GOTCHA BIKE
powered by SOCIAL BICYCLES

KEY WEST, FL
Request for Proposal #003-17
Bike Share System
March 1, 2017

www.gotchabike.com
www.socialbicycles.com

Cover Letter

To Whom It May Concern:

We believe that bike sharing should provide Key West citizens, students and tourists with a safe, healthy and sustainable mode of transportation. After evaluating the current options in the marketplace, we set out to create a revolutionary bike share system that is affordable, user-friendly, easy to scale and most importantly, truly eco-friendly. Gotcha Bike is a fully customizable bike share program designed to complement and serve as a first and last mile mobility solution. Through a partnership with Social Bicycles (SoBi), all Gotcha Bikes have built-in smart lock technology that allows users to locate and access the bikes through a computer or smart phone (iOs and Android).

Each Gotcha Bike is designed to be rugged and uses the highest quality components, making it ideal for a bike share program. The lightweight and extremely durable bikes feature rustproof frames, Kevlar seats, puncture resistant tires and anti-theft security bolts. We have removed the need for expensive, bulky kiosks and designed our smart bikes to lock to most standard bike racks. We also believe that bike share should be affordable, so through brand sponsorships Gotcha can provide the bikes, smart lock technology and operational expenses at little to no cost to the City. Although Gotcha Bikes are compatible with most standard racks, we have included pricing for our custom equipment. The benefit of this is to create a sense of "place" for the Key West bike share program to live.

Gotcha Bike will reduce traffic congestion and enhance mobility by providing a simple, affordable and fun way to get from A to B. Our system will also support economic development by improving access to employment, education, recreation and entertainment. It is important to note that Gotcha may quickly and efficiently scale the program through GPS geofences - bikes can easily be added or moved due to the low infrastructure needed to operate the system. Gotcha Bike will attract users through targeted ridership promotions and by reducing barriers to participation. Our bicycles send their location to consumer-facing web and mobile applications, allowing riders to share trip data via social media. Users can share mapped rides and statistics, including miles traveled, CO_2 reduced, calories burned and money saved versus driving.

Our system is fully customizable and we look forward to discussing how to make it most effective in Key West.

Thank you.

Katie Sargeant
Director of Gotcha Bike

Information Page

Project Information

City of Key West Bike Share System
RFP #003-17
Vendor: Gotcha Bike (Gotcha Media Holdings LLC)

Primary Contact

Katie Sargeant, Director of Gotcha Bike
7 Radcliffe Street, Suite 200
Charleston, SC 29403
tel: 863.640.4363
email: katie@thegotchagroup.com

Organization Chart

Key West Bike Share Project Staff				
Role	**Name(s)**	**Skills / Competencies**	**Professional Designations**	**Location / Accessibility**
Project Director	Katie Sargeant	Primary point of contact for lifetime of agreement; oversees operations for smooth bike share launch; monitors success of system; provides recommendations on fleet expansion	BS Advertising from Florida State University	Charleston, SC 24/7 via email or phone
Project Manager	Eric Sims	Plans and coordinates bike share launch; oversees bike production and delivery; provides technology training to University personnel; interviews and hires local fleet staff	BS Marketing from Florida State University	Charleston, SC 24/7 via email or phone
Lead Bike Engineer	Tom Ashby	Gotcha Bike design, research, product sourcing and implementation support	BS Industrial Design from Swinburne University (Melbourne, Australia)	Charleston, SC Available as needed
Gotcha Bike Production / Implementation Team	David Jennings, Ben Widder and Jay Jeffers	Bike assembly, decaling, tech testing and implementation support	Gotcha Certified Mechanics	Charleston, SC Available as needed
General Manager	TBD	Oversees daily operations of Key West bike share system	Varies	Key West, FL 24/7
Fleet Management Team	TBD	Bike maintenance	Will complete Gotcha's Certified Mechanic Training Program	Key West, FL 24/7
Customer Support Team	Rotating Gotcha Bike Team Members	Providing customer service via email, app and phone	Thoroughly proficient in Gotcha Bike customer service and SoBi fleet management platform	Charleston, SC 24/7 via email/phone

NOTE: Resumes available upon request. Please email **katie@thegotchagroup.com**

Company Information

About Gotcha Bike

The Gotcha Group was established in 2009 and focuses on providing affordable, safe and sustainable modes of transportation. In 2015, Gotcha set out to create a revolutionary bike share system. Gotcha designed a durable bicycle perfectly suited for bike share programs then entered a strategic partnership with Social Bicycles (SoBi) to equip each bike with an unparalleled GPS locking mechanism. The Gotcha Group is headquartered in Charleston, South Carolina. **To view project samples, please visit http://gotchabike.com.**

About SoBi

Since 2010, SoBi has delivered its innovative smart lock and related software solution to a wide variety of programs, including municipal, university and commercial markets and currently has 3,000+ bikes live in over 17 locations. With its cutting edge technology and low-cost system, Social Bicycles is in a unique position to implement the next generation of bike share for Key West. To view project samples, please visit **http://socialbicycles.com/#where**.

Vendor's Past Performance on Similar Projects

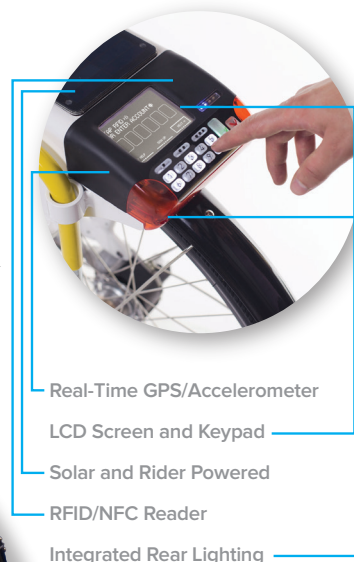|	Social Bicycles Projects			
Location	**Bikes/ Stations**	**Launch Date**	**Services Provided**	**Structure**
SoBi Hamilton Hamilton, ON	750/110	Launch: 1/15/2015	Planning, funding, equipment, implementation, operations, and sponsorship sales	Public / Municipal Non - Profit SoBi Operates
Grid Phoenix, AZ	500/50 (expansion to Tempe/Mesa)	Launch: 11/25/2014	Planning, equipment, implementation, operations training, and sponsorship sales for regional program	Public / Municipal For Profit CycleHop Operates
Coast Tampa, FL	300/30	Launch: 11/17/2014	Planning, equipment, implementation, operations training, and sponsorship sales for regional program	Public / Municipal For Profit CycleHop Operates
Juice Orlando, FL	200/20	Launch: 12/24/2014	Planning, equipment, implementation, operations training , and sponsorship sales for regional program	Public / Municipal For Profit CycleHop Operates
UBikes University of Virginia	120/12	Launch: 11/20/2015	Planning, equipment, implementation, and operations training	Public / University Not For Profit University Operate
Green Bikes Boise, ID	114/12	Launch: 4/24/2015	Planning, funding, equipment, implementation, operations training, and sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
Metro Bikes Topeka, KS	100/10 (100 Bike Expansion)	Launch: 4/17/2015	Planning, funding, equipment, implementation, operations training , and sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
SoBi Long Beach Long Beach, NY	100/10 (100 Bike Expansion)	Launch: 5/2/2015	Planning, funding, equipment, implementation, operations, and sponsorship sales	Public / Municipal For Profit SoBi Operates
Brite Bikes Bishop Ranch, CA	100/10	Launch: 11/15/2014	Planning, equipment, implementation, and operations training	Private / Corporate For Profit CycleHop Operates
Buffalo Bike Share Buffalo, NY	100/10 (100 Bike Expansion)	Launch: 4/01/2013	Planning, funding, equipment, implementation, operations training	Public Municipal / University Non - Profit Buffalo CarShare Operates
Mountain Rides Sun Valley, ID	40/8	Launch: 4/15/2013	Planning, equipment, implementation, operations training , and sponsorship sales	Public / Municipal Non - Profit Transit Agency Operates
American Express Bike Share NYC, NY	20/2	Launch: 5/15/2015	Planning, equipment, implementation, and operations	Private / Corporate For Profit SoBi Operates
VeloGo Ottawa, ON	300/30	Launch: 7/7/2015	Planning, equipment, implementation, and operations training	Public / Municipal For Profit CycleHop Operates
Monash University Melbourne, Australia	100/-	Launch: 8/15/2015	Planning, equipment, implementation, and operations training	Public / University For Profit 3rd Party Operator
USF Bike Share Tampa, FL	100/10 (100 Bike Expansion)	Launch: 9/1/2015	Planning, equipment, implementation, operations training, and sponsorship sales	Public / University For Profit CycleHop Operates
Cadence Bike Share Henderson, NV	20/2	Launch: 1/15/2015	Planning, equipment, implementation, and operations training	Private Non-Profit Private Operator
Breeze Santa Monica, CA	500/50	Launch: 11/12/2015	Planning, equipment, implementation, and operations training	Public / Municipal For Profit CycleHop Operates

