

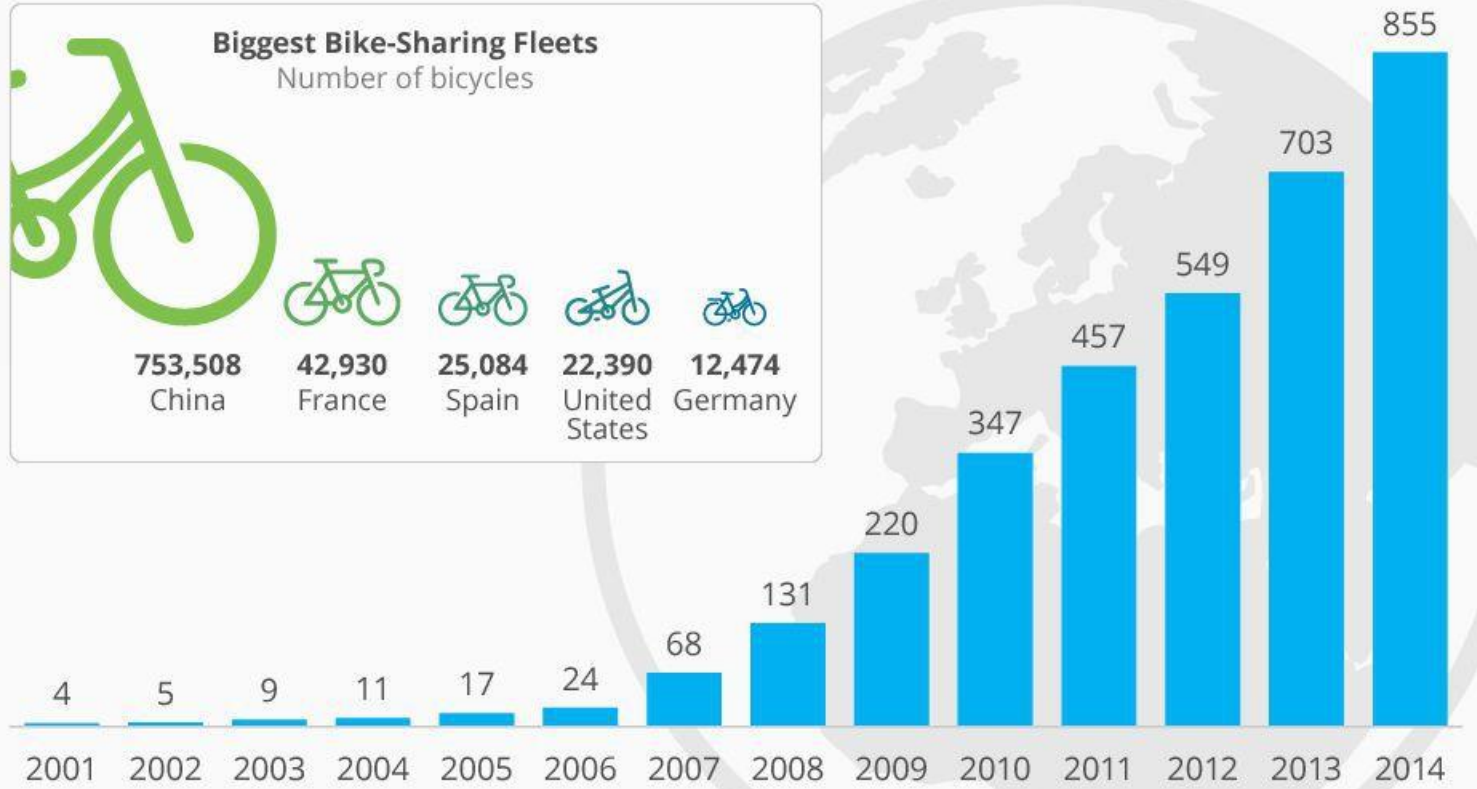
BIKE SHARE OPPORTUNITIES

PROS Discussion –February 8, 2018

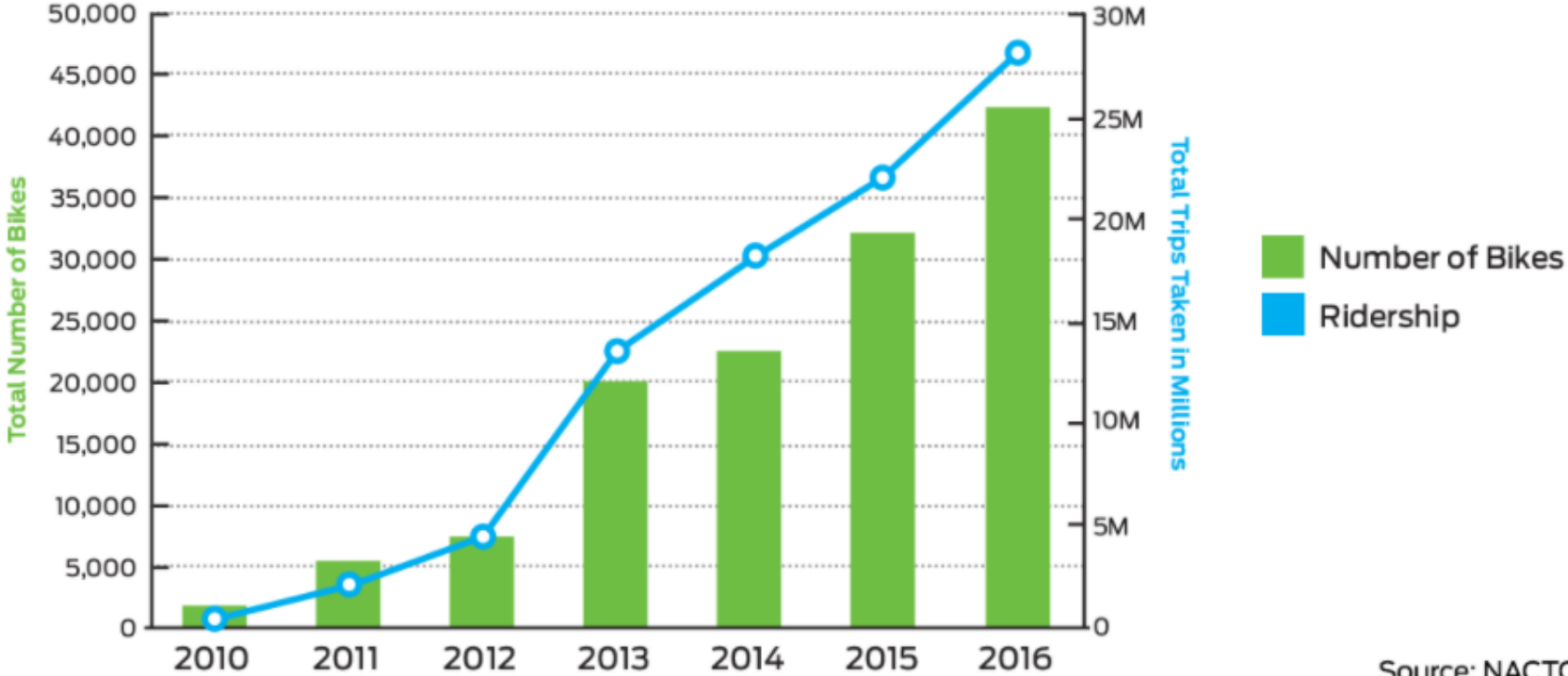


Bike-Sharing Is Taking Off Around the World

Number of cities worldwide that offer bike-sharing systems (as of December 31, 2014)



