

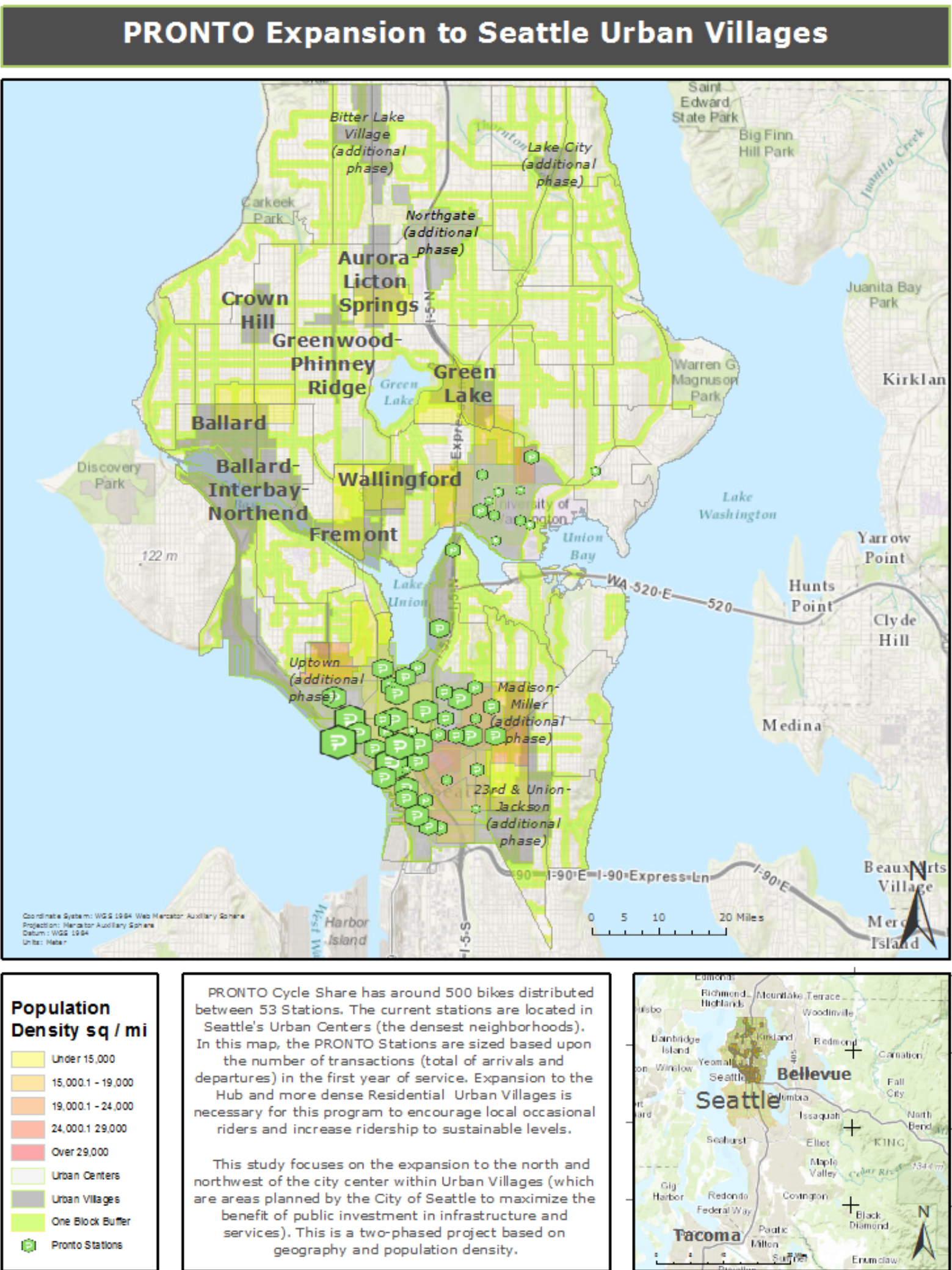
PRONTO's Missed Expansion Into Seattle's Urban Villages

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An extensive network of bike- friendly routes, high personal bike ridership rates, and a population that supports alternatives to driving personal vehicles within the city. So why did PRONTO Bike share fail?

