



## **Cheyenne Downtown Development Authority**

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### **MEMO**

To: DDA Board  
From: Thom Gabrukiewicz, DDA Administrator  
Subject: Reride Bike Discussion  
Date: November 16, 2023

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The DDA began the Reride program as a community service project in partnership with Rock On Wheels in 2018 utilizing bikes donated by the community. In 2020, after receiving feedback from ROW, it was determined that the program had several flaws including locating different bike parts for the various bike models, theft of parts, and the inconvenience of the process used to check the bikes out.

The solution was to partner with Koloni Bike Sharing company to purchase a new fleet of bicycles (24) with electronic locks and an app-based program that would give users an easier method of renting the bikes. The bicycles and software contract were purchased via a grant and sponsorships. The assertion was to have access to parts that could be used for the entire fleet and to allow geo-tracking of the location of the bicycles as well as be able to control the areas the bikes could be used by means of geo-fencing. The new and improved Reride program was initiated in 2020 but officially relaunched in 2021 due to COVID.

Archived documents indicate the cost of the bikes, plus software, totaled about \$12,000. In the years the program was offered, the bikes were ridden a total of 1,256 miles and the DDA took in \$130.78 in revenue. The recommendation in 2022 from former staff was to abandon the program entirely.

That left a current inventory 23 bikes; 21 are at the Parks Department maintenance facility on Dell Range, one is stored in the Civic Center parking garage storage room, and one bike is on display in the DDA office. Koloni was contacted to see if the company would buy the bicycles back; the answer was no.

It is the recommendation of staff that the bikes be donated to a civic organization, such as the Boys and Girls Club of Laramie County or the Laramie County YMCA, or be added to the inventory for the City of Cheyenne's annual surplus auction.