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NOTE: Looking for project-specific information or references? Please email **katie@thegotchagroup.com**

Social Bicycles Projects (ctd.)

Location	Bikes/ Stations	Launch	Services Provided	Structure
Long Beach Bike Share Long Beach, CA	500/50	Fall 2015	Planning, equipment, implementation, and operations training	Public / Municipal For Profit CycleHop Operates
West Hollywood, CA	150/15	Spring 2016	Planning, equipment, implementation, and operations training	Public / Municipal For Profit CycleHop Operates
Beverly Hills, CA	50/5	Spring 2016	Planning, equipment, implementation, and operations training	Public / Municipal For Profit CycleHop Operates
Portland, OR	1,000/100	Spring 2016	Planning, equipment, implementation, and operations training	Public / Municipal For Profit Motivate Operates
Providence Bike Share Providence, RI	200/20	Spring 2017	Planning, equipment, implementation, operations training, and sponsorship sales	Public / Municipal For Profit Motivate Operates

Gotcha Bike Projects

Location	Bikes/ Stations	Launch	Services Provided	Structure
Auburn University Auburn, AL	125/17	February 2016	Planning, equipment, implementation, operations training and sponsorship sales	University / Municipal For Profit Gotcha Operates
Half Mile North Charleston, SC	5/1	February 2016	Planning, equipment, implementation and training	Corporate Campus For Profit Half Mile North Operates
Northern Kentucky University Highland Heights, KY	50/3	April 2016	Planning, equipment, implementation, operations training and sponsorship sales	University For Profit Gotcha Operates
EdR Residential Properties MI, AZ, MN, MO, OK, VA	38/7	Spring 2016	Planning, equipment, implementation and training	Residential For Profit EdR Operates
SCAD Savannah, GA	100/7	September 2016	Planning, equipment, implementation, operations training and sponsorship sales	University For Profit Gotcha Operates
UNC Wilmington Wilmington, NC	70/7	November 2016	Planning, equipment, implementation, operations training and sponsorship sales	University / Municipal For Profit Gotcha Operates
University of Oklahoma Norman, OK	75/10	March 2017	Planning, equipment, implementation, operations training and sponsorship sales	University For Profit Gotcha Operates
UNC Charlotte Charlotte, NC	100/10	April 2017	Planning, equipment, implementation, operations training and sponsorship sales	University For Profit Gotcha Operates
City of Charleston Charleston, SC (350 bike expansion)	250/20	April 2017	Planning, equipment, implementation, operations training and sponsorship sales	Public / Municipal For Profit Gotcha Operates
City of Burlington, VT (UVM, Champlain College and downtown Burlington)	100/15	Summer 2017	Planning, equipment, implementation, operations training and sponsorship sales	University / Municipal For Profit Gotcha Operates

Approach / Understanding of Project & Product

hand brake
grip bell

branded basket

lightweight
aluminum
frame

kevlar seat +
adjustable post

front & rear
safety lights

puncture-
resistant tires

Key West
Bike Share

Real-Time GPS/Accelerometer

LCD Screen and Keypad

Solar and Rider Powered

RFID/NFC Reader

Integrated Rear Lighting

Manufacturing origin: Taiwan

Assembled in the
USA

coaster
brake

belt drive

3-speed internal gears
additional branding space

INTEGRATED LOCK

Each bike is equipped with a robust integrated Ubar lock that works with standard bicycle racks. Gotcha Bikes can be reserved and accessed by web, mobile, RFID card or simply by entering an account number and PIN on the bike keypad interface.

REAL-TIME GPS

Each Gotcha Bike is equipped with wireless connectivity and real-time GPS. Unlike other systems, SoBi's GPS is a theft deterrent, data-gathering technology and a tool for locating missing or stolen bikes.

HOLD FUNCTION

Gotcha Bikes feature a 'hold' function that allows the rider to park a bike during the trip while maintaining the reservation on the bike. To pause the rental, users simply press the "hold" button and lock the bike to a rack. This innovation improves security and user-experience.

REPAIR FUNCTION

Gotcha Bikes also feature a 'repair' function that allows the user to report a maintenance issue directly on the keypad interface on the bike. If an issue occurs, the rider simply pushes the 'repair' button, selects the issue type and locks the bike. The operator will receive an alert instantaneously.

NOTE: Branding is customizable and the mock-up shown is solely for reference.

Infrastructure

Kiosks are not required at stations because the locking mechanism and transactional computer are integrated onto the bicycle. Gotcha Bike stations do not need any wiring or electrical power. Instead, Gotcha provides double-sided information panels that display station information, maps and way-finding, safety tips and branding opportunities for advertisers and sponsors. These panels are available in two sizes: large (58" x 30") and compact (43" x 11").

Gotcha Bike offers custom racks, manufactured with durable powder-coated steel, which require no wiring or electronics. This increases robustness and reduces the cost of stations. Racks provide significant branding real-estate, lending the program a cohesive feel. Traditional kiosks are available for registration and payment. Kiosks are solar powered with backup batteries.

Secure Transactions

Each Gotcha Bike communicates individually, making the fleet more resilient by not requiring terminals. This eliminates the single-point-of-failure issue inherent in conventional 'smart-dock' bike share, whereby if the terminal is inoperable, all bikes at that station are inaccessible. All financial transactions are completed automatically through the app/website, providing additional protection for riders since they do not have to bring cash or credit cards to and from the designated rack locations. SoBi has security procedures in place to protect cardholder information and comply with the Payment Card Industry Data Security Standard.

