Zagster™

TRUCKEE TAHOE AIRPORT DISTRICT, CA

BIKE SHARE PROPOSAL

PROPOSAL CONTACT:
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Marc 13th, 2017

BIKE SHARE FOR THE TRUCKEE TAHOE AIRPORT DISTRICT

Today the most progressive and forward thinking communities include bike sharing as a critical part of their multimodal transportation strategy and as a visible representation of their commitment to sustainability, efficiency, health and innovation.

Zagster is the leader in bike sharing innovation for cities, academic communities, and corporate campuses across the United States. Working with universities, SGAs, mayors, city councils, metropolitan councils of governments and community improvement districts. We have a track record of delivering scalable, cost effective and connected bike sharing programs for communities such as Fort Collins Colorado, College Park - Maryland, Duke, Purdue, Yale, Salesforce and Workday to name a few.

In total, Zagster operates more than 180 bike share programs across 35 states.

The company uniquely delivers a full service: bike sharing hardware, technology, operations and analytics which work together seamlessly through mobile applications and connected cloud services. The sharing technology and biking hardware is continuously improved by the company and delivered to every program at no additional cost.

Also, because of our unique "bike share as a service" model, Zagster is able to deliver scalable, successful programs to districts like Truckee/Tahoe with transparent operations, predictable costs and a guaranteed level of service. It takes serious resources to manage, maintain and market a municipal bike share program. Zagster's principal product strategy is to ensure that all members of the community have access to the most time-efficient, fun, sustainable and healthy way to get around.

This proposal outlines our service and how we plan to meet your goals as a partner. We are excited to help strengthen the Truckee Tahoe Airport District and we welcome any questions or feedback you have regarding the details included in this proposal.

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Leading the way

WHY BIKE SHARE?

Bike sharing has emerged as one of the most successful public transportation movements in North American Cities.

Many cities implement bike sharing programs in order to reduce driving trips, improve access to transit, enable healthy lifestyles, stimulate local economic activity and promote sustainability.

With distributed bike sharing programs, bikes are made available throughout the city for on-demand, local trips.

Zagster's comfortable cruiser bicycles are designed for transportation—to get to and from work, run errands, for leisure and exploring the city.

SERVICE OVERVIEW

Zagster's service includes everything needed to run a bike share program. TTAD simply provides space for the docking stations and a designated contact for communicating with Zagster's dedicated customer success team regarding the program's rollout and administration.

Because Zagster is continuously upgrading its bikes and technology, certain features may change over time. However, in general, Zagster's offering spans four categories: hardware, software, marketing and operations.

Hardware	Software	Marketing	Operations
Bikes	iOS and Android Apps	Custom Website	Dedicated launch and success teams
Locking Technology	Text reservation support	Printed & Digital Assets	Complete Maintenance
Docks	Real-time cloud data	Press Relations	Repairs & Replacements
Custom Signage	Administrative reporting	Local Promotion	24x7 Rider Support
			$4M Liability Coverage

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KEY HARDWARE INFORMATION
ZAGSTER BREEZER UPTOWN - CRUISER BIKE

Adjustable seat fits adult riders

Smart keypad control allows for quick checkout

Fenders and chain guard keep riders clean

Mounted ring lock immobilizes bike when not in use

8 gear shifting

Bell

Convenient front basket with prominent branding

Dynamo powered, automatic front & rear lights

THE SHARED BIKE RIDERS LOVE

- Unanimously voted the most comfortable bike share bike by The Ohio State University
- 30% lighter than competitive bike share bikes
- Custom built with heavy-duty, easily sourced components

LOCKING TECHNOLOGY (BLUETOOTH RING LOCK)

Riders can unlock, ride and return any bike with any data or text message capable mobile phone. Because all the locking technology is automated and installed on the bike, there's no need for expensive kiosks.

- Bluetooth™ low energy (BLE) smart lock
- Locks/Unlocks at the touch of a button within the app, or by typing a code on the on-bike keypad
- Solid-state design prevents tampering or removal
- Securely mounted to the bike
- Made exclusively for Zagster by AXA

ON-BIKE KEYPAD

- Controls the ring lock
- Allows access for riders using feature phones or smartphones without BLE compatibility
- Robust and weatherproof
- Enables one-touch locking

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FLEXIBLE, SECURE DOCKING STATIONS

- Individual docks allow for flexible applications and multiple siting options
- Can be anchored or freestanding
- Signage includes instructions and space for sponsorship
- Security cable attached to each dock keeps bikes anchored between trips

Docking cable securely attaches bike to station

Individual docking station

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EQUITY THROUGH ACCESSIBILITY

Accessible bikes are on the ground at Ohio State University and in Corvallis, OR; Rome, NY; Westminster, CO; Fort Collins, CO; Carmel, IN; College Park, MD.

