

# Bicycle Share Operations

**A truly successful bike share program is built on positive user experiences and long-term adoption.**

Every interaction that a user has with the system, from riding experience, to cleanliness of the stations, to registration and billing processes, impacts the long-term health of bike share operations. Alta Bicycle Share (ABS) and Public Bike System Company (PBSC) bring not only an award-winning product, but the experience and focus of the only company in the world dedicated solely to bike share operations.

Deployment, operations and system marketing are our core competencies. We bring a comprehensive approach, a proven set of world-class service offerings, and expertise built on successes from around the globe, from branding to health and safety practices.

## Areas of Expertise

### Branding and Marketing

A recognizable brand is the hallmark of any successful product. We view the identity of each bike share system as an opportunity to create a new cultural identity and a story in a city's history. We work upfront with all stakeholders to establish design elements, from logo development to a website, public relations, social media, and marketing materials. ABS executes a full-scale marketing plan to gain exposure and membership prior to system launch. Our launch events are tailored to the city and system represented. Post-launch, ABS manages on-going membership sales, marketing strategy, and program development.



Capital Bikeshare promotional materials



D.C. Mayor Adrian Fenty and other U.S. representatives were joined by hundreds of bike enthusiasts at the launch of Capital Bikeshare.

### Assembly and Deployment

Hiring, training, logistics, systems, safety, teamwork – these are some of the core elements that keep ABS-PBSC projects running on time. We make sure the equipment will be ready, and we hire and train people to build, program, deploy, and manage the systems.

### Bicycle Redistribution

We have developed proprietary tools and processes to efficiently monitor stations and bikes. Among those tools are methods to stage bicycles in anticipation of demand and real-time routing of maintenance trucks based on truck location and demand. Our Street Teams work tirelessly to redistribute bikes by truck as quickly, safely, and efficiently as possible. In addition, we find creative ways to redistribute bikes, from encouraging members to ride in the opposite direction of demand, to moving and expanding stations in partnership with our clients.



The PBSC system is simple to assemble and deploy.

# Bicycle Share Operations, *continued*

## Bicycle Maintenance

Trained bike technicians regularly visit every station. Minor repairs and maintenance are done on-street when feasible. Bicycles requiring more serious or time-consuming repairs are locked and then picked up by the rebalancing truck for repair at the operations center.

The Street Team performs complete inspections, maintenance, and cleaning of every single bike at least once per month. In addition, bikes undergo an annual inspection and overhaul.

## Station Maintenance

Station “uptime” is the critical measure of bike share success. Technical staff are available 24/7 to make sure stations are operational, and that all docking points are functional. Our Street Teams are constantly monitoring station performance and react immediately when a problem is discovered. When repairs are required, Street Team staff are dispatched to diagnose and repair the problem quickly and safely. We work closely with the PBSC technical support desk to troubleshoot problems and resolve issues.

## Station Cleaning

Cleanliness of the stations is crucial to a positive image for the bike share system. Street Team members typically visit each station a minimum of every two weeks to make sure they are clean and free of graffiti, although we can respond immediately to special cleaning requirements. Where cleaning and graffiti removal products are needed, the most environmentally responsible products are used.

## Member Service

Member acquisition, and – most importantly – retention, is our yardstick for success. We want all user experiences to be positive. To support bike share members, ABS and PBSC staff a continuously-operating call center. When an issue cannot be resolved over the phone, our dedicated Street Team is dispatched to tend to inquiries that require immediate and personal response. The safety and well-being of our members is our top priority.



Capital Bikeshare Street Team workers use utility bikes to make a routine maintenance run.



Capital Bikeshare staff perform station and bicycle maintenance at the warehouse.



Vehicles like the Sprinter can be used to quickly redistribute bikes for large events.