

PRONTO!

Seattle Helmet Program





THE CHALLENGE

All-ages mandatory helmet law in the City of Seattle and King County

THE MANDATE

- Get helmets on heads!
- Provide a simple and easy way for riders to rent and/or purchase a helmet at every station in the system
- Minimize cost to users, to avoid dampening demand for core service





Initial Proposed Solution – Helmet Vending Kiosk

- Automated solution for helmet rental
- Integrated primary system software and station terminal
- Able to dispense and accept return of helmets
- RFID equipped – for tracking and accountability
- Able to provide current status info – number of clean helmets available and returned helmets
- Integrated map panel

Costs:

- Up-front capital cost for machine – more expensive than main station terminal
- Ongoing software license fee per machine



Launch Solution

Two-compartment bins where clean helmets can be obtained and used helmets can be returned. Custom-designed decal wraps are added.

Each side contains a 55-gallon inner container that holds **25 helmets** – clean helmets on left, used helmets returned on right.

Helmets cleaned after each use and wrapped to distinguish them from used helmets.

Helmet Loss Rate: Loss rate with this initial solution was less than 5% of helmets in the field from week to week.





Long Term Bin Solution

Clean helmet door is locked and accessed by entering a code on a PIN pad attached to the door, which controls a battery-powered electric lock.

Annual members receive a four-digit code for the PIN pad that unlocks the door.

Short-term pass holders may “rent” a helmet by paying \$2 at the kiosk for access to the current code.





Helmet Rental/Use Data

- Approximately 65% of short-term pass purchases are associated with helmet rental
- Processing approximately 1,500-2000 helmets per week during summer months (first year)
- Pass holders and members may use multiple helmets in one day – not encouraged
- No visibility into rate of helmet use by annual members





Helmet Operations

Distribution

Collection of used helmets

Cleaning and inspection

Redistribution

- Helmet distribution and pick-up was originally done by rebalancers while rebalancing bikes – now done by dedicated staff using trikes or a truck following a pre-planned service route during peak season.
- We monitor station activity and check stations regularly to ensure they are stocked with helmets. Busy stations need to be checked frequently during peak season.



Helmet Operations

Cleaning and inspecting after every use



- Foam pads are removed and cleaned with soap and water, then spin-dried
- Inner shell is sprayed with a disinfectant helmet spray
- Straps and outer shell are cleaned with soap and water



Helmet Operations

Cleaning and inspecting after every use



- Helmets are inspected according to checklist
- Pads are reattached to Velcro mounts
- Helmets are bagged, stickered and boxed for redistribution