



WESTMINSTER & ZAGSTER

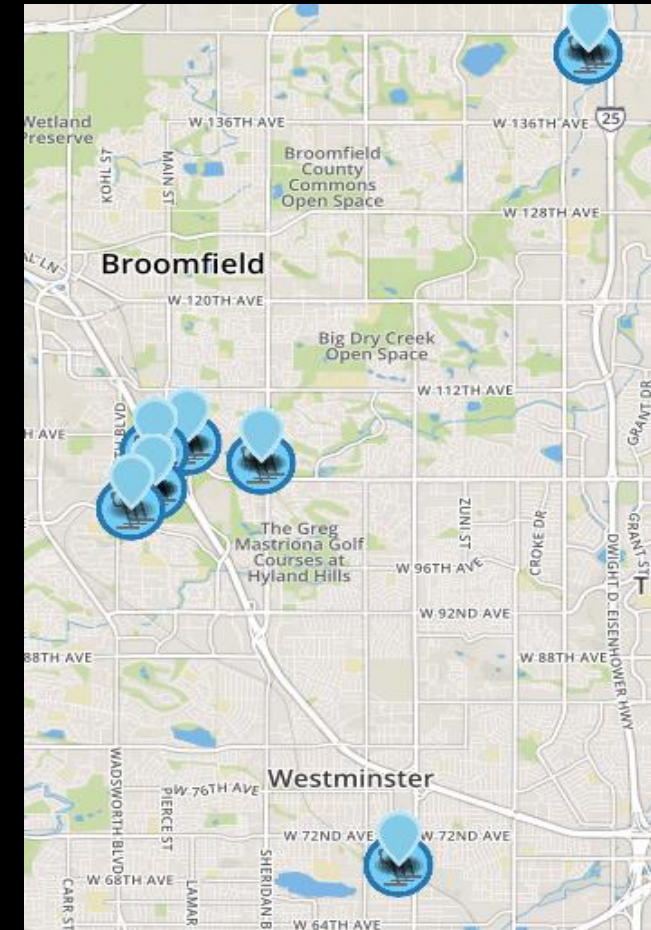
June 2016 – Present

WHY ZAGSTER?

- Ever-changing industry
- Not enough, if any, evidence in U.S. for other models
- Budget, Funding, Sponsorships
- Light weight, less \$\$, Accessibility option

ACCESSIBLE BIKES

- Recreation based system
 - Everyone should have the opportunity to enjoy the trails and open space
- Fleet
 - 50 bikes -42 cruisers, 3 hand bikes, 5 trikes
- Stations
 - St. Anthony's NHC, Marriott, Ice Centre, City Park, Westminster Station, Etkin Johnson At Church Ranch, (E.J.) at U.S. 36

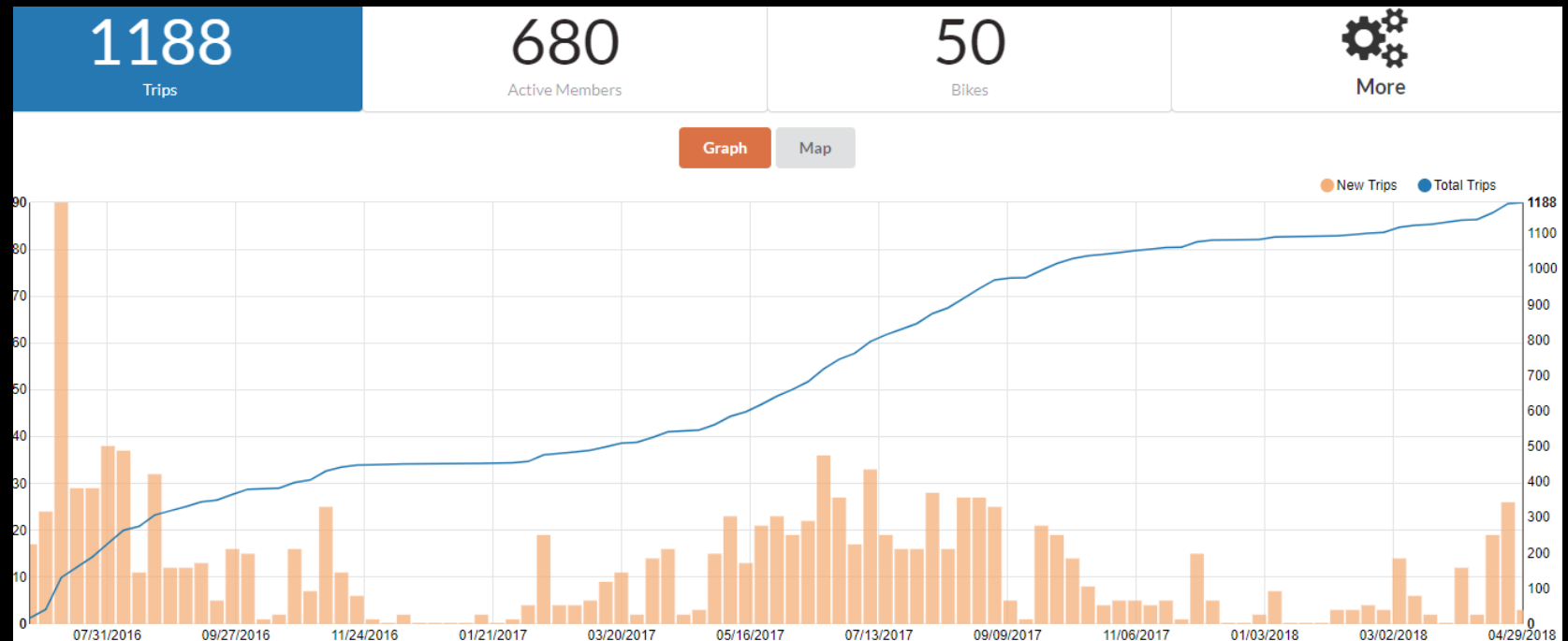


OUR EXPERIENCE

- No face to face (Boston and San Francisco)
- 1 mechanic – based in Lyons
- Need for public education
- Vandalism

