

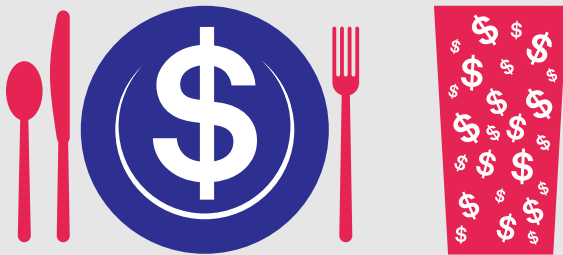
CATMA BIKE SHARE

BIKES BRING BUSINESS

How does Bike Share Benefit Business?

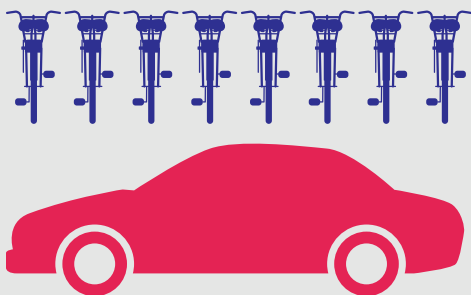
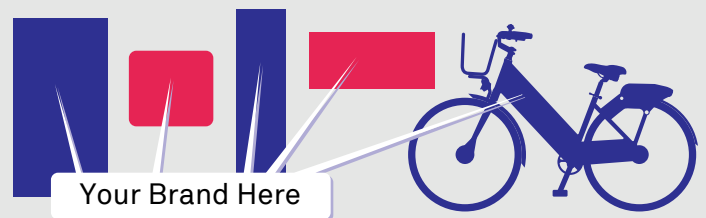
Bike share puts more butts on bikes, which puts more shoppers on the streets and in your business!

Recent research in Portland, OR, showed that cycling customers spent more per month (\$75.66) than their car-driving counterparts (\$68.56) at bars, restaurants and convenience stores.



In Minneapolis, researchers calculated that Nice Ride annual members created an additional \$150,000 in economic activity at local businesses over the course of one bike share season.

Bike share represents a way for local businesses to get their name out there through the use of promotions for members and signage advertisements.



Adding bike share racks will hardly effect the amount of available parking, and where it does subtract space for car parking, it adds eight times as many spaces for bike parking, leading to more potential customers.

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!

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Want to Learn More About How Bike Share benefits Business?

<https://momentummag.com/how-bicycles-bring-business/>

<https://www.wilmingtonde.gov/home/showdocument?id=574>

https://www.washingtonpost.com/news/wonk/wp/2014/06/09/is-bikeshare-good-or-bad-for-bike-shop-business/?utm_term=.aa0c65b76dd3

<http://www.33rdward.org/our-community/bikeshare-business>

<http://nyc.streetsblog.org/2012/05/16/how-bike-share-stations-stack-up-against-other-curb-consumers/>

<http://www.cts.umn.edu/sites/default/files/files/publications/Catalyst/2012/july/24-schoner.pdf>

<https://nextcity.org/features/view/bike-share-make-money-start-up-citi-bike-business-sharing-economy>

<https://momentummag.com/bike-share-means-business/>

<http://www.peopleforbikes.org/blog/entry/model-bike-friendly-business-programs>

<https://www.citylab.com/transportation/2012/12/cyclists-and-pedestrians-can-end-spending-more-each-month-drivers/4066/>