Kristi Rennebohm-Franz
Chair



Adam Bartz
Vice Chair



Merlin Rainwater
Vice Chair



Don Brubeck
Secretary

cc: Mayor Ed Murray
Andrew Glass-Hastings
SDOT Director Scott Kubly
Nicole Freedman, SDOT
Bill Laborde, SDOT

attachment

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PROPOSAL

PRONTO/ SAFE ROUTES TO SCHOOL PILOT PROJECT

December 2, 2015

Overview

Project Background and Description

Situation:

☒ As the Pronto Bike Share looks to extend its branches to more diverse communities in Seattle, there is an excellent opportunity to do so with prioritization in the southern portions of Seattle.

☒ The “Seattle Safe Routes to School (SRTS)” program will begin implementation in all Seattle Public Schools and or learning institutions, with a focus in South Seattle.

☒ Health related issues as well as many residents being financially challenged often time separate the populous in South Seattle from populous in other areas of Seattle where advance modes of green sources of modern transportation (Bus and Bicycle) are already available.

☒ The City of Seattle Bicycle Master Plan (BMP) calls for Goals of Safety, Equity, Connectivity, Sustainability and Ridership with the Vision that “Riding a bicycle is a comfortable and integral part of daily life in Seattle for people of all ages and abilities.” The BMP calls for programs in Bicycle Safety (including high school road safety education in Seattle Public Schools), Way Finding and Trip Planning, Access to, Encouragement for Bicycles, and Economic and Community Development (including encouraging neighborhood-level active transportation).

Proposal:

Create a joint program between the following organizations:

☒ Pronto Bike Share

☒ Seattle Safe Route to Schools (SRTS)

☒ King County Metro

☒ Seattle Public Schools Systems

☒ University of Washington Department of Transportation Engineering and Graduate School of Education Programs

☒ University of Washington Medical School (for the purpose of monitoring the health benefits of cycling for the students)

☑ Feet First (donation assistance will be defined with maps and other street travel materials for students traveling on bike, or walking to school)

☑ REI (Proposed), for the purpose of assisting with student travel equipment (backpacks, reflective equipment, cycling equipment, etc, water bottles)

This partnership would comprise of a joint health and educational program where students and a school facility would be given credit for building opportunities to rent Pronto bikes for the purpose of getting back and forth to school from regional Pronto Stations to neighborhood schools and or businesses (via after school jobs or extracurricular affiliate activities: sports, library etc.). In order to support this program, King County Metro would give participating student and faculty bus and rail credits to assist in riding the bikes during inclement and abnormal weather.

Background:

Phyllis Porter and Jawara O'Connor have jointly served on a series of civic and community groups/boards, to include the Pronto Bicycle Share Equity Advisory Board, "Safe Routes to School", Rainier Valley Greenways Community Group, Seattle Neighborhood Greenways organization, Bike Works and Rainier Riders Cycling Club. While serving on the Pronto Equity Board, Phyllis spoke with several people of the community about the idea of increasing the opportunity to engage Pronto Bike Share with schools and popular transit centers. While serving as president and vice president of Rainier Riders as well as being community advocates Phyllis and Jawara often engage with SE Seattle local community on several levels. "We feel there is a great opportunity for Seattle's children, parents, and educators to collaborate and establish a pilot venture between Pronto Cycle Share, King Country Metro, Seattle Public Schools, Safe Routes to School and the City of Seattle."

The purpose of this relationship is:

1. Establish alternate modes of transportation for students and educators to travel to institutions of learning in South Seattle and beyond
2. Educate community about the additional health benefits of cycling as a sustainable source of shared public transportation
3. Invest in the future of our youth

Program Details:

☑ Identify schools for the purpose of defining and creating a relationship with Pronto where cycling, walking and bussing can easily be combined as a reasonable source of transportation for students traveling to and from school and work.

☑ Create an economic credit base system through the use of a Pronto membership for high school students which will enable students to establish a good record of credit and understand transportation economics.

☑ Define limits and restrictions of the program to help establish a safe haven for students, schools, bikes and the program and establish a financial support system to ensure the longevity of the bikes and station.

- ☒ Establish a relationship with King Country Metro which will give students limited access to bus transportation to use in the event weather and health conditions make commuting by bike a challenge or health risk.
- ☒ Work with school administrators, parents, and students to establish a relationship to secure the program with students willing to participate in the pilot program responsibly.
- ☒ Integrate the use of Pronto by high school students with their high school education goals and curricula in Economics, Health and Physical Education, Civil and Mechanical Engineering, Community Planning, Community Leadership, and City Government.
- ☒ Establish Pronto stations in popular transportation intersections, community gatherings and populous areas which would make accessibility to the bikes and busses an easy case.
- ☒ Use SRTC administrators in collaboration with students and families to develop safe routes to school with the use of Protected Bike Lanes and Neighborhood Greenways. This would also educate participants on the Do's and Don'ts of commuting by bike and bus.
- ☒ Establish a qualitative and quantitative study program with high school students and collaborate with the University of Washington Department of Transportation Engineering and Graduate School of Education as active researchers to document and research how the participating students are using the program.
- ☒ Collaborate with the University Of Washington Department Of Transportation Engineering and Graduate School of Education, the City of Seattle and affiliated businesses (Bike Works) establish either internships, college credits or job opportunities in the field of health, transportation/ community engineering and public advocacy.
- ☒ Use the Pronto & SRTS Program data from the year to improve the program and expand it into other schools or institutions to involve students' participation.
- ☒ Use the Pronto & SRTS Program and University of Washington data to document the program and share with other municipalities about ways to not only develop a community of cyclists within a bike share program but as a educational tool of health benefits of walking and cycling.