Baseplates

All station equipment can mount onto our modular baseplates, secured with custom security bolts to eliminate theft. This approach can forgo bolting directly into the pavement, resulting in simpler installation and increased flexibility for relocation.

As ridership increases, Gotcha will be able to expand the system area through GPS geofences, adding or moving hub locations. Due to the low infrastructure needed to operate the system, this process is simple and efficient.

Scope

In order to efficiently serve Key West, Gotcha recommends launching with at least 75 bicycles in 10 stations throughout Old Town. As ridership increases, Gotcha will be able to expand the bike share through GPS geofences. Bikes can easily be added or moved due to the low infrastructure needed to operate the system. Gotcha will work closely with the City to provide fleet expansion recommendations and select ideal bike hub locations for each service phase. Gotcha aims to create a healthy bike share system, incorporating local entities and advocates to assist with maintenance, training and program awareness and more.

**Racks with Baseplates**

**Station with Compact Sign**
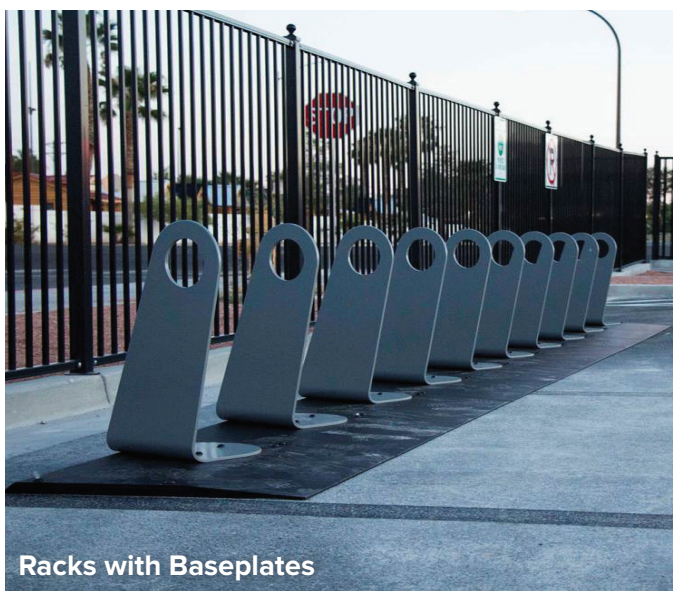
How It Works

Finding and reserving a bike is quick and convenient. Users can create an account using a computer or mobile device (Android or iOS). To register, simply select the network and membership plan, enter account details, agree to terms and conditions, select a 4-digit PIN and enter payment information. After signing up, the app walks users through a 5 step user on-boarding process explaining how to use the system. If the bike share program is expanded to adjoining communities, SoBi's open API allows users to bounce between systems using the same account number.
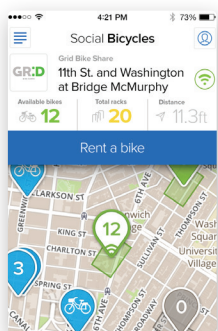
Find
Find a bike and check availability on the real-time network map
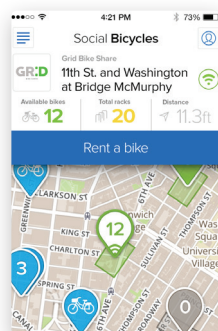
Reserve
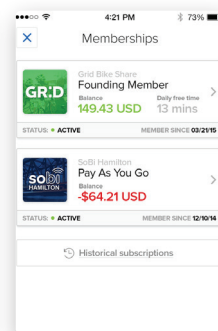Get directions to the bicycle, check pricing and reserve in advance
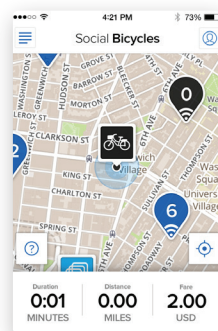
Ride
View available routes and ride data
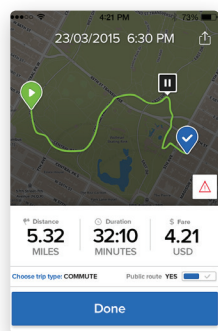
Share
Make friends on the SoBi network to share rides and statistics.
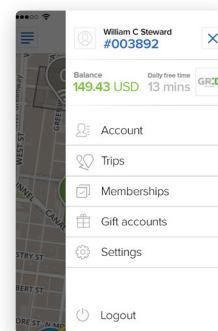
Profile
View statistics of past rides and communicate with operators

Billing
View usage, billing and adjust payment plan settings

*Bike share app and technology maintained by SoBi.

Operations, Maintenance & Rebalancing

Gotcha will manage all bike share operations for the City. In addition, Gotcha will hire a local management team to oversee the system health and efficiently solve any maintenance issues that may arise. The software management tools and applications set a new bar for fleet management. The sophisticated and easy to use software is available 24/7 through any web browser. SoBi is constantly improving bike share technology - as new firmware becomes available Gotcha will update each bicycle to ensure Key West's fleet is performing at its best.

Through the SoBi platform mechanics and fleet managers can create, track, manage and resolve maintenance issues on the GPS-enabled bicycles. They can also view the exact battery level on each bike. The 'playbook' app acts as an interactive bike manual and provides detailed troubleshooting tips. Usage can be aggregated system-wide and shared, enabling actionable planning.

To efficiently manage the bike share system, Gotcha will contract with a local bike shop to resolve any maintenance issues that arise. Most issues are resolved less than 24 hours after being reported. **Please note that Gotcha Bike will be responsible operationally and financially for maintenance.** If a bicycle needs to be replaced, Gotcha will be able to do so in a timely manner as all bikes are assembled, painted and decaled in the US.

Preventative Maintenance

SoBi's advanced back-end technology allows operators to set inspection alerts based on time (ex. once a month) or bike mileage (ex. every 500 miles). After receiving the inspection alert, Gotcha's local mechanic will perform preventative maintenance along with a thorough safety check.