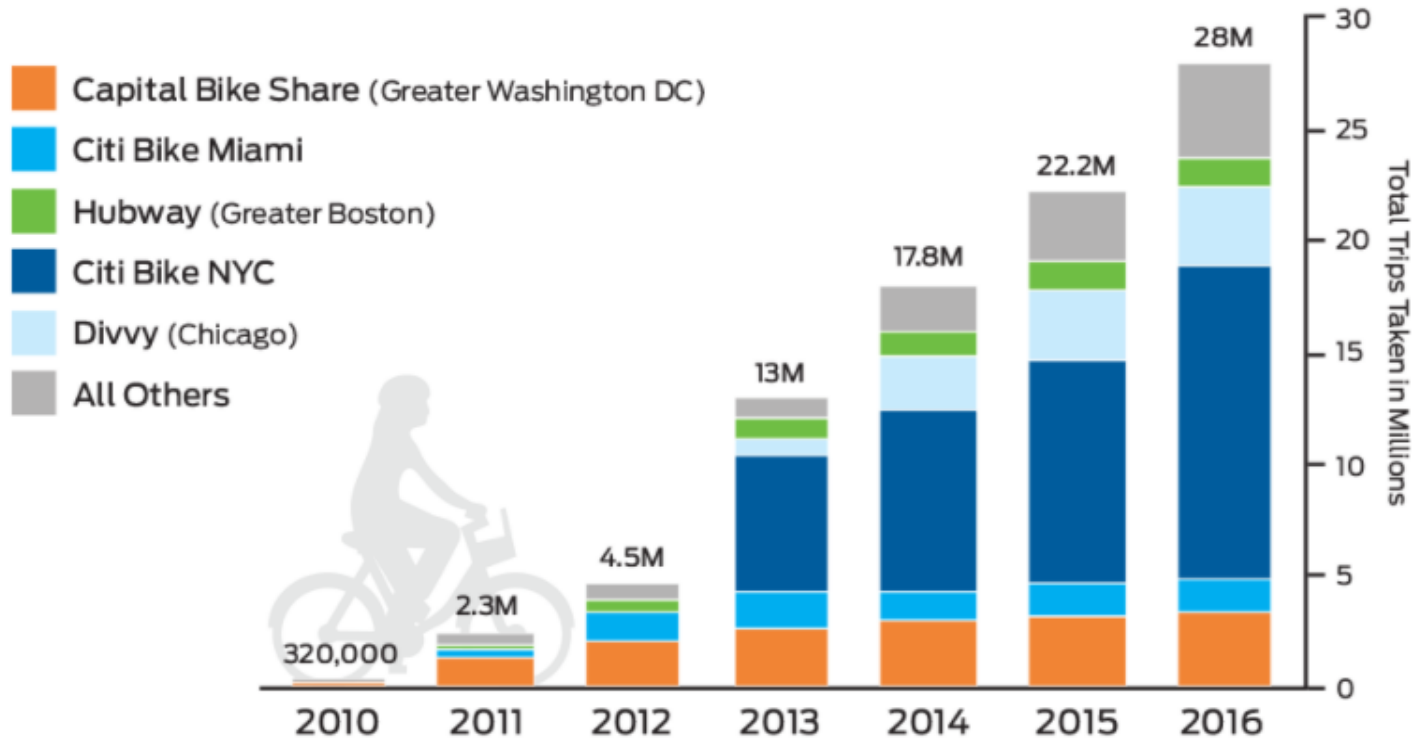
Bike Share Growth in the US



Source: NACTO

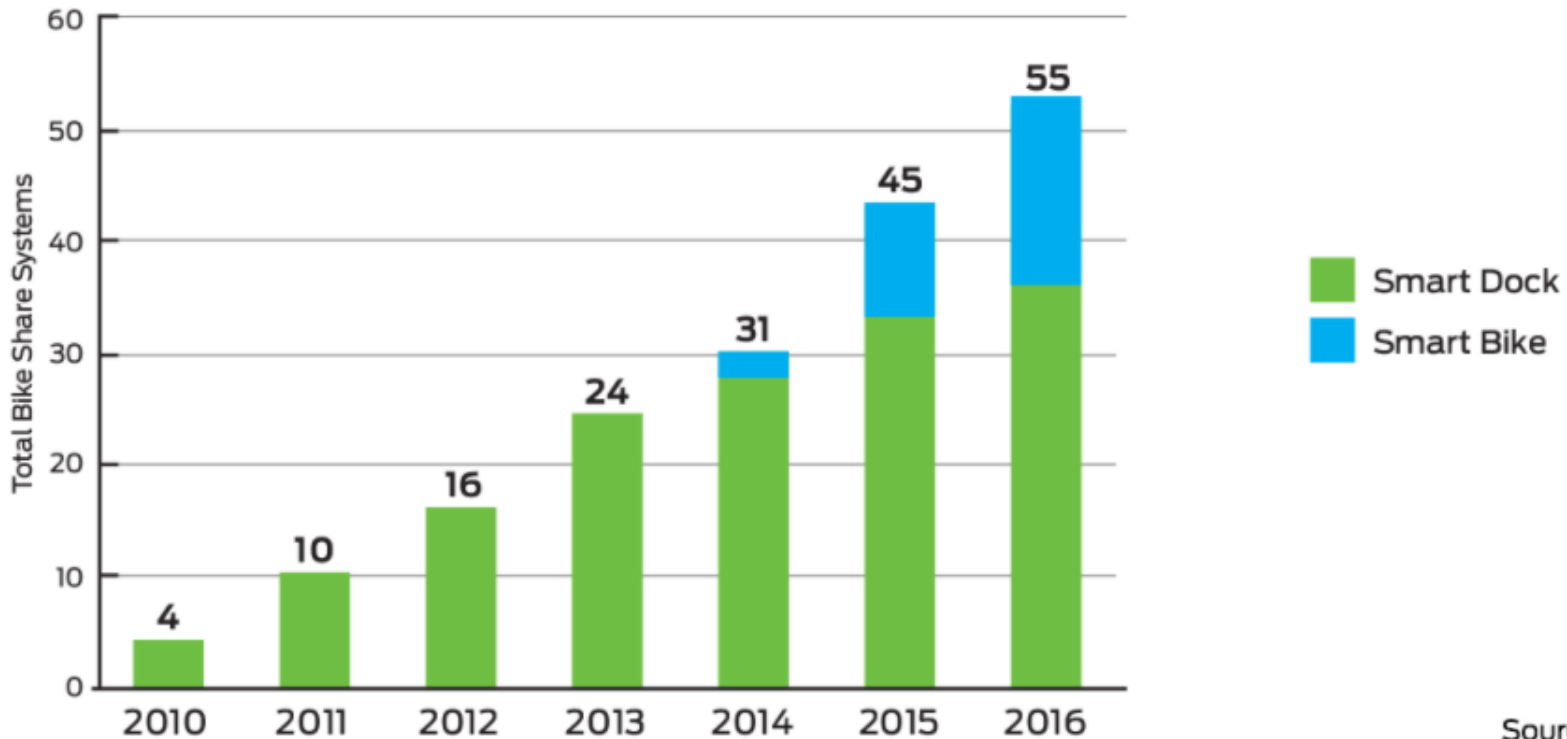


