koloni

Bike Share Plan
La Crosse, WI

La Crosse Bike Share Program

introduction

Koloni is a midwest based company that is bringing an innovative bike share solution to La Crosse, WI. Starting Spring 2020, a minimum of 40 bikes and 8 locations will be provided throughout the community. Koloni willl provide the locks, racks and signage. Users can find, rent and return their bike using Koloni's smart device application. Koloni will also provide the customer support, operations and maintenance for the program.

sponsorship

The La Crosse Bike Share is funded through local public-private sponsorship. We thank all our partners for their support of this community collaboration. Opportunities for sponsors include advertising on the bikes (front basket and front/rear fenders), rack signage, and in-application. The program is continually seeking new supporters interested in promoting and expanding the program.

program facts

minimum
40 bikes
8 locations

launch date
April, 2020

unlimited
30 minute rides
for members!
OR
$1 per 30
minutes

services included

planning

- Analysis of the community & traffic patterns
- Recommendation on type, location & number of products
- Siting & permitting in cooperation with the city.

set-up & support

- Product deployment
- Station, rack, & signage installation
- Launch event marketing & PR coordination
- Program development & data reporting

operations

- Maintenance, replacement & upgrades of products
- Issue resolution
- Customer support & management
- Marketing program locally

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locations & app

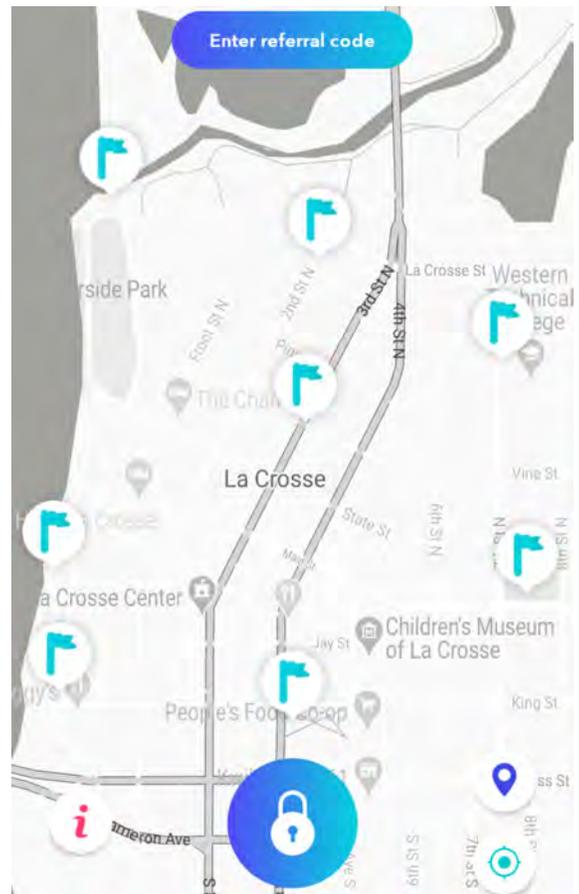## spring 2020 launch ⚑
Locations currently planned and their sponsors

> Western / City Hall   (Western)
> Riverside Park   (Explore/DMI/LADCO/Chamber)
> Landmark / Fest Grounds   (Cleary-Kumm)
> Pump House / Marriott / Weber Ctr   (Cleary-Kumm)
> Cameron Park Market / Grand R. Stn.   (City Parks/MTU)
> Burns Park / Main Library   (City Parks/LaX County)
> Belle Square / Courthouse   (LHI)
> The Waterfront / La Crosse Center   (LHI)

opportunities for the future
Potential areas for expansion based on assessed needs

> 100 Harborview / U.S. Bank
> Viterbo University
> Mayo Clinic
> 3 Rivers Place / Festival Copeland
> UWL Union / Veterans Field / East Ave
> UWL Health Science Ctr. / West Ave
> Gundersen Health System
> Others identified in the Bike Share Feasibility Study
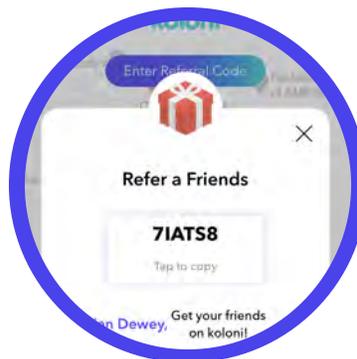

app
Users can access a variety of products & services from a single application on their smart device, enabling an innovative tool for connecting to the community.