Redistribution

GPS tracking allows operators to view the exact location of each bicycle in the system. Bicycle repositioning will be achieved through a combination of smart logistical planning and rebalancing using an eco-friendly vehicle. In addition, rider credits may be offered to incentivize users to pick up an out of hub bike and return it to a designated corral.
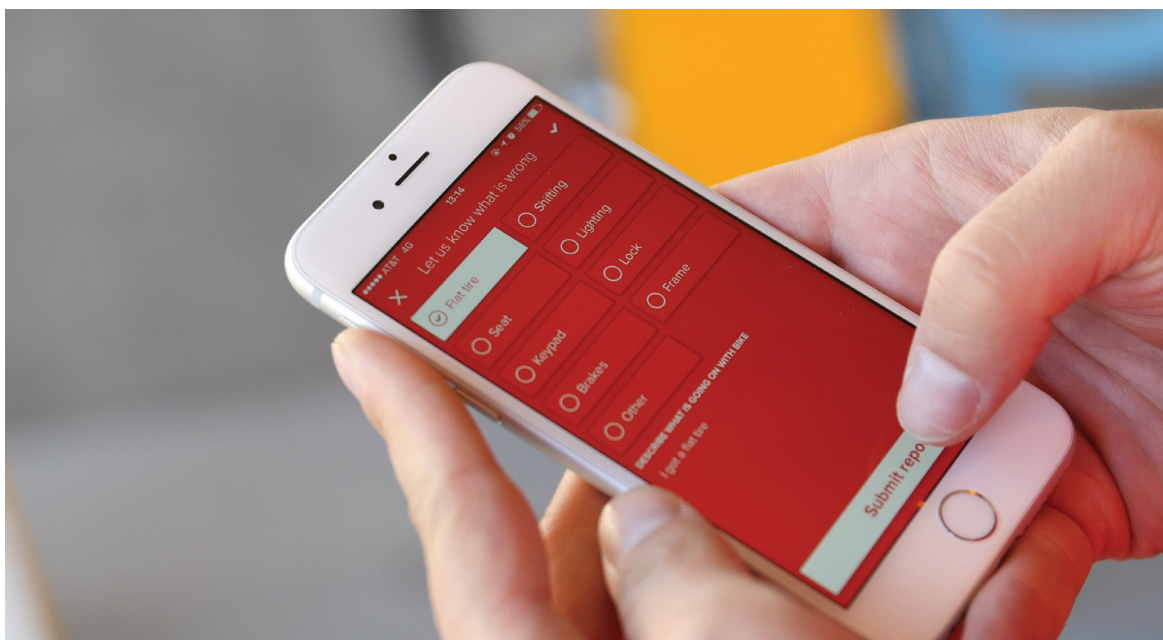
Membership & Accessibility

SoBi's advanced back-end technology allows operators to easily customize membership plans and payment options. Gotcha will work with the City to determine the ideal fee structure to ensure a healthy bike share system. SoBi has security procedures in place to protect cardholder information and comply with the Payment Card Industry Data Security Standard. For an additional cost, RFID card integration is available.

Ridership Fees

Gotcha recommends the following as an example:

- **Single trip**: $2.50/trip (up to 30 minutes) $6-$8/hour overage fee
- **Day pass**: $10/day (up to 120 minutes) $6-$8/hour overage fee
- **Monthly plan**: $15/month; includes 60 minutes daily free time; $6-$8/hour overage fee
- **Annual plan**: $120/year; includes 90 minutes daily free ride time; $6-$8/hour overage fee
- Discounted membership plans may be created for local Universities, sponsor organizations, etc.

Note: all overage fees are prorated to the minute of ride time. To ensure accessibility, additional fees will be charged to users ending rides outside of the geofenced hub locations.

Bike Share Accessibility

Gotcha strives to be as inclusive as possible. We take a comprehensive approach to equity and address access through multiple channels including community engagement, station placement, cash payments, incentives and localized marketing.

SoBi technology allows for integration with other fare systems and the purchase of cash memberships. The cash memberships currently require retail partners that can verify the identity of potential members. SoBi is also working to implement 3rd party cash payments with PayNearMe. In addition, Gotcha can connect with companies interested in subsidizing memberships for low income residents. For instance, SoBi Hamilton is working with local health care providers who verify and vouch for potential members and help members enroll.

Gotcha and SoBi are dedicated to making the bike share experience accessible for a variety of riders. The smart lock technology is flexible enough to be retrofitted onto a variety of bicycles including ADA compliant models to provide a more equitable system. In addition, we are currently developing an electric bike ideal for navigating hilly terrain.

Marketing

Gotcha will create and host a custom website for the Key West bike share system. The site will include bike share registration and reservations along with station maps, way-finding, safety tips and branding opportunities for sponsors. To increase awareness and achieve program milestones, ongoing marketing support will be provided to campus representatives. Prior to launch, Gotcha will create a comprehensive press kit for the City. Gotcha will promote the system via social media (Facebook, Twitter and Instagram) and mobile/web-based platforms.

Gotcha will also partner with local organizations to increase awareness. Sponsors, if acquired, will also assist in bike share promotion as available. Through SoBi's badge system, promotions can be created based upon ridership data (ex. selecting a "Road Warrior" that racks up the most mileage per month.

24/7 Customer Support

Gotcha Bike provides an email address and phone number for 24/7 customer service. Real-time GPS tracking on each bicycle allows Gotcha to monitor the overall health of the bike share system, ensuring top-notch customer service. In addition, rider feedback and messaging is available through the mobile app and website.

Bike Safety

Bike safety is Gotcha's top priority. All rules of the road will be posted on corral signage, inside the bicycle baskets and on the customized micro-sites. Gotcha will partner with local organizations to host riding clinics and promote bicycle safety. Gotcha will also partner with a local bike shop to offer discounted helmets to riders.

Obey all traffic laws, signs and signals.

Ride with the flow of traffic.

Stay off all sidewalks, including pedestrian walkways in the squares.

Wear a helmet.

Be predictable and signal when turning.

Yield to pedestrians.

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Project Implementation

Gotcha's mission is to provide a turn-key operation, taking all of the heavy lifting off of the City. Upon awarding of the contract, Gotcha will provide an on-site planning and installation team to meet with key decision makers to discuss station locations, fleet size and bicycle branding. Gotcha's standard timeline to launch is three months (90 days); acquiring outside funding for a no-cost to the City program may lengthen this process.

Gotcha will interview, hire and thoroughly train local staff to prepare for the bike share launch. The size of this team will depend on the fleet size and grow as the system expands. These individuals will be responsible for overseeing the system health and efficiently solving any issues that arise. Our team will work hard to achieve a smooth and timely roll out. The matrix below provides standard project milestones.

As ridership increases, Gotcha will be able to expand the system area, adding or moving hub locations through GPS geofences. Due to the low infrastructure needed to operate the system, this process is simple and efficient.

PROJECT MILESTONES	PRE-LAUNCH (3 months)	Q1	Q2	Q3	Q4
Installation and Expansion					
Installation of system equipment	■				
Monitor Initial System Usage (Adjust As Necessary)		■			
Project Development and Growth					
Membership Sales	■	■	■	■	■
On-going Marketing Strategy	■	■	■	■	■
Reach Out to Stakeholders/Advocates	■	■	■	■	■
Partner with local businesses and student groups	■	■	■	■	■
Identify Sponsorship and Advertising Partners	■	■	■	■	■
Measuring Results					
Collect data from system usage		■	■	■	■
Collect data from user surveys		■	■	■	■
Analyze data, assess results			■	■	■
Create report with development/ expansion goals			■		■
Implement Development Strategy					
Define the expansion scope based on report results			■	■	■
Define the Work and Resources			■	■	■
Develop the Schedule and Costs			■	■	■
Analyze the Risks			■	■	■
Order equipment				■	
Siting and Permitting				■	■
Staffing and Training				■	■
System Expansion					■

Data & Performance Tracking

SoBi's powerful tools help operators manage system data, marketing, inventory and training. The 'data' app allows administrators to generate customizable reports on fleet status and health, membership and trip details and system revenue information. The SoBi management software tracks all bikes, users, transactions, maintenance and system usage. Finally, the Social Bicycles 'playbook" app gives operators access to detailed educational tutorials and best practices on the entire Social Bicycles system. For more information on fleet management, please see "Additional Information".