Bike Share Ridership in the US by System



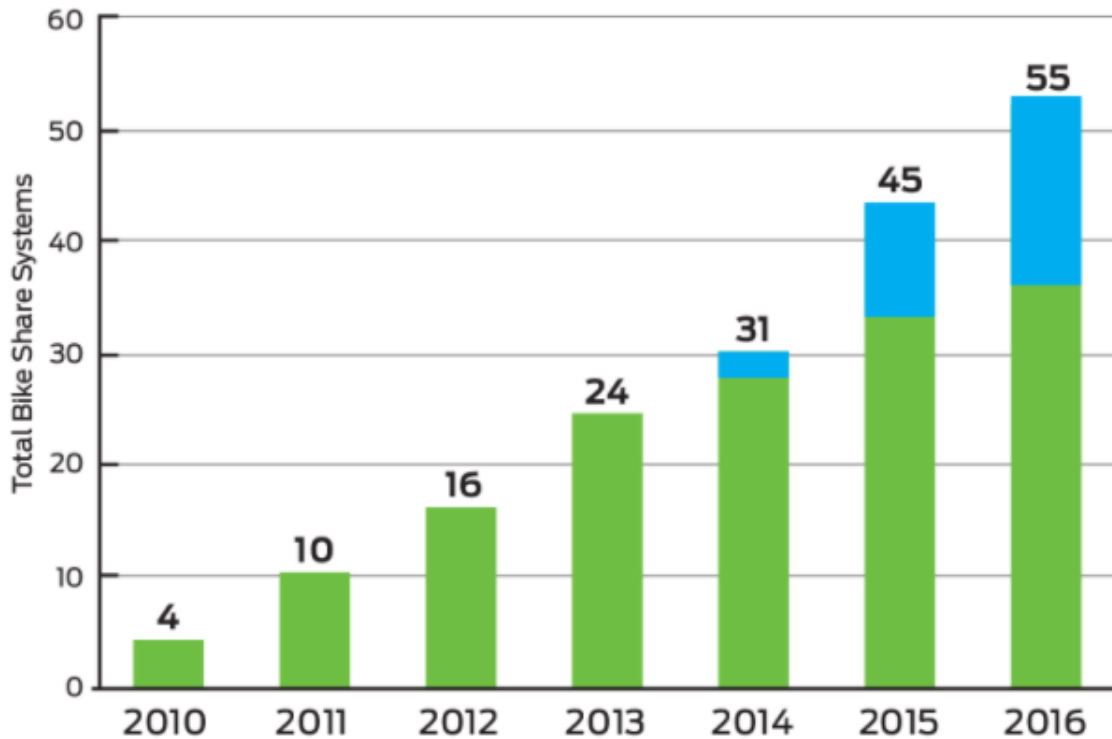
Source: NACTO

Number of Bike Share Systems in the US by Type



