



Pedal Assist Bike Share

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9/28/15

Seattle Pronto



Launched 2014
51 Stations - 414 Bikes
< 1 Trip Per Day

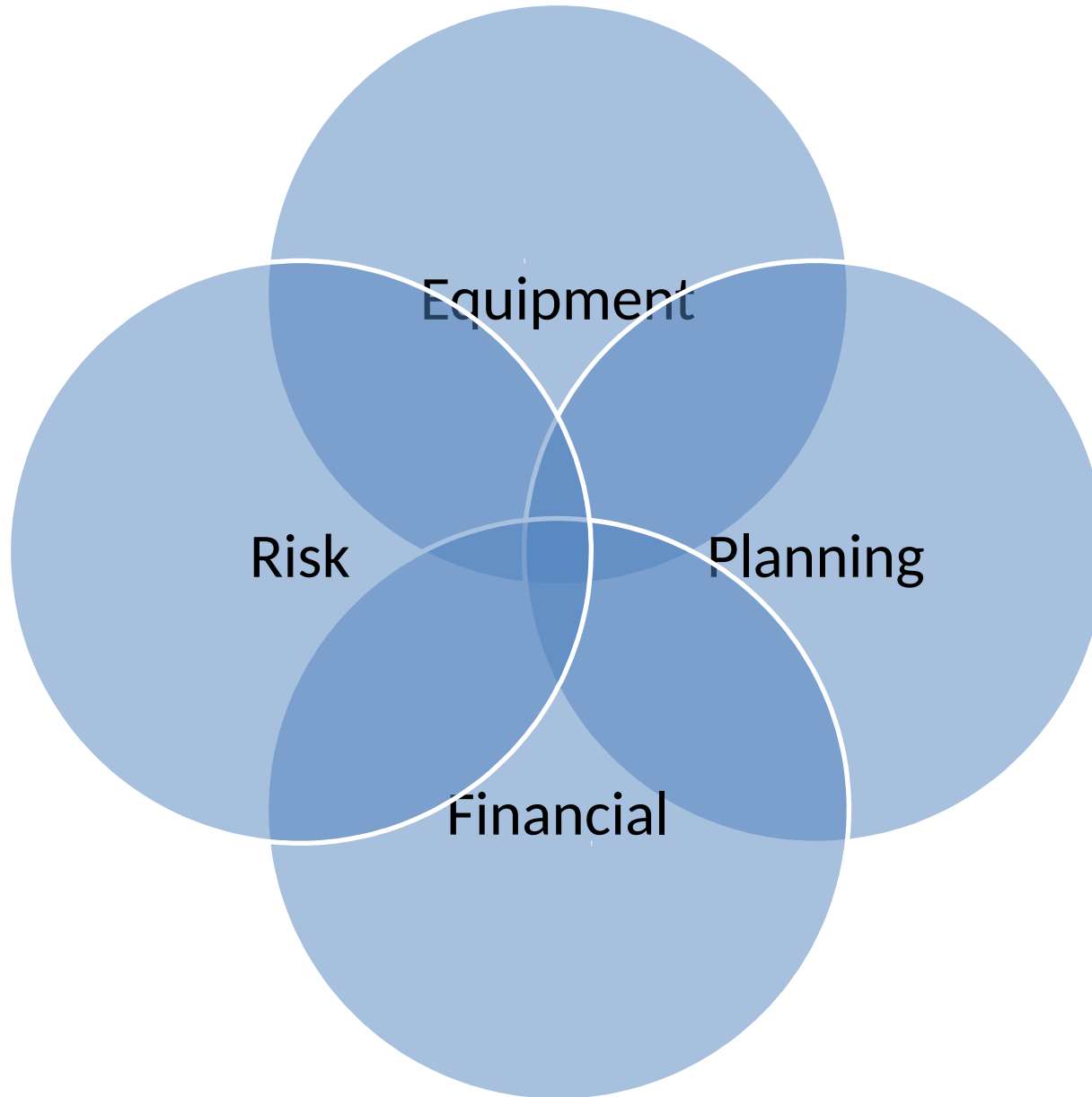
Pedal-Assist for Seattle



Level the Land

Reduce the Distance

Pedal – Assist Considerations



Consideration: Equipment



3 Operational
Smooove
Velobility
JC Decaux

5 Available, 2016
BonoPark
Go Bike
Beweggen

18+ Developing/ Consider
Bcycle
Sobi
Spark Mobility
NextBike
8D/Motivate
RideOn
Tracetel
Effia
Bicincitta
SkyCube