Available Reports

- System utilization (bike, user, hub)
- Bike distribution (hub, most/least active hubs)
- Customer feedback and messaging
- Total users (24-hour/week/month/year)
- Detailed GPS routes
- Carbon emissions reduced
- Detailed miles traveled and calories burned
- Maintenance reports
- Terminal availability status
- Trips categories (commute, social, safe, fast, etc.)
- Rebalancing per station
- Extensive financial analysis
- Trip origin/destination by member type
- Hold locations mapping
- # trips booked (web/mobile/bike/kiosk)
- Location and value of promotions
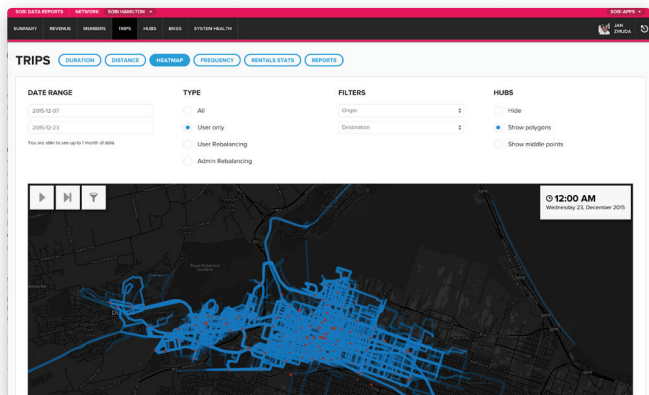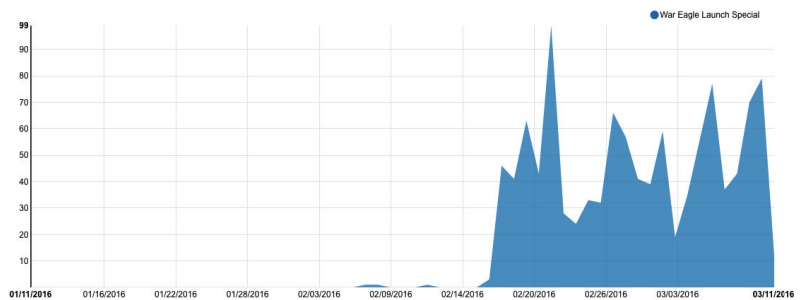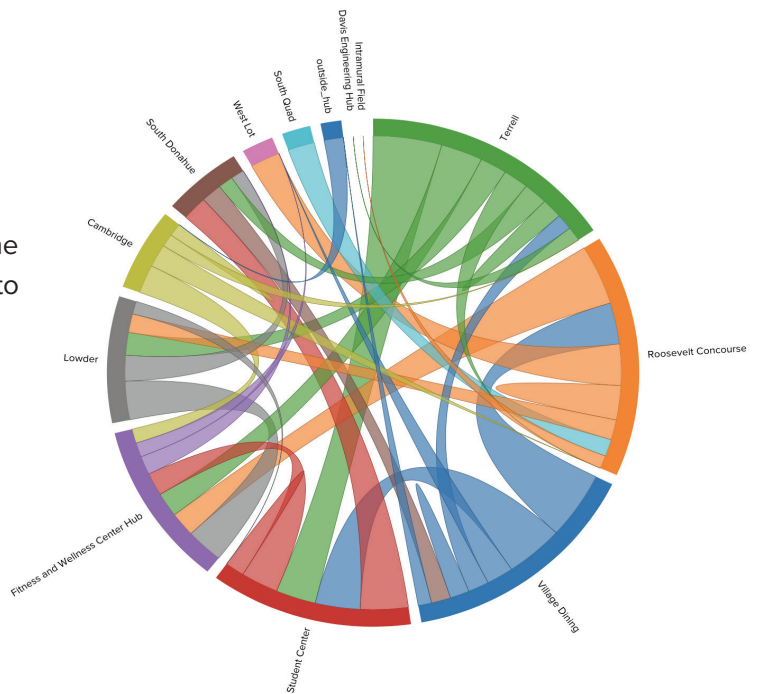
data.socialbicycles.com

An extensive 'data' app allows you to generate customizable reports based on any variables and time-frames
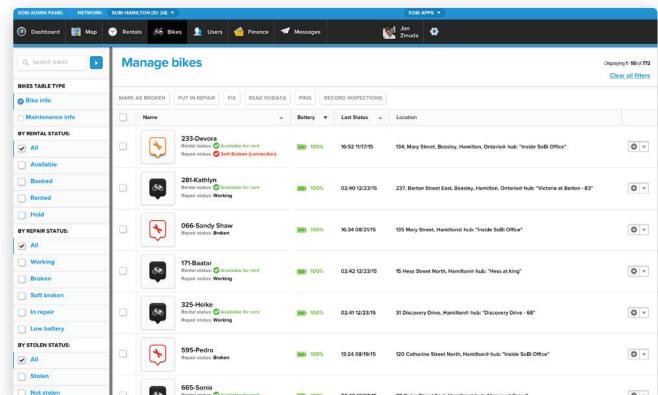
manage.socialbicycles.com

Management software for bikes, users, transactions, maintenance, and system usage

PCI Compliance

All financial transactions are completed through the app/website. The SoBi platform fully secures all personal and financial data at 256-bit and 128-bit encryption levels (depends on the user's browser) with a validated PCI DSS compliant service provided by Braintree (Braintree was recently acquired by PayPal). SoBi's solution is on Visa's Global Compliant Provider List and MasterCard's SDP List. SoBi and Braintree never store raw magnetic stripe, card validation code (CAV2, CID, CVC2, CVV2) or PIN block data.

ControlCase
Compliance as a Service

CERTIFICATE OF COMPLIANCE

Social Bicycles
✓ 55 Prospect St, Suite 304, Brooklyn, NY 11201

has been validated for **Payment Card Industry Data Security Standard (PCI DSS) Version 3.1** compliance by **ControlCase** on **August 8, 2016** based on completion of **SAQ D.**

The **PCI Data Security Standard** is used by all major card brands as the common security standard for their compliance programs. Brands and programs include,

• **VISA USA** - (CISP - Cardholder Information Security Program)
• **VISA International** - (AIS - Account Information Security)
• **MasterCard Worldwide** - (SDP- Site Data Protection)
• **American Express** - (DSOP -Data Security Operating Policy)
• **Discover Network** - (DISC - Discover Information Security and Compliance)
• **JCB** - Fully supports the PCI DSS mandate

Please note that this certificate does not substitute for the need to register with the card brands directly in order to be listed on their websites and for them to confirm you as compliant per their individual programs.

Reference no.: **08082016JFKSB**
Expiration Date: **August 7, 2017**
Assessed by: **ControlCase**

PAYMENT CARD INDUSTRY STANDARD

ControlCase is a Qualified Security Assessor (QSA) certified by the PCI Security Standards Council .

Experience of Key Personnel

SoBi Resumes

Ryan Rzepecki - Founder/CEO
Experience
- 7 years bike share industry experience
- 'Smart-Bike' share system founder
- Developed bike share networks across multiple U.S. cities

Employment
Social Bicycles, Founder/CEO 2009 - Present
NYCDOT, Project Manager 2008 - 2010

Education
Hunter College
Masters in Urban Planning,
Penn State University, B.Sc.