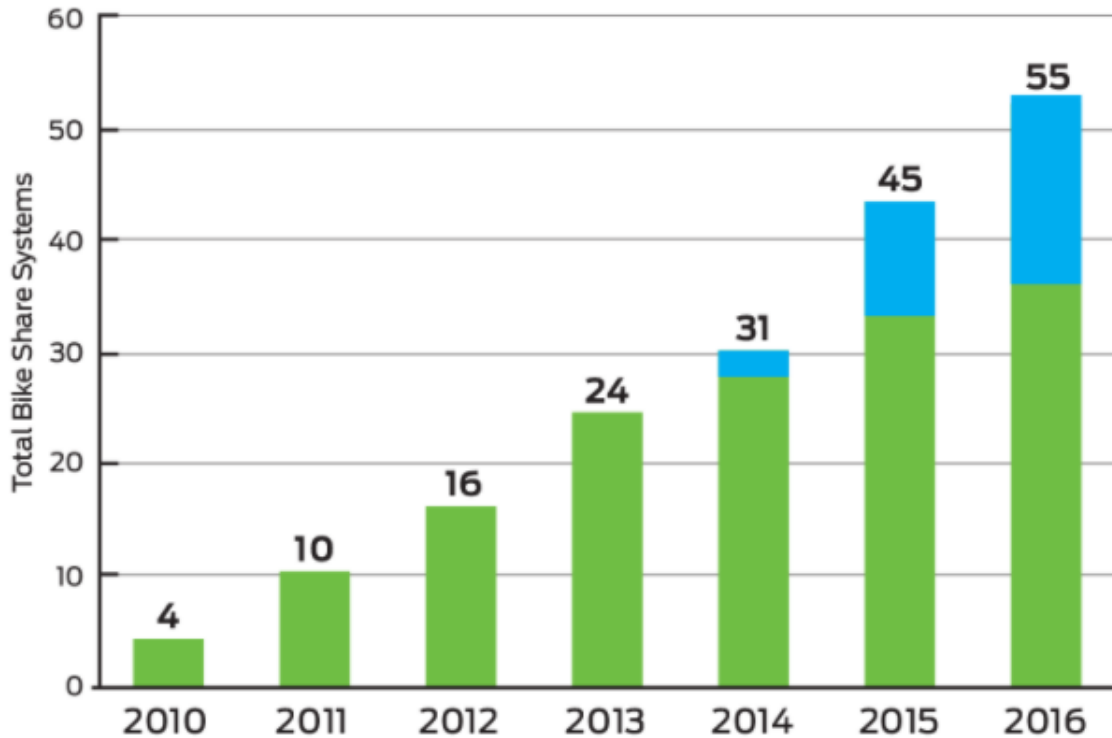
Source: NACTO

Number of Bike Share Systems in the US by Type

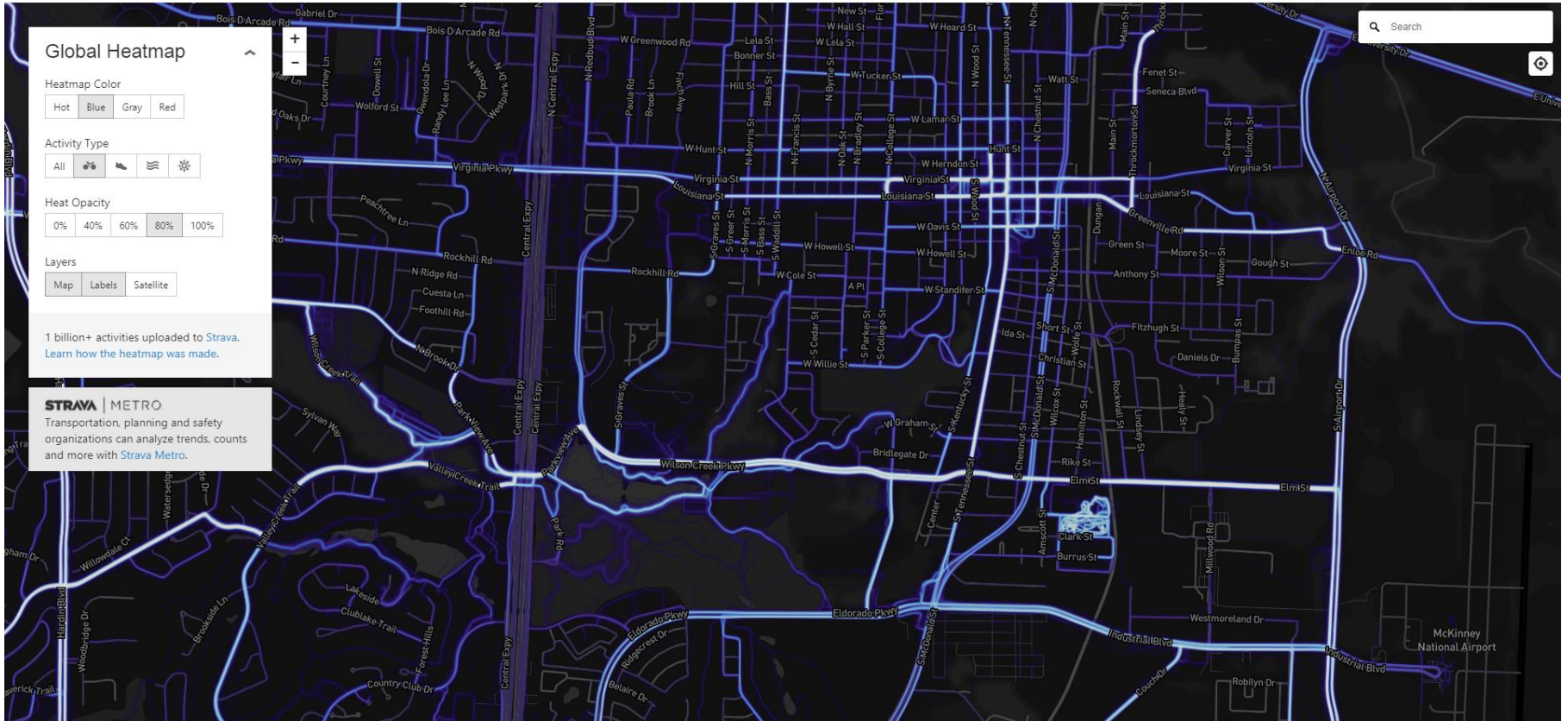


