

Operating Bike Share in Small/Medium Sized Cities

NABSA Webinar 1/15/2016

Presenters:

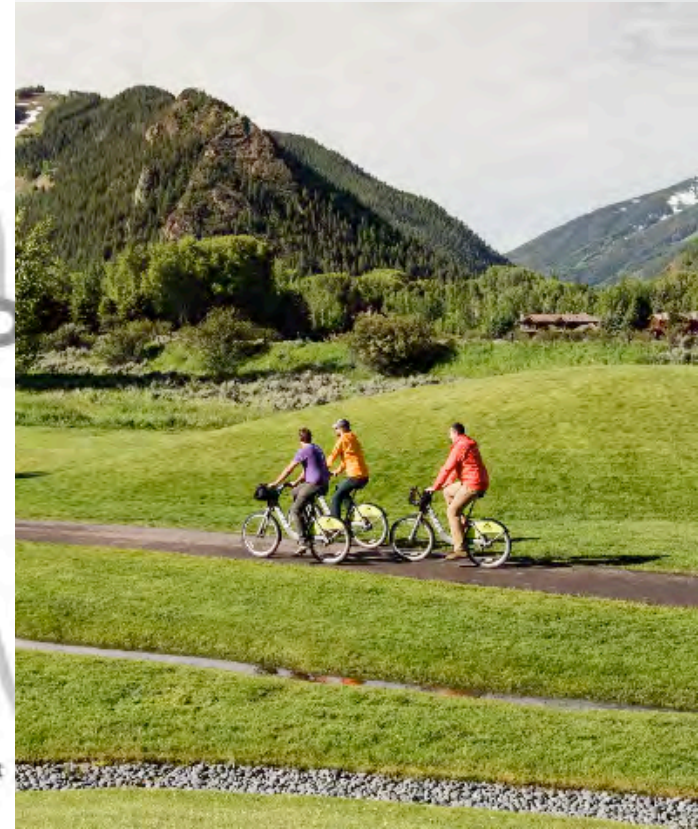
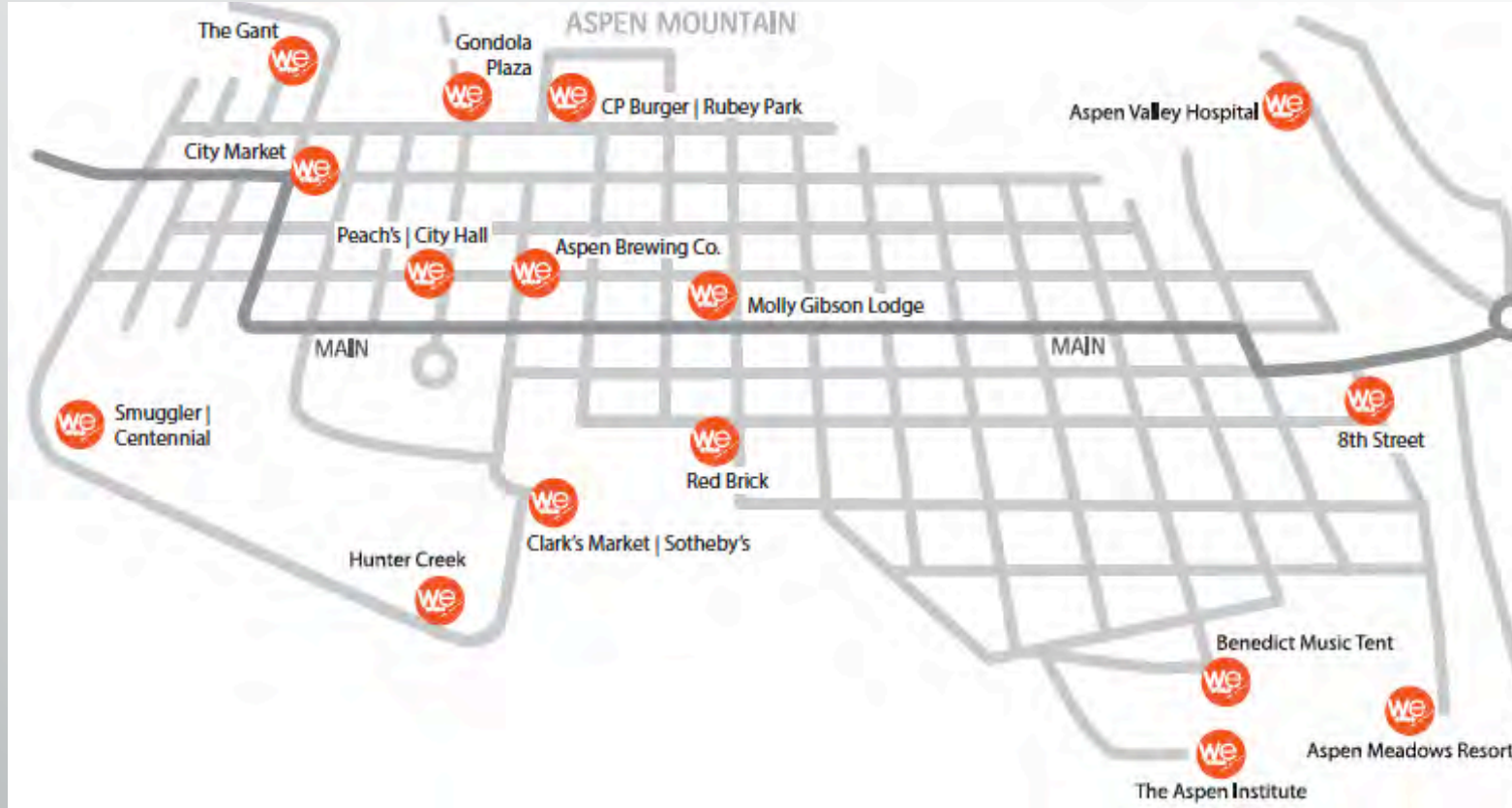
Mirte Mallory, WE-cycle

