

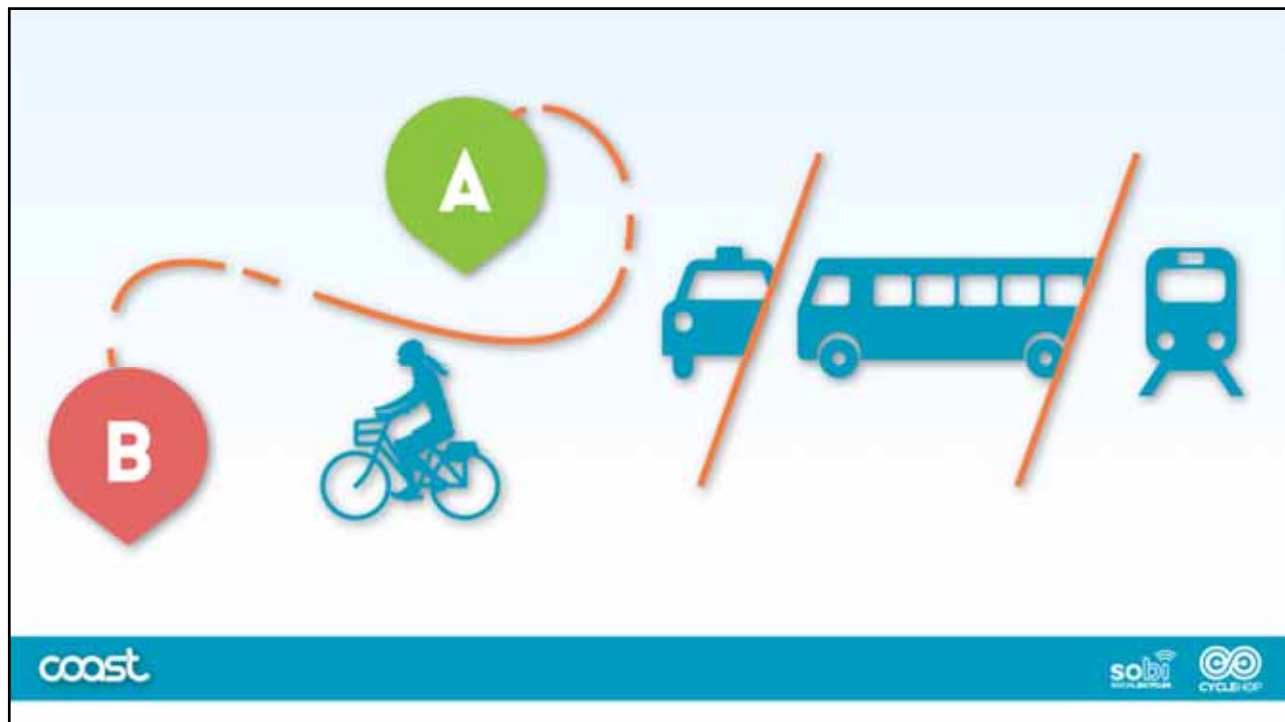
Eric Trull

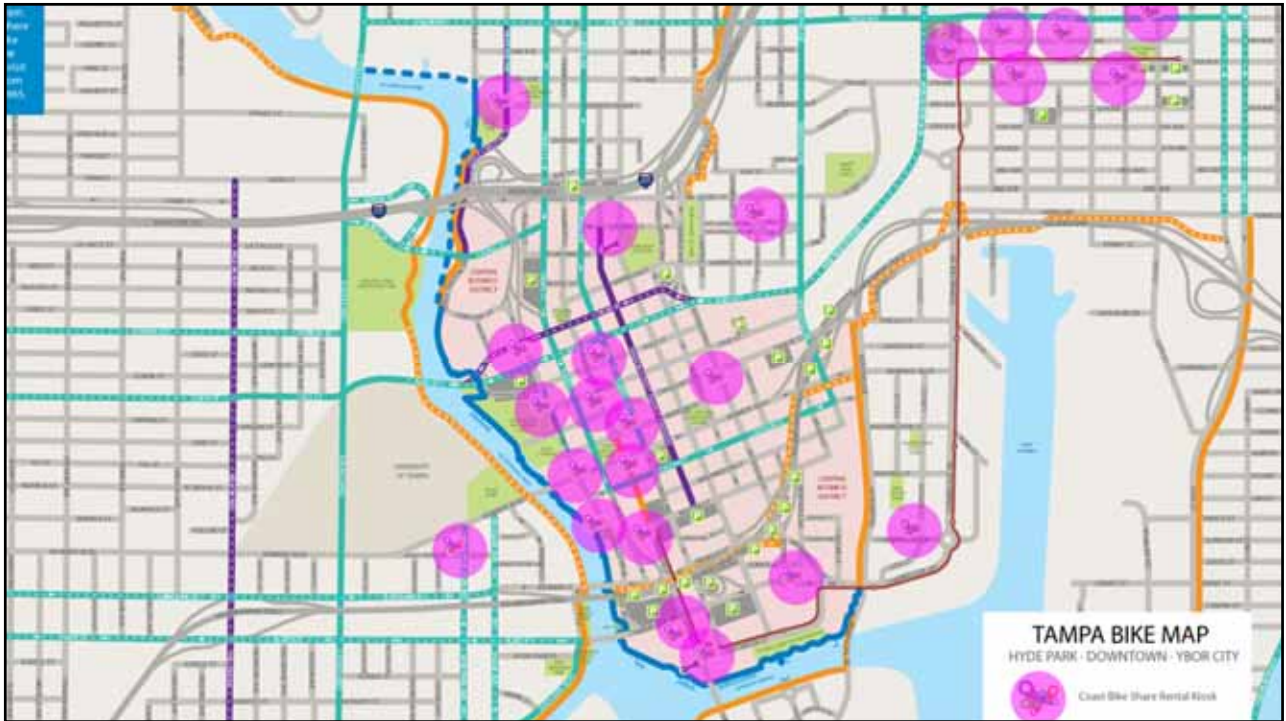
Program Director – Coast Bike Share
Customer Engagement – CycleHop, LLC.

