

6 Steps to Getting Started with Bike Share



Thinking about bringing bike share to your residential or commercial property, university, or corporate campus? Great. We'll show you how.

Bike share programs are a great way to distinguish your property, encourage healthy lifestyles, and offer an alternative to cars for everyday trips. Plus, having your own 'privately operated' system means the bikes are branded with your logo, and bikes are only accessible to approved members of your program.

OK, let's get rolling.

1

Decide the Size of System

Not sure how many bikes you need? First, estimate the number of participants in your program – typically between 20-30% of your total population. Then plan for 1 bike for every 15-20 riders. So if you estimate 100 riders in your system, we suggest starting with 5-6 bikes. Note that you can expand your system later on; so if this is your first experience with bike share, no need to over-invest. Even a small system can have a big impact. The important thing is to get started.

2

Branding Your System

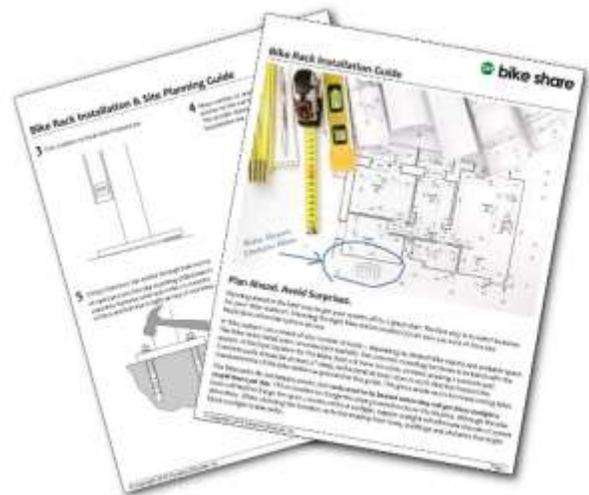
Your bicycles will come branded with your logo on the sides of the frame and the basket panels. The racks and App will also have your logo. If you want to add more color to the bikes, we can color match the fenders and chainguard to your logo. For more information, ask for our **Branding Guide** with information on the branding locations, and the types of artwork we need.



3

System Installation

Rack Installation. The On Bike Share racks can be located inside or outside – they just need to be mounted onto concrete. The racks do *not* need any power. You start by placing the racks where you want them, then mark the drill holes. Drill the holes into the concrete, and hammer the anchors into the holes. Each rack takes about 5-10 minutes. The mounting hardware is included with the racks.



Ask for our **Site Planning Guide** with information on rack configurations and spacing.

Bicycle Assembly. The bicycles will arrive about 95% assembled. You add the pedals, handlebar and basket. We provide the tools, instructions and a video to guide you through the assembly. Final assembly takes about 10 minutes per bike.

4 System Launch & Use

The two keys to a successful launch are **communication** and **education**.

We provide you with a **Rider Guide** that you can email to your residents when you announce your program. Launch events are also a great way to kickstart your program and demonstrate the bike checkout/return process.

For your riders, the bikes are free to use. They use the **On Bike Share App** to register for your system and accept the waiver. Once you activate them into the system, riders use the App to select the bike they want to ride, and the App unlocks the bike from the rack.

Suggesting popular cycling routes or destinations will also help encourage riders to build a ride into their routine.

5 On-Going Management

The On Bike Share system is cloud-based – so there is no software for you to install. You can add as many ‘Admins’ to the system as you’d like. Admins get a login to the Admin portal to monitor and manage your system. The Admin software tracks bike use, so you always know who has bikes.

During the first 60 days after launch, admins are encouraged to check the Admin portal daily to activate riders, address any problem reports, and monitor system use.

6 Bike Testing & Maintenance

The On Bike Share bicycles were designed for high durability and low maintenance. However, the bicycles will still need periodic inspections and maintenance. This will improve bike safety, prolong the life of the bike, and maximize bike



availability.

The On Bike Share system includes an App just for Admins called the **On Bike Maintenance** App. This App uses the same email and password used to login to the Admin portal. Once logged in, Admins can use this App at the bike station to scan the bikes, check battery levels and test unlock each bike. This App also allows you to record bike maintenance so you can document and track your bike maintenance. ■

If you have questions, feel free to contact us at info@onbikeshare.com or at 401-475-8094.