



Niagara Falls Bikeshare Operations

A Proposal by Shared Mobility Inc. & Partners

09.14.2018

Submitted by:

Shared Mobility Inc.

640 Ellicott Street, #441
Buffalo, New York 14203
(716) 407-7474 ext. 8

Mr. Michael Galligano
CEO
mike@sharedmobility.org

Submitted to:

City of Niagara Falls

Department of Purchasing
745 Main Street
Niagara Falls, NY 14302

Mr. Douglas Janese
Purchasing Agent
City Hall Room 214



Michael Galligano
CEO, Shared Mobility Inc.
640 Ellicott Street, #441
Buffalo, NY 14203
(716) 407-7474 ext. 8
mike@sharedmobility.org

14 SEPTEMBER 2018

City of Niagara Falls

Attn: Mr. Douglas Janese
745 Main Street, City Hall Room 17
City of Niagara Falls, New York 14302

Subj: Bringing Innovative Bikesharing to Niagara Falls

To the Public Officials, Residents, and Visitors of the City of Niagara Falls:

Shared Mobility Inc. (SMI), a transportation-focused nonprofit organization based in Buffalo, New York, seeks to express our strong aspiration and qualifications as the bikeshare operator for the City of Niagara Falls. As the operator of Buffalo's Reddy Bikeshare, we are deeply ingrained in the local transportation landscape, with an extensive network of partners including the NFTA, Independent Health, and GObike Buffalo, that support our work for the community. Our Team's experience is in creating, operating, and growing shared mobility programs that have catalyzed significant change in communities nationwide.

As the City of Niagara Falls' bikeshare operator, we plan to introduce **Reddy Niagara Falls**, a program of Reddy Bikeshare. We will initially deploy **145 bikes** with **25-30 bikeshare hubs**, offer **discounted memberships for City residents**, and employ a local team based in Niagara Falls. We foresee expansion to 245 bikes in the coming years based on projected use. **Reddy Niagara Falls** users will have access to **450 bikes regionally** and over **10,000 bikes nationally** through the integrated Social Bicycles/Uber bikesharing network.

Our extensive, on-the-ground research plan, combined with community feedback, will determine the design and operation of the system so that it can benefit as many residents and visitors as possible. As part of its social-equity focus, **Reddy Niagara Falls** will offer heavily discounted memberships for City residents. As we have in the past in Buffalo, Albany, Jackson Hole and many other cities we will work with public officials, City residents, and its partners to create a unique system that meets the needs of its stakeholders. We intend to bring together a local team focused on creating a unique marketing and operational structure developed specifically for Niagara Falls. This Team will be **based in Niagara Falls** with support from Reddy Buffalo's existing marketing and service structure, acclaimed for its responsiveness and engagement with the community.

Our partner vendor, **Social Bicycles/Uber**, will provide the necessary equipment including bicycles, racks, indoor kiosks, and signage. Social Bicycles/Uber's bicycles use 'lock-to' technology so that bikes must be locked to proper infrastructure and cannot be left blocking sidewalks and other right-of-ways as they have in cities like Rochester and Ithaca, among others. Users will also be connected to Social Bicycles/Uber's **worldwide network of bikeshare** programs and this partnership will lend unique opportunities to the City of Niagara Falls such as **electric-bikes, ride-hailing/bikeshare integration, and so much more.**

Thank you so much for this opportunity. Our team is excited to bring **Reddy Niagara Falls** to the City and its residents. Please reach out with any questions you or your team may have.

Sincerely,

Michael Galligano, CEO

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Section 1.0 - State of Bikesharing

Since the first bikeshare program in the United States was piloted in Washington, DC in 2008, bikeshare has seen explosive growth across North America. Within five years, major systems were being launched across the nation with support from private companies like Citibank, Ford, and Nike. During this period, Social Bicycles/Uber was developing its lock-to technology on smart bikes in Buffalo, NY. This technology allowed shared bicycles to be locked to custom bike racks public bike racks, and other appropriate infrastructure outside of designated bikeshare hubs.

Lock-to technology allows users to be flexible when using the system, while also supporting the installation of more public bike racks for both shared and private bikes. Beginning in 2017, new dockless bikesharing systems rose to prominence with foreign companies entering the US market through rapid deployment of large systems across the East and West Coast. Dockless bikes lock only to themselves, providing users the ability to leave bikes anywhere without specific regulation.. Dockless companies like LimeBike, ofo, and MoBike, deployed thousands of bikes in their target cities, but failed to provide adequate support services that are necessary to operate the systems effectively such as maintenance, rebalancing, or local customer support. Without this back-end support, dockless bikes have become a public nuisance, rife with vandalism, theft, and improper parking.



Despite the obvious downsides, dockless bikeshare began moving into small and mid-size cities as well. In Upstate New York, Rochester and Ithaca adopted dockless or semi-dockless systems with operators Pace/Zagster and LimeBike, respectively. Despite a change in service area, the same problems have persisted with dockless systems. Pace/Zagster deployed 350 bikes in Rochester at the beginning of the 2018 season in March. By July, 250 of these bikes had gone unaccounted for as Pace/Zagster had lost control of its fleet to theft, misplacement by users, poor technology, and lack of operational staffing for the system. A nearly 75% loss rate, while unheard of amongst lock-to bikeshare operations such as Social Bicycles/Uber networks, is becoming the norm amongst dockless systems. LimeBike system has experienced similar issues with improper bicycle parking in the right-of-way that has led to complaints from pedestrians, especially for people with disabilities. Ultimately, the widespread failure of dockless bikesharing has caused massive instability within the industry, causing formerly leading companies like ofo and Mobike to exit the North American market

altogether within a year of launching, leaving the cities they served high and dry.

Contrast the experiences of Rochester and Limebike systems to that of Western New York and the Capital Region. There, SMI, along with its partner Social Bicycles/Uber, have launched and operated Reddy Bikeshare and CDPHP Cycle! to great acclaim. Using proprietary lock-to technology, the same technology incubated in Buffalo five years earlier, has given its operations a strategic advantage to reduce theft and vandalism to a near minimum. Lock-to technology and e-bikes, both offered by this Team, have now become the industry standard for new systems. Recently, Chicago passed a citywide ordinance on its bikesharing programs that mandate the use of lock-to methods for any shared bikes deployed, a direct response to the issues caused by dockless bikes. With 240 bikes already deployed in Western New York and an expected growth to a total of 400, SMI is familiar with how to leverage lock-to technology for efficient, sustainable, and well-maintained bikesharing in the region. The addition of lock-to bikesharing and e-bikes to Niagara Falls will be a step into the transportation future. Local leaders should be cognizant of the industry at-large and be informed so that they choose the bikesharing of the future, not the past.

Section 2.0 - Experience of the Operator

Shared Mobility Inc. (SMI) of Buffalo, New York is a transportation solutions nonprofit that focuses on cutting-edge technology and best practices to build mobility systems that serve disadvantaged communities in small and mid-sized markets. These communities are not traditional markets for shared mobility operators, and SMI's work often requires tailoring mobility solutions to fit the needs of each area. Throughout its 10 years of experience, SMI has worked across the shared mobility spectrum in the fundraising, deployment, growth, and evaluation of bikesharing, carsharing, volunteer transportation, vanpooling, and transportation demand management programs. It seeks to apply the same social-equity focused mindset to its nationwide portfolio of projects.



The Team's experience in the field of bikesharing is as deep as it is innovative. In Buffalo, the Team was funded by the New York State and Buffalo Niagara Medical Campus to research and then demonstrate the first GPS-based dockless bikesharing system in North America via a partnership with the University at Buffalo and Social Bicycles/Uber. This led to community sponsorship and launch of Reddy Bikeshare which now features a 240-bike fleet with 7,400 riders who have traveled more than 90,000 miles total.

In New York's Capital Region, the Team conducted research of best practice models (2015), oversaw a four-city demonstration project (2016), and assisted in the launch of CDPHP Cycle! (2017), now a permanent system for the region of 350 bicycles. Development of shared mobility options in the Capital Region was done through the region's transit authority. The Team has also worked in Rochester, NY to research and communicate best practices for operations and technology that were considered as the City of Rochester worked towards its own bikeshare program launch 2017. In 2019, the SMI Team will continue to expand its bikeshare operations in the Buffalo-Niagara region to complement its existing operations within the City of Buffalo and on both campuses of the University at Buffalo. Alongside full bikeshare operations, SMI has performed bikesharing demonstrations nationwide, with its efforts featured in *The New York Times*.



Throughout its work operating and launching bikesharing systems, the Shared Mobility Team has developed nearly all of its operations around non-traditional funding models. Buffalo CarShare was positioned around its partnerships with local institutions and businesses that not only drove membership but also strategically linked the organization directly with the community it served. Reddy Bikeshare was one of the first bikeshare programs in the country to partner with a healthcare provider to fund its operations model with biking marketed as a tool to promote healthy living habits. This mindset and experience in non-traditional business planning has elevated the SMI Team's effectiveness in building shared mobility systems nationwide.



SMI is committed to using its extensive experience in the development of shared mobility systems to create a bikesharing system in Niagara Falls that is connected to the region's larger transportation network and provides sustainable, affordable, and accessible mobility options for the City's residents and visitors.

2.1 - Current Bikeshare Operations

Currently, Shared Mobility Inc. operates Reddy Bikeshare, Western New York's regional bikesharing system that provides services for the City of Buffalo and the four local universities with a combined 240 bike fleet. The launch of Reddy Niagara Falls will add to this presence and connect Niagara Falls residents to a regional network of shared bikes.

Reddy Bikeshare - Buffalo

One of SMI's most visible and successful programs in the Western New York region has been the creation and operation of Reddy Bikeshare in Buffalo. Following the completion of a bikeshare demonstration project, SMI's efforts turned to the creation of a permanent bikesharing system. SMI embarked on a months-long community input process to determine its initial deployment of bikeshare hubs and engaged in partnership development with organizations and businesses across the city. This planning process allowed SMI to launch a system that targeted social equity and target ridership simultaneously and was backed by a diverse set of local businesses.

