

# La Crosse Bike Share Program

## introduction

Koloni is a midwest based company that will be bringing an innovative bike share solution to La Crosse, WI. Starting this spring, at least 40 bicycles will be provided at a minimum of 8 locations throughout the community. Koloni will provide the locks, racks and signage. End users can find, rent and return their bike using Koloni's smartphone application. Koloni will also provide the customer support, operations and maintenance for the program.

## sponsorship

The La Crosse Bike Share has been fully funded through local sponsorship. The program continually seeks new partners that are interested in promoting the program. Opportunities for sponsors include advertising on the bikes (front basket and front/rear fenders), advertising on the rack signage, or in-application advertising. We want to thank all partners for their local support of this program.

## program facts

minimum  
**40 bikes**  
**8 locations**

launch date  
**April, 2020**

user pricing  
**\$1/ 15 min.**  
(or unlimited  
30 min. rides for  
members)



## services included

### planning

- Analysis of the community & traffic patterns
- Recommendation on type & number of products
- Location commendations & 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

• at of service Dec. Jan. Feb.

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# phasing & app

## phase 1 (spring 2020 launch) 🚩

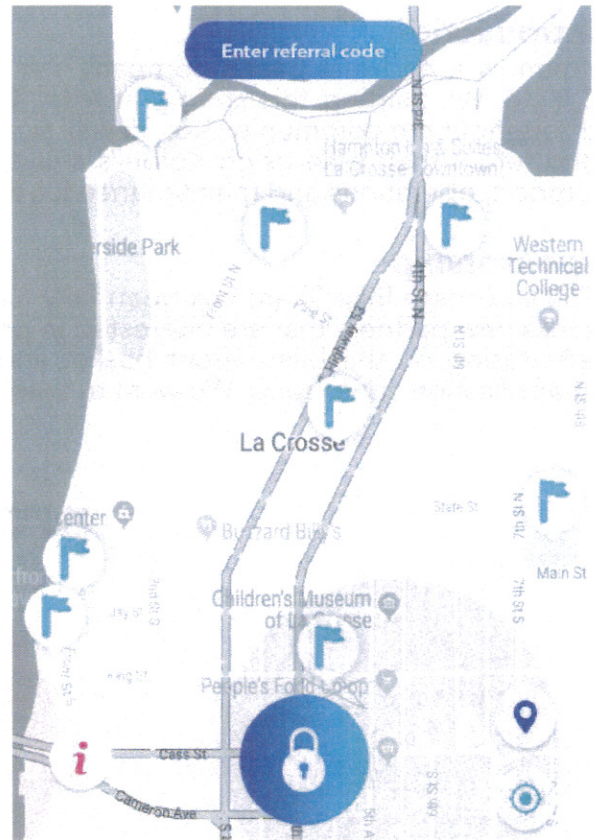
These are current locations proposed for a spring 2020 launch.

- > Western / City Hall (Western)
- > Riverside Park (Explore/DMI/LADCO/Chamber)
- > Landmark / Fest Grounds (Cleary-Kumm)
- > Pump House/Weber Center/Marriot (Cleary-Kumm)
- > Cameron Park Market (City Parks/MTU)
- > Burns Park / Downtown NA (City Parks/MTU)
- > Belle Square (LHI)
- > Waterfront Place & Conv. Center (LHI)

## phase 2 (summer/fall 2020 target)

These are proposed locations for Phase 2.

- > 100 Harborview / Main & 2nd
- > Viterbo
- > Festival / 3 Rivers Place
- > UWL Union / Veterans Field
- > UWL / West Ave.
- > Mayo



## app

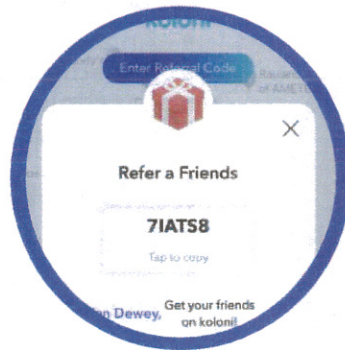
Users can access a variety of products from just one application. Enables users to connect to their community like never before.

- > Pause and resume rides
- > Purchase memberships (credit, debit, venmo)
- > In-App Ads (businesses provide in-app offers and information)
- > Photo to end rental



### report issues

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.



### referral program

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

There will be many membership types available to fit the needs of the community. This will include student discount, employee packages and more.

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