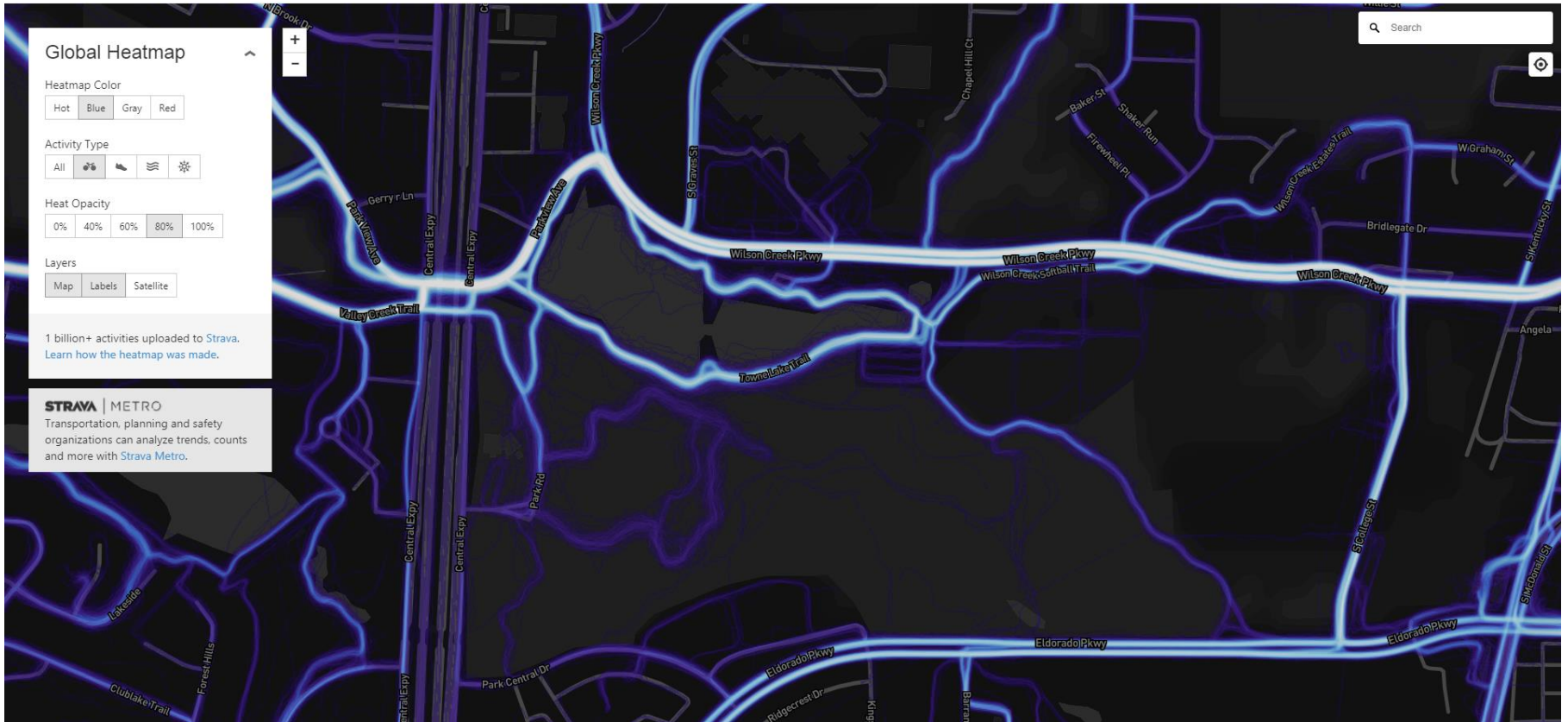
Source: NACTO

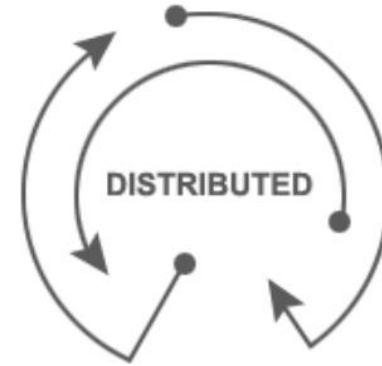
Number of Bike Share Systems in the US by Type