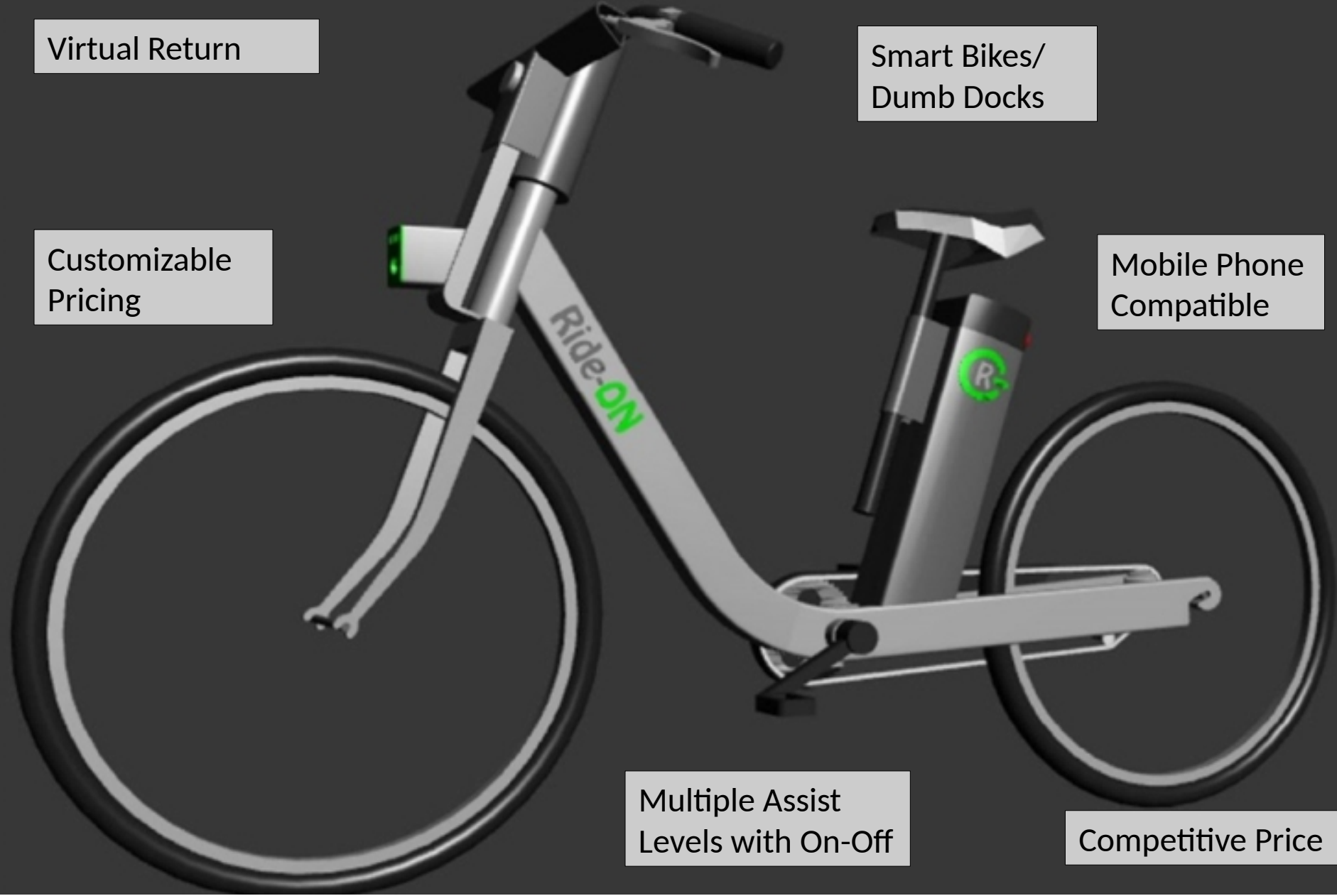
Consideration: Equipment

Virtual Return

Smart Bikes/
Dumb Docks

Customizable
Pricing

Mobile Phone
Compatible



Multiple Assist
Levels with On-Off

Competitive Price

Consideration: Equipment

100% of Bikes?

Solar or
Hardwired?



