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Problem

- Gainesville traffic congestion
- Lack of parking
- Influx of tourism and students
- Lack of historical & communal interests
- Economic depreciation
- Social depreciation

Research



Link to the Gainesville Multi-Modal Transportation Mitigation Program

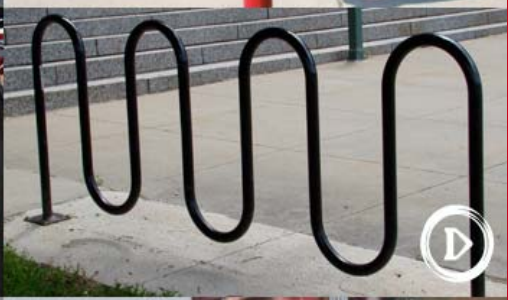
<http://meetingdocs.alachuacounty.us/documents/bocc/agendas/2011-1-25/82aaa936-16e6-494e-b6b2-96096b8a8f8b.pdf>







Davidbyrne/art/bike_racks/index.php





If the city needs further assistance in implementing this type of program there are designers that specialize in transportation solutions.

Solution

To reduce the number of vehicles on the roads and parking lots through a cycling initiative program designed to promote economic growth for the City of Gainesville.

Pedal Perks

"Knowledge is power, community is strength and positive attitude is everything."

— Lance Armstrong

The City of Gainesville
invites you to join us in an
effort to reduce traffic, decrease carbon
footprints and earn perks by pedaling
your way through town.