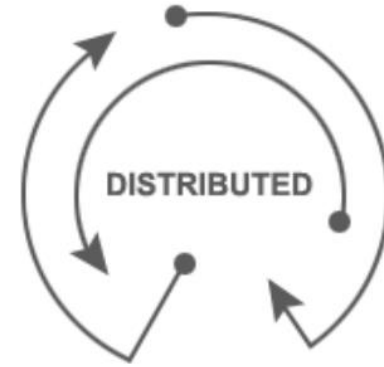


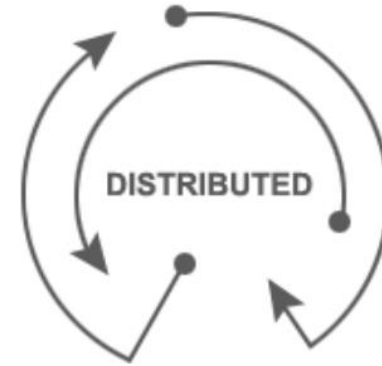
Source: NACTO

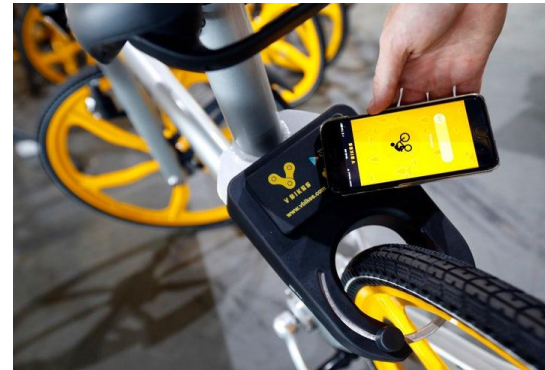
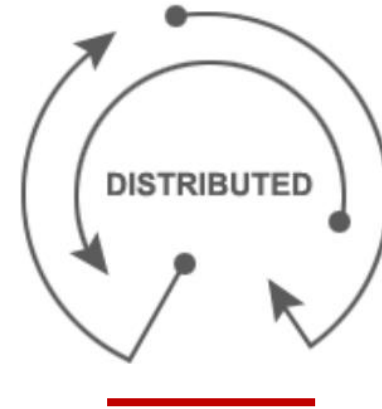












Deployment Type	Advantages	Disadvantages
Point-to-Point	<ol style="list-style-type: none"> 1. Convenience of picking up and leaving bikes at any available station 2. Ideal for one-way trips 3. Short-term free rentals 	<ol style="list-style-type: none"> 1. More expensive to deploy 2. Bikes need to be periodically re-balanced across stations 3. Discourages people from using the bicycles for recreational riding
Ride-and-Return	<ol style="list-style-type: none"> 1. No operational time or resources are needed to re-balance the bikes 2. less expensive to deploy than Point-to-Point 3. won't get stranded without a ride 	<ol style="list-style-type: none"> 1. Only practical for smaller scale systems, or location-based systems 2. Provides less flexibility to riders
Distributed	<ol style="list-style-type: none"> 1. Enables riders to stop and lock the bike as close as possible to their final destination 2. riders can find available bikes nearby on a map on their phone 	<ol style="list-style-type: none"> 1. Bikes aren't always in predictable locations 2. Riders unwilling to search for bikes

Components

- Hardware
- Software
- Operations: Customer Service/Repairs/Rebalancing
- Advertising
- Marketing
- Business Model: Ownership/Free/Revenue Sharing



Components

- **Hardware**
- Software
- Operations: Customer Service/Repairs/Rebalancing
- Advertising
- Marketing
- Business Model: Ownership/Revenue Sharing





- Step-through frame
- Adjustable seat
- 3-speed hub
- Cable lock with key
- Chain and coat guards
- Always-on lights
- Ride data capture
- Basket
- Advertising panels

Components

- Hardware
- Software
- Operations: Customer Service/Repairs/Rebalancing
- Advertising
- Marketing
- Business Model: Ownership/Revenue Sharing





DIRECTORIES D GIVES GIFT GUIDE GIVEAWAYS CHRISTMAS MAGAZINES

NEWS FOOD ENTERTAINMENT HOME HEALTH BUSINESS WEI



The bike share startup VBikes has arrived in Dallas. (Courtesy: VBikes)

URBANISM

It Took A Garland Company To Bring a Bike-Share Program to Dallas

VBikes staffers have started placing the shared bicycles around downtown and Uptown without permission. The city looks at it as an opportunity.

BY MATT GOODMAN | PUBLISHED IN FRONTBURNER | JUNE 15, 2017 | 8:00 AM



Nobody would hold it against you if you've forgotten about Dallas' attempt at starting a bike-share program. It's absurdist municipal humor to consider it anything more than recreational: two lonely

June 15, 2017





DIRECTORIES D GIVES GIFT GUIDE GIVEAWAYS CHRISTMAS MAGAZINES

NEWS FOOD ENTERTAINMENT HOME HEALTH BUSINESS WEI

Let's Make Dallas Even Better



Orange Spin bikes showed up today in downtown.

