

# Bike Share as Trail Activation

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# Westminster

- City of Westminster
- 110,000 people
- 35 avg. age
- 32 % hold BA Degree



# Why bike share?

- 100 miles of trails
- 3,000 acres of open space
- Community interest
- Partners
- Sponsorships



MARRIOTT WESTMINSTER

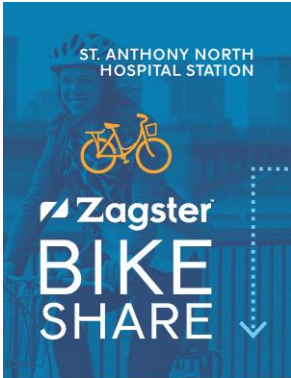


St. Anthony North Health Campus



# Nitty Gritty

- Bidding or Sole Source
- MSA
- License Agreements
- Sponsorship Agreements
- Sales
- Maintenance



ST. ANTHONY NORTH  
HOSPITAL STATION

 **Zagster**  
**BIKE  
SHARE**

--- **READY TO RIDE?** ---

Download the free Zagster app  
or visit [zagster.com/westminster](http://zagster.com/westminster)

- Create an account
- Check out pricing & plans
- View other station locations
- Read the FAQs
- Start riding now!

--- **HOW IT WORKS** ---

- 1 CHOOSE YOUR BIKE**  
Enter the bike's number into the app to get your code.
- 2 UNLOCK**  
Enter your code into the lock box to access the U-lock key.
- 3 RIDE**  
Place the U-lock into its holster & enjoy your ride!
- 4 RETURN & LOCK**  
Lock your bike to a Zagster station, and your ride in the app & close the lockbox firmly.

Need help? Call us at (303) 999-3924, or visit [ZAGSTER.COM/SUPPORT](http://ZAGSTER.COM/SUPPORT).  
No smart phone? Text SMS to (303) 999-3924 for instructions on how to ride by text message.

--- **SPONSORED BY** ---

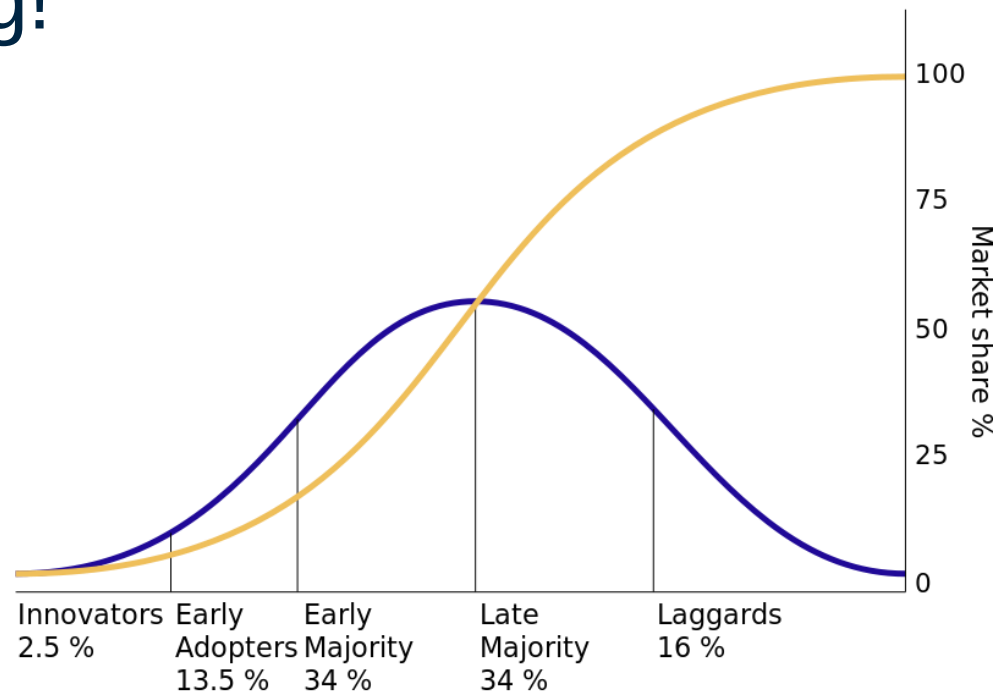
St. Anthony  
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Campus

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[zagster.com/westminster](http://zagster.com/westminster)

# Bad Reasons for Bike Share

- It's easy!
- It's self-sustaining!
- It's cool!





Bike  
sharing  
is here.

# Achieving Success

- Do your research and planning
- Find partners early (Sponsors & Locations)
- Decide on your goals (Transit or Activation)
- Set expectations



# Resources

- <http://www.treehugger.com/bikes/why-do-some-bike-share-systems-succeed-and-others-fail-bike-sharing-planning-guide-explains.html>
- [https://www.itdp.org/wp-content/uploads/2014/07/ITDP\\_Bike\\_Share\\_Planning\\_Guide.pdf](https://www.itdp.org/wp-content/uploads/2014/07/ITDP_Bike_Share_Planning_Guide.pdf)