Edward Rayner - CFO
Experience
- Merger development integration strategist
- Managed investments out of $2B fund

Employment
Bain & Company, Associate 2012
Parthenon Capital Partners, Associate 2009 – 2011
Oliver Wyman, Consultant 2005 – 2009

Education
Columbia Business School, M.B.A.
Harvard College, B.Sc.

Avra Van der Zee - General Counsel / COO
Experience
- Established and ran the Legal Department for the Americas subsidiaries of a global manufacturing group
- Extensive legal background in manufacturing, Contracts and Commercial Transactions, and Corporate Governance

Employment
Social Bicycles Inc. General Counsel, 2014 – Present
Greene Street Holdings LLC, General Counsel, 2009 – 2014
Paul, Weiss, Rifkind, Wharton & Garrison LLP, Litigation Associate, 2007 – 2009

Education
Georgetown University Law Center,
Juris Doctor, magna cum laude
Harvard College, B.A.

Justin Jay Wiley - Director of Business Development
Experience
- Bicycle share consultant, business development manager
- Founder of bicycle share technology company

Employment
Social Bicycles, Director of Business Development 2012 - Present
Zagster/ CityRyde, Director of Accounts 2012 – 2012
Green Bike Share, Founder 2008 - Present
Cohn and Wolfe, Public Relations 2011 – 2011

Education
University of California, Berkeley
Environmental Science, B.Sc.

Alan A. Ma - Project Manager
Experience
- NYCDOT project cycling and bike share planning and management
- Design and construction of city transit and municipal facilities
- Managed million dollar capital construction projects

Employment
Social Bicycles, 2012 - Present
NYCDOT, Design Coordinator 2012 – Present
NYCDOT, Project Manager 2008 – 2012
Maintenance Design Group, Facility Planner. 2005 – 2008

Education
University of Buffalo
Environmental Design, B.A.

Justin Fung - Project Manager
Experience
- Extensive project management background
- CAD, administrative, and logistic roles in MEP engineering firm
- Extensive GIS network analysis work

Employment
Social Bicycles, Project Manager 2014 - Present
Project Manager, Industrial Engineering and Operations Research Dept., Columbia University 2013 – Present

Education
Columbia University
Industrial Engineering and Operations Research M.S.
University of California, Berkeley, B.A.

Mark Miretsky - Project Manager
Experience
- Extensive Project Management background
- Extensive Cycling Advocacy experience
- NYCDOT Project Manager

Employment
Social Bicycles, Project Manager, 2012- Present
Assistant to Senior Project Manager, New York City Department of Transportation 2010 - 2011

Education
New York University
Environmental Studies and
Metropolitan Studies, B.A.

Marcin Pyla - Head of Software Development
Experience
- Extensive Product Management experience
- 10+ years of web/mobile development
- Specialties: Java (J2EE, J2ME, Struts, Hibernate), C/C++, PHP, Perl, Ruby, Python, MySQL, PostgreSQL, and many more.

Employment
Social Bicycles, Head of Software Development 2011- Present
LeftBrain, Founder and CEO 2005 - 2014

Education
Akademia Gorniczo-Hutnicza
Computer Science, M.Sc.

Gotcha Bike Resumes

Sean Flood - Founder/CEO
Experience
- Founded The Gotcha Group in 2009
- Expanded Gotcha Ride to 10 major universities
- Designed Gotcha's smart bike platform

Employment
Founder/CEO, Gotcha Media Holdings, 2009 - Present

Education
BS Marketing Florida State University
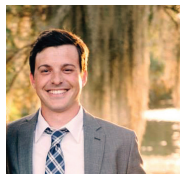BS Entrepreneurship Florida State University

Griffin Blackwelder - VP
Experience
- Human resources management
- Business development
- Graphic design

Employment
VP, Gotcha Media Holdings, 2015 - Present
Business Development, Gotcha Group, 2014 - Present

Education
BA College of Charleston
1 year coursework completion towards
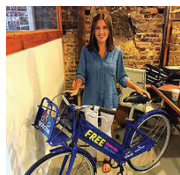J.D. at the Charleston School of Law

Katie Sargeant - Director of Gotcha Bike
Experience
- Manages Gotcha's bike share division
- Oversees bike share operations and launches
- Monitors success of system and evaluates fleet expansion opportunities

Employment
Dir. of Gotcha Bike - Gotcha Media Holdings, 2015 - Present
Intl. PR Manager - Swiss Diamond, 2012 - 2015

Education
BS Advertising Florida State University

Jacklyn Flood - Director of Marketing
Experience
- Manages social media for clients and university partners
- Implements sponsorship campaigns

Employment
Director of Marketing, Gotcha Media Holdings, 2009 - Present

Education
BA English Florida State University

Tom Ashby - Lead Bicycle Engineer
Experience
- Bicycle design
- Production management
- Research and development

Employment
Lead Bicycle Engineer, Gotcha Bike, 2015 - Present

Education
BS Industrial Design Swinburne University
Melbourne, Australia

Eric Sims - Project Manager
Experience
- Oversees bike launches and key deliverables
- Arranges bike production and delivery
- Provides on-site technology training
- Hires and trains local fleet staff

Employment
Project Manager - Gotcha Bike, 2016 - Present
Business Development - Gotcha Bike, 2016
Logistics Executive - Jear Logistics, 2015 - 2016
Financial Representative - Northwestern Mutual, 2013-2015

Education
BS Marketing Florida State University

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Sponsorship and Revenue Approach

Branding is fully customizable and the mock-ups shown are solely for reference. They are designed to demonstrate the versatility of the branding options available through our system. The bicycle, signage and digital assets may be tailored to the City's liking and provide local or national sponsors with the opportunity to fund the bike share equipment, installation, operation and growth. Gotcha will work with the City (and title partner if the system if sponsored) to determine the bike share system name.

NOTE: Branding is customizable and the mock-ups shown are solely for reference.

Sponsor Outreach & Available Assets

Gotcha offers an entire team dedicated to finding and securing bike share sponsors. We will work with Key West to create sponsorship packages. Available branding assets include:

- **Bicycle**: sponsor decal lower portion of bike frame
- **Information Panels**: print advertising posted at each bike corral location
- **Bike Racks**: advertising wrapped on bicycle racks
- **Digital & Social Media**: sponsor logos on system website, mobile applications and social media channels
- **Print Materials**: advertising in various collateral, including maps, brochures, membership cards and promotional goods

The SoBi app and website widgets offer various branding opportunities for sponsors:

- **Push notifications**: send custom push notifications to riders with a call to action. The notification can be sent when users reserve, "hold", or lock a bike. Sponsors have the ability to target specific bike share hubs or geofenced locations on campus.
- **Sponsored bikes**: Upload a custom avatar, photo and text for bikes displayed on user maps (web app and map widget).
- **Sponsored hubs**: Upload a custom avatar, photo and text for hubs displayed on user maps (web app and map widget).

