STATION DISTRIBUTION

20+ STATIONS per SQUARE MILE (SOUTH BEACH)

14 STATIONS per SQUARE MILE (MIAMI BEACH CITYWIDE AVERAGE)

DECOBIKE®
TRIPS PER MONTH

DECOBIKE • MIAMI BEACH
BEST BIKE-TO-RESIDENT RATIO IN NORTH AMERICA

1 FOR EVERY 88 RESIDENTS

DECOBIKE®
AWARDS & ACHIEVEMENTS

- 2011 US CONFERENCE OF MAYORS CITY LIVABILITY AWARD
- SUSTAINABLE SOUTH FLORIDA GREEN BUSINESS AWARD
- DREAM IN GREEN AWARD FOR ENVIRONMENTAL STEWARDSHIP
- 2012 ECOMB EMERALD CITY AWARD
- FLEET AVERAGES 5 TRIPS PER DAY
- BEST BIKE-TO-RESIDENT RATIO IN THE COUNTRY
TYPES OF RIDERS

MEMBERS
Members can choose to enjoy unlimited 30 or 60 minute rides each month

WALK-UPS
Walk-ups can choose to ride for periods of 30 min, 1 HR, 2 HR, 4 HR or 24 HR.
(30 min & 1 HR are the most popular)
RIDERSHIP
- MIAMI BEACH -
MARCH 15th, 2011 – SEPTEMBER 30th, 2012

TOTAL TRIPS
1,441,399

WALK-UP RENTALS
444,564

Decobike Miami Beach and Capital Bikeshare are the only U.S. programs that have achieved more than 1 million trips.

Decobike
COMMUNITY BENEFITS

MIAMI BEACH

MARCH 15th, 2011 – SEPTEMBER 30th, 2012

CALORIES BURNED BY OUR RIDERS

DECOBIKE
COMMUNITY BENEFITS
- MIAMI BEACH -
MARCH 15th, 2011 – SEPTEMBER 30th, 2012

CARBON OFFSET BY OUR RIDERS
AGE GROUP DESCRIPTION

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-25</td>
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</tr>
<tr>
<td>26-34</td>
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</tr>
<tr>
<td>35-44</td>
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<tr>
<td>45-54</td>
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<tr>
<td>55-64</td>
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<tr>
<td>65+</td>
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</tbody>
</table>
REDUCED NEED FOR AUTOMOBILE (WHILE IN MIAMI BEACH)

93% YES
7% NO
HIGHEST LEVEL OF EDUCATION

- Did Not Attend School: 0.5
- High School: 3.5
- Some College: 15.1
- Graduated From College: 40.7
- Some Graduate School: 7.0
- Completed Graduate School: 33.2

Total: 45.0
INCREASED LIKELIHOOD OF PATRONIZING
A BUSINESS LOCATED NEAR A STATION

- Yes: 77%
- No: 23%

DECObIKE®
IMPORTANT FACTORS
FOR A SUCCESSFUL PROGRAM

- Experienced & Efficient Operator
- Ample Supply of Bikes in ratio to residents
- Strong Marketing Programs
- Good Station Distribution
- Excellent Customer Service

FUNDING
SAFETY

DECOBIKE®
CHALLENGES
— WHEN STARTING A BIKE SHARE —

SITE SELECTION

FUNDING

WEATHER

POLITICS

MUNICIPAL & INTERDEPARTMENTAL COOPERATION