coast

What is Bike Share?

-For riders





Rider Interaction

SIGN UP

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HOME | WORK | DATUMS | MAP | ABOUT US | MEMBERSHIP | CONTACT | APPS | CONTACT

Explore, Commute, Coast.

TAMPA BAY

Coast Bike Share is the healthy, fun and affordable way to breeze around Tampa.

BECOME A MEMBER

Special gifts for founding members!

sobi
SOCIALBICYCLES

Email

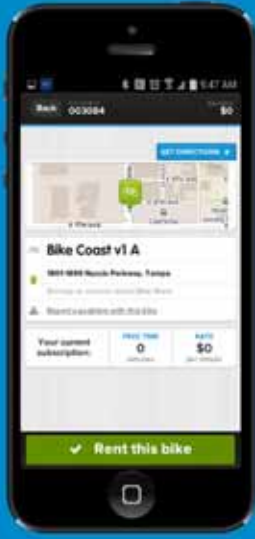
Password

SIGN IN


DON'T HAVE AN ACCOUNT? **CREATE ONE**

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RESERVE!!!




The smartphone screen displays the Coast app interface. At the top, it shows a map with a green location pin. Below the map, the bike details are listed: "Bike Coast v1 A", "1001 10th Street Parking, Tampa", and "Storage in various locations (Bike Share)". A table shows "Your current subscription" with "FREE TRIAL" and "\$0" in the "PRICE PER" column, and "30" in the "DAYS" column. At the bottom, there is a green button that says "Rent this bike".



The bike lock screen displays the text "BIKE IS RESERVED (🔒)" and "TRY AGAIN OR USE OUR MOBILE APP TO FIND FREE BIKE NEAR YOU". Below this, it says "IF YOU'VE TAKEN A RIDE" and has "HELP" and "UNLOCK" buttons.

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RELEASE!



The bike lock screen displays the text "TAP RFID OR ENTER ACCOUNT NUMBER:" and a numeric keypad with the numbers "0 0 2 8 7 1". Below the keypad are "HELP", "SIGN UP", and "NEXT >" buttons.



The bike lock screen displays the text "GOOD, NOW ENTER YOUR PIN CODE:" and a keypad with four asterisks "****". Below the keypad are "CANCEL" and "UNLOCK" buttons.



A sticker with the Coast logo and a location pin icon is placed over the first bike lock screen.

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RIDE!!!

BIKE UNLOCKED,
START YOUR RIDE!
REMEMBER RIDE SAFETY - FOLLOW RULES!

DURATION: 00:12:21
DISTANCE: 1.90 MILES
COST: \$3.21

HELP HOLD REPAIR

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RETURN!

THANK YOU!