Project Scope

The scope of the project will entail a series of Pronto stations stages in popular transportation centers in neighborhoods where a large population of student commute from and near transportations centers for bus and or trains.

The program will select a focus group of about 10-15 students to establish the study. If needed, more students could be added to the program.

The pilot program will facilitate one to two high schools (Rainier Beach, Franklin) to use the program in South Seattle School neighborhoods currently not receiving Safety, Equity, Connectivity, Sustainability and Ridership of bicycle transportation infrastructure and programs as called for in the Bicycle Master Plan.

Bonus Program

- ☒ Create a program with a few (2-3) students to collect data and write a report about the commuting habits of the participating students. Students would/could then send or give a

report to SDOT/WA Bikes/ Pronto Advisory Board/ about the habits and needs of students of ways to improve the program and expand it in other schools.

☑ Students who participate in the program would also get a special pass for the use of the bike during summer vacation to assist them in getting back and forth to their jobs or other places of need as an appreciation of gratitude for volunteering for the pilot program.

Items needed to start the program:

☑ Pronto Stations placed in close vicinity of school participating to allow students to park bike during the commute, as well as others to use during the day.

☑ Bus Cards issued to students to use when weather and environment to commute is impracticable.

☑ Welcome Packet to include:

1. Street Maps
2. Book on Rules of the Road
3. Helmet (could be a special gift “Nutcase Helmet Company”)
4. Reflective Vest or straps
5. Bike Operator’s Handbook
6. Card of Credit (used to access the bikes at Pronto Stations)
7. Reflective book bag to carry school items
8. Congrats T-shirt from Pronto / City of Seattle / Metro
9. Contract agreement for the student describing the program with rules and limits usage of the bikes
10. Information about Pronto Apps, Seattle Metro Apps and Credit Card usage (if the card system is used)
11. Writing Journal/Log for students to use (hardcopy and/or access to online tool) for recording/sharing riding data and experiences
 - A. GPS watches with heart rate monitors to track students’ daily trip while monitoring health status (calorie burn and energy exertion.)
 - B. Use a commercial website (Garmin Connect i.e.) for the purpose of sharing and electronically logging information for the purpose of studying and documenting trips and health information participants (students or teachers).

Implementation Plan

The plan could be developed, studied and finalized for implementation by the start of school, Fall/Spring 2016/2017.

High-Level Timeline/Schedule

The program would start during Fall 2016/17. The program would be considered complete by the end of the school year, Spring/Summer 2017.

The summer program would entail a three month general membership to use for traveling back and forth to jobs or summers schools.

Ancillary Benefits of the Expansion of Pronto

Educational Institutional Benefits:

- Institutions, Seattle Public Schools, Universities, Community Colleges
- Incentives and benefits for choosing active, sustainable transportation
- School Field trips via cycling
- Field study via bicycle
- Education/Scientific Research for the University of Washington
- Viable form of transportation for high school student to use for community transit to and from other associated destinations (libraries, businesses, other transit centers)
- Create a relationship with public schools to develop a program that will use Pronto bikes as a sole source of transportation for at least four dedicated educational programs a year (either a health initiative or educational initiative)

Health Benefits:

- Community Health Education (use bikes for promoting the health benefits of cycling)
- Fitness Study and Community Education (conduct demographic population studies using Pronto bikes for the purpose of large communities studies)
- Publish findings and distribute information to other bike share programs for further promotion of Seattle as a “Center of Excellence”
- Establish between the University of Washington and the City of Seattle a “Center of Excellence” in the field of community improvements using the bicycle and supporting transportation and community advocacy experts
- Establish relationships for student placement into related fields in local business and companies

Tourism and Area Promotion:

- Incorporate expansion of the Pronto System to incorporate usage to and from cultural events in the central areas (with incentives)
- Incorporate Pronto usage with tourism of the Central District and other related promotional events hosted by institutions and tour coordinators of Seattle by historic and cultural institutions
- Obtain museum support to develop cultural tours (Aquariums, Museums, and Cultural Centers etc.)
- Merge Pronto usage with Metro transfer system to establish a larger Multi Modal Network
- Implement Pronto into the Google transportation system as a modern method of transportation between desired transportations centers and requested destinations.
- Establish Apps that will coordinate Pronto availability with bus and train transfers and stations

- Create bike tour programs, alike cities in NY, Chicago, and Washington DC, that would use Pronto Bikes to tour city, local businesses and cultural areas

Business and Community Support Programs:

- Establish Economic incentives for community customers and businesses who purchased Pronto memberships or arrive at their business via Pronto Bikes
- Enable businesses to advertise at Pronto Bike Stations for community support and business development
- Employ local community people from within the community to help support the growth of Pronto stations and program creation
- Give business owners promotional memberships as incentives for customers and businesses to use Pronto
- Create fun and health fund raising programs for students that use Pronto to commute to either school or job via bike

Presented by Phyllis Porter and Jawara O'Connor