What Went Wrong

- Coverage included 8 of 9 Urban Centers, encompassing Downtown, South Lake Union and the University District, but *excluded* Urban Village neighborhoods such as Fremont, Ballard and Green Lake.
- Construction in downtown core of Seattle, as well as delayed bicycle infrastructure were barriers to inexperienced and confident riders alike.
- Payment scheme unfriendly to one-time, and occasional riders.
- Helmet laws and hilly landscape are challenges for bike share in Seattle.
- After operational and ownerhship shifts, PRONTO Bike Share ended in March of 2017 after less than 4 years.

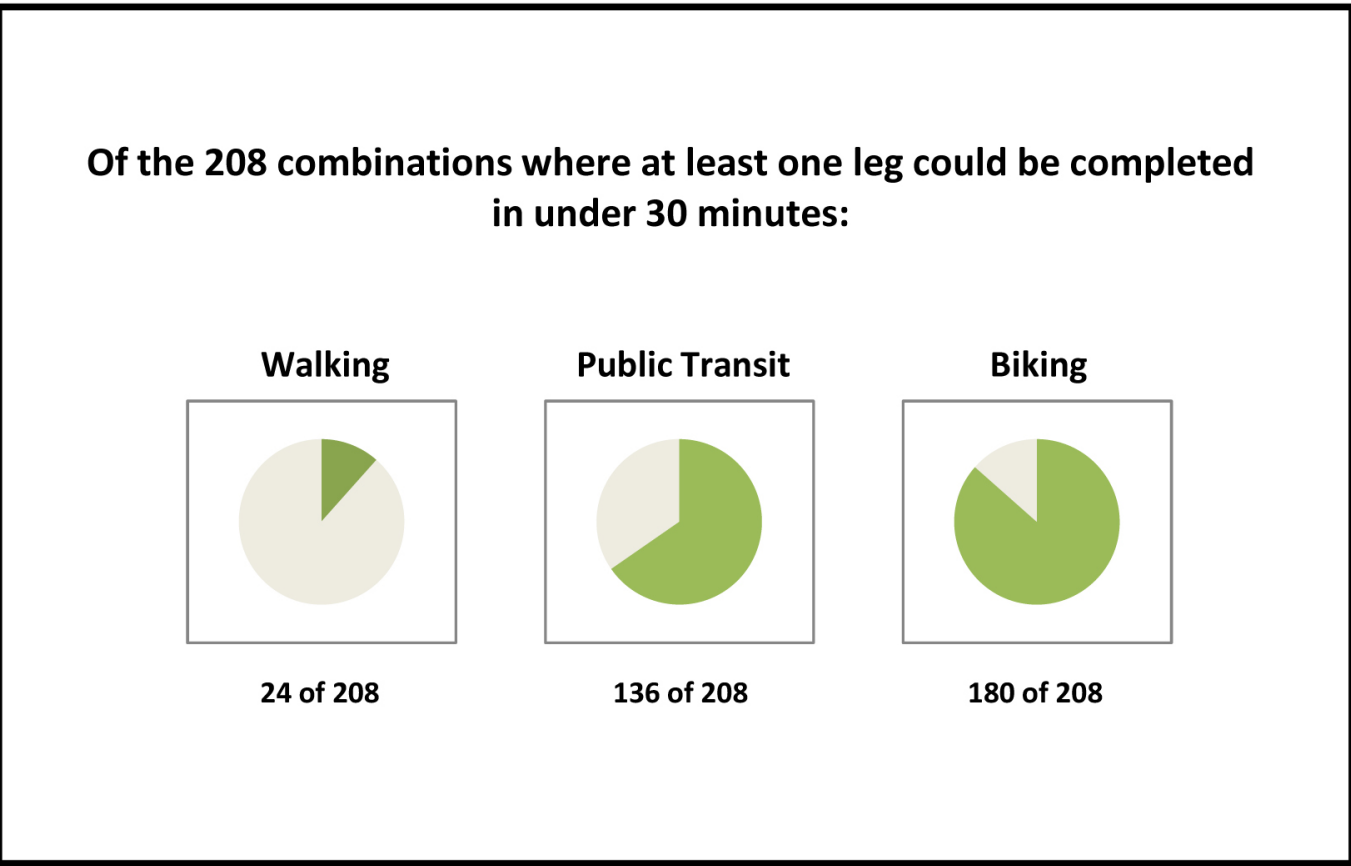


Walking, Public Transit, and Biking, Travel Times between N. Seattle Urban Villages

