



RIDE Solutions

CONNECTING THE REGION'S COMMUTERS

 **Zagster**

Bike Sharing for Roanoke

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Our Mission: To Make The Bike The Most Loved Form of Transportation





What is bikeshare?

Short term rentals for one way, station to station trips

Membership system to access, with short trips free as part of membership

Opportunities to partner with businesses, non-profits, and other groups to provide access free or at low cost.

Why Bikeshare?

Roanoke is consistently rated a great place to be outdoors.

Bikeshare makes it easy to take your practical trips outside.



Why Bikeshare?

Active Transportation is key to public health



Mode Split (bike, walk, public transportation)

Average of the most obese:

3.25%

Average of the least obese:

18.56%

Roanoke:

5.6%

Why Bikeshare?

Mobility – bikeshare effectively shrinks our urban spaces by making it easier to move quickly between them.



A photograph of three cyclists riding on a city street, overlaid with a blue tint. The cyclist on the right is in the foreground, wearing a yellow helmet and a dark jacket, smiling. The cyclist on the left is also in the foreground, wearing a dark helmet and a light-colored jacket. A third cyclist is visible in the background. All three are riding bicycles with front baskets. The text "What will it look like?" is centered over the image in white.

**What will it
look like?**

The Bike



Adjustable seat fits adult riders

Smart keypad control allows for quick checkout

Fenders and chain guard keep riders clean

Mounted ring lock immobilizes bike when not in use



8 gear shifting

Bell

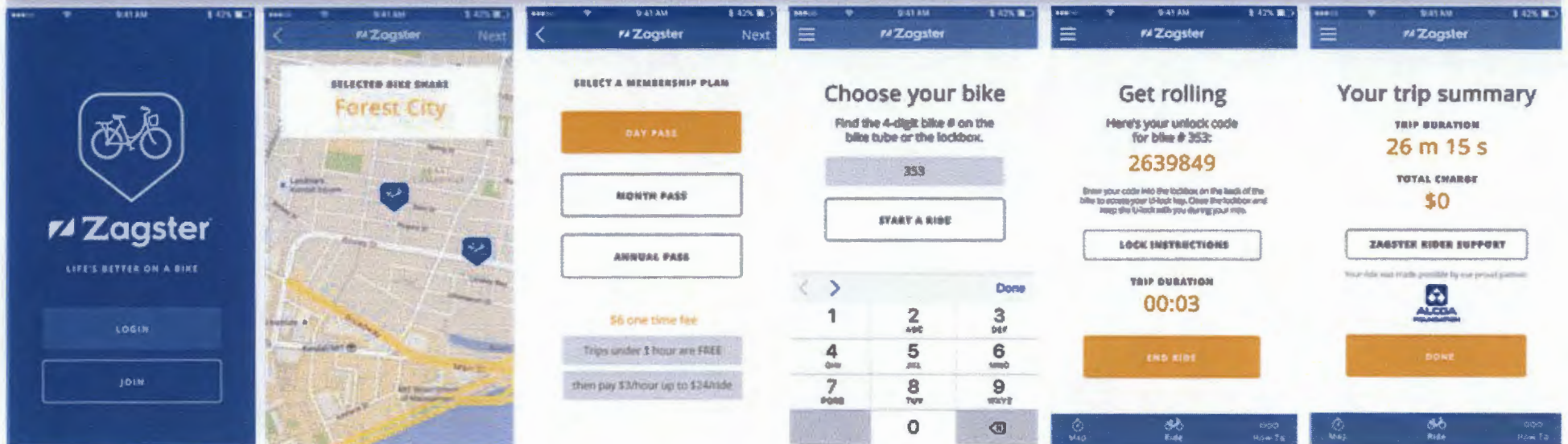
Convenient front basket with prominent branding

Dynamo powered, automatic front & rear lights

The shared bike riders love

- Unanimously rated the most comfortable bike share bike by The Ohio State University
- 30% lighter than competitive bike share bikes
- Consistent improvements to hardware and technology