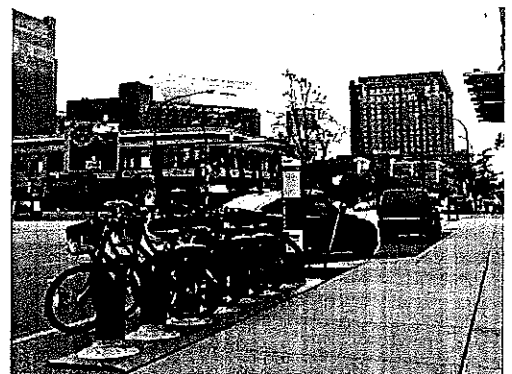
Built upon seed funding to operate the initial 75-bike pilot system, Reddy Buffalo has since leveraged its success to gain millions in private sponsorship dollars through local healthcare provider Independent Health. SMI has used Reddy Buffalo to pioneer a funding model based primarily on private, title sponsorship of a city-wide, independent bikesharing system in mid-size cities, including New York's Capital Region.

Since its launch, SMI has used this community-centric business model to grow Reddy Buffalo, allowing expansion of the system to 240 bikes and 41 hubs. The Reddy Buffalo Team has committed to using bikesharing as an equity tool to uplift underserved neighborhoods in the City of Buffalo to give residents of neighborhoods like the Fruit Belt, University Heights, Broadway-Fillmore, and the Lower West Side a low-cost transportation option to access employment, entertainment, and everything in between.

Additionally, Reddy Buffalo has deployed racks at some of Buffalo's most notable attractions and prominent points of interest such as:

- Canalside: Buffalo's most popular destination
- Allentown: The City's oldest and densest neighborhood.
- Elmwood Village: The City's retail and arts center.
- Buffalo-Niagara Medical Campus: The region's largest workforce cluster.
- Larkinville: An up and coming business and entertainment district.

Reddy Buffalo's network of hubs and free parking zones in the Elmwood Village, Allentown, Downtown, on Hertel Avenue, and the Buffalo-Niagara Medical Campus offers its users citywide connectivity. Reddy Buffalo's fleet size is projected to grow to 325 bikes by 2019 with over 15 new locations.



As part of its work in Buffalo, SMI has created a wide partnership network to support Reddy Buffalo. The system's partner base spans sectors including financial, hospitality, education, medicine, and real estate. Reddy Buffalo's business partners include, M&T Bank, the Buffalo-Niagara Medical Campus, the Westin Buffalo, Milk-Bone, and Schneider Development

Reddy Buffalo has also partnered with organizations and groups that work specifically within cycling. Reddy Buffalo's team has worked closely with local bicycling advocacy group GObike Buffalo. Reddy Buffalo has partnered with GObike on a number of different events including monthly 'bike breakfasts' on the Buffalo-Niagara Medical Campus to provide coffee and light fare for bike commuters, outreach program to promote bicycling in Western New York, a state-sponsored tourism campaign to attract visitors to the region, and bike safety events for riders of every age. Reddy Niagara Falls will continue this active partnership and utilize GObike's expertise to boost bicycling in the City of Niagara Falls.

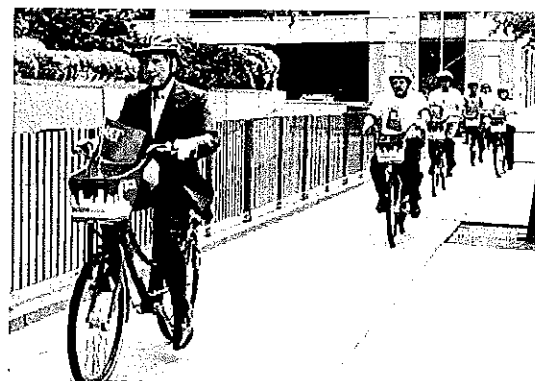
In addition, Campus WheelWorks, a prominent bicycle shop in the city's Elmwood Village, has partnered with Reddy Buffalo to provide helmets and other biking equipment to users with a discount as part of their membership. Reddy Buffalo has also partnered with Revolution Indoor Cycling to encourage its users to participate in spin classes as a way to stay healthy, even in the bikesharing off-season.

Alongside Reddy Bikeshare's operation in the city of Buffalo, Reddy provides bikesharing for the University at Buffalo, SUNY Buffalo State College, Canisius College, and D'Youville College. These services are provided through coordination with each institution's administration to tailor specific guidelines with each school. Reddy places bikeshare hubs on partner college campuses and provides their students with free or discounted memberships with their tuition packages. As part of this, Reddy Buffalo offers its service on these campuses including the University at Buffalo's Amherst and Main Street campuses. In total, Reddy provides access to this service to nearly 45,000 local college students across its partner institutions.

In its two and a half (2 ½) seasons of operation, the Reddy Buffalo system has over 7,400 riders who have traveled more than 90,000 miles total. Reddy Buffalo's operational staff and background in providing bikeshare to the Western New York market will stand as the backbone for Reddy Niagara Falls.

Social Bicycles/Uber Networks

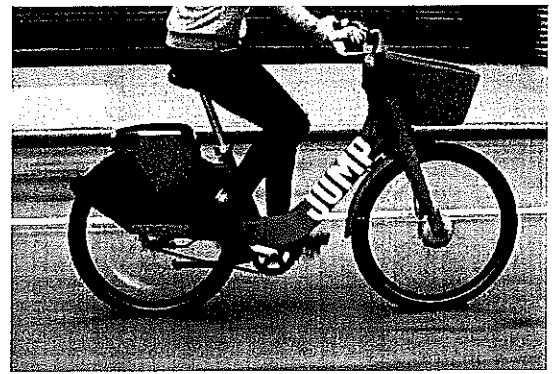
Founded in 2010, Social Bicycles was the first to introduce GPS-enabled 'smart bikes' to the North American marketplace. Using their experience gained with SMI during the Buffalo BikeShare demonstration project, Social Bicycles has taken their operations model nationwide and continued to refine their smart bikes technology. During the course of eight (8) years, Social Bicycles was able to serve as the basis for over 40 bikesharing networks including notably Reddy Bikeshare of Buffalo (Social Bicycles/Uber's first public system), SoBi Hamilton of Hamilton, Ontario,



BIKETOWN of Portland, Oregon, Juice Bike Share of Orlando, Florida and UH Bikes of Cleveland, Ohio.

In 2017, Social Bicycles leveraged this technology to unveil Jump bikes, a dockless electric bicycle (e-bike) sharing program, in major cities across the United States. Dockless e-bike systems give users even more freedom with the ability to travel over longer distances thanks to the pedal-assist technology and the flexibility to lock bikes to any piece of public infrastructure.

Thus far, Jump Bikes have been deployed in Austin, Texas, Washington, DC, Chicago, Illinois, Denver, Colorado, New York, New York, Sacramento, California, Santa Cruz, California, and San Francisco, California.



In 2018, Social Bicycles was acquired by the transportation network company Uber. Uber has committed to making Social Bicycles systems a part of their mobility platform by integrating bikesharing to their other services, including ride hailing, through their mobile application. This acquisition has given SMI a strategic partnership with Uber, offering the potential for cutting edge products and innovative models to be piloted within the systems that SMI operates. Reddy Niagara Falls would work to bring these opportunities to the City, giving residents and visitors alike. SMI is committed to making the City of Niagara Falls, and Western New York at large, a hub for transportation innovation.

2.2 - Relevant Project Experience

Capital Region Bikeshare

In New York State's capital region, SMI assisted the Capital District Transit Authority (CDTA) with the launch of its own bikesharing program, CDPHP Cycle! The impetus for this program was a two-month long 2014 demonstration project in the region that was showcased by the New York Times as an example of the working capability of bikesharing not only in Upstate New York, but in smaller communities. In the time since then, SMI has continued to work with the region's transportation stakeholders and helped to acquire over \$2 million of New York State funding for the launch of a full-scale system that covers four (4) different municipalities (Albany, Schenectady, Troy, and Saratoga Springs). During this past summer, the SMI Team performed on-the-ground site planning and deploy system infrastructure. SMI has assisted in securing funding for the CDPHP Cycle! second phase of expansion that will more than double the total fleet size to 340 bikes.



Jackson Hole Demonstration Project

In Jackson Hole, Wyoming, SMI staged a bikesharing demonstration with 35 bicycles as part of the development of an action and implementation model for a permanent system in this tourism-dense city that had recently completed an extensive bicycle improvement plan. As a major regional draw for tourists, SMI's expertise helped local officials create a unique bikesharing operation that meets and accentuates the transportation needs of its visitors with a shared mobility solution. Based on this demonstration project, Jackson Hole stakeholders were able to learn and continue their push for bikesharing, culminating with the launch of a formal system in the Summer of 2017.



2.3 - Project Staff Background



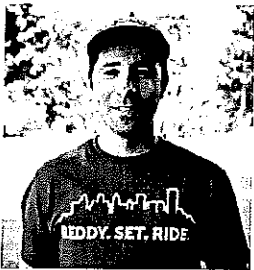
Michael Galligano- CEO and Founder

Mr. Galligano has over a decade of shared mobility experience. Mr. Galligano Founded Buffalo CarShare in 2009 as well as Buffalo BikeShare in 2012, Shared Mobility Inc. in 2014 and Reddy Bikeshare in 2016. Mr. Galligano has assisted in multiple bikesharing and carsharing schemes across New York State. He specializes in operational strategies and funding identification for shared mobility systems and believes transportation innovation could be applied to all socioeconomic classes.



Mitch LaRosa - Mobility Planner

Mr. LaRosa is a research specialist focusing primarily on transportation management and planning. Mr. LaRosa has led many of SMI's innovative projects including leading research and site planning for the Capital Region's CDPHP Cycle! during operational development and project launch. Additionally, Mr. LaRosa has engaged in the research and model formation of bikesharing in small and mid-size communities as well as innovative transportation models in rural areas. Outside of bikesharing, Mr. LaRosa's works with other shared transportation modes including transit accessibility, volunteer transportation systems, transit oriented development and using shared mobility systems to reduce transportation demand.



Anders Gunnensen - Reddy Bikeshare Operations Manager

Mr. Gunnensen has been the Director of Operations of Reddy/Buffalo bikeshare since 2014. During that timespan bikesharing in Buffalo has traveled over 75,000 miles. Mr. Gunnensen has also implemented and deployed test systems in Jackson Hole, WY, and Tampa, FL. He specializes in project management and operations of bikesharing schemes. When not doing bikeshare, Mr. Gunnensen also runs an urban farm on Buffalo's East Side that further supports sustainable living.