1 System or 2
parallel systems?

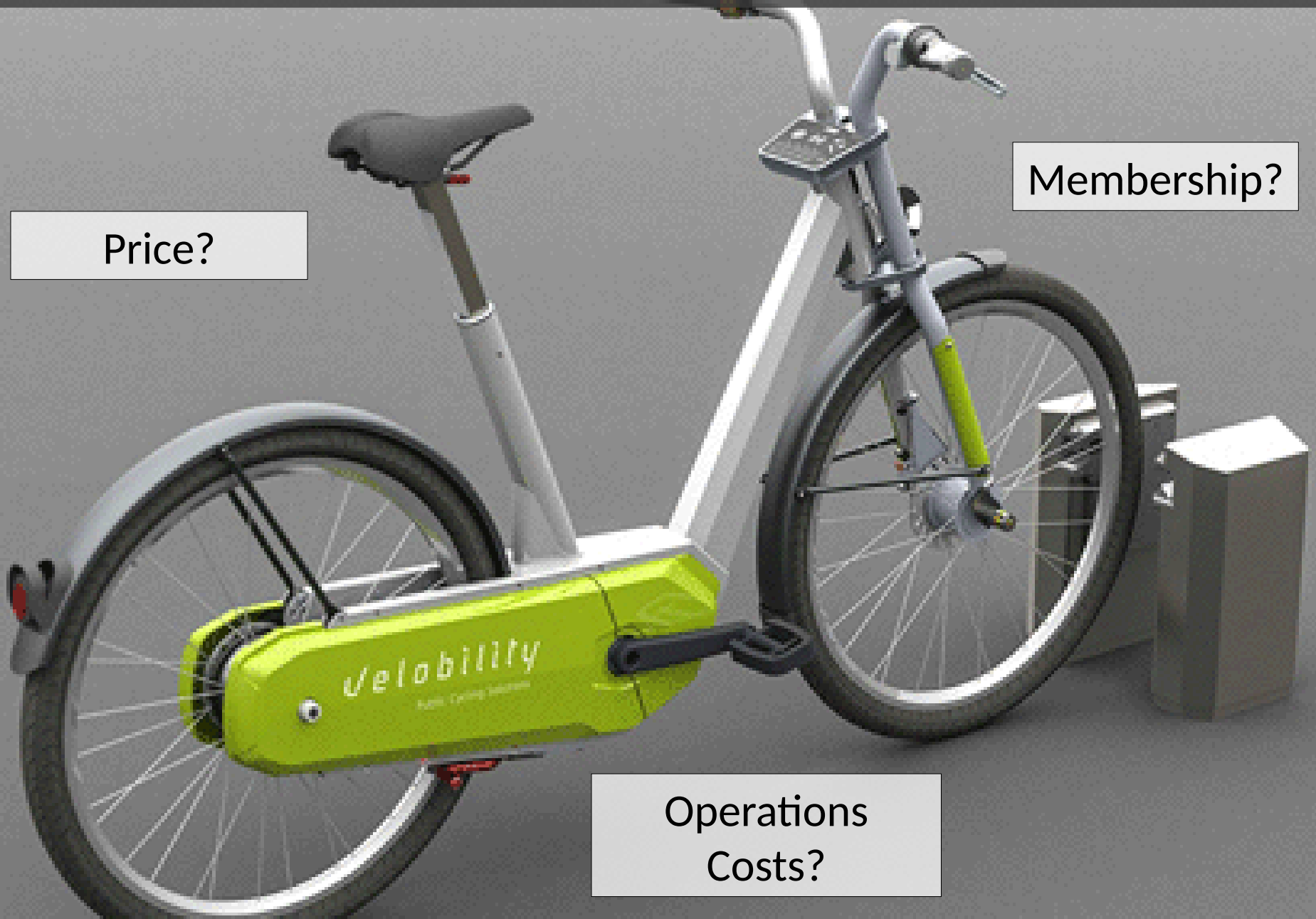
Retrofit, Battery Swap
or Off-The-Shelf

Consideration: Financial

Price?

Membership?

Operations
Costs?