DURATION: 24:02:21 DISTANCE: 1.2 miles TOTAL COST: \$12.57

HELP REPAIR DONE

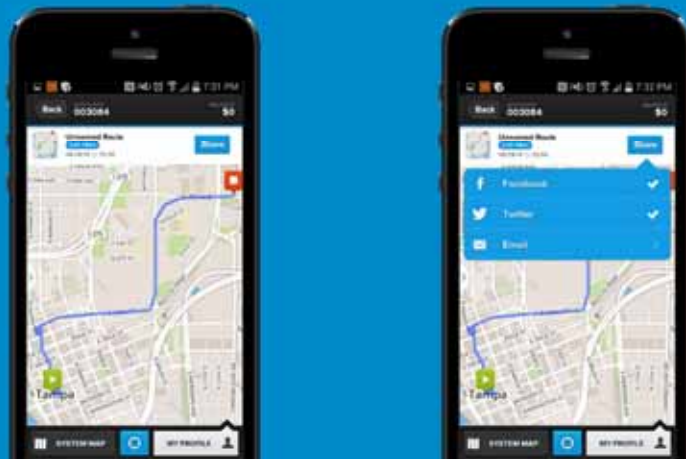
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Quick Stop? Use Hold!



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SHARE YOUR RIDES!



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WHAT DOES IT COST TO COAST?
MEMBERSHIP LEVELS



Membership Level	Cost	Frequency	Target Audience	Benefit
Prepaid Hourly Riding	\$5	/hour	General	Ultimate Freedom
Monthly Member	\$30	/month	General	Try Out the Program
Students Member	\$59	/year	Students	Ride to School
Annual Member	\$79	/year	General	Daily Enthusiasts


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WHEELER

CO
CYCLE-UP



4th Generation Benefits

10 WEEKS
 20 BIKES 4 HUBS 



630+ MEMBERS 


1300 TRIPS 


2,550+ MILES

ORLANDO  



DEMO

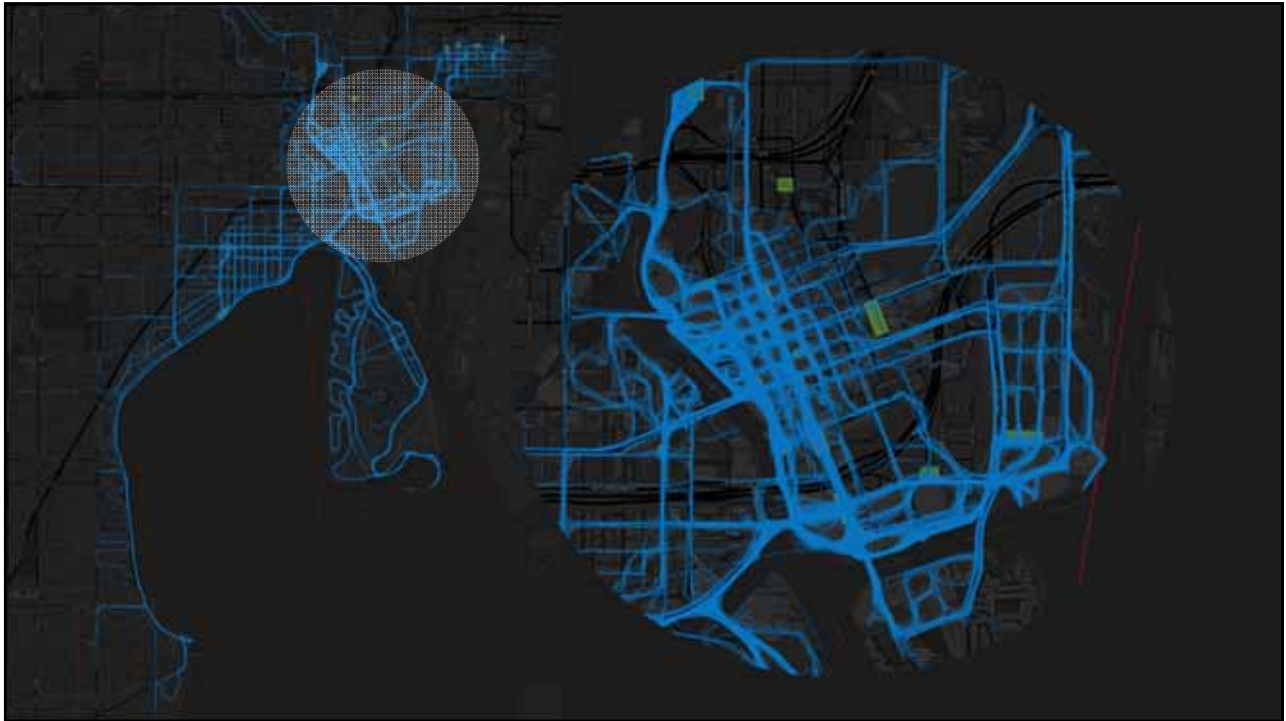
100 DAYS
 300 BIKES 30 HUBS 

3,258 MEMBERS 

7422 TRIPS 

23,759 MILES

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EXPLORE YOUR CITY
#historybiketampa

FLORIDA BIKE TOURS

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