

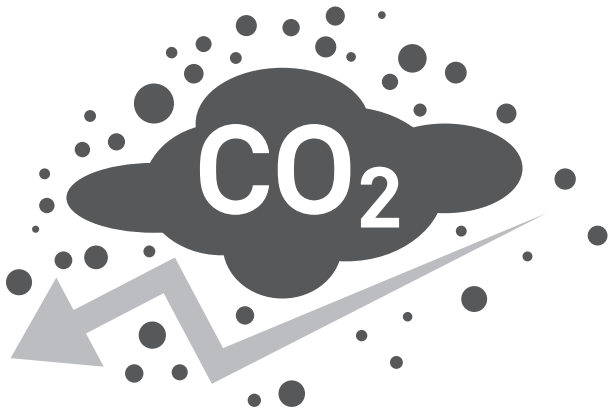
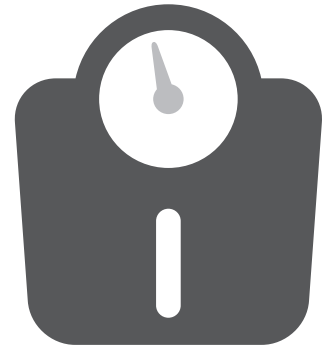
# CATMA BIKE SHARE

## BIKES MAKE CITIES BETTER

### How Does Bike Share Impact a City?

#### HEALTH/WELLNESS

Each of the 250 Holy Spokes Charleston Bike Share bikes average around 20 minutes of usage per day. Riders burned an accumulative of 858,558 calories within just two months of the program launch date, which is on track to burn over 5 million calories as a community over the course of a year.



#### SUSTAINABILITY

- 40% of trips in urban areas are 2 miles or less, but 90% of those trips are taken by car.
- In the first four months of operation, the University of Oklahoma's Crimson Cruisers Bike Share reduced carbon emissions by 18,650 lbs, saving students, faculty and staff \$12,267 versus driving.

#### ECONOMIC

- Bike Share is the lowest cost-per-mile transport option.
- The first protected bicycle lanes in the US were 8th and 9th Avenues in Manhattan, which lead to a 49% increase in retail sales in the area.



# What is gotcha bike?

#### INNOVATIVE TECHNOLOGY

Runs completely through smartphones and computers and can provide real time data on carbon emission reductions, calories burned, and miles traveled.

#### FULLY CUSTOMIZABLE

A rolling advertisement for the city and businesses!