



Alta Bicycle Share

Our Bike Share Systems

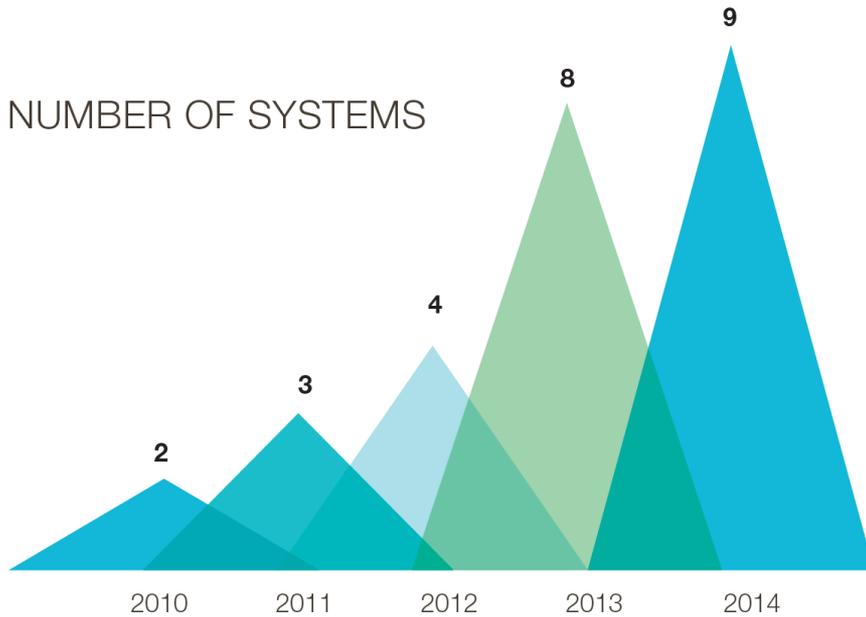


DC ■ Boston ■ New York City ■ Chattanooga ■ Melbourne ■ Chicago ■ Bay Area ■ Columbus ■ Toronto

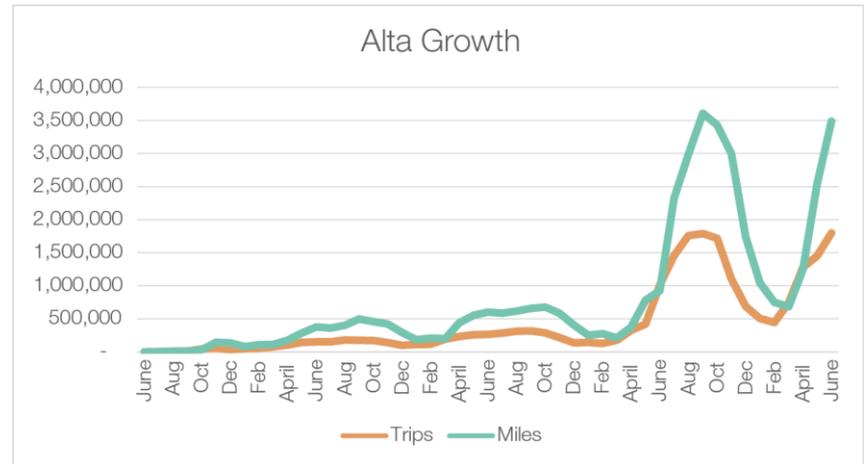
Our Experience



NUMBER OF SYSTEMS



Alta Growth



Subscriptions Purchased



Our Targeted Approach



- Planning Phase (APD)
- Installation and launch
- Customer-focused operations
- Marketing and public relations
- Consistent stakeholder engagement