Accessible bikes enable access for riders who would otherwise be unable to use bike-share systems.

TRICYCLE

RECUMBENT TRICYCLE

SIDE BY SIDE TANDEM

CARGO

HEAVY DUTY

HANDCYCLE

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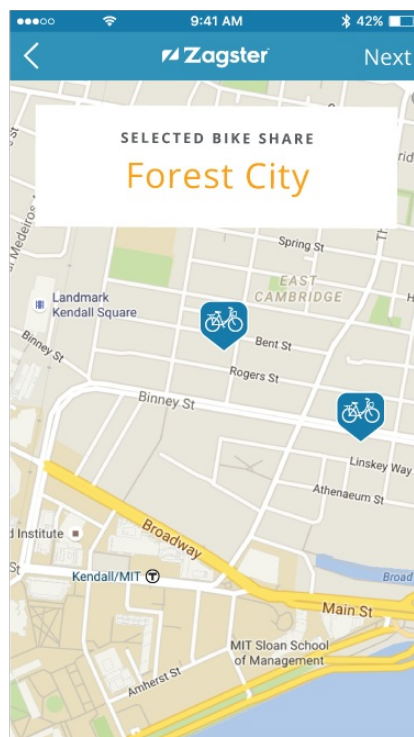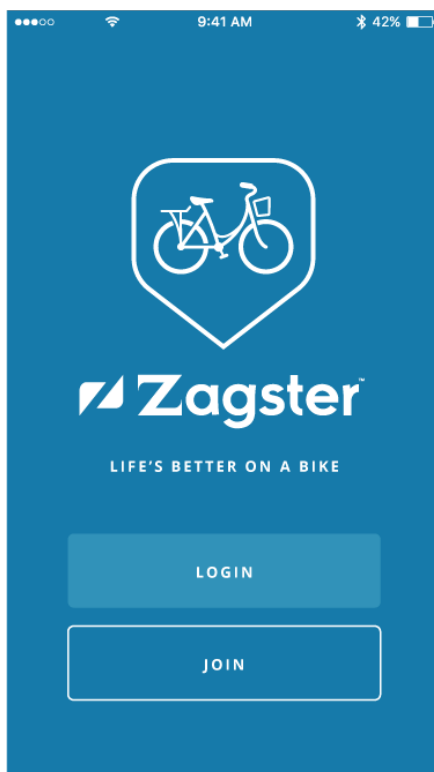# BRANDING OPPORTUNITIES

PHYSICAL
- Bike basket signage
- Station signage
- Full-bike customization*

ZAGSTER MOBILE APP

SIGNUP FLOW & RIDE FLOW
- Intuitive interface makes signup quick and easy
- Location Service optimized
- Map shows bike station locations
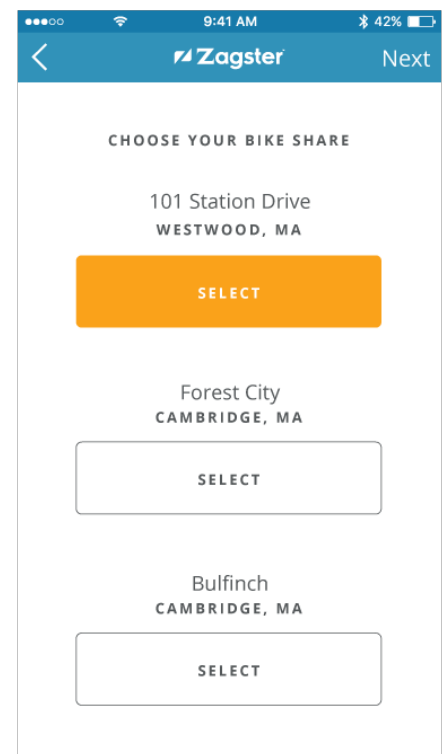
Screen 1: Choose your bike

Choose your bike

Find the 4-digit bike # on the bike tube or the lockbox.

353

START A RIDE

< >   Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫

Screen 2: Get rolling

Get rolling

Here's your unlock code
for bike # 353:

2639849

Enter your code into the lockbox on the back of the bike to access your U-lock key. Close the lockbox and keep the U-lock with you during your ride.

