



Pedal Movement

Pedal Movement is a mobility operator headquartered in Long Beach, CA. Pedal Movement makes cities more accessible by identifying each city's unique transportation challenges and tailoring a strategic solution specific to it.

Mobility Services

- Bike Share Operations
- Transportation Hub Management
- Events, Education & Outreach

Website

- <https://pedalmovement.com/>

Contact

- Nick Russo, President and CEO, njrusso@pedalmovement.com

References

- City of Long Beach, CA
- Los Angeles Cleantech Incubator
- Cal State Long Beach, CA

Experience



Pedal Movement has extensive experience implementing, operating, and maintaining micro mobility systems. Since 2017, Pedal Movement has worked with the City of Long Beach to nearly double the geographic reach of Long Beach's bike share network and expand the network to include underserved communities in North Long Beach. More than 575 bicycles have been purchased,

refurbished, and rebranded from other Social Bicycles systems and integrated into the greater Long Beach Bike Share system using Mobility Cloud. Pedal Movement continued this program and grew its bike fleet size during Covid-19.

Pedal Movement is committed to serving underrepresented and minority communities by building partnerships with communities that use the system



in association with already existing community groups and nonprofit organizations. Pedal Movement organizes events and services to serve as a resource for people new to cycling, existing cyclists, and those who have never touched a bicycle.

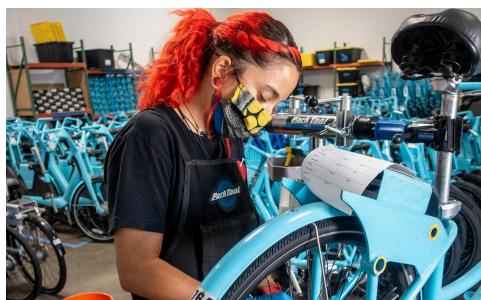
Services



Pedal Movement partners with city governments to act as a third-party operator for bike share systems of all sizes. Pedal Movement manages the City of Long Beach-owned Go Active Hub LB, a full-service bike shop that caters to riders of all abilities and budgets. Pedal Movement has experience planning and operating micro mobility hubs in urban areas. Pedal

Movement organizes educational courses, bicycle tours, bicycle valets, or bicycle rodeos, which are organized free of charge for the community, supported by sponsors or agencies.

Equity



Engagement

Pedal Movement hosts community engagement events in underserved communities on various days and at convenient times to capture input from a large range of people. Pedal Movement looks forward to working closely with public transportation agencies, Mobility Cloud, and

any third parties to create a one-stop shop for all forms of alternative transportation.

Language

Pedal Movement produces bilingual marketing materials and events to reach non-English speakers.

Unbanked

Pedal Movement will partner with local government organizations, bicycle facilities, and other storefronts to offer cash payment options.

Driver License

No driver's license is required, but all users simply need to agree to the operating terms and sign a waiver.

Financial



Cost

Pedal Movement is prepared to share the cost of administration, including human resources and accounting, and to extend potential insurance coverage accordingly. The anticipated cost for CMO participants includes any necessary equipment & infrastructure, software, operating costs, and any labor needed to host a launch party or special

events.

Pricing

Pedal Movement can reduce barriers to access by providing reduced membership fees for low-income communities, students, teachers, and medical professionals. Cash payment options are available for riders and to accommodate unbanked individuals. Pedal Movement recommended pricing model is:

- Pay Per Trip: \$1 to unlock, first 15 minutes free, 13¢ per minute
- Day Pass: \$21 prefill for three hours — overage fee at 13¢/minute
- Monthly plan: \$15/month; includes 45 minutes daily free time — overage fee at 13¢/minute
- Annual plan: \$120/year; includes 60 minutes daily free ride time — overage fee at 13¢/minute
- Student Plan: \$6/month; includes 60 minutes daily free time — overage fee at 10¢/minute
- Corporate Plan: \$100/year per user, minimum of 10 users; includes 45 minutes daily free time; coverage fee at 13¢/minute

Revenue

Pedal Movement offers two options for distributing revenue. The first option includes all the revenue owned by the voucher recipient, and Pedal Movement is paid an operating service fee. The second option is that the Pedal Movement & Voucher recipient will share total profits after baseline operations and maintenance costs. Pedal Movement will require the total cost of maintenance & operations to be at least covered.

Financial Sustainability

Pedal Movement has a user-first mindset, working with local businesses, cities, government agencies, and nonprofit organizations to sponsor or fund the system accordingly. The micromobility system offers many sponsorship opportunities at varying levels that can significantly contribute to system funding. Pedal Movement has an in-house marketing department to promote system growth as well as partnerships with bicycle accessory

companies to provide discounts on helmets, locks, and other essentials. Pedal Movement has experience working with both small and large entities to sponsor equipment.

Data



Pedal Movement utilizes the Social Bicycles platform for all bike-share operations. The Social Bicycles management software tracks all bikes, users, transactions, maintenance, and system usage. The 'data' portal allows city administrators to generate customizable reports on fleet status and health, membership and trip details, and system revenue information. Social Bicycles does not store unencrypted card data information in its

database. All Cardholder data is uploaded directly to Braintree (PCI DSS certified) during the payment process.