> Pause and resume rides
> Purchase memberships (credit, debit, venmo)
> In-App advertisements & information provided by businesses and sponsors
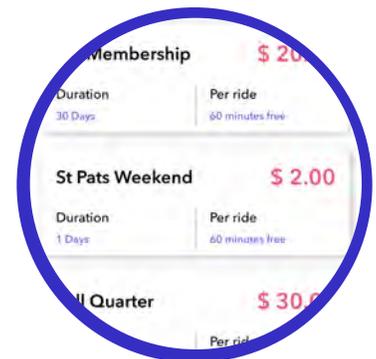> Photo to end rental & share feedback

reporting
Riders are able to report issues in-app. They have access to 24/7/365 support via phone and email as well. We track and update users of resolution.

referrals
Each user has a unique code to share. If a new rider creates an account with the code, both riders will receive a free ride. Gain new riders quickly!

memberships
Many membership types will be available to fit the needs of the community including: student discounts, employee/sponsor packages and more.

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product specs

cycle

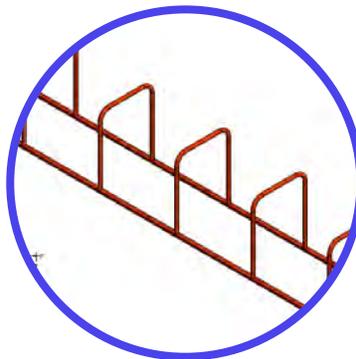|	
Frame	Aluminum
Brakes	Hub
Shift Speed	3 Speed
Basket	Front Mount
Tires	Airless Foam
Seatpost	Hydraulic Adjust
Fenders	Front fender and rear ad plate are included

about our bike

Our bicycle is designed for sharing. The front basket, front and rear fenders allow for advertising space to help promote local businesses. The hub brakes and internal gears reduces maintenance and provides a consistent and safe rider experience.

lock

Our lock provides GPS **on-bike**. We are able to track bikes when bikes are not in a rental. Minimizing theft and ensuring bikes stay in parking zones.

dock

Our racks provide great visibility and organization at each parking location. Our **lock-to model** ensures the bikes are parked properly while reducing theft.

signage

Our signs (24"x60") provide plenty of space for sponsors and rider information alike. We can provide them attached to racks, or freestanding.

other products

Koloni has a wide range of products available including standard pedal bikes, e-bikes, e-cargo bikes, e-trikes, e-scooters and we also provide recreation sharing solutions that include kayak/canoe rental and smart locker equipment sharing. This is all through a single app, to

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operations

turn-key
Koloni provides a fully turnkey operation. We will provide maintenance on all products, rebalancing as required and customer interaction. We use our Konnect Management Software to track all products, resolve issues and respond to customers needs. This type of solution provides our partners with a share program that they don't have to worry about, demand on their time.

rebalancing
Koloni will respond within 48 hours to any bike that is left outside of a designated geofence hub. This will ensure the system is well organized and orderly. We will also regularly rebalance the system to ensure optimal use. This may include complete relocation of a certain hub (if under performing). This will be agreed upon in writing by both parties and come at no extra expense to the city.

maintenance
Rider safety is important to us, so it's critical to have well maintained bikes. Our bikes are designed for high use and abuse, with airless tires (no flats), internal hubs (reduce chain derailing) and more. We will maintain bikes as needed and are responsible for the replacement of parts or entire products. This includes vandalism and theft recovery which is why we provide on-bike GPS tracking.