Jennifer White - Marketing and Communications Executive

Ms. White serves as the Marketing and Communications Executive for Reddy Bikeshare, a Shared Mobility Inc. program. She leads the Reddy Team's marketing efforts including multimedia exposure strategies, developing relationships with corporate partners, and spreading word on the positive effects Reddy has had in the City of Buffalo. Prior to Reddy Bikeshare, Ms. White served as the marketing coordinator for Buffalo CarShare, working to engage with low-income communities underserved by other mobility options. Her experience marketing shared mobility services with an equity focus is unprecedented.



Nathaniel Schultz - Reddy Bikeshare Fleet Manager

Nathaniel Schultz serves as Reddy Bikeshare's Buffalo Fleet Manager. Mr. Schultz actively oversees the 240 bikes deployed throughout the City of Buffalo and University at Buffalo campuses by managing the operation's maintenance staff and making decisions regarding the system's hub placement. Additionally, he acts as a primary point of contact between local bikeshare operations and Social Bicycles/Uber regarding fleet updates and operational best practice. Mr. Schultz holds a B.A. in Marketing from Daemen College.

2.4 - Project References

Reddy Bikeshare - Buffalo

Justin Booth, Executive Director, GObike Buffalo, justin@gobikebuffalo.org (716) 218-7161



Capital Region Bikeshare Deployment

Lauren Bailey, Mobility Manager, Capital District Transportation Authority, laurenb@cdta.org, (518) 437-6844



Social Bicycles/Uber

Ryan Rzepecki, CEO, Social Bicycles/Jump, ryan@socialbicycles.com, (646) 283-6548



Section 3.0 - Proposed Bikeshare Operation

As Western New York's bikeshare operator, SMI is dedicated to creating a bikesharing network in the City of Niagara Falls that provides exceptional service and access to both visitors and city residents. SMI's familiarity with the region, and the city itself, gives its Team an unparalleled knowledge and partner base to work with. In order to develop Reddy Niagara Falls, SMI will undertake an in-depth community planning process that will determine an operational design with the Reddy Buffalo Team, Social Bicycles/Uber, and local officials. The end result will be an equitable, accessible, and efficient bikeshare operation. The proposed Niagara Falls bikesharing operation will feature 145 shared bicycles and between 25-30 hub locations. Timeline for system development, proposed budget warranty information, and media references can be found in Appendices A-D, respectively.

3.1 - System Planning

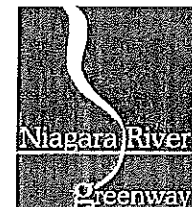
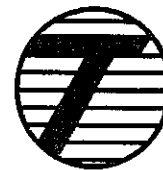
To begin the development of Reddy Niagara Falls, the SMI Team will engage with community leaders, stakeholders, and residents in the City as well as through direct communication with the City of Niagara Falls in its decision making process. SMI and Social Bicycles/Uber will base this process off of its experience planning in cities such as Buffalo, Portland, Albany, Cleveland, and Orlando.

The Team will start a community outreach phase that will yield important information regarding specific placement of bikeshare hubs, the needs of local residents, and their vision for how bikesharing will fit into their communities. A public participation process will help guide where hubs will be located.

Alongside community outreach, SMI will begin seeking partnerships with Niagara Falls-based businesses to create a network of supporting institutions for the Reddy Niagara Falls system. Business partners will mostly revolve around the city's tourist economy and outreach will focus on hospitality including hotels, restaurants, and tourist attractions. SMI will also seek out businesses that are outside of the Downtown core to amplify connections within the community and bridge the gap between visitors and residents. Following the model employed with Reddy Buffalo, SMI will seek to target business deeply ingrained in the community that could include coffee shops, bakeries, banks, grocery stores, and bicycle shops. Private sector partners are important for the stability and sustainability of any bikeshare system, especially systems that seek deep community connections.

To complement private sector partners, SMI will also bring together its existing public sector partners in the region to facilitate the system's implementation and connections to the region's transportation network such as:

- **Niagara Frontier Transportation Authority (NFTA):** SMI has worked directly with Robert Jones (Manager of Service Planning) and Rachel Maloney (Project Manager) on multiple projects over the last 10 years.
- **Greater Buffalo Niagara Regional Transportation Committee (GBNRTC):** SMI Kelly Dixon (previously a board member of SMI), Ms. Dixon has worked with SMI on projects regarding transportation demand management within the city.
- **New York State Department of Transportation (NYSDOT):** Robert Ancar (Senior Transportation Planner) has worked directly with SMI on projects with the New York State Energy Research and Development Authority including carsharing, electric vehicles and bikesharing. Total projects value exceeds \$1 million.
- **Niagara River Greenway Commission (NRGC):** SMI has worked closely with Executive Director Gregory Stevens on potential future demonstration projects on the Niagara River Greenway along with Uber and NYS Parks.



Lastly, SMI will bring in nonprofit partners to round out its participation process. Nonprofit organizations that are compatible for this planning process include transportation advocacy groups, such as GObike Buffalo, as well as other community-focused organizations like block clubs, community collectives, and any other group that represents community interests.

SMI envisions its consortium of partners aiding in the decision-making process for the location of bikeshare hubs, free parking zones, and other system infrastructure. The City of Niagara Falls will also play a leading role in this for the final approval of infrastructure location. In addition, the SMI Team has met with Create a Healthier Niagara Falls Collaborative's founder Shelley Hirshberg to discuss potential opportunities for collaboration as Reddy Niagara Falls begins operation. SMI is committed to using bikesharing as a tool to promote healthy communities through physical exercise and active lifestyles. SMI will explore other community groups with the City of Niagara Falls throughout the duration of the project.

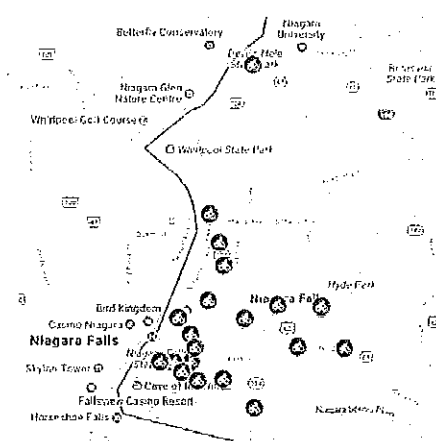


CREATE A HEALTHIER
NIAGARA FALLS
COLLABORATIVE
Be the Change

Once Reddy Niagara Falls is in full operation, users will have full access to over 400 bikes deployed across Western New York, allowing users to travel between Buffalo and Niagara Falls, as well as to the worldwide network of Social Bicycles/Uber networks.

3.2 - System Layout

Following the completion of the community outreach phase, SMI will begin the planning Reddy Niagara Falls' system layout. System layout planning includes final decisions on locations for bikeshare hubs, free parking zones for users, indoor kiosks, signage, and the system's operational boundaries. Final bikeshare hub locations will be determined by community and public input with SMI's past work in Western New York bikesharing, including the publication of a Bike Sharing Analysis for the City of Niagara Falls completed in January 2018, serving as strategic guidance.. This report found that bikesharing in Niagara Falls should focus on both attracting visitors to use the system during their stay and providing consistent access to residents in the city. Each user subset has different needs that the system will be tailored to fit in each use case.

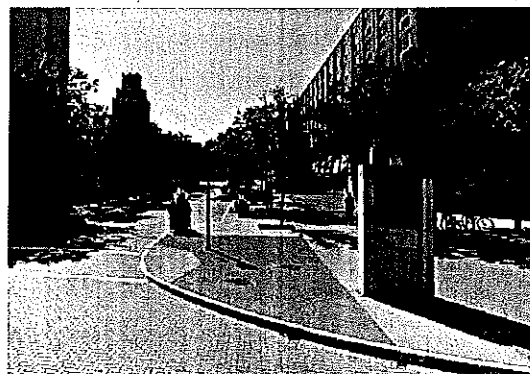


Station permitting and installation will occur in one of three ways:

- Bikeshare hub is located on City of Niagara Falls right-of-way and will be permitted through the City
- Bikeshare hub is located on private land and will be located through mutual partnership with the 3rd party entity.
- Bikeshare hub is located on New York State Parks land and a separate agreement will be arranged to determine location and usage on park land.

Downtown Niagara Falls

Downtown Niagara Falls remains the central hub for visitors to the city, featuring direct access to the Falls, nearly all the city's available hotel rooms, and a tourist district set up around Old Falls Street and 3rd Street that provides services and amenities to guests. Reddy Niagara Falls' system will center around downtown with a majority of the system's racks and bicycles to be deployed in this area. SMI believes that visitors will be the driving force of the system's usage, thus resulting in the ability to offer memberships to residents of Niagara Falls at a significant discount.



Through its partnerships with hospitality based businesses, SMI will locate hubs in coordination with its partners so that a cohabitation between business patrons and system users will take place. This strategy has been employed in other high volume pedestrian areas of tourists where SMI has operated systems and demonstrations in Buffalo, Albany, Saratoga Springs, and Jackson Hole. SMI seeks to locate hubs across downtown in order to create a dense network of usage that connects businesses and attractions in the area. Additionally, the use of point-of-sale kiosks will be deployed in hotels and other available public spaces to increase interactions with the system and break down barriers for users.

SMI will work with the New York State Office of Parks to determine where bikeshare hubs would best fit into the park and where it may be best to restrict usage. The Team is committed to providing bikesharing services with minimal disturbance the communities it operates in. Niagara Falls State Park represents one of the area's largest attractions with direct access to Downtown Niagara Falls. Reddy Niagara Falls seeks to incorporate this area into its service so that visitors can have increased access to adjacent trails and attractions along the Niagara River.

SMI will also examine the potential for free parking zones of bikes within downtown. Social Bicycles/Uber bikes have the ability to lock to pieces of public infrastructure outside of bikeshare hubs. SMI has employed free parking zones in high density, high bicycles traffic areas of Buffalo to great effect, giving users increased flexibility. Free parking zones could include commercial districts along Old Falls and 3rd Streets or encompass most of downtown based on feedback from community, business, and public officials.

