



FOR IMMEDIATE RELEASE

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METROPLAN ANNOUNCES BIKE SHARE OPERATOR AND EQUIPMENT

Service to begin in Little Rock and North Little Rock by early 2018

LITTLE ROCK, MAY 31, 2017 — The Metroplan Board today ratified the decision to hire Bantam Strategy Group in partnership with BCycle, two experienced bike share providers. This selection was made through the competitive Request for Proposal (RFP) process and is based on the recommendation from the Metroplan Bike Share Consultant Selection Committee.

Bikeshare systems are advancing in large and mid-size cities, offering another transportation option which reduces the amount of automobile traffic as some people opt to pedal. Metroplan will launch bike share in Little Rock and North Little Rock with BCycle's latest product line, BCycle Dash. The BCycle Dash bicycle uses 'smart bike' technology, decreasing the overall capital expense of the bike share system and increasing system design versatility. With this system, the operating technology is located on the bike and used in conjunction with the brand new BCycle app.

"Bike share is among the many transportation options that Metroplan and local municipalities are exploring to make it easier to move around in the region," said Tab Townsell, executive director of Metroplan. "Bike share programs are known for adding to the attractiveness and vibrancy in a community, and by selecting an experienced operator with quality equipment, we expect the same will be experienced here."

Slated to launch in early 2018, the initial phase will focus on the downtown areas of Little Rock and North Little Rock, where density is greatest, address Rock Region Metro's "last mile problem" within the focal area, and provide a park-n-ride opportunity in North Little Rock.

"I am incredibly excited for what this bike share program will bring to our community. Among its myriad benefits, it will decrease the number of cars and increase the number of bikes on our downtown streets during the business day," said John Landosky, Bicycle and Pedestrian Coordinator for the City of Little Rock, "This will make our downtowns safer environments for people on bike or on foot and help create a more walkable and livable community."

200 bikes will be deployed in the initial service area with designated drop zones still to be determined. With this system, the likelihood of expansion is high and will be actively evaluated moving forward.

"Connecting people regardless of socio-economic status to places and communities in Little Rock and North Little Rock with a high-performing, accessible, and sustainable transportation option is the mission," said Lindsey West, president and CEO of Bantam Strategy Group. "We are excited to partner with BCycle, Metroplan, both Cities, and many other local stakeholders to accomplish this community-driven initiative."

Securing corporate sponsorship is an essential next step and will be the focus of Bantam Strategy Group in the coming weeks and months. To learn more visit <https://www.littlerock.gov/for-residents/bikeped-little-rock/bike-share/> or contact Lindsey West at lindsey@bantamstrategygroup.com.

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About Metroplan:

Metroplan is the federally designated metropolitan planning organization for the four-county region of Faulkner, Lonoke, Pulaski and Saline counties. It is a voluntary association of local governments that has operated since 1955.

About Bantam Strategy Group:

Bantam Strategy Group is the leading turn-key bike share management and operations company for small-medium size cities. Bantam currently serves for 12+ communities in making the bike share vision a reality. Bantam actively represents bike share on various national platforms and showcases cycle-friendly communities. Bantam is a 100% women-owned business.

About BCycle:

Each day, BCycle supports the operation of over 10,000 bike share bikes and 1,000 stations spread across over 45 cities in North and South America. This includes the ongoing operation, maintenance and development of the proprietary enterprise and best in class bike share equipment. BCycle is a wholly owned subsidiary of Trek Bicycle Corporation, a global leader in bicycle design and manufacturing.

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