pricing
Koloni is unique with our end-user pricing structure. We provide insights and recommendation for pricing on the program. At the end of the day, we work with the customer to provide a pricing structure that best fits the community. This can include pay-per-ride or memberships. We can even provide reduced-rate rides for certain organizations (employees, students, etc.) or free ride promos upon request.

customer support
We provide in-app support which inlcudes SMS text and issue reporting. This is all organized and tracked through our management software. We also provide 24/7/365 support via phone or email. This immediate tracking and issue resolution helps to ensure user needs are being met and they have a successful and safe ride.

services included

planning
- Analysis of the community & traffic patterns
- Recommendation on type & number of products
- Location ecommendations & permitting in cooperation with the city.

installation
- Product deployment
- Station/rack installation (need location access)
- Launch Event (Marketing & PR Coordination)

operations
- Maintenance, replacement or upgrades of product
- Issue resolution
- Customer support and management
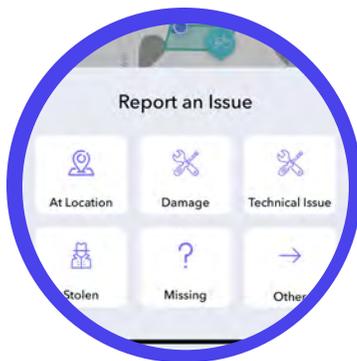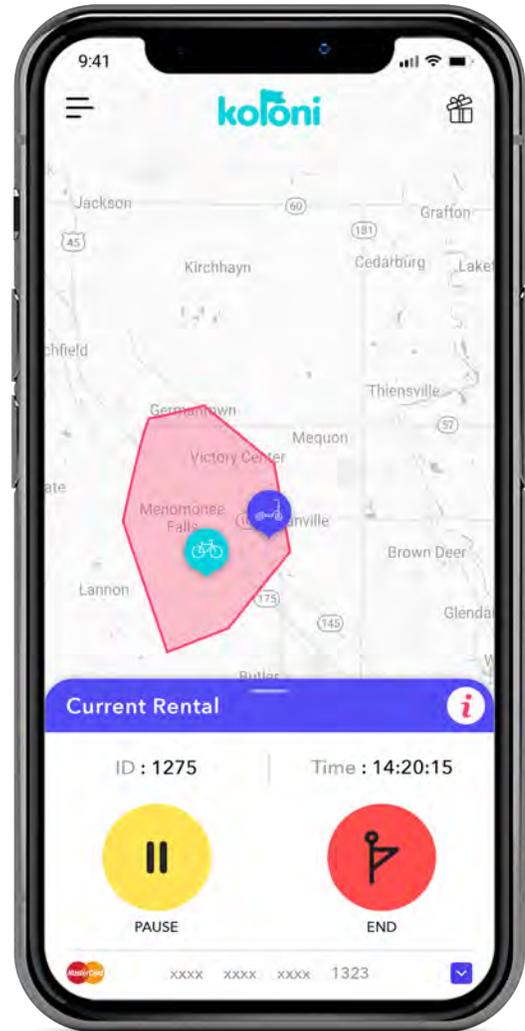- Marketing program locally

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software - app

app

Users can access a variety of products from just one application.   Enables users to connect to their community like never before.

> Pause and resume rides
> Purchase memberships (credit, debit, venmo)
> In-App Ads (businesses provide in-app coupons)
> Report issues
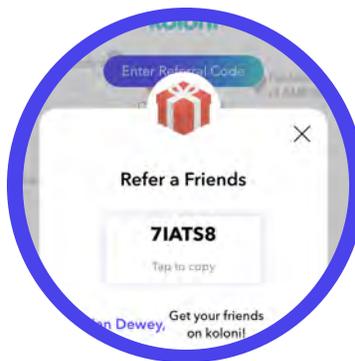> Photo to end rental
> iOS and Android

Our features enable users to have full control. A rider can pause and lock their bike to spend the day shopping. They can purchase memberships to receive discounts on their rides.