Surrounding Neighborhoods

While SMI envisions a majority of the Reddy Niagara Falls' infrastructure focused on Downtown Niagara Falls, a great deal of attention will also be put towards the design of bikesharing in the city's diverse surrounding neighborhoods. SMI seeks to focus on select areas of Niagara Falls that will place hubs in places such as commercial districts, residential crosspoints, and transit centers, to give community members adequate access to the service. SMI envisions three (3) corridors to be the focus of its neighborhood deployment: Main Street, Pine Avenue, and Niagara Street

All of these corridors serve as neighborhood commercial centers and are bounded by dense residential areas as well. Main Street, Pine Avenue, and Niagara Street are also evenly spread out and provide access deep into the City. Reddy Buffalo employs a similar deployment strategy along corridors such as Elmwood Avenue, Hertel Avenue, and Fillmore Avenue.

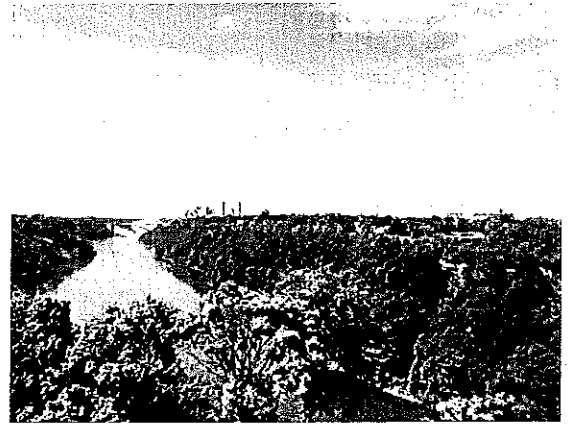
Bikeshare hubs will connect these neighborhoods along corridors emanating from downtown. This style of system layout will give Reddy Niagara Falls the ability to reach more residents. Based on projected usage from visitors to the city, Reddy Niagara Falls memberships will be heavily discounted for City of Niagara Falls residents. This proposed system layout and pricing model meets SMI's goals of promoting social equity through shared transportation. SMI also anticipates that businesses along the identified commercial corridors will benefit from the deployment of bikeshare hubs in the area.

For specific deployment, the Team will work alongside GOBike Buffalo to ensure that deployment will align with the stated goals and objectives of the City's developing Bike Master Plan. Bikesharing systems are enhanced by the presence of bicycle infrastructure such as bike lanes and racks as users are more drawn to areas with these safety features.



Regional Connectivity

The Reddy Niagara Falls system will be a major step in sustainable transportation connections for Western New York. Users of the Niagara Falls system will also have access to Reddy Buffalo. SMI will align the deployment of bikeshare hubs in Niagara Falls with transit hubs, just as it has in the City of Buffalo, to promote multimodal connectivity for the City's residents. A coordinated bikesharing system will allow users to travel from Buffalo to Niagara Falls by bike without the encumbrance of necessarily having to return on the same bike. For instance, a user could bike one way then return using public transit or vice-versa. Ultimately, increased regional transportation connections not only fit in with the Human Services Transportation Plan published by the GBNRTC, they also will benefit the City of Niagara Falls, City of Buffalo, and all communities in between with enhanced access.



A regional bikesharing system will also be able to assist coordinated transportation planning decisions with local stakeholders. As stated earlier, SMI hold strong connections with Western New York transportation planning entities. As operator of Reddy Niagara Falls, the City will be able to rest assured that its bikesharing system will not be bypassed or undermined by outside decision making. Future planning to increased connectivity between Reddy Niagara Falls and Buffalo is laid out in Section 2.6 - Operational Outlook.

3.3 - System Operations

While Reddy Niagara Falls will benefit from the initial planning assistance and partnership with Reddy Buffalo, the design and operations of Niagara Falls' bikeshare will be functionally independent and tailored to the needs of the City, its residents, and local partners that will be managed and serviced by its own local team. This will create a unique Niagara Falls system within a larger Western New York network of bikesharing.

Staffing

For the development of Reddy Niagara Falls, SMI will initially employ its Reddy Buffalo Team in the interim to shape the system's operational model, initiate the development of a network of local partners, prepare a marketing plan, begin to execute a business plan, and prepare the maintenance space ahead of fleet delivery from Social Bicycles/Uber. The combined SMI/Reddy Buffalo Team is made up of nine (9) staff members that cover administrative, planning, marketing, fleet management, and maintenance specialties. This staff will be made fully available to the Reddy Niagara Falls initiative immediately following contract execution. No other bikeshare operator can offer this level of staff in Western New York in a similar time frame.



SMI will hire locally for the three (3) full time bike share operations roles (Operations Manager, Marketing and Communications, and Fleet Technician). SMI will also try, to the best of its ability, to locally source all purchasing and services and work with local DBE's. SMI will work closely with the City of Niagara Falls and local partners, GObike Buffalo among others, to help identify qualified candidates for all positions. Reddy Niagara Falls staff will work out of an office space within the City of Niagara Falls, independent of other SMI-led operations in Western New York.

Marketing

SMI and Social Bicycles/Uber have extensive branding and marketing experience and combined have built over two dozen brands for local bike share programs. SMI will design and implement a custom marketing plan specifically tailored for Reddy Niagara Falls. The Team's plan and schedule includes program branding, public relations, advertising, events, social media, print, web and program promotions.

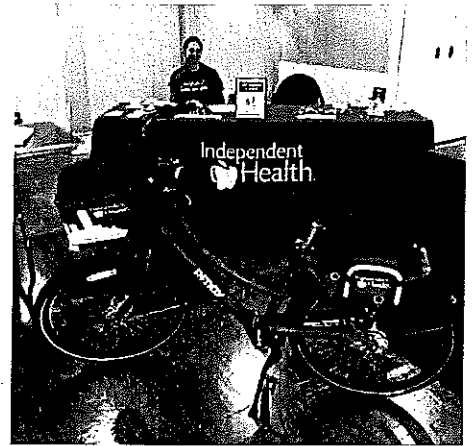
PRE-LAUNCH - The Reddy Niagara Falls Team will focus on building its brand within the first month of selecting a sponsor. It is important to note that the sponsor will likely influence the direction of the brand. Pre-launch marketing is an effective way to engage the community, create program awareness, and encourage people to learn about bike share's many benefits. Prior to launch, SMI will use Reddy bikes from Buffalo to demonstrate the bike, build key partnerships, and start a preliminary membership sign-up process. Reddy Niagara Falls will conduct community outreach at local events and work with local businesses. The Team will establish Facebook, Twitter, and Instagram accounts and will post creative content regularly.

Reddy Niagara Falls will work with local bike share advocates and partners to conduct a public participation process to help guide the station siting across the city. Two press releases will be planned during this phase: a sponsorship announcement and a public participation campaign. During this 4-6 month period, the primary purpose will be to create excitement, community engagement, and bike share education.

LAUNCH - One month prior to Reddy Niagara Falls' launch, a campaign focused on 'pioneer membership' will push people to join and receive promotional items such as shirts, water bottles and helmets. The Team will leverage partnerships to jumpstart membership during this process. Launch events include a ribbon cutting, group bike rides, and launch after-party. A location will be determined as partnerships are developed, but typically are located in popular biking and highly visible areas (e.g. City Hall, Niagara Falls State Park, Old Falls Street, etc). The marketing plan calls for ongoing demonstrations and tabling at local events, such as farmer's markets, and partnering for events with sustainability, transportation, environmental, and health groups during the 'launch phase'.

ON-GOING - The Social Bicycles/Uber software system has a promotions platform that allows operators to set promotions based on a number of different factors and can send discounts, deals, and messages via push notifications if users unlock, hold, or lock bikes at particular stations or geo-locations in the system area. The software also allows users to send and receive credits to friends. For example, a viral promotion can include purchasing \$5 of riding credits for a friend and then automatically receiving \$5 in personal riding credits. Reddy Niagara Falls' marketing staff will also be responsible for bicycle safety outreach through events such as helmet giveaways and social media and in-person safety awareness campaigns.

LOCALLY FOCUSED - The framework for Reddy Niagara Falls' marketing efforts will be formed from that of Reddy Buffalo, where marketing efforts for bikesharing have been underway since 2016. The Reddy Buffalo Team has engaged the Western New York community over the



past three (3) seasons and has gained a deep understanding of the local landscape. Marketing initiatives Reddy Buffalo has undertaken include:

- Tabling at community events such as farmer's markets, arts festivals, concerts, and bicycle specific events like Buffalo's Slow Roll series.
- Distribution of Reddy Bikeshare apparel including sunglasses, t-shirts, and water bottles.
- Press conferences with organizations like M&T Bank to kickoff new partnerships, hub locations, and system expansion.
- Media appearances to promote the beginning of each bikesharing season.
- Hosting events like Reddy's First Birthday to celebrate members and their commitment to biking.
- Use of social media to market new operational initiatives including free parking zones, membership promo codes, and other giveaways.
- Campaign highlighting Buffalo celebrities such as Rob Gronkowski and Robby Takac on Reddy bikes around town.



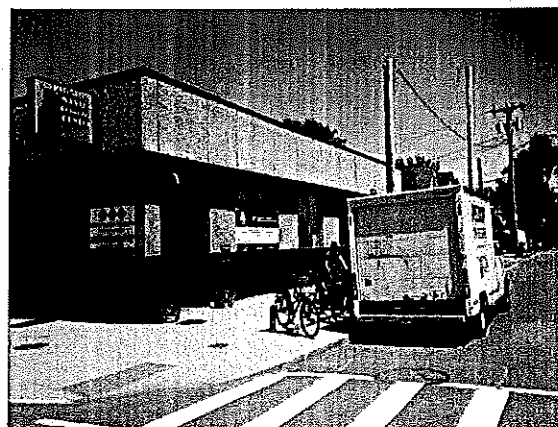
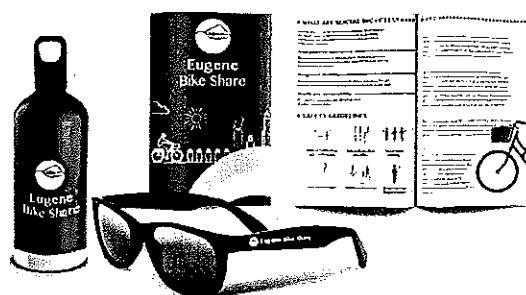
Reddy Buffalo's marketing strategy will be the basis for marketing the Niagara Falls system with Buffalo staff initiating the startup of the programming. Once Reddy Niagara Falls is able to bring their own marketing staff on-board, these programs will be then passed off with the ability for system-wide collaboration in the future.