		Walking Time Range	Transit Time Range	Biking Time Range
Aurora-Licton Springs	Ballard	70-76	29-32	22-27
Aurora-Licton Springs	Bitter Lake Village	36-39	11-12	12-15
Aurora-Licton Springs	Crown Hill	38-40	14-20	13-14
Aurora-Licton Springs	Fremont	68-73	27-29	25-30
Aurora-Licton Springs	Green Lake	37-41	20-22	11-14
Aurora-Licton Springs	Greenwood-Phinney Ridge	25	17-18	9
Aurora-Licton Springs	Lake City	65-67	30-37	21-24
Aurora-Licton Springs	Northgate	27-28	21-22	10-11
Aurora-Licton Springs	Ravenna	76-82	50-51	25-32
Aurora-Licton Springs	Roosevelt	48-50	25-31	16-18
Aurora-Licton Springs	University Campus	79-84	32-38	26-30
Aurora-Licton Springs	University District Northwest	65-68	23-34	21-24
Aurora-Licton Springs	Wallingford	59-60	21-22	23-24
Ballard	Bitter Lake Village	92-101	37-38	29-37
Ballard	Crown Hill	32-48	15-17	8-15
Ballard	Fremont	48	19-21	16-17
Ballard	Green Lake	68-69	33-40	25-26
Ballard	Greenwood-Phinney Ridge	46-52	31-36	13-18
Ballard	Roosevelt	75-77	37-47	29-31
Ballard	South Lake Union	88-89	29-31	29-30
Ballard	University Campus	85-87	27-36	26-28
Ballard	University District Northwest	74-77	24-31	27-30
Ballard	Upper Queen Anne	69-73	24-35	26-32
Ballard	Wallingford	51-54	18-20	22-26
Bitter Lake Village	Crown Hill	61-63	24-28	20-23
Bitter Lake Village	Green Lake	71-78	27-30	24-30
Bitter Lake Village	Greenwood-Phinney Ridge	54-58	25	15-19
Bitter Lake Village	Lake City	50-55	37-44	15-22
Bitter Lake Village	Northgate	38-41	23-26	14-18
Bitter Lake Village	Roosevelt	82-87	32-38	29-34
Bitter Lake Village	Wallingford	93-97	29	30-34
Crown Hill	Fremont	68-75	26-29	24-27
Crown Hill	Green Lake	56-60	18-22	20-23
Crown Hill	Greenwood-Phinney Ridge	22-23	9-13	8-9
Crown Hill	Northgate	59	21-23	22-24
Crown Hill	Roosevelt	67-70	22-29	25-27
Crown Hill	University District Northwest	83-87	31-35	29-33
Crown Hill	Wallingford	73-76	24-37	27-28
Eastlake	Fremont	56-57	28-37	21-23
Eastlake	Green Lake	58-59	28-37	21-22
Eastlake	Ravenna	50-51	32-33	17-22
Eastlake	Roosevelt	52-55	25-32	19-22
Eastlake	South Lake Union	28-29	12-13	11