Consideration: Planning

Trip Length

Station
Density

Free Period

1st Mile/Last
Mile

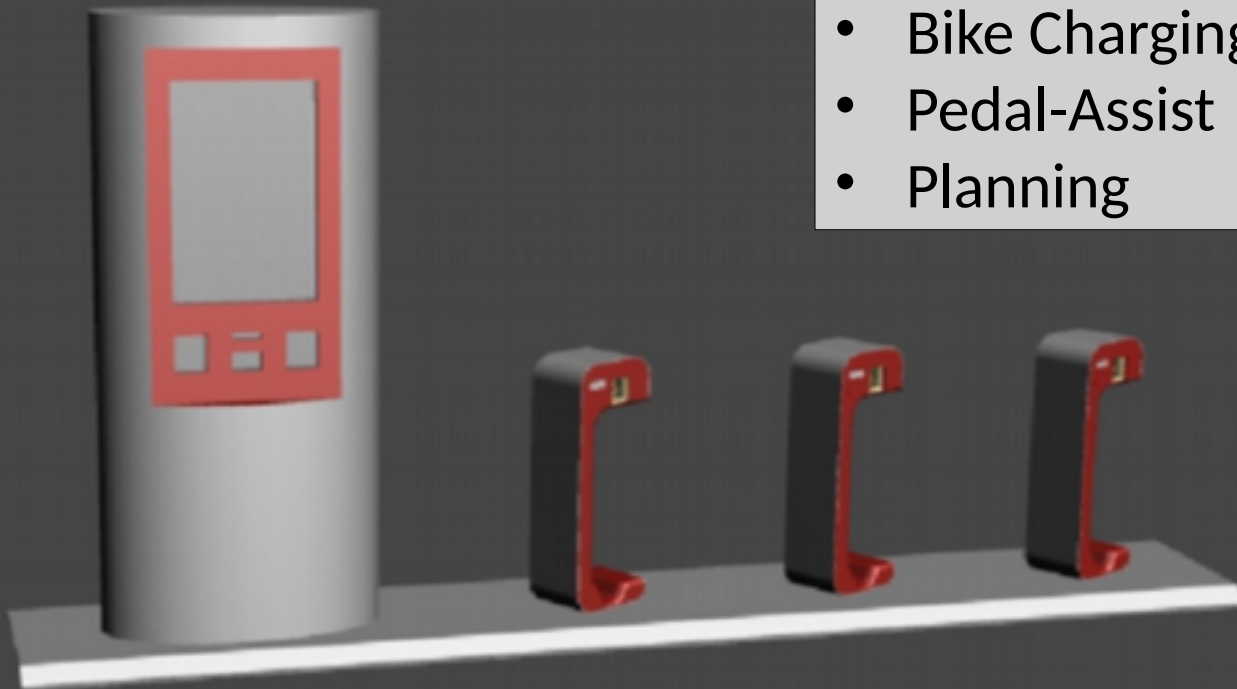
Roll Out

Solar Needs

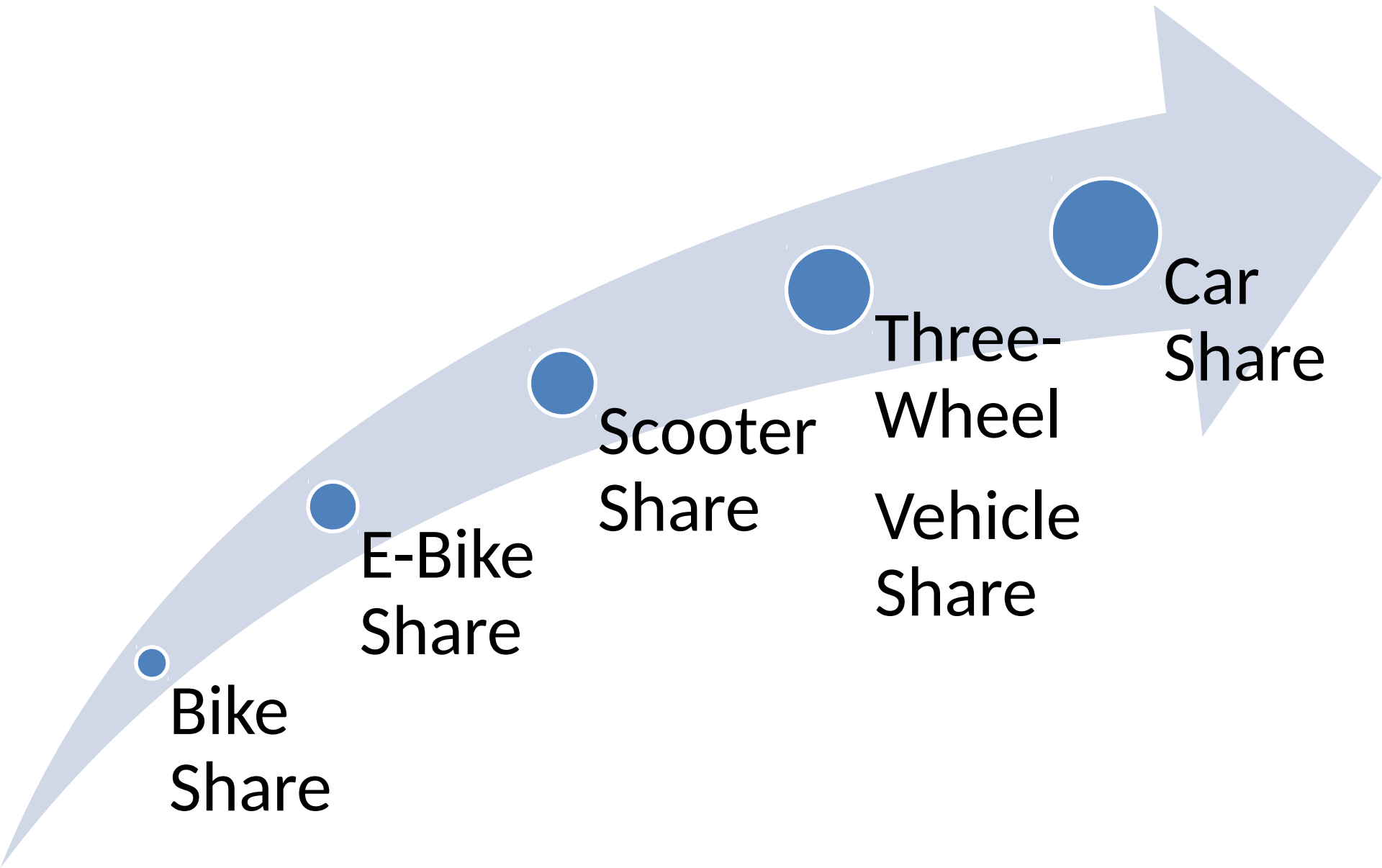


Consideration: Early Adopter Risk

- Power Management
- Locking
- Software
- Bike Charging
- Pedal-Assist
- Planning



Beyond Generation 4.0



Thank You



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