Bicycle Share Company Comparison

Company	SPIN	LimeBike	Ofo	UrBike	Bcycle Dash	PACE by Zagster	Zagster	BCycle
Logo / Brand	SPIN	LimeBike	ofo	UrBike	BCycle Dash	pace by Zagster	Zagster	BCycle
System Type	Dockless	Dockless	Dockless	Dockless	Hybrid	Hybrid	Station-based	Station Based
Company Established	2016	2017	2014	2017	2010	2007	2007	2008
First program	Aug. 2017	Jun-17	Jun. 2015	coming in 2018	coming in 2018	Nov. 2017	Summer 2014	Apr. 2010
Systems (as of Dec. 2017)	Aurora, CO, Seattle, San Francisco Bay Area, Washington D.C., are among a total of 16 cities and 9 campuses	Aurora, CO and more than 25 U.S. city and university markets	Aurora, CO , Centennial, Greenwood Village (corporate campus) and 180+ cities across 17 countries.	20 bikes in Boulder, planned.	BCycle Dash planned soon for: Memphis, TN; Jackson, WY; Tulsa, OK; Colorado Springs, CO.	One Pace program launched in Tallahassee. Several Zagster programs including Longmont and Fort Collins.	Zagster programs in Westminster, Longmont, Fort Collins - part of serving 200+ programs in 35 states.	BCycle programs in Denver and Boulder, CO. Part of a nationwide network in over 35 local communities that offer reciprocity among programs.
Headquater address	San Francisco, CA	San Mateo, CA	US HQ: San Francisco, CA Int'ntl HQ: Bejing, China	Boulder, CO	Waterloo, WI	Cambridge, MA	Cambridge, MA	Waterloo, WI
Funding partners	Venture backed company. Secured $8M in Series A funding.	Venture backed company. In, Oct. 2017, secured $50 million Series B funding. In Mar. 2018 secured $70M in Series B+ funding.	Venture backed company. In Jul. 2017, secured $700 million Series E funding.	Venute backed company. In Jul. 2017, secured $10K in angel investor funding.	Owned by Trek Bikes. Each program owned and operated by local non-profit.	Venture backed company. In Jan. 2017, secured $10 million in a Series B funding.	Cities and businesses that sponsor stations and bicycles	Owned by Trek Bikes. Each program owned and operated by local non-profit
Distinctive features	Orange branded GPS and bluetooth enabled smart bikes	Green branded active GPS smart bikes	Yellow branded blue tooth enabled smart bikes	White branded GPS enabled smart bikes	Industrial color touchscreen display offers turn by turn directions, trip speed and distance. An integrated locking package and onboard GPS. Ability to return to fixed station or designated area. Solar panel on rear rack of bike	Cable used to tether and park bike to designated rack or any legal fixture. White branded smart bikes	Cable used to tether and park bike to docking station. White branded smart bikes	Integrated docking points on front wheel.
Un/locking mechism	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company App and smart phone or check out bike by tapping RFID membership card or transit card (with partner agencies).	Use app to scan QR code or enter license plate number to unlock universal ring lock on back wheel Cable used to tether and park bike to rack or other fixture allows stops mid-trip	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	RFID membership card or Station Kiosk touch screen showing available bikes used to unlock bike from docking stand.
GPS enabled bikes	Yes	Yes	No	Yes	Yes	Yes	No	No
Min. system size	In general, a minimum of 100 – 150 bikes.	Prefer a minimum of 500. But, can launch smaller	No minimum. Has launched with 20 bikes at a few stations and increased based on demand.	??	??	??	??	??
Bike styles (adaptive, electric)	No adaptive or e-bikes are part of the fleet currently. But, would be considered.	1-, 3- and 8- speed pedal bikes. Electric bikes with a range of 60-80 miles and a top speed of 12 mph. Electric scooters with avg. range of 37 miles and top speed of 12-14 mph.	3-speed bikes e-bike coming in 2018	E-bikes	Exploring cargo and e-bikes			Trike bikes. Demand was not as great as expected. Only 15 built.
Cost to city	$0	$0	$0	Franchise programs to pay monthly bike lease per e-bike OR to purchase bike fleet or lock & app (cost varies)	0	$0	Annual sponsorship of approximately $9,000 per five bike station based on Longmont CO program. Recurring Service Lines Fees and damage. Damage and Theft Coverage (optional)	Federal grants and local matches for capital funding, ongoing Cycle operational funding (city of Boulder contribution for Boulder Bis $50,000/year as of 2017)
Sponsor requirements / structure	Not required.	Not required.	Not required.	Not required.	??	??	Required sponsorship recieves placement on bikes and stations	Required sponsorship recieves placement on bikes and stations. Boulder Bcycle estimates Yes, ~40% of operational funding provided by sponsors
User price categories (student/low income)	$1 per 30 minute ride for pay as you go $29 per month /$99 per year for unlimited 30 minute rides. Valid .edu e-mail address gets ½ price rides.	$1 per 30 minute ride for pay as you go. Monthly plans/100 rides for $29.95 Valid .edu email address receives 50% discount. Low-income can sign up for discounted memberships. E-bikes and scooters are $1 to start and $0.15/minute for duration of trip.	$1 for a 60 minute ride.	Student .edu address receives 50% discount Low income may purchase iTunes card at 7-11.	Price varies per program. Annual, monthly, daily memberships as well as individual ride prices	$1 per 30 minute ride for pay as you go	Price varies per program. $3 per trip or pay membership fee for unlimited 30 minute rides	Price varies per program. Per ride fee or annual, monthly, daily memberships with unlimited 30 or 60 min. rides (user fees accure after initial duration per trip.
Revenue sharing option	None. But, would consider in-app or on-bike ads may be used to fund/off-set city adminstration of program and bike infrastructure.	None. But, would consider in-app or on-bike ads may be used to fund/off-set city adminstration of program and bike infrastructure.	None. But, would consider in-app or on-bike ads may be used to fund/off-set city adminstration of program and bike infrastructure.	Percentage rrange for bike fleet and lock/app franchise programs	None	None		None
Exclusivity requirement	No. Desire 12 month pilot as exclusive provider	No. Desire 6 month pilot as exclusive provider	No. Desire 6 month pilot as exclusive provider	Not required.	No	Yes	Yes	No
License, Permit, royalty requirements	None required. Uses MOU or services agreement to outline responsiblities as requested	None required. Uses MOU or services agreement to outline responsiblities as requested	None required. Uses MOU or services agreement to outline responsiblities as requested	Francise agreement. App royalty feevariesby frachise programs to purchase bikes or app/lock.	License agreement bet. Bcycle LLC and local operator. Royalty fee for software payed by local non-profit that owns and operates system	Service agreement	Non-exclusive, non-transferable, royalty-free, fully paid up, limited license to access and use the Zagster Software	ROW revocable permit and private property license agreements required Royalty fee for software payed to Bcycle LLC by local non-profit that owns and operates system