LOCK INSTRUCTIONS

TRIP DURATION

00:03

END RIDE

Map   Ride   How To

Screen 3: Your trip summary

Your trip summary

TRIP DURATION

26 m 15 s

TOTAL CHARGE

$0

ZAGSTER RIDER SUPPORT

Your ride was made possible by our proud partner:

ALCOA FOUNDATION

DONE

Map   Ride   How To
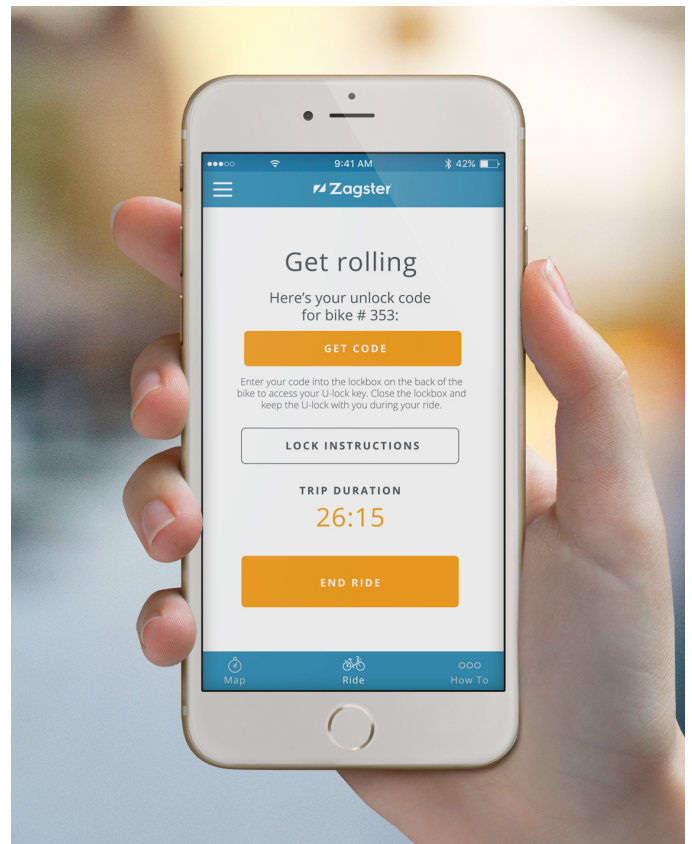
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HOW IT WORKS

1. BORROW
Enter the bike's number into the app and tap START RIDE. You'll get a unique code to open and close the lockbox.

2. UNLOCK
Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Be sure to shut the lockbox before you ride.

3. RIDE
Have fun! Use the U-lock to keep the bike secure if you make stops along the way. When you're done, lock the bike back to any Zagster station and close the lockbox. Then go to the app and tap END RIDE.

STAFFING AND OPERATIONS

GENERAL LIABILITY COVERAGE

Zagster holds industry-standard insurance coverage that includes:

- $2,000,000 General Aggregate
- $2,000,000 Umbrella Coverage
- $2,000,000 Product Liability
- $1,000,000 Each Occurrence
- $1,000,000 Personal/Advertising Injury Limit
- $1,000,000 Employer's liability coverage

A Certificate of Insurance is available to customers upon request.

COMPLETE MAINTENANCE

All operations and maintenance related to the bike share program is included in the cost of the Zagster service. Zagster services all bikes on a routine basis to make sure that the program is operating effectively and safely.

CORE MAINTENANCE SERVICES

- Local mechanic dedicated to servicing your bike share system
- Proactive, comprehensive 30-point maintenance checks for every bike, every two weeks
- Bike and station cleaning during maintenance checks
- Immediate remote disablement of bikes flagged for maintenance
- Free replacement parts (including labor)
- Replacement bikes every three years

LOCAL, ZAGSTER CERTIFIED MECHANICS

The Zagster Certified Mechanic (ZCM) program hires local bike maintenance professionals. Applicants are required to have at least two years of professional bike maintenance experience to be considered.

Zagster holds multiple interviews and conducts knowledge tests and background checks on qualified applicants. Zagster provides selected ZCMs with training on its leading internal mobile app maintenance technology.

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REPAIRS AND REPLACEMENTS

Zagster performs all repairs and replacements on bikes to keep them in perfect working order as needed.

REBALANCING

On an ongoing basis, Zagster's mechanics use location data generated by our ride tracking technology to reset stations to their optimal bike counts in order to make the bikes available to as many potential riders as possible.

If a more efficient way to position stations is determined over time, Zagster's Customer Success team may make strategic recommendations for moving, reallocating or adding bike parking.