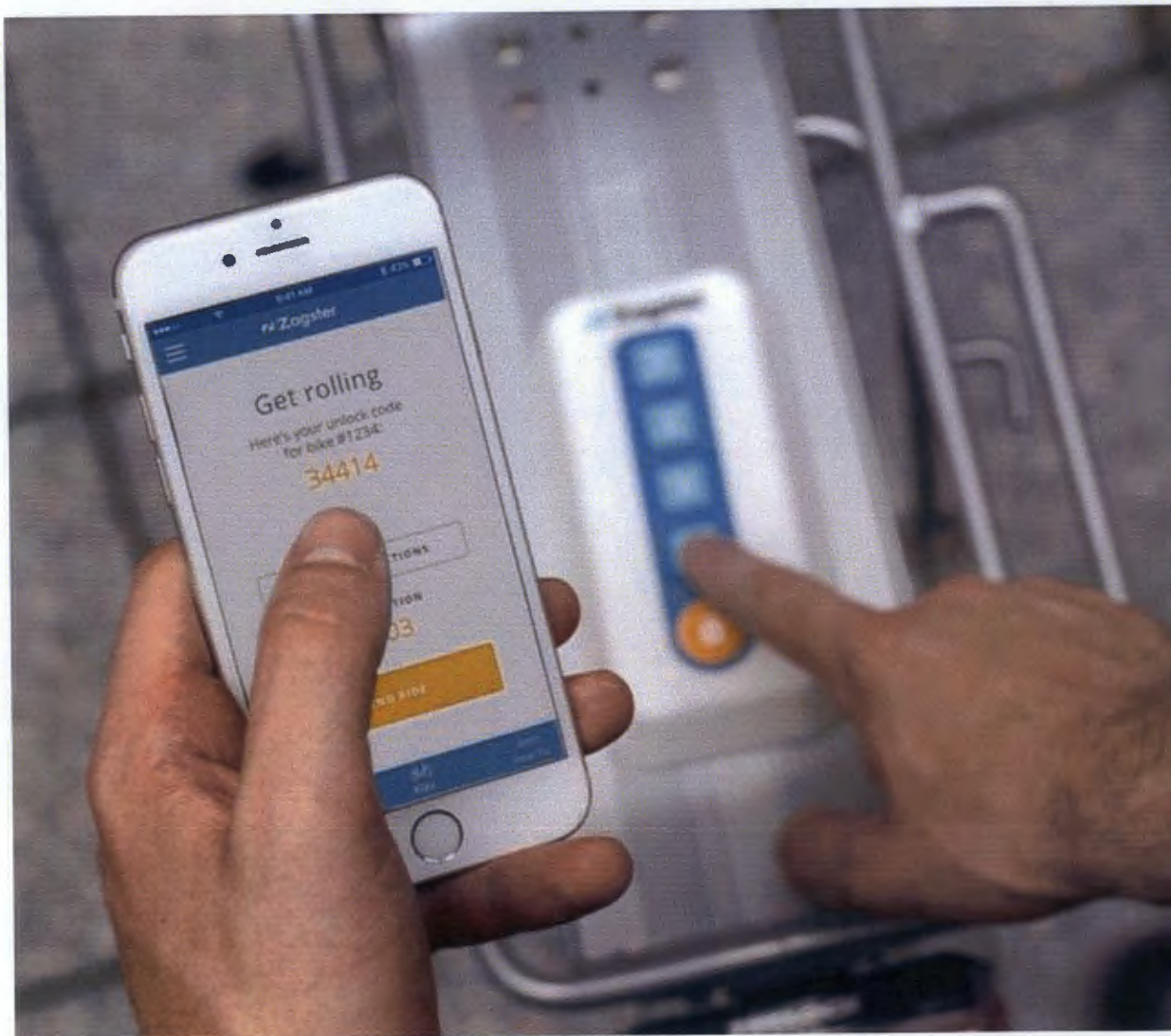
Mobile App



Functionality

- Intuitive interface makes sign-up and checkout quick and easy
- Bluetooth users unlock with one touch
- Location service optimized

- Map shows bike locations
- Bike routes to local points of interest
- Opportunities for local sponsor branding



On-Bike Keypad

Controls the smart lock

Allows access for riders using feature phones or smartphones without BLE compatibility

Robust and weatherproof

Enables one-touch locking

Modular Stations

Versatile layouts allow for flexible applications and siting

Can be anchored or freestanding

Signage includes instructions and space for sponsorship



Station Locations

Station locations a function of usage
and where sponsors want them to be

Likely a version of Roanoke's Golden
Triangle – Grandin, Downtown, Crystal
Spring, with stations in Wasena,
Southeast, Salem, Vinton and several
greenway locations



A photograph of three cyclists riding on a paved street. The image is overlaid with a solid blue color. The cyclist on the right is in the foreground, wearing a yellow helmet, sunglasses, and a dark jacket, smiling at the camera. The cyclist on the left is slightly behind, wearing a dark helmet and a light-colored jacket. A third cyclist is visible in the background. All three are wearing helmets and carrying bags in their front baskets. The background shows trees and buildings.

**How Will it
Happen?**

Mix of Funding

Member fees – structure is not yet set

Private sponsorship:

- DRI
- Carilion Clinic
- RIDE Solutions
- Richmond Loft Co
- Garland Properties
- RGM Properties

VDOT and Federal Funding



Timeline

Finalize funding March 15th

Launch bikeshare April 15th

Grow!

