

CITY OF PORTSMOUTH



PRESS RELEASE

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RELEASE**

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Portsmouth Launching Zagster Bike Sharing Program

PORTSMOUTH, NH — To kick off national Bike Month, Portsmouth is launching a new bike-share program by Zagster, Inc. that will provide all residents and visitors with a convenient, affordable and healthy way to get around town.

Starting May 1st, you can find Zagster bike stations at the Memorial Bridge Parking Lot, Bridge Street Parking Lot, corner of Russell Street and Deer St, corner of Summer Street and Islington Street, and on Parrott Avenue at the intersection with Junkins Avenue. Another bike station is planned to be added at Market Square in the near future as well.

The Zagster program operates similarly to other bike share programs around the country like Hubway in Boston or Citi Bike in New York City. Once a member, users can take as many short (two-hour) trips as they want on a Zagster bike at no extra charge as long as the bike is returned to any of the Zagster stations within two hours. There is no limit to the number of trips each rider can take per day, so once the bike is returned to a station, a member can take another bike out immediately for another trip. If the member doesn't make it back to a station with the two-hour trip limit, each additional hour is only \$3, for a maximum daily fee of \$30.

Riders join the program by first signing up for a membership, which includes the following options:

- Day membership: \$3 one-time fee
- 3-day membership: \$6 one-time fee

- Monthly membership: \$12 billed monthly
- Annual membership: \$25 billed annually

Membership and available bikes can be found via the free Zagster Mobile App — available for iPhone and Android — or online at <https://bike.zagster.com/portsmouthnh/>. By using the promo-code “bikeportsmouth,” bicyclists will receive a monthly membership for free during their first month of riding.

Each bike has a unique number which riders enter into the app to disengage the ring lock and docking cable at the touch of a button. (Alternatively, riders can obtain unlock codes via text message to use with an on-bike keypad.) A retractable cable mounted to the bike allows the bike to be secured to any fixed object throughout a trip for mid-ride stops. After the rider returns the bike to a designated Zagster bike station, the rental ends and the bike is available for the next person to enjoy.

Recognized as a Bronze Level Bike Friendly Community by the League of American Bicyclists, Portsmouth implemented this program to offer easy bike access and further encourage alternative transportation. According to Planning Director Juliet Walker, this program can continue to evolve to include more bike stations as well. “We are very excited to make this service available to the community. I am confident that both experienced and new riders will find these bikes very easy-to-use. As popularity of this program increases, there are possibilities for the installation of more bike stations across the City and potential sponsorship opportunities for local businesses.”

Portsmouth’s bike share promises to ease commutes, but it also unlocks vast recreational opportunities for exercise and fun. Unlike big-city bike shares, in which riders must drop off bikes at designated stations for every stop, the built-in lock on every Zagster bike gives users the freedom to use the bike for other stops within their two-hour use period. The 2-hour trip limit is also different from big-city bike shares, where the trip limits are usually 30 minutes. Zagster’s turnkey business model lowers the cost and complexity of bike sharing to both Portsmouth and riders while providing the entire community with a complete, convenient and modular system.

The City’s bike share features the Zagster 8, an award-winning bike known for its practical design, comfortable ride and easy handling. The bike includes a spacious basket that’s perfect for carrying groceries, takeout, or personal belongings. And because rider safety is a priority, every bike includes automatic lights, a bell, and full reflectors.

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About Zagster

Founded in 2007 and headquartered in Cambridge, Mass., Zagster is the leading provider of private and public-private bike-sharing systems in the United States. Zagster works directly with more than 150 communities in more than 30 states to make bike sharing available in areas where traditional bike-share providers can't reach. Its efficient business model allows the company to successfully deploy in multiple markets, including cities, suburbs, universities, commercial campuses and residential properties. Zagster manages all aspects of its programs — from bikes and technology, to maintenance and marketing — enabling Zagster's partners to create and deploy scalable bike-share systems that best suit their communities. The company's goal: To make the bike the most loved form of transportation.

More information about Zagster and its programs can be found at www.zagster.com