Maintenance

As part of its operations of Reddy Niagara Falls, SMI will manage a comprehensive maintenance program for the fleet. The hallmarks of this maintenance regiment are:

- **Daily on-site maintenance:** Basic adjustments, repairs, inspection and cleaning.
- **Preventive maintenance:** Social Bicycles/Uber software creates preventative maintenance alerts based on the bike's cumulative time in the field or total miles ridden.
- **Bike refurbishment:** Bikes and stations that need refurbishment and full overhaul including new components and decals.

Social Bicycles/Uber's custom online fleet tools help the Team manage all bike and station repairs and inspection schedules. Each bike and station is monitored in real-time 24/7 by Social Bicycles/Uber's system software. Bike and station maintenance and inspection data is captured in the backend and can be extrapolated for future analysis. This includes detailed maintenance reports, the status of the maintenance reports, maintenance history logs, and upcoming inspection schedules.



Once the system launches, it usually takes 4-8 weeks to begin to identify consistent patterns and usage dynamics in the system. Using Social Bicycles/Uber operator tools, the Team can identify rebalancing routes, bikes that require repair, and how to optimize these plans as the system grows and evolves.

Maintenance for the Reddy Niagara Falls system will be done at a garage space within the City of Niagara Falls. This site will be identified and made available to bikeshare operations as part of the system's development process.

Rebalancing Practices

SMI takes pride in the rebalancing practices it has established for the Reddy Buffalo system. With dedicated fleet management, nine (9) staff in the city, and daily rebalancing efforts, Reddy Buffalo has established itself as a consistently well balanced system with bikes available in all neighborhoods at nearly all times. Reddy Buffalo's Team is able to accomplish this through the use of Social Bicycles/Uber's sophisticated back-end software that pairs with its GPS-enabled bicycles which produce data regarding trip length, destinations, origins, and user patterns.. The Buffalo Team uses this software to actively manage and redistribute bikes to locations where they are most needed. The flexible model of Reddy Buffalo and Social Bicycles/Uber's 'lock-to' technology aids in this operational approach ensuring that while even though bikes do not have to be parked at bikeshare hubs, they are always securely locked to a piece of public infrastructure, which keeps loss rate to a near minimum as well.



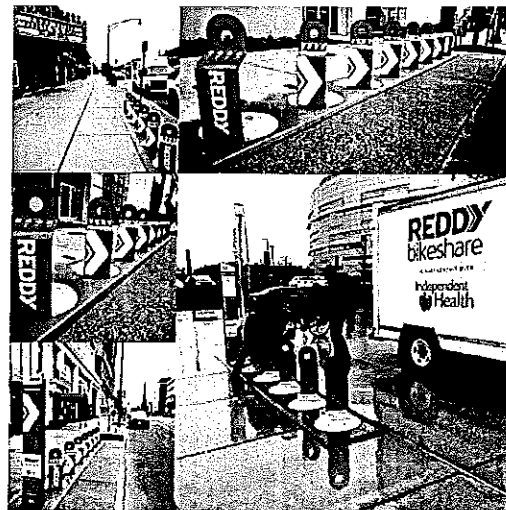
Contrast this to other bikesharing systems wherein fleet bicycles are either not accounted for by the operator or the fleet is a dockless operation that leave the bicycles vulnerable to theft, misplacement, and impedance on pedestrian right-of-ways. In many of these cases, the operator is not locally based and keeps only a skeleton staff in place to manage the system. In Rochester for instance, Zagster's Pace system lost 250 bikes, nearly $\frac{3}{4}$ of its total fleet, to theft within the first 12 months of operation. Within the first month of operation in Ithaca, residents reported major issues with dockless Lime bikes blocking their sidewalks and left abandoned by users. Cities across the nation that have allowed dockless bikeshare operators into their communities have experienced major rebalancing and maintenance issues as the companies themselves fold and leave North America altogether. Dallas, Seattle, Washington, DC and other major cities across the US all have reported similar pitfalls with their bikeshare operators. SMI is committed to applying its same operational model from Reddy Buffalo to bikesharing operations in Niagara Falls to avoid such pitfalls.

Fleet Storage

Following the model practiced by Reddy Buffalo, SMI anticipates that the Reddy Niagara Falls system will be deployed within the City approximately between April 1st and November 1st of each calendar year. At the conclusion of each bikesharing season, the bikeshare fleet will be transitioned into storage for the five (5) month offseason during the winter months.

Deployment Procedures

Beginning every March, the Reddy Niagara Falls Team will prepare for the launch of the system set for approximately April 1st. During this process, bikeshare racks will be deployed progressively over the system area. At the same time, fleet bicycles will be



brought out of storage, undergo final maintenance inspection, and be deployed into the service area leading up to full launch for the season. Staff will work with the City if any infrastructure/hub locations will need to be moved.

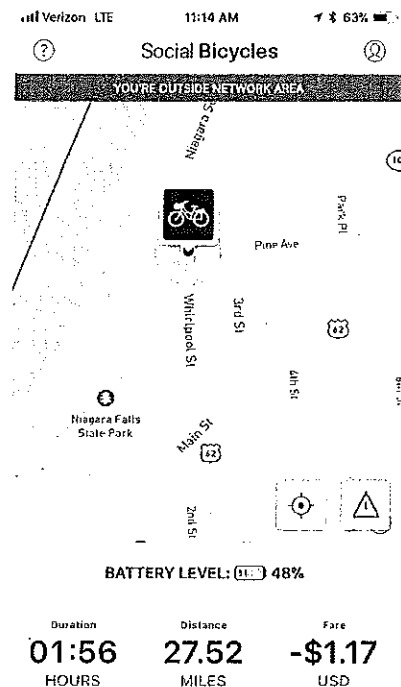
3.4 - User Experience

Creating a user experience that caters to both visitors and residents will be one of the biggest challenges for Reddy Niagara Falls. While the local operations team will develop strategies to cater to both groups individually, all users will engage with the system through Social Bicycles/Uber's mobile application and intake process.

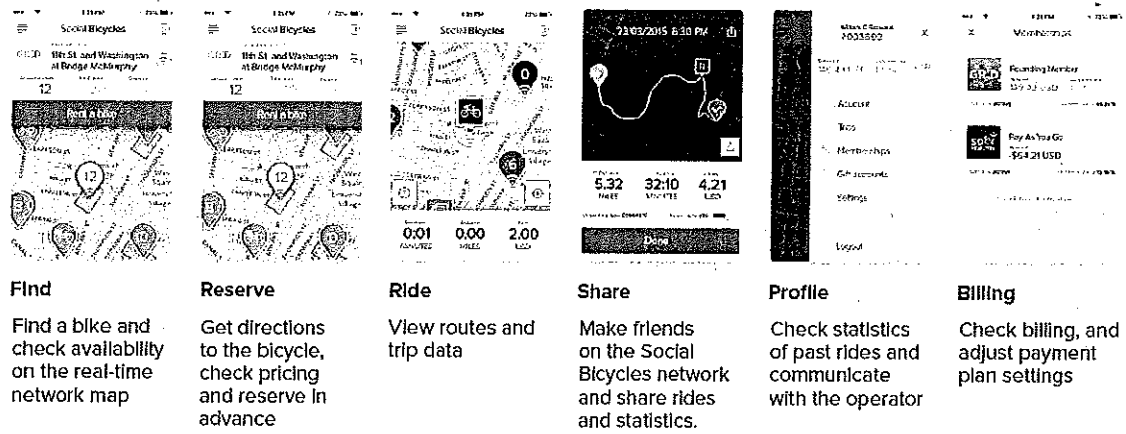
Using the Social Bicycles/Uber system is simple. Using the SoBi app, members can login/register for the program, view available bikes, walk through the 'How-To section' and FAQs, search networks, or contact support. Registering is easy; user's simply select the desired network and membership plan, enter account details, sign the waiver, select a 4-digit PIN, and enter payment information.

Beyond the mobile application, Reddy Niagara Falls will be able to join in several other ways. Users will be able to use the Reddy webpage to sign up online through the desktop website. Indoor kiosks will be available across the city at partnered businesses such as hotels and coffee shops to facilitate sign up. Lastly, the Reddy Niagara Falls Team will be available between 9AM and 5PM Monday-Friday to intake new users over the phone. This additional set of signup options will break down barriers for new users and help with those not familiar with bikesharing.

Unlike others, SMI will be 'overstaffed' due to utilizing the operational resources of the Buffalo system. This includes a response time of less than 24 hours for any email, and less than 48 hours for any bike that needs to be moved. Reddy will also have a dedicated phone line in which will be responded within 24 hours of the call. Last, Reddy will provide the ability to meet customers/partners in person as well. According to the latest membership survey, Reddy Bussalo members rated customer service 4.7 out of 5 in satisfaction.



USER MOBILE APP EXPERIENCE

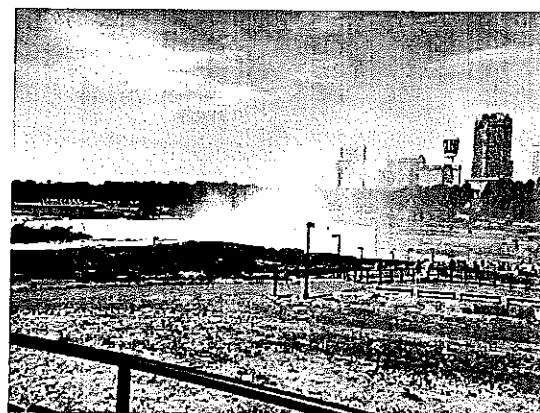


Specifics of the system's pricing will be fully determined during the system's development process. Below is a sample of what memberships pricing for Reddy Niagara Falls may look like, including heavily discounted memberships for residents of the City. SMI's goal from its pricing structure is to maximize the number of visitors to use the system in order to generate the necessary revenues for inclusive pricing of residents' memberships as part of the Team's social-equity focus. A preliminary pricing structure can be found below.