USAGE

- Seasonal
- Marriott Users -44%
- Leisure/Tourism
- Marriott
 - Active Sponsor
 - Deals & Promos
- Clusters VS. Solo



LESSONS LEARNED

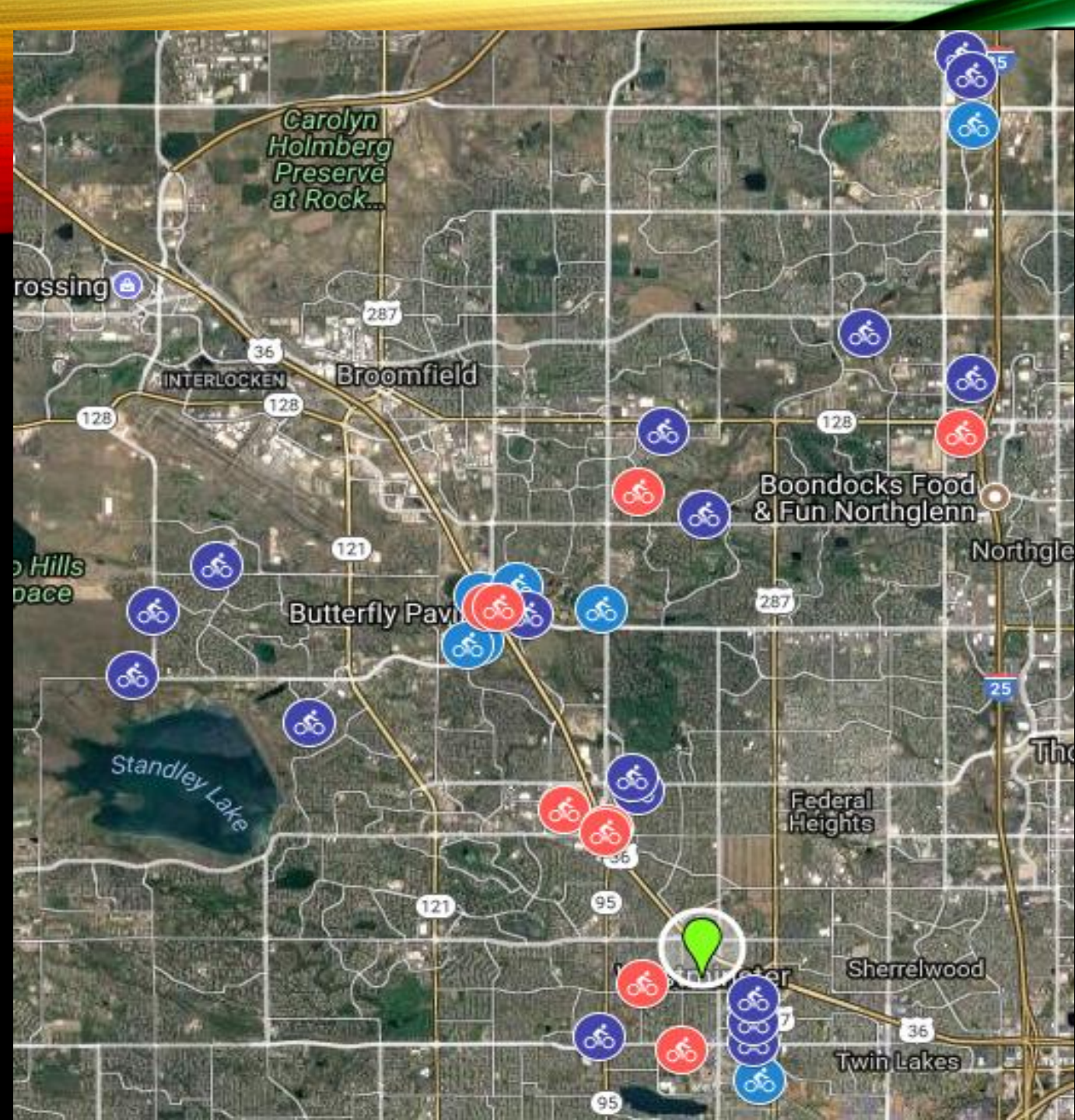
- Helmets
- Locations
- Connections
- Changing lanes mid way
- Public Education
- Companies need pushback – They need you.
- Youth and E-bikes

ON THE HORIZON

- Zagster to Pace
- Commuting Solutions – Broomfield, Longmont, Louisville, Superior, Westminster
- Reduced price \$1,800 - \$900
- Hybrid Model – Lock to, any public bike rack, safety in public right of way
- 100 bikes – better design(lock and app), more locations
- \$0 cost to Westminster
- Team on the ground

pace





ON THE HORIZON