24/7 RIDER SUPPORT

Zagster provides 24x7 rider phone and email support to every rider on every system.
This comprehensive customer service program includes:

- 24x7 phone and email support
- Empowered, multilingual staff who are trained to handle 95% of calls without escalation
- A partnership with a third-party translation service
- Automated tools that provide support staff with instant data about the member, including identify and contact information, bike share membership information and trip history
- Elasticity to support unlimited system members

DEDICATED ACCOUNT MANAGEMENT

Zagster provides every bike sharing partner with a dedicated customer success manager. Zagster's customer success team has extensive experience, training and resources to help meet your needs and ensure that your program is successful.

SPONSORSHIPS

Zagster will strategize with the Truckee Tahoe Airport DIstrict to identify potential sponsors and to customize a sponsorship package that meets the growth needs of the program and fully subsidizes (along with rider membership fees) the ongoing operations of the program.

FORT COLLINS, CO & LAKELAND, FL
COLLABORATIVE SPONSORSHIP MODEL

EVANSVILLE, IN (ZAGSTER.COM/EVANSVILLE)
70 BIKES ACROSS 7 STATIONS ($0 CITY INVESTMENT)

Sponsored by

CARMEL, IN (ZAGSTER.COM/CARMEL)
90 BIKES ACROSS 10 STATIONS (22-BIKE INITIAL CITY INVESTMENT)

Sponsored by

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ADMINISTRATIVE DASHBOARDS

Zagster shares its data with customers for usage, planning and safety purposes via a web-based dashboard portal. This data is updated in real time and allows for critical insight into the performance of the bike share. Zagster uses two main sources of data to track bike share activity: trip data collected when members start and end trips, and the location of bikes during trips. Any time a member starts or ends a trip, Zagster records the trip information, such as the member name, membership plan, bike number and start and end time.

Then, Zagster tracks the site of bikes in real time using its mobile app and geofence technology. Based on decades of experience in the transportation sharing economy, Zagster has built dashboards that clearly display the important data needed to evaluate the success of the program.

Reports include member reporting (new and total memberships by plan), trip reporting (number of trips, trip length, and distance), location reporting (trip type, heat mapping, and direction requests), issue reporting (call center inquiries or incidents), and financial reporting (membership and usage revenue).

Below is an example of an administrative dashboard that Truckee/Tahoe will be able to view at any time.
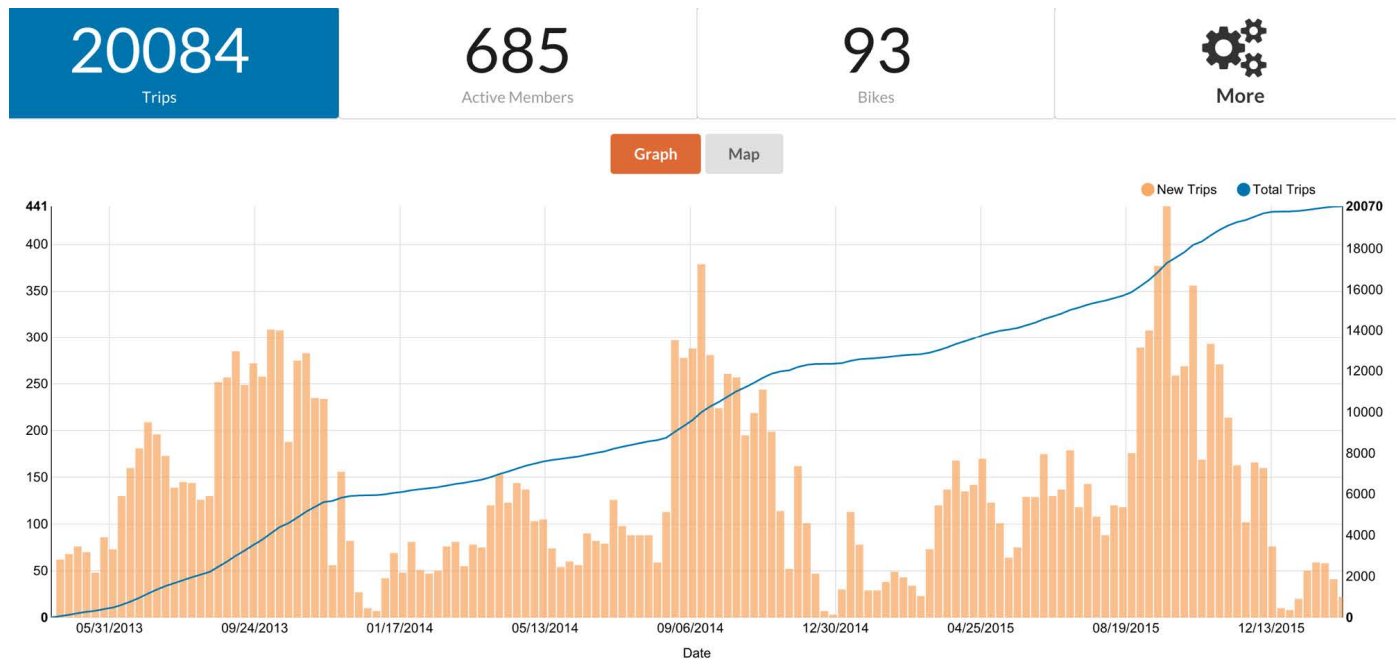
QUARTERLY REPORTS

