



City of Long Beach

2014 Kick-start, Gearing up for 2015 Roll-out



Bringing Bike Share Back to Long Beach



The City's first goal is to bring back a bike share program for this summer season. In finding a solution to our short-term requirement, Social Bicycles is seeking cooperation with local merchants to offer Long Beach a bike rental program this summer season while preparations are made for their full roll out in May 2015. Over the course of the summer, Social Bicycles, potentially with a local partner, will provide a bike rental program. As part of this program, they will have demonstration bikes and conduct outreach to educate residents on their program.

Decobike, the City's former partner, was unable to continue their service to Long Beach. Following the termination of Deco's contract, the City immediately issued a request for proposals for a bike share program. Social Bicycles was selected because they were a good fit for our community and they possess a number of unique offerings, including a sustainable approach, record of results, and advanced technology that is easy to use.

"The twist with Social Bicycles is that instead of custom-built racks... the bikes themselves come with built-in locks and GPS units."
- New York Times

Features and Benefits:

Kiosks

- ✓ Uses wireless technology to enhance personal mobility that works with any bike rack, thus leveraging existing bicycle infrastructure and reducing the need for cumbersome kiosks.

Simple Technology

- ✓ Reserve your bike from the website, mobile app, or directly from the bike in a way that is user friendly and convenient.

Sustainability

- ✓ Share your mapped rides and statistics, including miles traveled, CO2 reduced, calories burned and money saved versus driving.
- ✓ Promotes a healthy lifestyle through cleaner air as well as a more active lifestyle.
- ✓ Encourages a more bike friendly city in line with our Complete Streets goals.

Revenue Generating

- ✓ The City of Long Beach will share in 20% of Social Bicycles profit in which half will be used for bicycle infrastructure projects.



Social Bicycles currently operates in San Francisco CA, Orlando FL, Providence RI, Tampa FL, Phoenix AZ and other municipalities across the country.



Brought to you by

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