Innovation + The Economic Challenges of Bike Sharing
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DC GENERAL MANAGER

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GLOBAL NETWORK

- 15,000+ SMART BIKES
- 40+ PROJECTS
- 25 CITIES
- 6 COUNTRIES
ALL NEW BIKE SHARE
JUMP BIKE

- **Wireless Connectivity and Real-time GPS**
- **Protected battery with 30-40 mile range**
- **Lock compatible with any bike rack; integrated tail light**
- **250W Front-hub motor provides easy pedal assist up to 20 mph**
- **Torque Sensor**
JUMP BIKE

- Adjustable seat (4’9” to 6’10”)
- Gear shifter, bell, and water bottle holder
- Front basket stores up to 20 lbs.; integrated front light
- Wireless Connectivity and Real-time GPS
- Protected battery with 30-40 mile range
- 250W Front-hub motor provides easy pedal assist up to 20 mph
- Lock compatible with any bike rack; integrated tail light
- 3 or 8 speed chain drive
- Torque Sensor
NEW USE PATTERNS
## FASTER, CHEAPER, MORE CONVENIENT

<table>
<thead>
<tr>
<th></th>
<th>Uber</th>
<th>car</th>
<th>bike</th>
<th>JUMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>time</td>
<td>UberX: 30 min Pool: 35 min</td>
<td>26 min</td>
<td>28 min</td>
<td>20 min</td>
</tr>
<tr>
<td>cost</td>
<td>UberX: $17 Pool: $6</td>
<td>car ownership &amp; maintenance</td>
<td>bike ownership &amp; maintenance</td>
<td>$2</td>
</tr>
<tr>
<td>effort</td>
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MORE TRIPS:

JUMP sees some of the highest utilization in bikeshare history. In San Francisco, the system averages close to 10 trips per bike per day.
LONGER TRIPS
JUMP trips average 5 km distance per trip, 200-300% longer than traditional bikeshare trips, opening up all new use cases.

MORE DIVERSITY
SF & DC see over one-third (1/3) of trips that start in one of our Communities of Concern (COC) end their trip
NEW BUSINESS MODEL
BUSINESS MODEL:
- PRICE: $2 PER TRIP
- NO SUBSIDY
- NO ADVERTISING
NEW POLICY APPROACHES
DISPOSABLE & MESSY

DiscoK

LESS

China, 2018

Dallas, 2018
POLICY FOR QUALITY DOCKLESS BIKE SHARE:

+ PERMITS INSTEAD OF RFP’S
+ LOCK-TO FOR ORDERLY STREETS
+ UTILIZATION-BASED FLEET CAPS