A single app provides us a variety of options. Though it might be pedal bikes today, we have the flexibility to provide e-bikes, e-trikes, and recreation equipment like kayaks or tennis equipment through smart lockers. Our innovative team is continually looking for the "next thing" to ensure your community stays up to date.
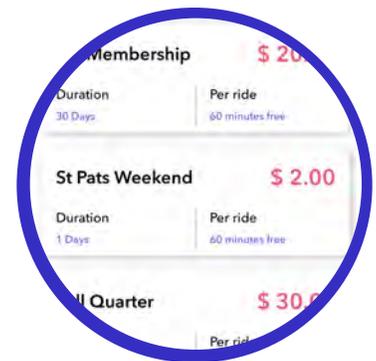
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referral program

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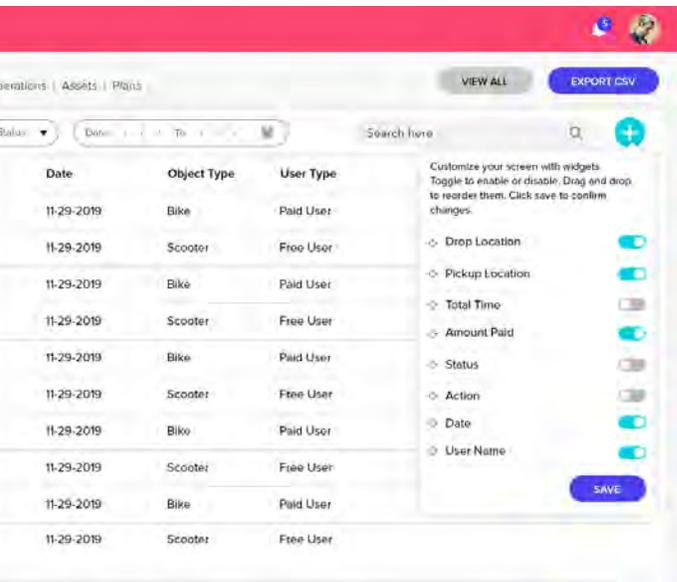
memberships

Fully customize membership pricing. Offer student discounts, or employer packages. This allows you to meet the needs of all residents alike.