Business Plan

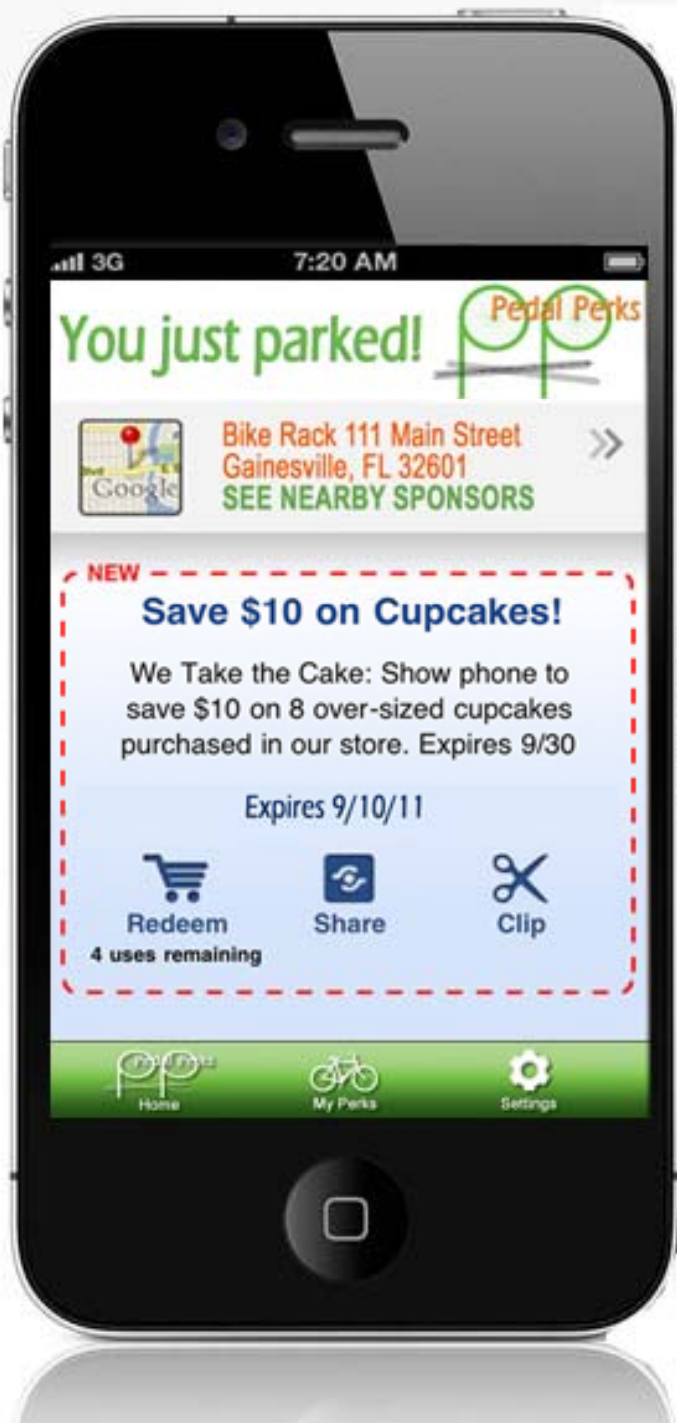
Pedal Perks

An incentive based cycling program using the following opportunities

- State-of-the art bike racks
 - Bicycle security
 - RFID integrated technology
- Coupons to local establishments
 - Large reward randomly given
- Sponsor advertising
 - Smartphone app
 - Website
 - Billboards & posters
- Promote traffic reduction
- Promote a healthy lifestyle

Process for Consumer

- Register as a local Pedal Perker
- Pickup your RFID tagged bike chain at listed locations
- Pedal to the rack location and attach your bike to the rack using the PP chain
- Once you park and lock your bike, the sensor will know you are there and immediately send you a perk
- Track your perks and your cycling miles on the Pedal Perks app



Cyclist Benefits

- Pedal + Park = Perk (earn rewards each time you pedal)
- Cyclist can register online for free and/or buy the app for \$1.99
- Healthy and green lifestyle
- Random rewards valued at \$100 or more from local sponsors