References

Customer Name:	City of Charleston, SC (Via Bike Share)
Street Address:	2 George Street, Suite 3100
City, State, Zip:	Charleston, SC 29401
Contact Name:	Philip Overcash, City Planner
Email Address:	OVERCASHP@charleston-sc.gov
Phone:	(843) 724-3788

**NOTE:** Via Bike Share is fully-funded by an outside sponsor (local hospital).

Philip Overcash, Charleston City Planner said, "The City of Charleston has been working with the Gotcha Group since they were selected as the winning proposal in our 2015 RFP process. The strengths of their proposal included the type of bike share technology they employ, the detail of the technical requirements, the proposed business model and the flexibility of both the organization and the bike/station system. Charleston is a historic city and the people at Gotcha understand the importance of designing a system around our unique context. Sean and Katie have demonstrated patience and persistence throughout the RFP and contract processes and done everything we have asked. Gotcha has been an excellent partner and we looking forward to launching with them in a few weeks!"

Customer Name:	Auburn University (War Eagle Bike Share)
Street Address:	330 Lem Morrison Drive
City, State, Zip:	Auburn, AL 36849
Contact Name:	Don Andrae, Manager of Parking Services
Email Address:	dza0015@auburn.edu
Phone:	(334) 844 - 4143

Don Andrae, Auburn University's Parking Services Director said, "The War Eagle Bike Share program at Auburn University has far exceeded everybody's expectations. We are so glad that we instituted the program and certainly recommend the Gotcha Bike group to anybody that is looking at starting a bike share program. The service, equipment and marketing expertise they have provided has made the program a big success with our students. Not a day goes by that we do not receive compliments about the program and the benefits that it has brought to the campus."

Customer Name:	Savannah College of Art and Design (SCAD Bike Share)
Street Address:	250 Bull Street
City, State, Zip:	Savannah, GA 31401
Contact Name:	Charles Hall, Director of Transportation and Parking Services
Email Address:	chall@scad.edu
Phone:	(912) 525-4537

Eleanor Gates, SCAD's Senior Project Manager said, "Fall-term ridership on our SCAD Bus silver line to the grocery store and other shopping areas has decreased 30-35% from spring-term ridership –the only viable reason is due to bike share (student population is up from spring, freshman aren't allowed to have cars on campus this year – so you'd think ridership would increase!). While Gotcha and program numbers clearly show our success, I believe the reduction in bus ridership shows that success even more effectively. Yay bike share!"
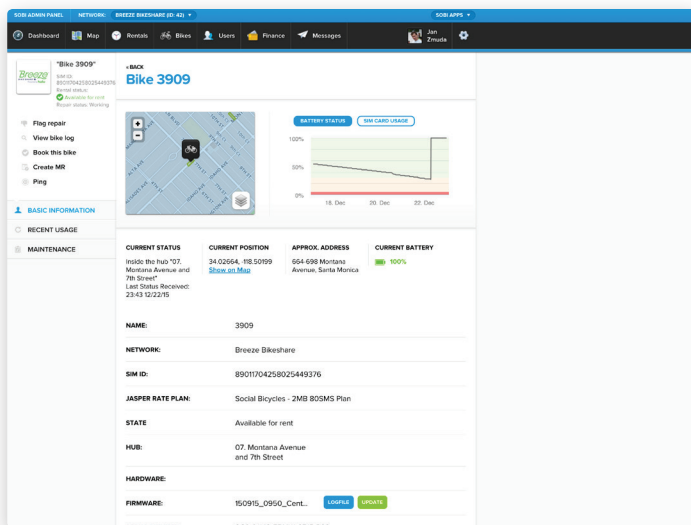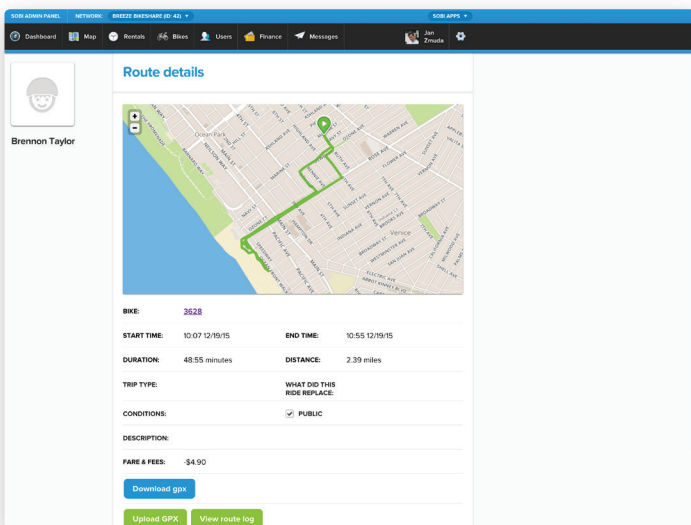
Bike Management

Manage bike availability, battery life, maintenance records, and historical ride data.
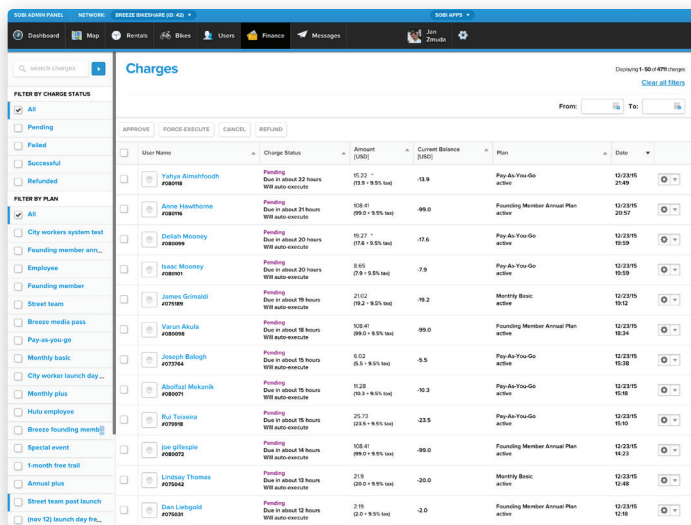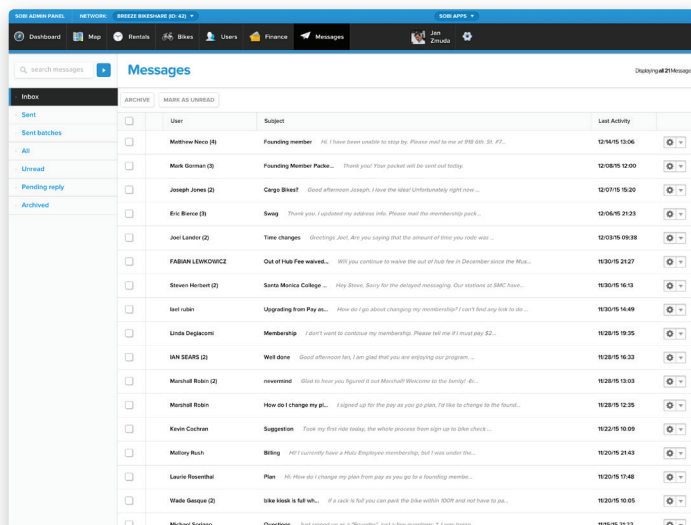