	Price	Details	Additional Info
Visitor/Tourist Plan	\$8 - \$12 activation, \$.06 per/minute	Focused on Tourism industry through marketing and outreach	Good for up to 30 days.
Resident/Community Plan	\$55 activation, \$.01 per minute	SMI will waive the \$55.00 for any person that lives in the City of Niagara Falls.	Good for up to 12 months.
Group Plan	\$20 activation, \$.06 per/minute	Provides a discount for groups of 3 or more users.	Good for up to 30 days, for up to 4 users

Bikesharing for Visitors

Most visitors to the City of Niagara Falls focus their visits in the Downtown core, where there is a large cluster of hotels, restaurants, and attractions. Visitors to the City would be best served with quick access to bikeshare bikes and options that support short-term system use. SMI envisions Downtown Niagara Falls as the center of the bikeshare system, with a great number of hub locations around the area at strategic access points for visitors. Points of interests include Niagara Gorge Discovery Center, the 3rd and Old Falls Street commercial districts, major area hotels, and Niagara Falls State Park.



Reddy Niagara Falls' partnerships with hotels and other hospitality-based businesses will give the system sufficient visibility and access to the visitor base. Kiosks and other informative signage will be placed alongside the bikeshare hubs to inform visitors of the service and how they can become users. Hubs will also be located at potential destinations for tourists such as at locations along the Niagara River Gorge where the bikes may be taken to for sightseeing. SMI will also work with local tourism officials to determine the full set of languages, other than English, most pertinent to visitors in order to remove a usage barrier. Ultimately, Reddy Niagara Falls will work with its partners to decide on the best operational layout for tourists in the City.

Bikesharing for Residents

The user experience for locals will be similar to that of City of Buffalo residents with their Reddy system. Bikeshare hubs will be deployed strategically throughout major commercial corridors and residential neighborhoods surrounding Downtown. Placement of these hubs will be a decision that factors in input from the City itself, residents, community groups and local partners as well as accordance to the developing City's Bike Master Plan. Additionally, the hub placement decisions will be framed from an equity standpoint to ensure that residents of all backgrounds have equal access to bikesharing services and the affordable, efficient, and sustainable mobility it provides.



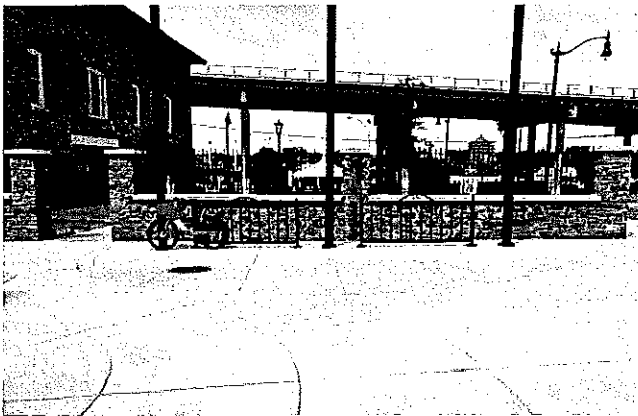
Residents will be able to take advantage of the same targeted access points as visitors and enjoy the same perks of a citywide bikesharing system. However, unlike visitors, residents will have their memberships heavily discounted for the duration of SMI's operation of Reddy Niagara Falls. This is due to the use of the system from tourists, and public/private partnerships secured by SMI. This is an unequaled equity initiative for bikesharing operators in North America and has the potential to make Niagara Falls a best practice example for shared mobility inclusion.

3.5 - Business Model

Reddy Niagara Falls' business model will be driven by the private sponsorship approach employed by SMI in the Buffalo and Capital Region markets. Independent Health has committed to sponsor the Niagara Falls system and would allow Reddy Niagara Falls to be a financially self-sustaining system for the duration of the operational contract with SMI. In addition, as stated above, revenue from use and memberships, will subsidize memberships for local residents as well.

3.6 - Future Outlook

SMI's operational outlook for Reddy Niagara Falls is filled with a great deal of exciting possibilities. While the operations model for traditional bikesharing is unwavering, SMI feels there is a number of different opportunities for innovation in the space. First is the potential for the demonstration, and eventual incorporation, of e-bikes into the Reddy Niagara Falls fleet. As a direct partner of Social



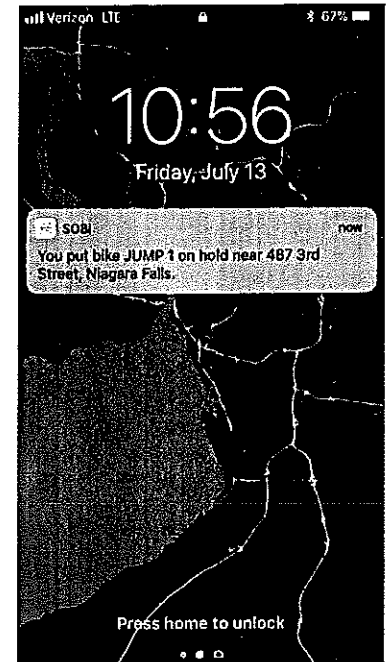
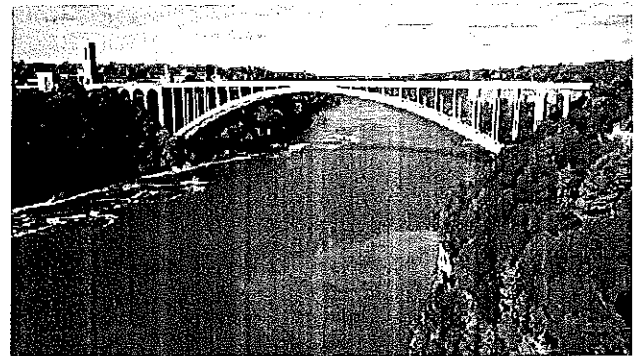
Bicycles/Uber's Jump bikes program, SMI will have access to the deployment of e-bikes in New York State pending their approval for public usage by the State.

SMI has already engaged in discussions with the Niagara River Greenway Commission to work out the details for a potential pilot program of e-bikes along the Greenway trail, including in the City of Niagara Falls itself. SMI has used its programs to demonstrate new technologies like this before. For example, in 2014 Buffalo BikeShare piloted Social Bicycles first 'smart bike' for public usage in the City of Buffalo, leading to a full system development. Within a year of e-bike legislation, it would be possible for

Reddy Niagara Falls to have e-bikes deployed for public usage, enabling visitors and residents alike to go farther and explore beyond the current realm of attractions in the Downtown core.

Social Bicycles/Uber has already launched e-bikes in the boroughs of Staten Island and The Bronx in New York City with the first publicly available e-bikes in the state. The results of this urban-area pilot program will help the Team develop strategies for rollout of e-bikes in Downtown Niagara Falls and the neighborhoods that surround it.

In addition to e-bikes, municipalities across Western New York continue to push to gain access to the regional bikesharing network, Niagara Falls will play a key role in this expanded regional system. Lastly, the launch of a bikesharing system in Niagara Falls, USA opens the possibility of the first



bi-national bikesharing program between the United States and Canada through partnership with SoBi Hamilton. The international connectivity this partnership would create would be unmatched in North America and would be heightened with the addition of e-bikes.

Section 4.0 - Infrastructure Specifications

Over the course of their four year partnership, Social Bicycles/Uber and SMI have learned several key takeaways for developing, implementing, launching, and operating smart bicycle bike share systems. Below is a summary of what SMI and Social Bicycles/Uber will offer as the operator for Reddy Niagara Falls:

NO BLOCKED DOCK - Social Bicycles/Uber's integrated lock solves the biggest inconvenience in conventional bike share: full stations. A full station puts users in the inconvenient situation of being unable to return the bike. With Social Bicycles/Uber, users have the option to lock to any city rack within 100 feet of the station when faced with a full docking station. If users wish to lock further outside of a station, they can pay a nominal fee and can even park the bike outside of their final destination.

STATION DENSITY & FLEXIBILITY - Social Bicycles/Uber already provides station infrastructure at some of the most competitive prices in the industry allowing for significant station density. The National Association of Transportation Officials recommends that stations be within a 5 minute walk of any person living the service area. Social Bicycles/Uber helps operators build systems that work to meet this target while keeping costs low through the use of their geo-fencing technology which enables operators to create auxiliary hubs for users without over investing in station infrastructure. The station infrastructure is extremely modular allowing for flexible station designs.

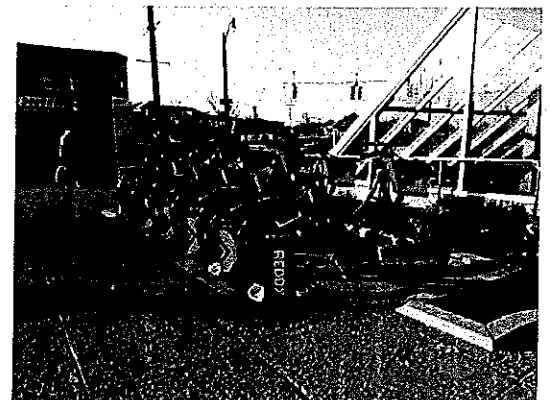
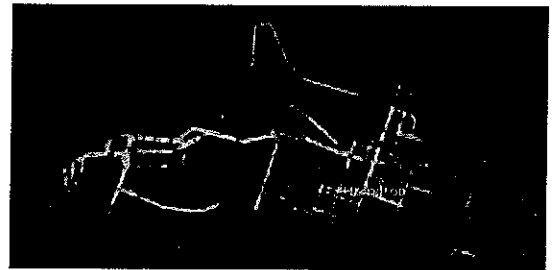
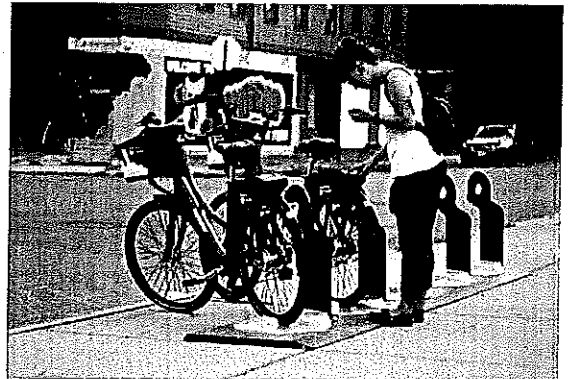
REAL-TIME GPS & INFORMATIVE DATA - Cities love the Social Bicycles/Uber system because it provides a wealth of knowledge for their city planners and developers. SoBi's backend tracks and aggregates trip data from all users. With this data cities can see how and when cyclists use the street networks which can then influence future bike infrastructure planning and development.