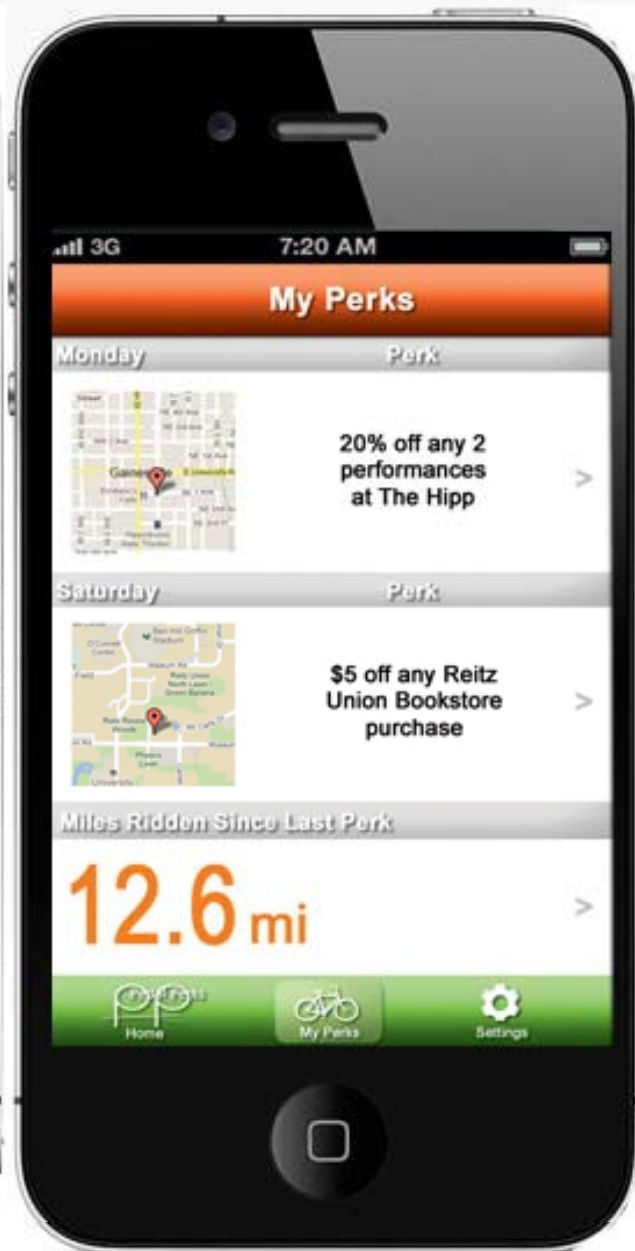
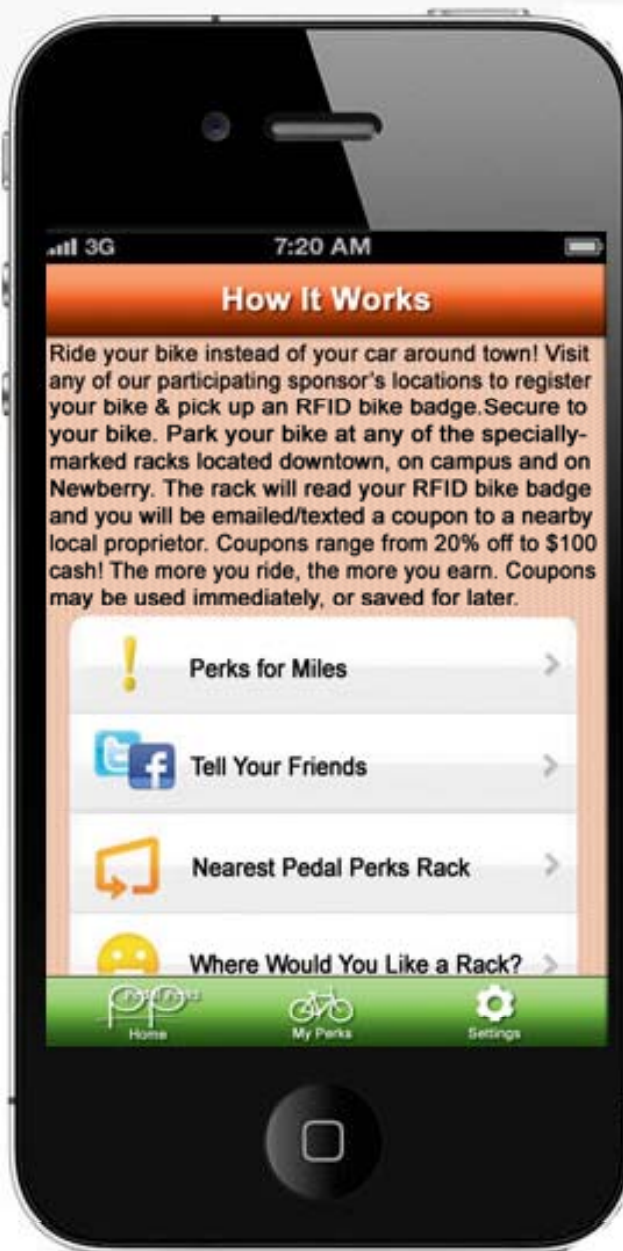
monthly fees apply
1 coupon per day

Sponsor Benefits

- Sponsors = Local Businesses only
- Sponsors can purchase advertising space through a coupon for the app
- Sponsors are using this service as an advertising tool with goals to gain valued customers (Groupon, LivingSocial, etc.)
- This service is also meant to increase overall community health, socialization and revenue

City of Gainesville Responsibilities

- Purchasing, policing and maintaining bike racks
 - Local contests to design racks
 - Possible sponsors for each rack
 - Reallocating funds from other sources
- Website and app creation, update and maintenance





Sample Rack Idea

Inspiration

- Lance Armstrong
- David Byrne
- Florida Oranges
- Dora the Explorer
- Eiffel Tower and Parisian Medallions
- Gainesville Historical locations such as Alachua Courthouse, Cattle Ranching, UF Campus, The City of Gainesville and the Library

Bike Repair Station