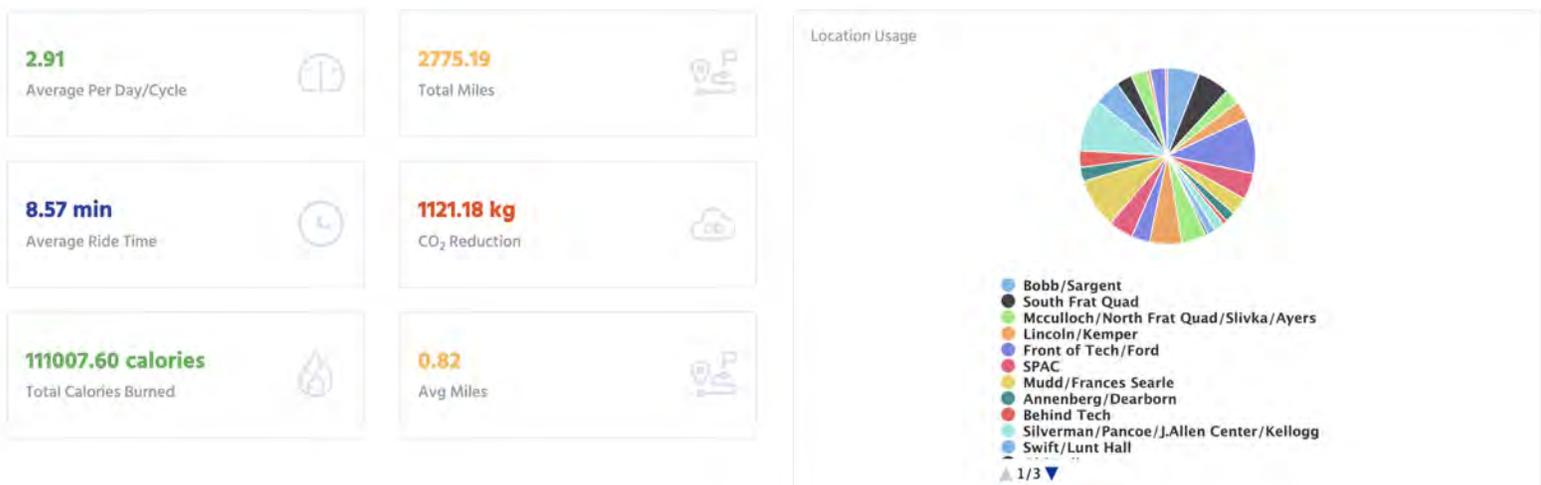# koloni.me

software - management

live dashboard
One unique thing about Koloni is that we share 100% of the data with our partners. This includes:

- Number of transactions
- Demographic breakdown
- Miles ridden
- Calories burned
- CO2 reduction
- Mapping of riders use
- Live bike location update

You have your own unique account to our live dashboard. This allows you to **login at ANY TIME**, review and print reports. There is no need to request data from us. This information helps for future planning of bike lanes and/or trails.

CYCLE ANALYTICS

2.91 Average Per Day/Cycle

2775.19 Total Miles

8.57 min Average Ride Time

1121.18 kg CO₂ Reduction

111007.60 calories Total Calories Burned

0.82 Avg Miles

Location Usage
- Bobb/Sargent
- South Frat Quad
- Mcculloch/North Frat Quad/Slivka/Ayers
- Lincoln/Kemper
- Front of Tech/Ford
- SPAC
- Mudd/Frances Searle
- Annenberg/Dearborn
- Behind Tech
- Silverman/Pancoe/J.Allen Center/Kellogg
- Swift/Lunt Hall

1/3 ▼

data usage
Koloni's live dashboard provides valuable insights that can be used in a variety of ways. The heat and trail mapping help to show which lanes or trails are being used most frequently. Here are a few ways that our partners use the data we provide.

- Grant applications for future trails / bike lanes
- Monthly reporting to review program success
- Marketing material showing sustainability and health benefits
- Understanding "who" is using the system through demographic data

future growth
Our management software makes it easy to add onto the system over time. No matter what type of product you're hoping to share in your community, Koloni has you covered! Provide e-bikes to make long distance biking easier. Provide recreation equipment (i.e. basketballs or pickleball) at the courts. Koloni has built in the ultimate flexibility to change and grow as your community's needs change.

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marketing

marketing solutions
Koloni will market your program for locals and visitors alike. We will work with local media to promote the program. We also use social media and other outlets for promoting sponsors of the program. Program awareness is a huge part of the success for any program.

affiliate program
Our affiliate program allows us the capability to provide specific employers or universities reduced rate or free rides. Depending on the level of involvement in the program (through sponsorship, partnership, or other), we can provide appropriate promotions. Employees or students can then enjoy these discounts while riding the bike share.

sponsorship
Local business owners love these "billboard on wheels" We provide front and rear fenders as well as basket space for sponsorship advertising.

launch event
We market and advertise a launch event. This starts the program off with a lot of momentum, giving us a chance to gain new riders.

website
Koloni will create a unique website for your program. Riders will be able to find locations, pricing information, learn about safe riding and more.
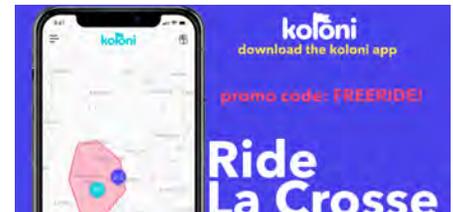
advertising
Koloni uses multiple platforms for advertising (social media, local media, etc.). As part of this, we provide a budget specific for the La Crosse Program. So what's Included?

**Launch event
1,000 printed flyers
100 water bottles**

**Website
25 t-shirts
Full-year Facebook ads**

Finalize Agreement		Marketing Launch		**Launch Event**
January 1, 2020		March, 2020		**April, 2020**
	Planning and Ordering		Delivery / Setup	
	Jan-Feb., 2020		April, 2020	

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