URBANISM

We Got Ourselves a Bike-Share War in Dallas

Watch out, VBikes. Spin is here.

BY TIM ROGERS | PUBLISHED IN FRONTBURNER | AUGUST 3, 2017 | 11:34 AM



In June, Matt Goodman broke the news that VBikes had quietly launched in Dallas. The Garland company has a pretty cool

August 3, 2017





DIRECTORIES D GIVES GIFT GUIDE GIVEAWAYS CHRISTMAS MAGAZINES

NEWS FOOD ENTERTAINMENT HOME HEALTH BUSINESS W

Let's Make Dallas Even Better



TRANSPORTATION

We Have a New Leader in the Dallas Bike-Share Wars

LimeBike has just pulled into the lead.

BY TIM ROGERS | PUBLISHED IN FRONTBURNER | AUGUST 25, 2017 | 1:47 PM



As you know, I'm the bike-share editor here at *D Magazine*. Initially I endorsed the first entrant, VBikes. Then Spin came to town, and I switched gears. (Nailed that joke!) But today I had my

August 25, 2017





This is how you *should* park a VBike.

Sarah Schumacher

DFW's Bike-Sharing Companies Deal with Bike Litter and Sequestering

JEREMIAH JENSEN | SEPTEMBER 18, 2017 | 8:29AM

Earlier this summer, bike sharing programs hit DFW with gusto. Orange, yellow and green bikes now dot the streets, duking it out in a colorful turf war for two-wheeled supremacy. In Dallas, there are so many bikes that a ride seems to be no more than a few steps from wherever you might be

September 18, 2017



This is how you should park a VBike.

Sarah Schumacher

DFW's Bike-Sharing Companies Deal with Bike Litter and Sequestering

JEREMIAH JENSEN | SEPTEMBER 18, 2017 | 8:29AM

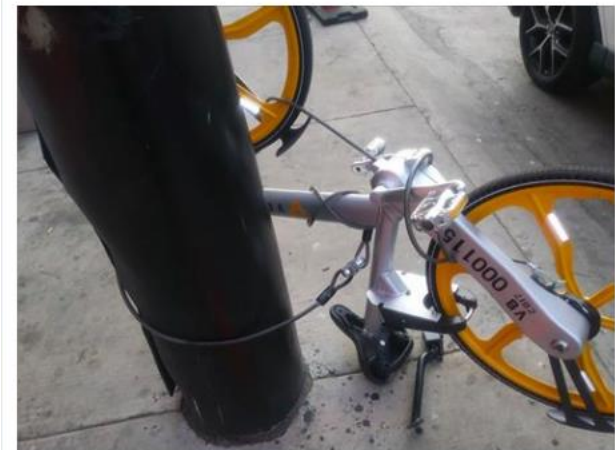
Earlier this summer, bike sharing programs hit DFW with gusto. Orange, yellow and green bikes now dot the streets, duking it out in a colorful turf war for two-wheeled supremacy. In Dallas, there are so many bikes that a ride seems to be no more than a few steps from wherever you might be



Dom Veyra ▸ VBikes

September 11 at 3:56pm · Garland · 🌐

Seems y'all are being sabotaged? I see the yellow bikes often upside down, on benches or just knocked over. Are these allowed to be locked up and kept from use in order to continue use later in the day? This photo was in from of 7-11 on elm and good latimer. VBikes



1 Comment

Like Comment Share

Chronological





DIRECTORIES | D GIVES | GIFT GUIDE | GIVEAWAYS | CHRISTMAS | MAGAZINES

NEWS | FOOD | ENTERTAINMENT | HOME | HEALTH | BUSINESS | WEI

Let's Make Dallas Even Better

LOCAL NEWS

Dallas Can't Handle Bike Share

And now there is a **FOURTH** company.

BY ZAC CRAIN | PUBLISHED IN FRONTBURNER | OCTOBER 31, 2017 | 1:40 PM



October 31, 2017





DIRECTORIES | D GIVES | GIFT GUIDE | GIVEAWAYS | CHRISTMAS | MAGAZINES

NEWS | FOOD | ENTERTAINMENT | HOME | HEALTH | BUSINESS | WE

Let's Make Dallas Even Better



Not exactly Bike Rack City: Downtown walkers have become used to the sight of fallen rental bikes scattered on the city's sidewalks. Photo by Alex Macon.

TRANSPORTATION

Is This the Future of Dallas' Bike Share Experiment?

As Dallas' fleet of rent-a-bikes expands, images from China show what may lay in the future for the city's bike share boom.

