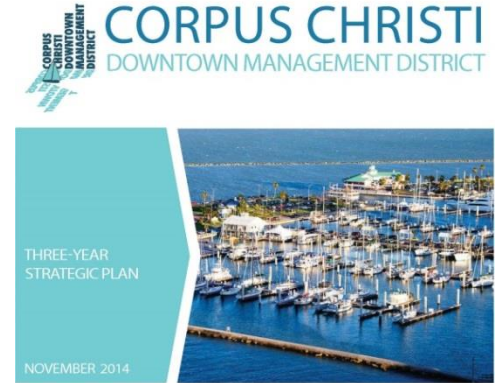


# Bike Share Program Process

- DMD Three Year Strategic Plan, November 2014
- MPO Bike Mobility Plan, Summer 2015
- Bike Share Steering Committee, Fall 2015



# Why A Bike Share?

- Health and Fitness
- Tourism
- Economic Development
- Last Mile



## Turnkey Service

We do everything.



### Hardware Everything you need

We provide the bikes, the racks and the technology that is ready to go upon arrival.



### Setup and Maintenance By our professional staff

Our trained and friendly staff will install and provide the ongoing maintenance needed to keep your program running smoothly.



### Marketing Support All the tools you need

Our team provides you with the marketing materials and support needed to successfully promote your program to your riders.



### Account Management For both you and the riders

We provide you a dedicated account manager and a \$2M insurance policy, and provide your riders with a 24/7/365 call center.

## Membership Options

Compare plans to find the one that fits your riding style. Just click join when you're ready to get started.

Pay per hour

Monthly Membership

Yearly Membership

MEMBERSHIP FEE

\$15 billed monthly

Rides shorter than 1 hours are FREE

then pay \$3/hour

up to \$24/ride

You will be charged an additional \$24 late fee for keeping a bike over 24 hours.

JOIN

## How It Works



# BIKE SHARE LOCATIONS

- La Retama Park
- RTA Customer Center
- Shoreline Blvd./Peoples St.
- Bayshore Park
- Visitors Center Area
- **T-Head** (pending TIRZ Funding)
- **Lawrence St. T-Head** (pending TIRZ Funding)



# Timeline

- DMD Signed Contract June 30
- Signed MOU with RTA July 22
- City Approval July 26
- Bike Share Launch August 19
- Recruitment Program Expansion Ongoing

