

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, ready to get rolling?

1

Decide the Size of System

Not sure how many bikes you need? A good starting point is a ratio of about 1 bike for every 15-20 participants in the program. If you are not sure how many people will participate, estimate between 20-40% of your total population will register. Note that you can always expand a system based on demand, 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.

Budgeting for a bike share system includes the initial purchase as well as on-going maintenance costs. With On Bike Share, it is a one-time purchase (no on-going software licensing fees). As an investment, bike share is pretty inexpensive. Based on the ratios above, a complete system will cost approximately \$60 per participant to purchase.

2

Branding Your System

Bikes with your brand will show off your property everywhere they go. Your bicycles and racks will come branded with your logo. The primary locations for the branding are the sides of the bike frame, the basket panels, and the top of the bike rack. If you want to add more color or personalization to the bikes, we can color match the fenders and chainguard to your logo. Once your order is confirmed, you will receive a **Branding Guide** with information on the locations, sizes and types of artwork we need to produce the decals for your bicycles and racks.



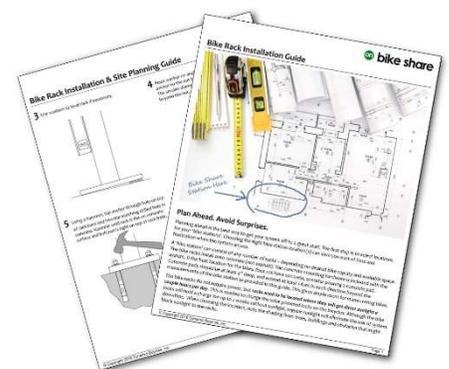
3

System Installation

Rack Installation. The On Bike Share bicycles use solar-powered locks, so the racks need to be located where they can get a few hours of direct sunlight each day. Although the locks have a standby time of up to 2 weeks, regular direct sunlight will eliminate the risk of locks running out of power.

The On Bike Share racks get mounted onto concrete, and do *not* need any power. On the day of installation, you will place the racks in the desired locations and mark these locations. An on-site facilities or maintenance person can drill the holes into the concrete for securing the racks. The rest of the rack installation is done with a hammer and wrench and takes about 5-10 minutes per rack. The mounting hardware is included with the racks.

On Bike Share will provide you with a **Site Planning Guide** that will help you determine how much space you need for each bike station, and provides guidelines for spacing the racks using different configurations.



Bicycle Assembly. The bicycles are fully tuned prior to shipping, but need to be partially broken down to fit in the shipping boxes. The bikes will arrive about 90% assembled in the box. The final assembly can be done by an on-site person using the tools and instructions/video provided with your system, or we can arrange for on-site bicycle assembly through our partner Velotooler. Final bike assembly takes about 15-20 minutes per bike.

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System Launch

The two keys to a successful launch are communication and education. Pre-announcing that the bike share system is coming will help your riders plan ahead, and starts to build excitement for the program. Launch events are also a great way to kickstart your program, talk about why bike share is important to you and your riders, demonstrate the registration and bike checkout/return process, and familiarize riders with the App.

Education is equally important to program success. For people who may not ride regularly, a refresher on bike safety, and suggesting popular cycling routes or destinations will encourage riders to build a ride into their routine. Our

Rider Guide

includes instructions on rider registration, bike checkout/return, as well as safety tips.



Once your system arrives, On Bike Share provides training on the Admin software through both self-guided and live training sessions. The training shows you how to approve rider registrations, add your logo to the App, edit the waiver form, view problem reports, and monitor system use.

5

On-Going Management

The On Bike Share system is cloud-based – meaning there is no software for you to install. You will have a login to the Admin software to monitor and manage your system.

For your riders, they will use the App to register for your system, provide contact information, and accept the waiver form. The App is map-based, so it will show riders where the bikes are located, and how many bikes are available. When at a bike station, riders use the App to select the bike they want to ride and the App will unlock the bike from the rack using the phone's Bluetooth to communicate with lock. The Admin software records and tracks bike use in real-time, so you always know who has bikes.

Administrators are encouraged to check the Admin software regularly to approve registrations, address any problem reports, and monitor system use. During the first 60 days after launch, Administrators should budget 30-60 minutes per bike, per week for answering questions, responding to rider inquiries, checking on bikes, and learning the system. After the launch phase, this time commitment will be reduced.

6

Bike Maintenance

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

If you choose to do the bike maintenance yourself, our Admin software allows you to create service tickets to schedule and track all bike maintenance. We also provide a toolkit and resources to get you started.

If you would like someone else to do the bike maintenance, we can arrange this through our partner Velotooler. Velotooler's certified and insured mechanics come on-site and perform comprehensive monthly bike inspections and tune-ups. Maintenance plans start at \$330 per bike per year. ■

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