AFFORDABILITY & SCALABILITY - Social Bicycles/Uber equipment and technology is flexible and affordable, allowing operators to keep user costs low and scale system bikes and stations over time.

EQUITABLE VALUES - Social and geographic equity are core values for both SoBi and SMI. The affordable technology allows SMI to launch with a dense and inclusive system area. The Team is also able to offer reduced fare and cash memberships to low-income individuals to make bike share more accessible to all.

INNOVATIVE & OPEN TECH - Social Bicycles/Uber believes in open data. The Team offers API access to third party applications, and provide a rich interface for viewing and analyzing the GPS data collected.

LOCAL OPERATIONS & STAKEHOLDERS - SMI's experience operating numerous programs across the United States and upstate New York has proven the importance and value of working locally and closely with the community. Already SMI is building strong relationships with local stakeholders and community groups in Niagara Falls, all of whom are excited to see bikeshare in their city.



TRANSIT INTEGRATION - SMI is currently working to integrate multiple modes into the Reddy Bikeshare program by partnering with the NFTA, the GBNRTC, Buffalo Niagara Medical Campus, Social Bicycles, and the University at Buffalo. SMI hopes to bring an effective all-in-one access technology to Buffalo-Niagara's transit system based on this leading edge work. SMI's goal is increase convenience and ease for users who rely on multimodal transportation. Reddy Buffalo currently has hubs positioned at transit centers including the NFTA's Metropolitan Transportation Center and at nine (9) Metro Rail stations throughout the city.

4.1 - Capital Elements

Social Bicycles/Uber provides affordable, modular, and robust bike share infrastructure and technology. Below you will find information on the bicycle, web and mobile applications, and street infrastructure.

There are no power requirements needed to be provided to SMI for the bike sharing system. The bikes, currently use solar power to recharge batteries to charge the locking/GPS functioning on the bike. The solar panel is located on the back of the bike.

DOCKS - Social Bicycles/Uber offers custom racks, which require no wiring or electronics. The Team's docks are manufactured with highly durable powder-coated steel, ensuring a rust- and scratch-free surface. Docking stations, though optional, provide significant branding real-estate, delivering a cohesive feel to the program.

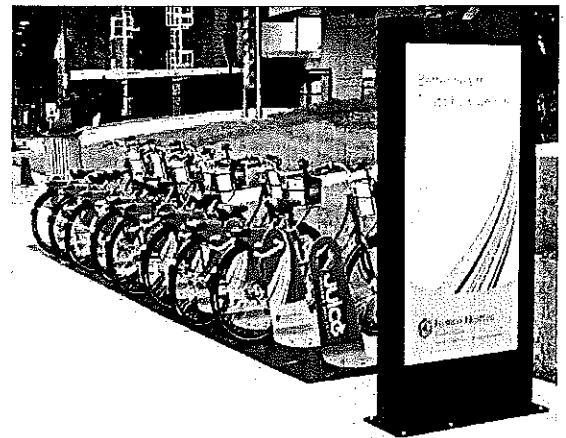
LARGE SIGN PANEL - At 58" by 30", the large, replaceable information panel provides a double-sided display for station information, maps, wayfinding, safety tips, and advertiser/sponsor branding opportunities.

COMPACT SIGN PANEL - The compact sign panel offers 43" by 11" double-sided display options on its metal surface. It is ideal for smaller station locations and can be used as a cost-effective information display.

KIOSKS - Kiosks are optional Social Bicycles/Uber system components. They are ideal for high-traffic stations. By limiting the need for kiosks, the Team is able to reduce costs for bike share providers. The Social Bicycles/Uber kiosk is a Point-of-Sale system that enables membership purchases. The kiosk features a touch-screen and accepts all major international credit/ debit cards. Kiosks are solar powered with backup batteries and are modular to provide multiple installation options. Kiosks can be standalone or adjacent to information panels.

Kiosk Features include a credit card reader, 12-inch screen, RFID dispenser, RFID reader, PCI certified and are solar powered.

The Social Bicycle 'smart bike' has wireless connectivity and an integrated GPS-equipped locking mechanism embedded on a classic Dutch-frame bike. A diagram of this design can be seen below.



All components secured with custom screws

Reliable and intuitive braking

Front basket with ad panel

Grip bell

Rust and corrosion resistant aluminum frame with stainless steel components

Comfort seat

Sponsorship and branding space

Front lights

Full fenders

Hub brakes

Step-through frame

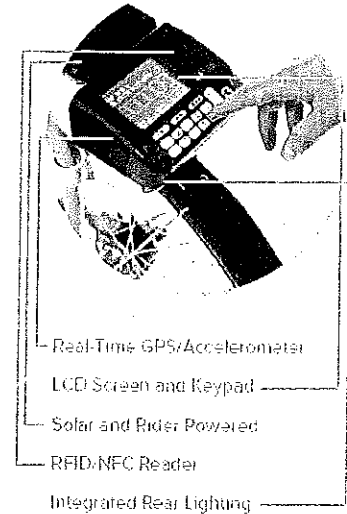
SOCIAL BICYCLES

Puncture-resistant Kevlar tires

Chainless shaft-drive transmission

Kickstand

Three or eight-speed internally geared hubs



Real-Time GPS/Accelerometer

LCD Screen and Keypad

Solar and Rider Powered

RFID/NFC Reader

Integrated Rear Lighting



INTEGRATED LOCK

Each bicycle is equipped with a robust integrated lock that works with regular bicycle parking racks. The bicycle can be reserved and accessed by web, mobile, an RFID card, or simply by entering an account number and PIN on the bike keypad interface.



REAL-TIME GPS

Each Social Bicycle is equipped with wireless connectivity and real-time GPS. Unlike other systems, our real-time active GPS is a theft deterrent, a data-gathering technology, and a tool for locating missing or stolen bikes.



HOLD FUNCTION

Social Bicycles feature a 'hold' function that allows the user to park a bike during the trip while maintaining the reservation on the bike. To pause the rental, users simply press the "hold" button and lock the bike to a regular bike parking rack. This innovation improves security and user-experience.



REPAIR FUNCTION

Social Bicycles feature a 'repair' function that allows the user to report a maintenance issue directly on the keypad interface on the bike. If an issue occurs, the user simply pushes the 'repair' button, selects the issue type, and locks the bike. The operator will receive an instant alert about the issue.

4.2 - Data Procedures

Social Bicycles offers best-in-class software for both operators and users of its smart bike system. The City will have access to all raw data to help assist in making decisions on bike infrastructure and safety. The Social Bicycles technology will allow the City to access monthly reports of system utilization, bike distribution, customer feedback and membership level. The City will have access to all raw data to help assist in making decisions on bike infrastructure and safety. This will allow bike advocacy groups, such as GoBike Buffalo, and the City help navigate a bike master plan for the City.

SOFTWARE SUITE - Social Bicycles/Uber is dedicated to building the best user interface for members and operators. The software features beautiful and rich web and mobile applications for members and operators. The Team's software management tools and data application set a new bar for fleet and member management software. Stakeholders of the program will benefit from the sophisticated and easy to use software and data application that is available 24/7 through any web browser.

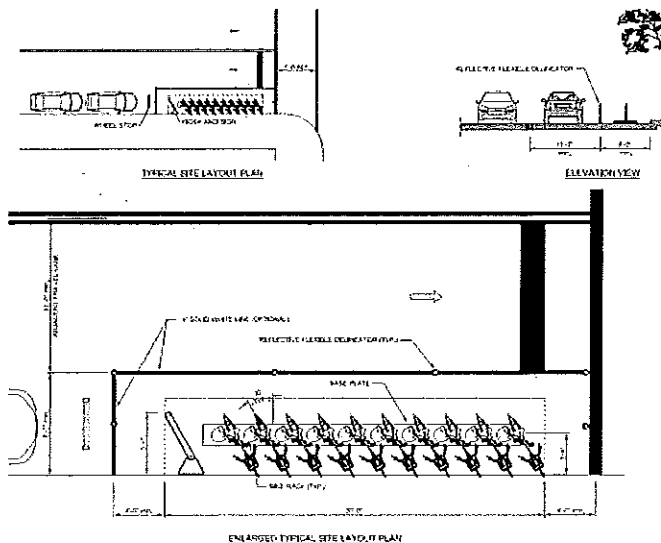
DATA APPLICATION - The Social Bicycles/Uber software features detailed reporting options for riders, system administrators, and research partners. The administrative portal features a powerful data application where operators and administrators can generate data in exportable formats for further analysis and actionable planning.

These include .csv and .gpx exports as well as the ability to subsequently create data visualizations such as time-lapse animations or heat maps. The reports can be selected through customizable date ranges which the operator can set intuitively. Types of data reports that can be created through the 'data app' include total users (all membership types), full revenue data, detailed trip characteristic reports, detailed miles traveled, detailed calories burned, detailed GPS routes, user demographics, vehicle miles reduced, and gallons of gasoline saved.

OPEN API - Social Bicycles/Uber is firmly committed to open data and provides unprecedented access to the general public, app developers, municipalities, operators, system administrators, and researchers. SoBi's mobile applications use the same API that is offered to end users and operators. Third-party developers can make calls and perform all the steps needed for account creation and payments, bike rental, account review and system availability. Both APIs are JSON based and RESTful and use OAuth 2.0 as authentication method.

4.3 - Deployed Infrastructure

Social Bicycle/Uber stations are very low impact and only require a flat surface for installation. The smallest possible station with 5 docking points has a footprint of 150 in x 63 in. Stations do not require any electrical wiring or heavy machinery for installation and can be installed on both sidewalks and street beds. However, it is recommend that for stations placed on sidewalks, that the sidewalk be at least 16 feet (192 inches) wide.