BY PETER SIMEK | PUBLISHED IN FRONTBURNER | DECEMBER 19, 2017 | 11:58 AM



At last count there are five — maybe 6 — bike share companies that

December 19, 2017



Home » City Life

TWO WHEEL NEWS

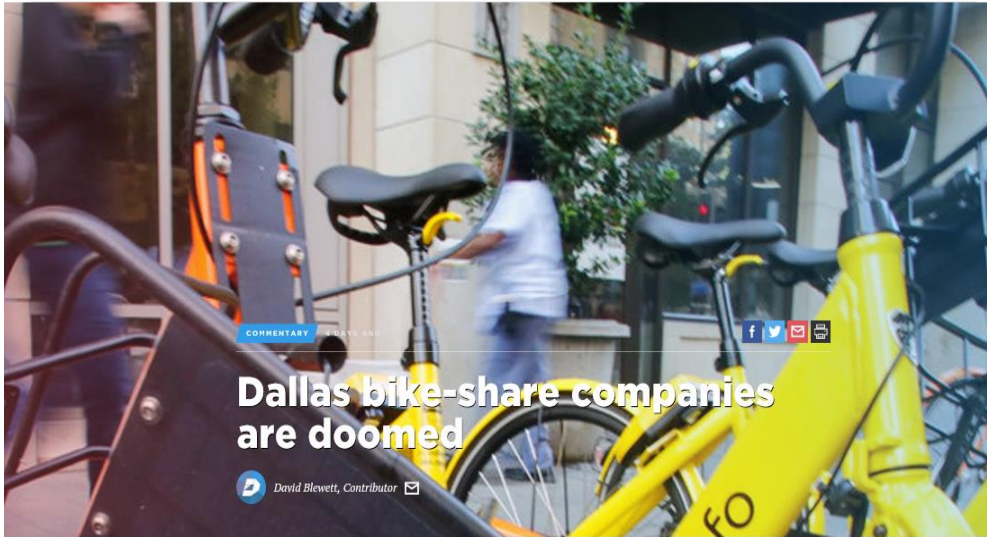
New report confirms that Dallas actually likes its bike sharing

By [Teresa Gubbins](#) 12.20.17 | 1:46 pm





Dallas is a top market for bicycle sharing company LimeBike. Photo courtesy of LimeBike



December 20, 2017



COMMENTARY 10:57 AM

Dallas bike-share companies are doomed

 David Blewett, Contributor 

 Don't miss a story. Like us on Facebook. 

Many years ago, a wise old business professor liked to tell us young students how companies worked. He would tell us companies should always know who their customers were, and that companies could never survive without



December 29, 2017

DFW bike shares turn into bike apocalypse

POSTED 10:26 AM, JANUARY 4, 2018, BY MORNING DOSE., UPDATED AT 10:25AM, JANUARY 4, 2018

f FACEBOOK 4

tw TWITTER

REDDIT

P PINTEREST

LINK



DALLAS - If you live in the DFW area you've no doubt seen these green and yellow bikes well... everywhere.

What started as a ride share has turned into a bike apocalypse.

Daily

YOU MAY LIKE



Everything Your
Could Want for T
Bedroom at Affor
Rooms to Go

January 4, 2018





One of Katy Perry's best costumes was a structured, high-neck, gold bodysuit with gold, armor-plated arm pieces.

Miko Brooks

Katy Perry Mocks Dallas' Bike-Share Problem During Over-the-Top 2-Hour Performance

ALAENA HOSTETTER | JANUARY 15, 2018 | 12:09PM

January 15, 2018





Share bikes toppled near a downtown intersection. Photo by Alex Macon.

URBANISM

It Is Too Soon to Regulate Dallas' Bike Share Companies

Rather than creating clutter, the companies have simply—and somewhat unwittingly—revealed flaws in human behavior and urban design.

BY PETER SIMEK | PUBLISHED IN FRONTBURNER | JANUARY 30, 2018 | 1:28 PM

January 30, 2018





HIGHLAND PARK JAN 5

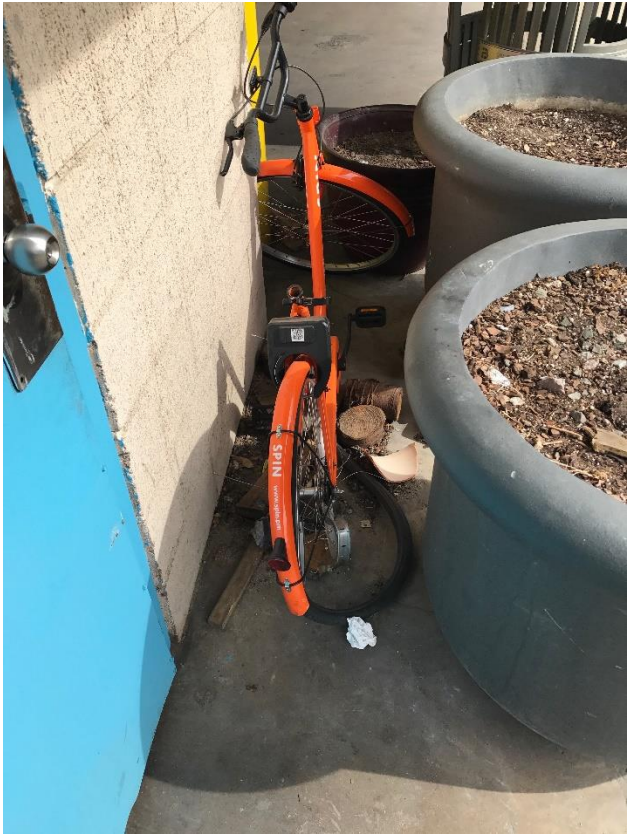


Highland Park's new bike-share law lets town round up and auction off 'urban litter'



Robert Wilonsky, City Columnist  











Share bikes toppled near a downtown intersection. Photo by Alex Macon.

BICYCLES

Brace Yourself for Electric Share Bikes

The battery-powered bikes can reach a speed of about 15 miles per hour.

BY ALEX MACON | PUBLISHED IN FRONTBURNER | JANUARY 9, 2018 | 11:44 AM

January 9, 2018



Planning Process

- Research & Feasibility Study
- Planning & Design
- Business & Financial Plans

