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## **CATMA and The Gotcha Group Announce **Greenride**, Vermont's First Public Bikeshare Program**

*Burlington-based Ben & Jerry's and Seventh Generation are the Title Sponsors to launch bikeshare in Chittenden County*

BURLINGTON, VT – The Chittenden Area Transportation Management Association ([CATMA](#)) and The [Gotcha Group](#) today announced they are launching Greenride Bikeshare, the first public bikeshare program in Chittenden County, VT, with support from title sponsors – and locally-based brands – Ben & Jerry's and Seventh Generation. Renowned for a healthy and active lifestyle, Burlington area residents, students, and visitors will have access to more than 100 bikes at 17 stations in the region, available for 24/7 use.

The first phase of the system, launching in Spring 2018, includes 80 seven-speed bikes and 25 electric-assist bikes available at 17 stations around Burlington, South Burlington and Winooski. The system is designed to enhance connectivity and serve as a first mile/last mile transportation solution. When complete, the bikeshare system will feature 300 bikes at 45 stations in 7 towns and cities in Chittenden County.

The bikeshare system promises to be an affordable, accessible, and sustainable transportation option for the community, making it an ideal fit for Ben & Jerry's and Seventh Generation. Both brands are collaborating with the local bikeshare project team made up of CATMA, the University of Vermont, Champlain College, and the Chittenden County Regional Planning Commission (CCRPC) to bring Gotcha's bikeshare to the region.

"We are bringing bikeshare to Chittenden County, and couldn't be happier about the idea of making a positive impact on our community," said Jay Curley, Global Head of Integrated Marketing at Ben & Jerry's. "We're excited that the bikeshare system will improve the transportation options of our neighbors, local business partners and the Ben & Jerry's family."

"As we work to transition to a no-carbon economy, access to bikes for commuter transportation is critical," said Ashley Orgain, Director of Mission Advocacy & Engagement at Seventh Generation. "We're proud to support the launch of the bike share and encourage those in and around Burlington to power their travels with a bike instead of fossil fuels."



The Gotcha Group, based in Charleston, SC, was chosen by the local bikeshare project team to design and manage a customized bikeshare system with funding from local partners, sponsors and businesses.

"We're excited to partner with Gotcha to provide bike sharing as an affordable, convenient public transportation option," said Sandy Thibault, Executive Director of CATMA. "The benefits of bike sharing have been proven in other communities, and electric-assist bikes will make riding accessible to more people."

"Vermont is at the forefront of renewable energy so Gotcha was a natural fit as a sustainable transportation solution," said Sean Flood, CEO of The Gotcha Group. The community and title sponsors share our core values of bringing communities together in a responsible and engaging way."

The local bikeshare project team and Gotcha have funding commitments from other sponsors including: Champlain College, University of Vermont, UVM Medical Center, BlueCross BlueShield of Vermont, Vermont Agency of Transportation (VTrans), City of South Burlington, City of Burlington, AARP Vermont, Healthy Living Market, Burlington Electric Department, and Burlington International Airport. Bike maintenance and system rebalancing will be handled by Old Spokes Home, a local bike shop and a non-profit creating access to bikes and the opportunities they provide for communities.

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#### **ABOUT CATMA**

CATMA is a non-profit, membership-based organization established in 1992 to jointly plan and manage transportation and parking in ways that better coordinate land use and reduce environmental impacts. CATMA's suite of comprehensive transportation demand management programs and services provide simple transportation solutions that improve commutes, support healthy lifestyles and reduce congestion in Chittenden County. Learn more about CATMA and the bikeshare system at [www.catmavt.org](http://www.catmavt.org).

#### **ABOUT THE GOTCHA GROUP**

The Gotcha Group is a mobility and media company that bridges the gap between sustainable transportation, brand sponsors, and local communities through customized micro-transit solutions and experiential marketing campaigns.

Gotcha currently operates 26 bikeshare systems in the U.S., with nearly 1,200 bikes and 36,000 users on the road. Since 2015, Gotcha users have burned more than 12.6 million calories, reduced CO2 emissions by more than 279,000 pounds (equal to 11,000 gallons of gas), and saved more than \$184,000 on car maintenance, gas and repairs. Based in Charleston, SC, Gotcha's bikes are the only bikeshare bikes assembled in the U.S.

For more information, visit <https://thegotchagroup.com/bike-share/>, follow us on Twitter ([@gotchabike](https://twitter.com/gotchabike)) or call us directly at 843.647.7342.