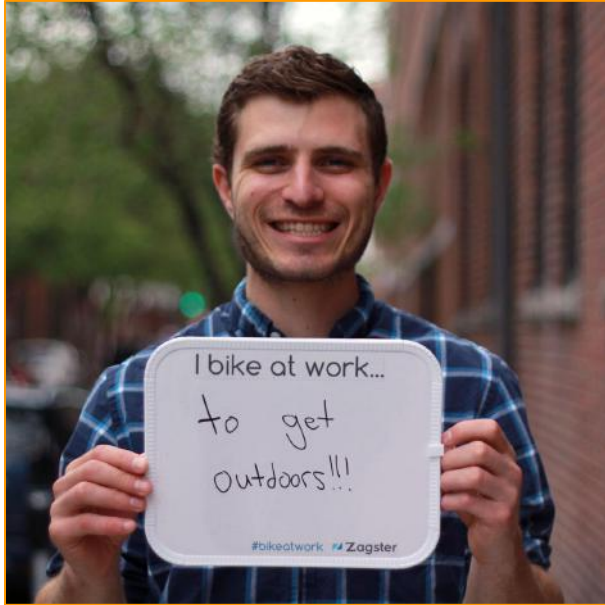




Innovating for People in Salem

June 26, 2019

Speaker: Karl Alexander



- Sr. Market Manager, Salem Bike Share
 - Sustainable Transit Systems
 - Liveable Cities
 - Healthy Communities

Salem Bike Share

- Launched May 2017
- 80 Bikes, 17 Locations
- Off-Station Parking
- App-Based Platform



Salem Bike Share

Utilization in 2018



1,313 New Members
joined...



...contributing to **7,379**
trips taken...



...generating **2,810** hours
of new bike riding...



... burning **1.4 million***
calories...



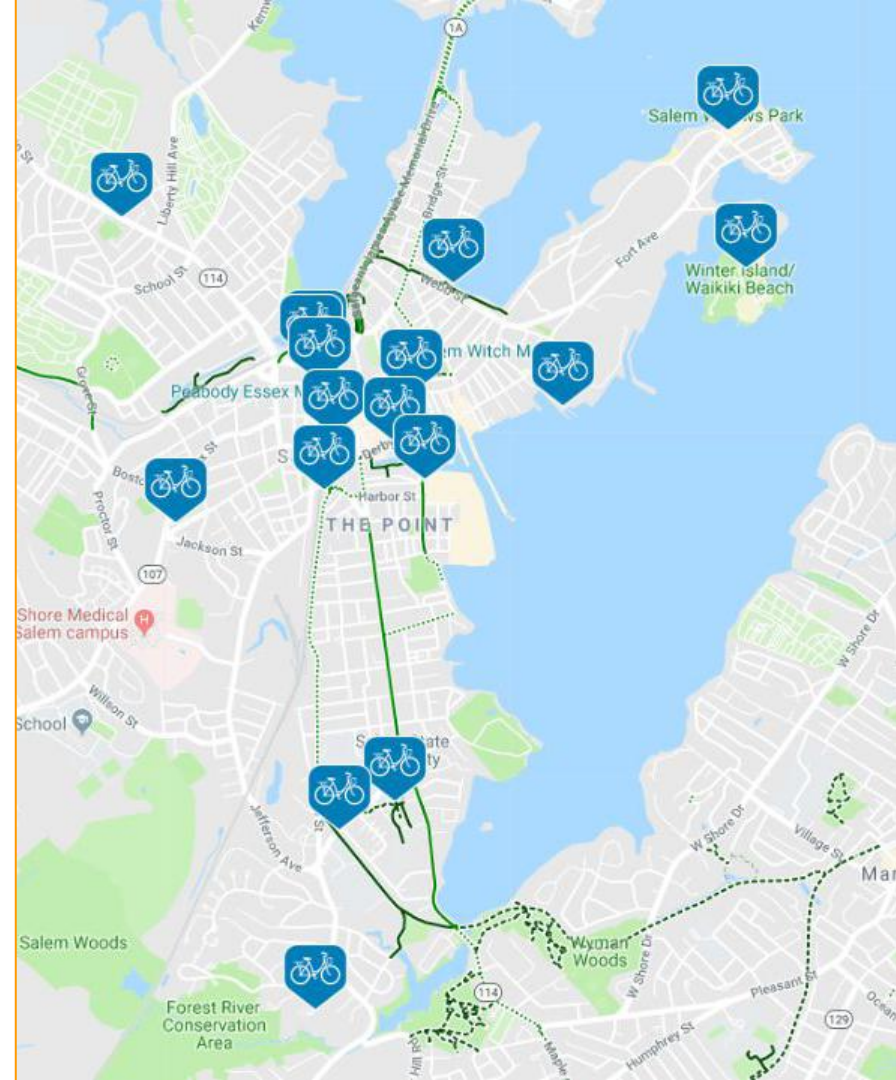
...and offsetting **5,292***
lbs of CO₂ emissions!

*2019: Off to a good start! **+25%** increase in utilization*

*Estimates based on continuous bike riding at 8 mph, Calorie estimates based on 500 calories burned per hour ridden. Emissions offsets based on 411g. CO₂ saved per mile ridden.

Building an Equitable System

- **Planning and Design**
 - Thoughtful staging
 - Off-station utilization
- **Financial**
 - Affordable Pricing
 - Cash-based payments via PayPal Cash
- **Technological**
 - TXT Riding (6%)
- **Physical and Adaptive**
 - ADA-accessible cycles





| Building Partnership









Innovate for
people. Don't
disrupt for tech.



Thank you!



Karl Alexander
Senior Market Manager
karl@zagster.com
617-714-9824
www.zagster.com