Additional reporting will be prepared by the dedicated CSM (Customer Success Manager) working with TTAD and shared with TTAD on a quarterly basis. The CSM will compile the system data in an easily digestible format and review the reporting details with the customer during each quarterly review call.

The goal of the quarterly review is to use the data provided to highlight system strengths, identify system opportunities, and present recommendations to further improve upon the success of the system

MEMBERSHIP	• Reach: Membership as a % of total targeted segment • Total number of Users during reporting period • Number of new Users enrolled during reporting period by membership type
UTILIZATION	• Rentals per station, rentals per bike • Rentals by time period (time of day, week/weekend, month, quarter, etc) • Duration of rides
ADOPTION	• Conversion: First Rides as a % of total members • Adoption: Repeat ridership
RIDER SUPPORT	• % of tickets per rental • Ticket volume by issue category and by ticket channel • Ticket satisfaction rating • Rider NPS Scores • Voice of the Rider feedback
FLEET & FINANCIAL	• Maintenance frequency • Repairs / replacement within quarter • Rider Revenue

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HEATMAPPING DASHBOARD

Zagster shares its data with customers for usage, planning and safety purposes via a web-based dashboard portal. This data is updated in real time and allows for critical insight into the performance of your program.

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SUGGESTED MEMBERSHIP & COST STRUCTURE

MEMBERSHIP TYPES AND COSTS

Based on our experience operating bike share programs at Zagster, we suggest the following membership structure:

Membership Type	Membership Cost
24-Hour Pass	$6
Monthly Membership	$10
Annual Membership	$40
Sponsor Membership	Free

RIDE STRUCTURE AND LIMITS

Regardless of which plan a member chooses, Zagster recommends the following rider structure for all bike usage:

Time	Cost
First 60 minutes of usage	Free
Each additional 60 minutes of usage	$3
Per Trip / Day Maximum	$30

These program structures are recommendations and Zagster will work with TTAD to determine the optimal rider pricing structure for the bike share.

RIDER REVENUE RECOVERY

As a service, Zagster collects revenue from all riders and returns these revenues less a 7% processing charge to the sponsor. This means that with good ridership and a properly priced membership plan, many Zagster partners see financial return that helps to offset the cost of their bike share program on an ongoing basis.

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EXAMPLE COST SCHEDULE

Below is an example cost schedule for the complete first-year term to the Truckee Tahoe Airport District, CA, for a 10-bike, 2-station program. The total amount of bikes may vary as we move further into our discussions.

Item	Annual Cost Per Unit	#Units	Subtotal
Bikes Annual expense, cruiser bike with sharing technology	$1,800.00	10	$18,000.00
Extra Bike Parking Spaces Included	$0.00	10	$0.00
Setup & Installation One Time Expense	$0.00	2	$0.00
Theft & Vandalism Coverage Included	$0.00	10	$0.00
Additional Insured - Primary/Non-Contributory - One time expense	$250.00	1	$250.00
		Cost for first year: $18,250.00	

THIS PRICE INCLUDES:
- Dedicated launch team & success manager
- System planning consultation
- Marketing consultation & material production
- Bike delivery, setup & installation
- Station sign production & station installation
- Ongoing bike maintenance & parts replacement
- Ongoing marketing & account support
- Staffed phone & email support for riders
- Access to analytic dashboards
- Theft / Vandalism Coverage
- Liability coverage for bikes & stations

This price does not include any capital improvements which may be desired by program sponsors, such as concrete padding or shelter construction. The costs of these capital improvements may vary by location.

This proposal is confidential and proprietarily prepared for the Truckee Tahoe Airport District, CA. For any questions you can contact me at anytime via phone or email.

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