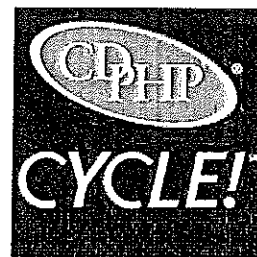
Section 5.0 - Comparable Systems Nationwide

Reddy Niagara Falls will be a part of a nationwide network of Social Bicycles/Uber bikesharing systems. By being a part of this network, Reddy Niagara Falls and its users will be able to seamlessly connect with other systems across the United States, Canada, and Europe. Each of these systems uses the same GPS-enabled technology that will be employed for Reddy Niagara Falls as well as a common mobile application platform for users. As Niagara Falls is a premier global destination for tourists, the worldwide connectivity is a considerable amenity for visitors and tourists alike.

Reddy Buffalo (Buffalo, New York) - SMI's most visible and successful programs in the Western New York region has been the creation and operation of Reddy Bikeshare in Buffalo. Reddy Bikeshare launched in July 2016 and has dramatically increased the use of bikesharing across the City from 2016-2017. SMI has used Reddy for the full development of Social Bicycles/Uber's GPS-enabled bikes that are used across all Social Bicycles/Uber systems. Built upon seed funding to operate a 75-bike system, Reddy Bikeshare has since leveraged its success to gain private sponsorship dollars allowing expansion of the system to 240 bikes and 40 hubs.



CDPHP Cycle! (Capital Region, New York) - CDPHP Cycle! is a program offered through the Capital District Transportation Authority (CDTA), the public transit agency for New York's Capital Region, in partnership with CDPHP, a local healthcare provider. CDPHP Cycle! initially launched in 2017 with approximately 200 bicycles and added nearly 150 more with an expansion in 2018. CDPHP Cycle! uses the same Social Bicycles/Uber GPS-enabled fleet bicycles that will be employed by Reddy Niagara Falls. SMI has assisted with demonstration, to business planning, site placement, and current strategic consultation for the program.



SoBi Hamilton (Hamilton, Ontario) - SoBi Hamilton (aka Hamilton Bike Share) is the non profit local operator for Hamilton's bikeshare program. The system launched in 2015 and is Social Bicycles/Uber's largest presence in the Canadian market with 825 bicycles and over 130 hubs. Strategically located in Canada's Golden Horseshoe region, SoBi Hamilton's team will work closely with Reddy Niagara Falls as a cross-border collaboration on internationally focused initiatives. Chelsea Hamilton Cox, SoBi Hamilton's CEO, is part of SMI's bikesharing steering committee and will serve as a major ally for the launch of Reddy Niagara Falls.



BIKETOWN (Portland, Oregon) - BIKETOWN is Portland's bike share system, launching in July 2016 with 1,000 bikes and 100 hubs. The BIKETOWN system is the largest Social Bicycles/Uber based system in North America and serves as its flagship program. BIKETOWN is operated by Motivate, a 3rd party bikeshare operator and is sponsored by global apparel company Nike.



Jump New York City (Staten Island and The Bronx, New York) - In the Summer of 2018, Social Bicycles/Uber launched Jump New York City as a pilot program in the boroughs of Staten Island and The Bronx. Jump is Social Bicycles/Uber's electric bicycle (e-bike) program that has debuted in a select group of cities nationwide. E-bikes provide riders with an accelerated experience by allowing them to travel over further distances and use less energy by way of pedal assistance. Jump New York City is the first e-bike program to launch in New York State. SMI anticipates the future integration of e-bikes into the Reddy Niagara Falls system pending New York State approval for statewide usage.



Appendix A - Timeline for System Development

Phase 1 - Initial Planning and Infrastructure Procurement (Months 1 - 3)

Phase 1 work will include initial system planning, design of bikes, design of infrastructure, a kickoff meeting with staff and stakeholders, the execution of a purchase order for infrastructure with the vendor, and the creation of exact time tables for project work. Additionally, the Team will draft a press release with its partners announcing the formation and launch of Reddy Niagara Falls. Work completed in Phase 1 will set the stage for the remaining Phases and define preliminary work for Reddy Niagara Falls.

Phase 2 - Community Outreach and Local Network Building (Months 4 - 7)

Phase 2 will focus on community planning, network building, fact finding, and the formation of an overall planning process for Reddy Niagara Falls. Public participation will be held to gauge opinion on initial location of bikeshare hubs across the city followed by a press release highlighting the results. This process will include engaging the City, its residents, local businesses, community leaders, and bicycle advocates. The Team will undertake an onboarding process for new, local hires that will operate the system. Hiring local operation staff, including an Operations Manager. This team will in turn develop Reddy Niagara Falls' marketing plan.

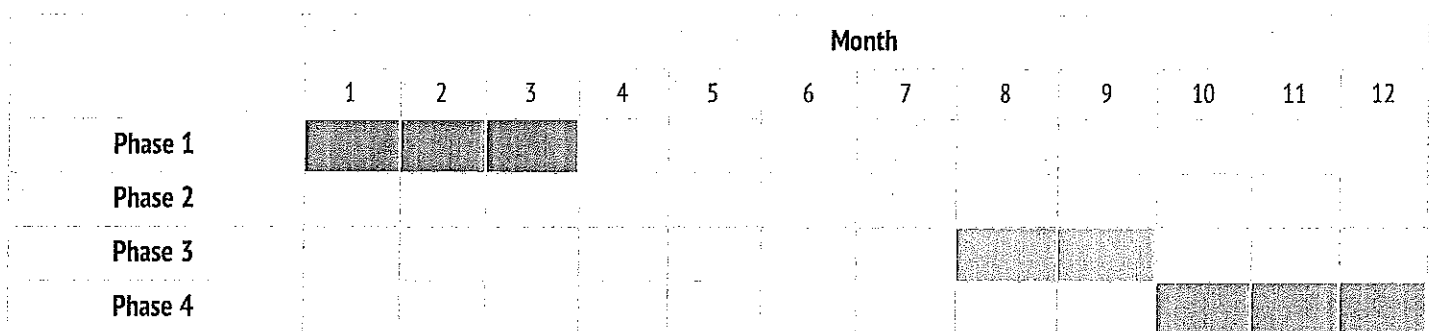
Phase 3 - System Deployment (Months 8 - 9)

Phase 3 will focus around the deployment of all bikeshare system infrastructure including bicycles, racks, indoor kiosks, and signage. This process will encompass permitting through public agencies or private partnerships and the pre-assembly of infrastructure prior to deployment in the springtime. The marketing team will put out a press release and engage in media appearances ahead of launch day to spread the word and drive usership along with a planned press event launching the system that will be held coordinating all stakeholders. After locations are finalized, SMI Team will analyze additional potential locations for deployment.

Phase 4 - Bikeshare Operations and Continued Evaluation (Month 10 - Beyond)

Following deployment, the Reddy Niagara Falls team will begin full operations. In past deployments SMI has evaluated site placement after the first six months of operations. With multiple data points, trips to analyze, and user experiences to quantify adjustments to the system can be made for the second season of the service. On average about 15% of bikeshare hubs are relocated to new areas. Here, the Team will also provide an end of year report highlighting the first season of operations.

Proposed Work Timeline - Year 1



Appendix B - Proposed Budget

Below is the projected budget for the development and initial launch of Reddy Niagara Falls. SMI is estimating 20-30 hub locations in Niagara Falls. The total projected cost is \$641,225 and includes all described elements contained within this proposal. This budget does not include an additional 320 bicycles and over 40 locations in the region. SMI has secured local private funding to help finance the system.

Item	Cost	Units	Total	Description
Sobi V4.5 Smart Bike	1,730	145	\$250,850	Custom designed, GPS, solar panel
Bicycle Racks	400	285	\$114,000	Docking point 'fin' design
Informational Panels	2,750	8	\$22,000	Custom designed Large Panels
Website/Design/Marketing	30,000	1	\$30,000	Marketing Funding and website
Indoor Kiosks	1,075	5	\$5,375	Indoor Kiosks that are strategically located
System Connectivity	-	-	\$38,000	GPS/cell connectivity for bikes and software costs
Freight/Customs/Shipping	35,000	1	\$35,000	Cost to transport the bikes
Local Staff	120,000	1	\$120,000	Does not include additional staff from the Buffalo market
Truck/Insurance	18,000	1	\$18,000	Cost of Redistribution Truck
Office/Misc. Equipment	8,000	1	\$8,000	Office Space and various equipment
Total Project Cost			\$641,225	

Based on revenue, partnerships and use, our Team believes incremental expansion of the Niagara Falls system will be similar to its sister system in Buffalo, which has increased from 75 bikes to 320 in a couple of years. Our Team is estimating a 240 bike and 40 hub system will properly serve the community without overwhelming the community with an unnecessarily large fleet that is not actively managed similar to those in Rochester, Seattle, and Dallas, among other cities.

Appendix C - Warranty and Service Information

As part of SMI's contract with the City of Niagara Falls as its bikeshare operator, SMI will operate and maintain the bikeshare fleet to the industry standard. This service programming includes:

- Periodic fleet rebalancing
- Systematic maintenance checks on bicycles
- Centralized repair reporting system through Social Bicycles/Uber fleet management software
- Off-season storage of bicycle fleet
- Annual inspection of each fleet bicycle prior to spring deployment
- Guidance and support from Social Bicycles/Uber staff

SMI is committed to the maintenance and service of the system as part of its four (4) year operational plan. Additionally, SMI will ensure that there is continually an adequate level of bicycles available for use and that the bicycles that are available meet proper maintenance standards, ensuring a safe and pleasant experience for users. The Team has applied these same practices as part of its operation of Reddy Buffalo for the past three (3) years.

Appendix D - Shared Mobility Media References

Throughout its numerous projects and initiatives, Shared Mobility Inc.'s work has been profiled by numerous publications. Below are several examples of this press coverage regarding the Team's work:

The New York Times, October 2014

"Facing Many Obstacles, Bike Sharing Slowly Gains Traction Upstate"

Buffalo Business First, July 2016

"Reddy bikeshare being expanded into more Buffalo locations"

Albany Times-Union, July 2017

"Bike share launches in Capital Region Thursday"

Buffalo Rising, May 2018

"Buffalo Served as the Testing Grounds for Uber's \$100-200 Million Acquisition of JUMP Bikes"

Further Information

Based on past work, the SMI Team believes it can provide tailored guidance and tangible results to the City of Niagara in their pursuit of a bikeshare operator. For any further clarification or documentation that could be provided, please contact Shared Mobility CEO Michael Galligano by email at mike@sharedmobility.org or by phone at (716) 407-7474 ext. 8.

