

HOPR

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Founded in Florida in 2011, CycleHop LLC is one of the most experienced companies in the shared mobility industry working with cities and universities to deliver reliable products, efficient operations, and a great experience for all. As of 2018, CycleHop manufactures its own bicycles and has produced a proprietary multi-modal mobile app that integrates bike share, scooter share and other modes of transit under HOPR.

Mobility Services

- Traditional and electric bike share
- Mobile app
- Fleet management

Website

- <https://gohopr.com/>

Contact

- Chelsea Davidoff, Director of Government Relations, chelsea.davidoff@gohopr.com

References

- City of Beverly Hills, CA
- City of Fremont, CA
- City of Santa Monica, CA

Experience



HOPR is one of the most experienced micromobility operators in North America. HOPR has launched and operated in more than 15 cities and a dozen campuses across the U.S. and Canada over the past 10 years. HOPR has a long history of working closely with cities, universities, and other jurisdictions to create programs tailored to the needs of each community.

HOPR is committed to delivering an equitable and inclusive mobility option. Working alongside local organizations and community partners HOPR

developed and deployed equity passes in almost all its systems, including the Relay SNAP Pass Plan in Atlanta and the Vancity Community Pass in Vancouver.

Services

HOPR bikes, electric bikes, and electric scooters are geared toward short distance trips that improve mobility, improve air quality, and increase the reach of transit. HOPR focuses on designing products that excel in safety, comfort, and durability, made to last in any climate or conditions. Designed exclusively for sharing programs, the HOPR fleet is durable and low maintenance.

HOPR can offer the following services:

- Vehicle procurement from HOPR products, or other equipment vendors
- Vehicle telematics and hardware
- Co-branding space for community organization on vehicles
- In-house operations and staffing
- Job training to local youth
- In-house 24/7 customer service center
- In-house software team dedicated to mobility solutions
- White label consumer app with community organization branding
- Payment platforms
- Reservation / dispatch systems and routing technology
- Fleet management
- Bicycle / scooter parking or charging equipment procurement, installation, and operations
- Donate pre-used shared bikes to local residents in need
- Sponsor safe riding educational classes and helmet giveaways.

Equity



Engagement

HOPR has a long history of incorporating community partners into its decision making process.

Language

HOPR app is currently available in English, French, Spanish and Mandarin, and can add languages that fit the community.

Access without Smartphone and Unbanked

Users without a smartphone and/or without a credit card can sign up for an account with cash in person at PayNearMe partner locations or by purchasing

a prepaid credit card. Once they have an account, they can call HOPR's customer service from any phone to unlock a device.

Driver License

HOPR bikes and e-bikes are available for people without a driver license. However, HOPR is not legally allowed to rent e-scooters to people without a driver license.

Accessibility

The HOPR app can aggregate a multitude of vehicles and can include additional vehicles that would fit the needs of hearing or vision impaired people.

Financial



Cost

HOPR offers an all inclusive price model that is \$299 per unit per month operating costs. This price includes all aspects of the technology, maintenance and operations. CMO grant will cover 50% of total operations cost

Pricing

HOPR is willing to work with its partners on a pricing plan that will work best for the long term financial sustainability of the program as well as for the served community. HOPR believes that the per-minute pricing that micro mobility companies currently offer is not ideal for disadvantaged communities. HOPR favors charging flat fees and memberships similar to how bike share is priced. Based on the available grant level HOPR is able to discount the pricing through promo codes for the community.

Revenue

Net Revenue is a typical example and defined as profits left over after covering the annual portion of capital and operating costs. HOPR is responsible for revenue collection and does not require minimum revenue guarantees.

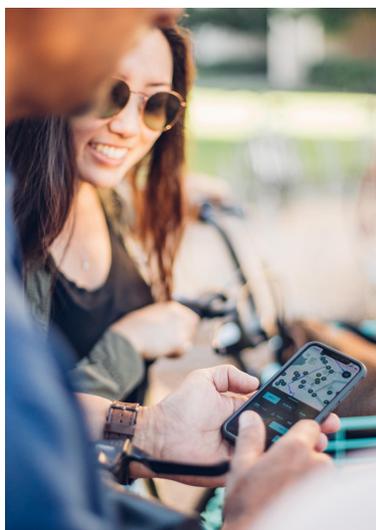
Financial Sustainability

HOPR has a successful history of building financially sustainable programs and securing both long-term system sponsors and short-term advertising partnerships. HOPR's equipment provides a variety of physical and digital assets for potential advertisers.

Additionally, HOPR mobile app was built to maximize potential revenue from sponsorship through the ability to create banners, special cross-promotional offers for users, in app notifications, and geographically targeted ads. HOPR offers a variety of ways for small and mid-size businesses to get involved in advertising without a major financial output.

HOPR’s long term goal is to switch to a subscription model that is affordable for the rider in the community.

Data



HOPR follows all industry data sharing standards, including API’s and PCI. HOPR offers partners detailed monthly operations and marketing reports as well as standard API’s meeting General Bikeshare Feed Specifications (GBFS) requirements for trips, and device availability.

The HOPR app and API are designed to integrate easily with other Mobility-as-a-Service providers and apps and provide seamless, convenient transit planning for users. HOPR uses a cloud based system. The data is securely stored and backed up by Microsoft Azure. HOPR monitors all aspects of its system through its Operational backend. HOPR can provide authorized personnel a custom online portal with auto-generated reports and real-time data.

HOPR believes in sharing anonymized real-time and historical data with partners, allowing for a better understanding of mobility needs. HOPR provides data in various formats including: API data, raw data, a custom online portal, or monthly reports.