Equipment: Bicycle

MULTI-SPEED INTERNAL SHIFTER
Adjusts to riding topography

COMFORTABLE SEAT
with adjustable seat post height

FENDERS WITH MUDGUARDS
Protects the rider in inclement weather

PUNCTURE PROOF TIRE
With wide base for city roads conditions

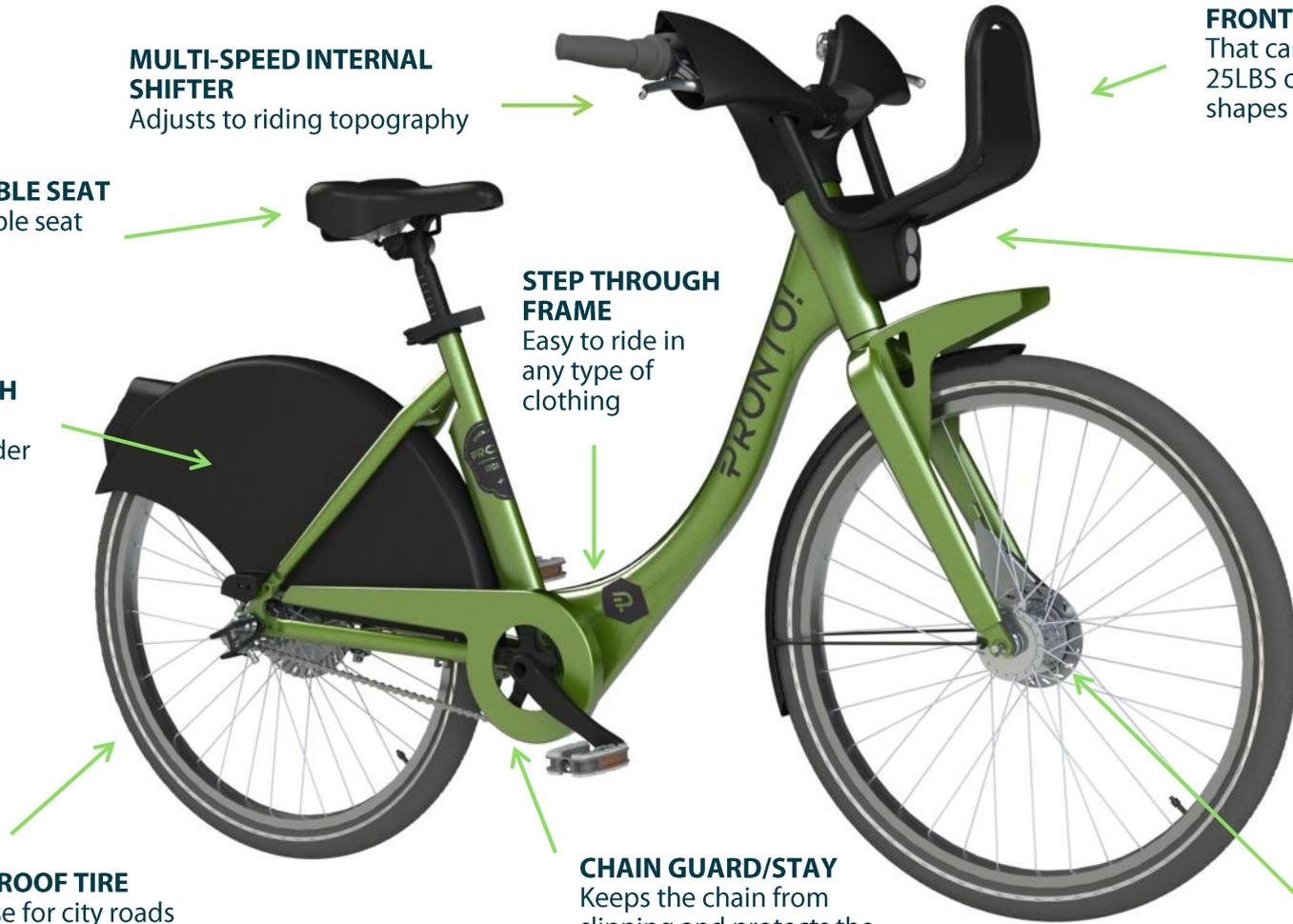
STEP THROUGH FRAME
Easy to ride in any type of clothing

CHAIN GUARD/STAY
Keeps the chain from slipping and protects the riders clothing

FRONT BASKET
That can hold up to 25LBS of irregular shapes

RUNNING LIGHTS
Charged by an internal dynamo

DRUM BRAKES
With enclosed parts



Equipment: System



Modular Station



Integrated Bike Design



Customer App



Customer Key

System Models

- Short trips: first leg, last leg
 - Unlimited 30 minute trips within the pass period
 - Trips over 30 minutes incur usage fees
- Membership types
 - Annual membership purchased online
 - Short-term purchased at the kiosk (24-hr, 3-day, Weekly)



Join!



Take!



Ride!



Return!

System Management

- Consistent, high-quality customer experience
 - Staffing
 - Customer Service/Call Center
 - Re-Balancing
 - Bike Checking
 - Bike Maintenance
 - Data Reporting
 - Local, effective marketing team



System Funding



- Sponsorship
 - Multi-year sponsorship agreements with corporations
 - Typically banks (Citi, Barclays), health companies (BCBSIL, etc), or local companies (i.e. New Balance in Boston)
 - Generally like an advertising payment for exposure on the bikes
- Public Funds
 - Federal and local funds available for transportation or sustainability projects
 - Individual station purchases by local businesses
 - Station advertising revenues



Thank you!

