

HOPR

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Founded in 2011 in Florida, CycleHop LLC has operated bike share systems in North America since, and is one of the most experienced companies in the shared mobility industry. As of 2018, HOPR manufactures their own bicycles and have produced a proprietary multi-modal mobile app that integrates bike share, scooter share and other modes of transit under HOPR.

Mobility Services

- Pedal-assisted Bike
- Electric Bikes
- Electric Scooter
- Reservation systems
- Payment platforms

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



CycleHop has decades of combined local, regional, and national experience working with cities and universities to deliver reliable products, efficient operations, and a great experience for all. CycleHop has launched and operated micro mobility services in more than 15 cities, universities and other jurisdictions for the past 10 years. The fleet of bikes, electric bikes, and electric scooters is geared toward

short distance trips that improve mobility, reduce congestion and improve air quality, and increase the reach of transit. Designed exclusively for sharing programs, the HOPR fleet is durable and low maintenance. The focus has

been on designing a product that excels in safety, comfort, and durability, made to last in any climate or condition.

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.

Service

HOPR offers turnkey solutions from planning to equipment, technology and operations. HOPR can offer the following services:

- HOPR offers their own line of HOPR products, and, if desired, HOPR can source a variety of other vehicle types through relationships with multiple other equipment vendors. HOPR provides vehicle telematics and other hardware.
- HOPR offers an in-house operations team for fleet management, maintenance, and insurance, as well as in-house 24/7 customer service center.
- HOPR has developed a state-of -the-art multimodal transportation platform through an in-house software team dedicated to mobility solutions. HOPR's platform includes payment platforms, reservation and dispatch systems, and routing technology.
- HOPR offers bicycle and scooter parking or charging equipment procurement, installation, and operations.
- HOPR can offer financial solutions to help communities self-sustain the bike share program despite limited budgets.

Equity



Engagement

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

Language

HOPR mobile app is currently available in English, French, Spanish and Mandarin, however additional languages can be explored 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

users have an account, they can call our customer service from any phone to unlock a device. The bikes and e-bikes are also available for those without a drivers license.

Accessibility

Since the app can include a multitude of vehicles, additional vehicles can be included that would be good fits for the hearing or vision impaired.

Financial



Cost

The estimated ranges for the share of total costs represented by various cost categories is 50%.

Per unit costs:

- Shared Pedal Bike: \$1,500
- Shared Pedal Bike docking point: \$2,000
- Shared Electric Bike: \$3,500
- Shared Electric Bike Station Docking Point: \$7,500
- Shared Electric Scooter: \$700
- Shared Electric Scooter Station Docking Point: \$2,000

Pricing

HOPR is willing to work with partners on a pricing plan that will work best for the long term financial sustainability of the program as well as for the community that is being served. HOPR believes the per-minute pricing that micro mobility currently offers is not ideal for these communities, and is more in favor of charging flat fees and memberships similar to how bike share is priced. Based on the available grant level, HOPR can provide discounted pricing through promo codes for the community.

Revenue

An example of HOPR's typical revenue distribution is a net revenue arrangement, defined as profits left over after covering the annual portion of capital and operating costs. HOPR is responsible for revenue collection from the service 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 is able to provide long term financial sustainability through sponsorship on the vehicles themselves and within our app. Shared mobility offers exciting opportunities for mobile and interactive advertising that sponsors are drawn to.

The mobile app was built to maximize potential revenue from sponsorship. HOPR has the ability to create banners, special cross-promotional offers for users, in app notifications, and geographically targeted ads. In addition to system sponsorships, HOPR offers a variety of ways for small and mid-size businesses to get involved and capture the benefits of bike share 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. Detailed monthly operations and marketing reports as well as standard API's meeting General Bikeshare Feed Specifications (GBFS) requirements for trips, and device availability will be shared. The HOPR app and API are designed to integrate easily with other MaaS providers and apps and provide seamless, convenient transit planning for users. Their system is a cloud based system, and the data is securely stored and backed up by Microsoft Azure.

Some of the data that can be collected and shared include but is not limited to: trip information (frequency, duration, distance, time, location); device utilization; user violations; revenue and membership; hub performance; end trip parking location; device location tracking.