Lindsey G. West, Zyp BikeShare

Moderator:

Nicole Freeman, SEADOT

Aspen, CO ● WE-cycle



Birmingham, AL ● Zyp BikeShare



Small-Medium City *Opportunities*

- Higher probability of successful non-profit governance
- Easier permitting and deployment of system
- Simplicity of rebalancing operations
- Higher probability of replacing car trips with bike trips



Mayor William Bell waving to kids during the Zyp BikeShare launch ride in Birmingham, AL

Small-Medium City *Challenges*

- Lower population/job densities
- Small media market impacts branding opportunities
- Reduced opportunities to connect with transit
- Unique equity issues
- Changing local culture
- Political leadership

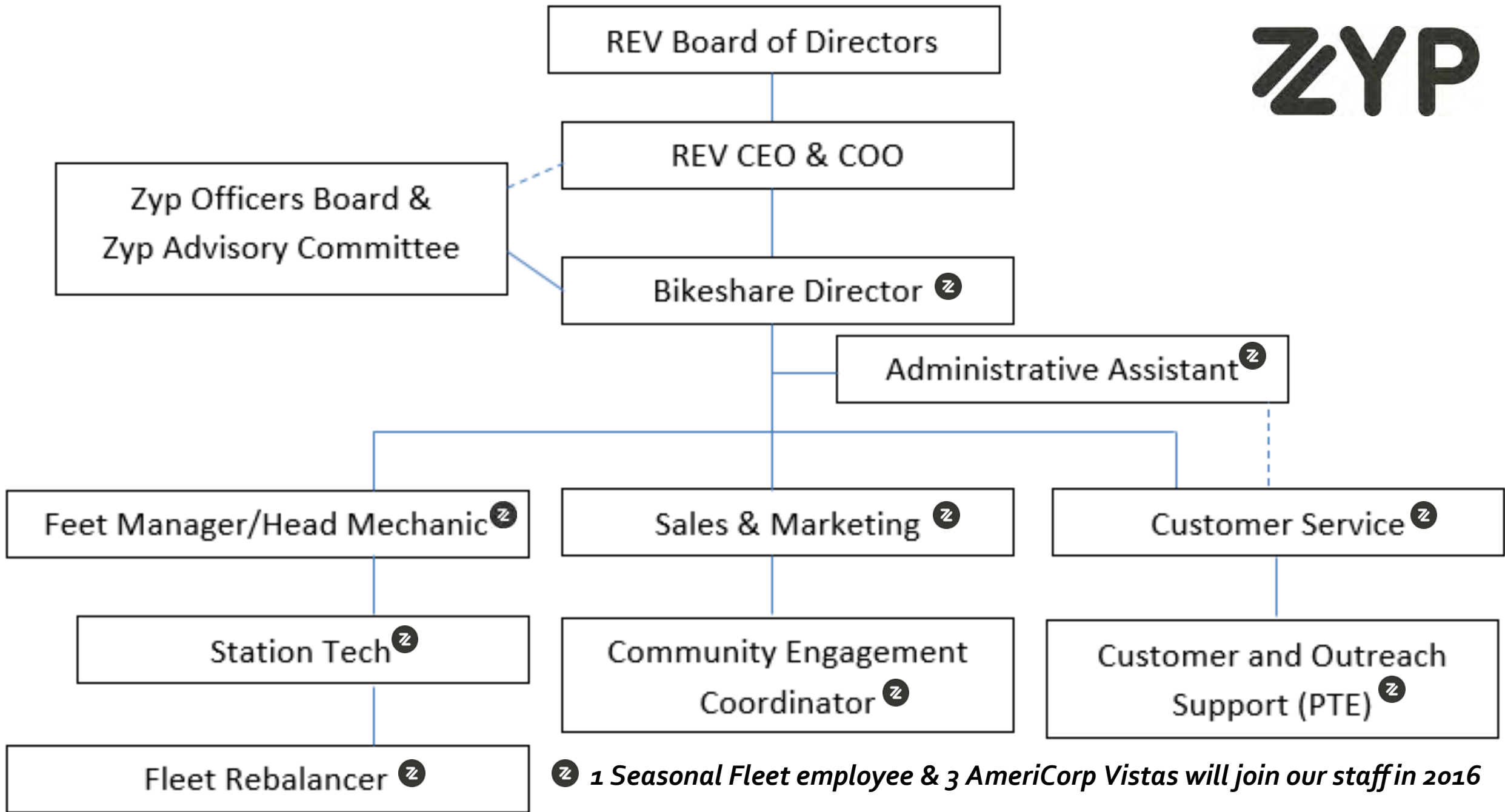


Colorado Governor John Hickenlooper and Aspen Mayor Steve Skadron ride WE-cycle during Colorado Bike Share Day festivities in Aspen.



Partners (Founding Partners incl. City, County, Transit Authority, lead businesses/organizations.)





z 1 Seasonal Fleet employee & 3 AmeriCorp Vistas will join our staff in 2016





















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