Finance Management

Manage user finances including payments, refunds, and credits.
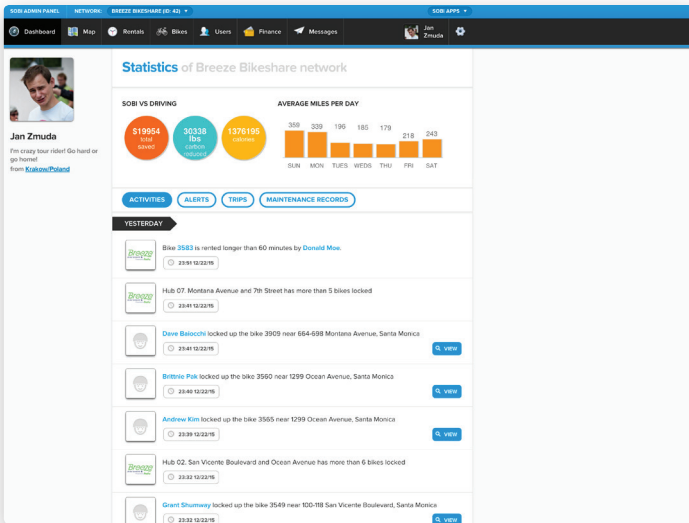

Mapped Ride History

Track and monitor real-time GPS data from the bikes.
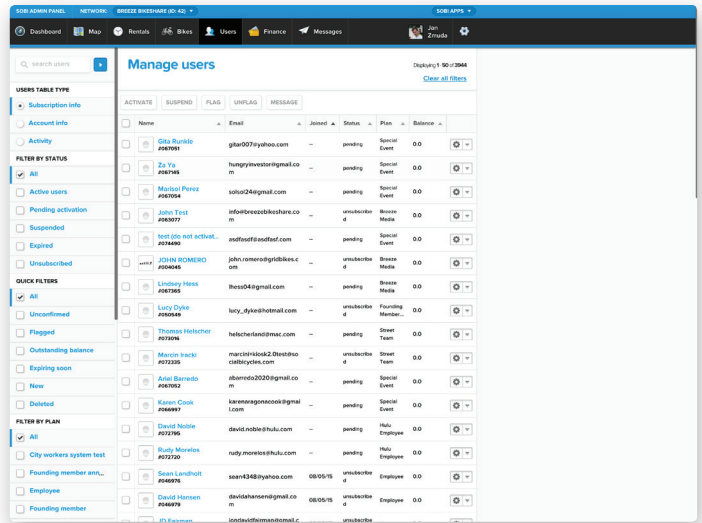

User Messaging

Communicate directly with users to quickly resolve customer questions and issues.

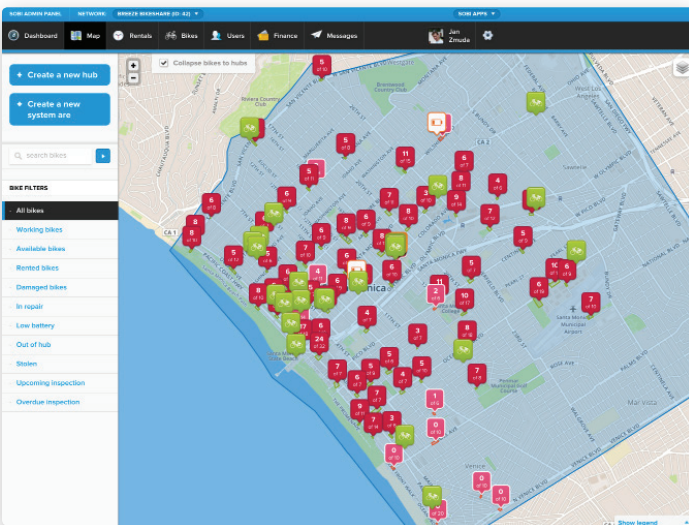# Fleet Management Software Visuals

Dashboard

View real-time alerts of the system including current and past rides, bike alerts, maintenance records, hub alerts and rider/admin communication.
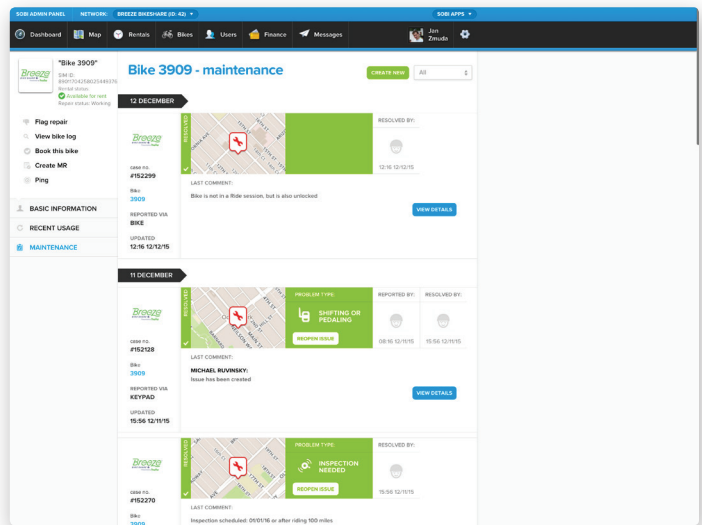

User Management

Manage user profiles, payment information, usage data, and direct communications.

Real-time Fleet Map

View and manage bike availability and hub locations in real-time.

Maintenance Ticketing

Operators can create, track, manage, and resolve maintenance issues.

Pricing

Gotcha is committed to creating a turn-key, scalable and affordable bike share system in Key West. For this reason, we provide flexibility on funding models. Gotcha Bikes, racks and signage are designed to maximize branding space. **The City may offset program costs by allowing third party sponsors to support and grow the system.** Gotcha will provide maximum assistance finding and securing bike share sponsors.

City OR National/Local Sponsors: $110 per bike per month

- Fully customizable fleet of bikes equipped with smart lock technology
- Warranty coverage on bikes included for duration of contract
- Gotcha will pay the monthly data fee to technology provider (SoBi)
- Gotcha will be responsible operationally and financially for maintenance on the bikes
- Gotcha will be responsible for installation, operations and any associated costs
- If system is sponsored, Gotcha will sign a 3 year (minimum) contract with third party sponsor and retain all revenues
- **System expansion**: bikes may be added at the rate listed above ($110 per bike per month)

Optional Capital Equipment Costs (Racks and Signage)   THESE COSTS ARE **OPTIONAL** AND CAN BE WAIVED IF CITY CHOOSES TO UTILIZE ITS OWN EQUIPMENT.

Bike Rack + Baseplate	$450
Compact Information Panel (43" x 11") + Baseplate	$1,250
Large Information Panel (58" x 30") + Baseplate	$2,500

- Gotcha recommends 1.5 racks/bike in the system to ensure rack availability
- The standard lead time for ordering equipment is 8 weeks
- Baseplates provide a lower cost installation, no damage to the sidewalks and the ability to easily relocate the racks if necessary
- Bike racks are available in any color; signage assets are fully customizable
- All equipment includes custom security bolts
- Pricing for payment kiosks available upon request
- **System expansion**: equipment may be added at the rates listed above

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