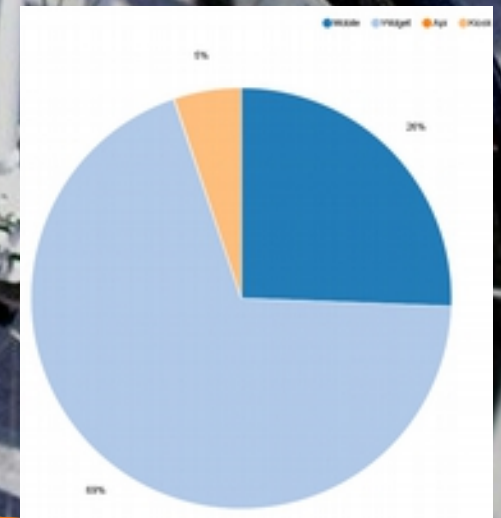


Sobi hamilton- Web and social media



- Launched system in March 2015
- Most of our riders use the system to commute
- 69% of riders sign up on website, 26% via Sobi app ->
- Surveyed riders report very high rates of satisfaction with overall system, customer service, website, and app



HAMILTON
BIKE SHARE

Sobi hamilton- successful campaigns

Becoming an Integral Community As

- Free co-promotion that creates b
- Create and strengthen brand ide
- Ex. Hometown rock heroes The , riding SoBis to the Junos a few d before we officially launched --social media shares + National coverage on red carpet
- Boosts our image and reach, and for sponsorship pitches

HAMILTON
BIKE SHARE



Arkells
March 15 · 🌐

Riding in style to the Junos. Thanks Sobi Hamilton for the sweet bikes! Awesome new bike share in #HamOnt www.sobihamilton.ca

Hamilton Bike Share, Drea Degeus, Christine Candice, Patti Duckworth and 1,615 others like this.

213 shares

View previous comments 2 of 66

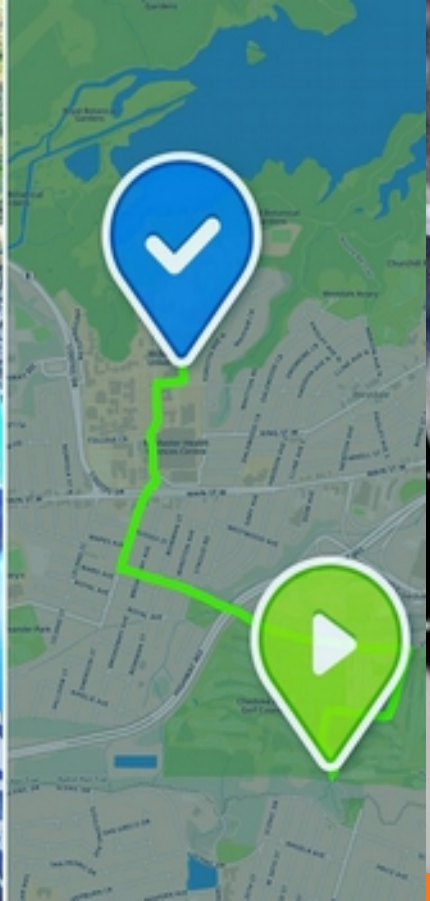
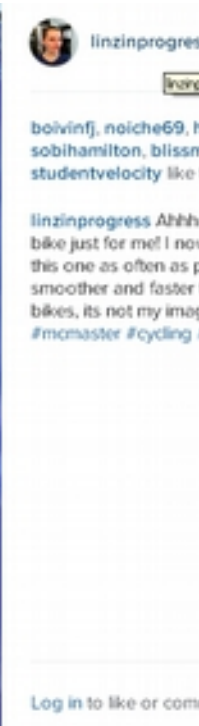
Clare Freeman You make Hamilton Proud!!
Like · Reply · March 17 at 4:34pm

Mysti Connolly Awesome 😊
Like · Reply · March 17 at 9:21pm

Sobi hamilton- successful campaigns

Becoming an Integral Community

Asset Membership Drive and Naming a SoBi



HAMILTON
BIKE SHARE

Sobi hamilton- successful campaigns

Give the people what they want!

- Multiple Bike Rentals
- "Reduced pricing" out of hub locking



OHSO Fitness @FitnessOhSo · Sep 4

Exciting @SoBiHamilton news today! Got friends coming from out of town soon? 3 ppl can now get a killer bike workout on one user account!



3



2



Ryan McGreal @RyanMcGreal · Sep 4

Very cool! @SoBiHamilton now allows multiple bikes to be rented from the same account sobihamilton.tumblr.com/post/128338447... #HamOnt



5



4



[View summary](#)

HAMILTON
BIKE SHARE

Less Successful campaigns

Recruiting Riders and Generating Revenue from Promotion at Special Events and Workshops



BIKE
sobi
HAMILTON

LIKE A BOSS

CYCLING 101 WORKSHOP
LEARN TO RIDE SAFELY & WITH CONFIDENCE

WEDNESDAY AUGUST 19TH

12:00-1:00 PM
@ SEEDWORKS SOBI HUB
126 CATHARINE STREET NORTH

RSVP TO SUPPORT@SOBIHAMILTON.CA

HAMILTON
BIKE SHARE