		Walking Time Range	Transit Time Range	Biking Time Range
Eastlake	University Campus	32-33	14	11-13
Eastlake	University District Northwest	32-34	16-17	13
Eastlake	Upper Queen Anne	59	40-47	25-31
Eastlake	Wallingford	46-48	24-32	17-20
Fremont	Green Lake	53-54	19-21	17-19
Fremont	Greenwood-Phinney Ridge	56-60	21-24	16-22
Fremont	Ravenna	60-61	32	21-23
Fremont	Roosevelt	59-62	25-27	23-24
Fremont	South Lake Union	45-47	17	17-19
Fremont	University Campus	41-43	19-21	15-16
Fremont	University District Northwest	43-46	21-22	16-19
Fremont	Upper Queen Anne	34-38	23-34	15-20
Fremont	Wallingford	20-23	9-13	7-10
Green Lake	Greenwood-Phinney Ridge	35-38	15-16	11-13
Green Lake	Lake City	70-71	24-28	28
Green Lake	Northgate	43-46	24-25	14-17
Green Lake	Ravenna	39-42	17-26	14-18
Green Lake	Roosevelt	10-11	6-8	5
Green Lake	South Lake Union	85-88	20-31	28-33
Green Lake	University Campus	42-43	18-19	15-16
Green Lake	University District Northwest	28	14-15	10
Green Lake	Upper Queen Anne	86-89	39-50	30-35
Green Lake	Wallingford	33-35	13-14	11-13
Greenwood-Phinney Ridge	Lake City	91-93	47-48	30-32
Greenwood-Phinney Ridge	Northgate	51	29-39	17-19
Greenwood-Phinney Ridge	Ravenna	73-79	46-47	24-32
Greenwood-Phinney Ridge	Roosevelt	46-47	19-23	16-17
Greenwood-Phinney Ridge	University Campus	76-80	33-35	25-30
Greenwood-Phinney Ridge	University District Northwest	62-65	20-28	20-23
Greenwood-Phinney Ridge	Wallingford	52-53	24-34	17-18
Lake City	Northgate	41-43	14-17	14-16
Lake City	Ravenna	82-85	19-21	33-38
Lake City	Roosevelt	66-68	26-28	27-33
Lake City	University Campus	96	26-30	41-44
Northgate	Ravenna	80-86	36-39	26-33
Northgate	Roosevelt	49-51	20-23	17-20
Northgate	University Campus	84-88	32-36	28-33
Northgate	University District Northwest	70-72	26-30	23-27
Northgate	Upper Queen Anne	127-128	30-54	48-49
Northgate	Wallingford	78-80	39-43	27-28
Ravenna	Roosevelt	32-37	21-29	12-18
Ravenna	South Lake Union	79	36-40	29-32
Ravenna	University Campus	17-19	11-12	6-9

		Walking Time Range	Transit Time Range	Biking Time Range
Ravenna	University District Northwest	22-25	20-24	9-12
Ravenna	Upper Queen Anne	90-95	47-51	29-39
Ravenna	Wallingford	44-50	32-33	16-22
Roosevelt	South Lake Union	84-88	20-37	26-38
Roosevelt	University Campus	36-39	17-19	13-16
Roosevelt	University District Northwest	22-23	11-12	8-10
Roosevelt	Wallingford	41	18-19	15-16
South Lake Union	University Campus	59-61	24-25	20-27
South Lake Union	University District Northwest	60-63	26-27	21-30
South Lake Union	Upper Queen Anne	31-37	27-37	14-24
South Lake Union	Wallingford	64-67	21-25	24-25
University Campus	University District Northwest	15-16	10	5-6
University Campus	Upper Queen Anne	72-76	44-47	25-31
University Campus	Wallingford	32-34	13-18	11-14
University District Northwest	Upper Queen Anne	76-77	43-47	27-32
University District Northwest	Wallingford	25	11-14	10
Upper Queen Anne	Wallingford	54-56	36-37	22-26



Notes: Locations are sorted alphabetically; origins and destinations are not reverted in the interest of saving space; locations later in the alphabet should not be interpreted as less accessible. Travel times are summarized to include the outbound and inbound time with the lesser time listed first. Trips where both the outbound and inbound trip time are greater than 30 minutes are omitted (33 combinations were omitted for this reason). Trip times have been color coded based on the average of the outbound and inbound trip times calculated at 8AM on a Thursday morning. Green indicates an average trip under 25 minutes, yellow a trip from 25 to 30 minutes and orange, a trip over 30 minutes.

What's Next?

When considering bike share options, coverage should include the Urban Villages around Green Lake.

Urban Villages are more appealing to casual riders (who do not own a bike and are likely more comfortable with the Seattle DOT's Occasional Rider Routes) than the dense Urban Centers. The nearly 480 foot elevation change between Greenwood and South Lake Union provides ample opportunity for speedy one-way commutes between N. Seattle and the urban core, and allows for trips of nearly 5 miles within a 30 minute borrowing period.

Currently there are at least 3 companies working with SDOT and the City Council on pilot programs for dockless bikeshares to be launched on Seattle streets as early as June 2017. Dockless systems provide a larger coverage area at a lower cost, but the state helmet law and the hilly geography of the region are two obstacles to any bike share, especially a dockless system.