

CITY OF ASBURY PARK
ONE MUNICIPAL PLAZA
ASBURY PARK, NJ 07712

PHONE: (732) 775 – 2100
FAX: (732) 775 - 0441



CITY COUNCIL
JOHN MOOR, MAYOR
AMY QUINN, DEPUTY MAYOR
YVONNE CLAYTON
JESSE KENDLE
EILEEN CHAPMAN

MICHAEL CAPABIANCO, CITY MANAGER



CITY LAUNCHES BIKE SHARE SYSTEM
Asbury Park Bike Share Ribbon Cutting to be held
on August 29th



8/24/17, Asbury Park, NJ – The City of Asbury Park and Zagster, Inc. today launched a new bike share program that will provide the City’s residents and visitors with a convenient, affordable and healthy way to get around town.

Starting today, 30 cruiser bikes will be available at 6 stations for members to use for on-demand, local trips. Riders join the program by signing up for an annual subscription or per-hour rides. Rides for members – who must be 18 or older – are \$30 per year or \$3 per hour. The program is supported by four community sponsors: Madison Marquette (Asbury Park Boardwalk), iStar (Asbury Park Now), The Asbury Hotel, and Home Drug Store.

“Biking is good for the environment, it helps our residents connect to jobs and commercial districts, and it’s good for our health,” said Mayor John Moor. “We’re one of the first cities in New Jersey with a bike share program, and definitely the first along the Jersey Shore.”

“A bike share system is the kind of amenity that people expect to see in a city like ours,” said Deputy Mayor Amy Quinn. “This system is a piece of the transportation puzzle that will help to reduce parking demand in our commercial districts, connect residents to important destinations, and make Asbury Park an even more attractive place to live, work and visit.”

The Mayor, City Council, bike share providers Zagster and program sponsors will unveil the program at a kickoff ceremony at Springwood Park on Tuesday, August 29th at 4:30 PM. The event will include a ceremonial ribbon-cutting with remarks from the City Council followed by a community group ride in the neighborhood. The ride will return to Springwood Park in time for the finale of the Music Mondays concert series at Springwood Park, starting at 6 p.m.

Bike share programs are quickly becoming recognized as an expected mobility option in American cities. The programs complement other transportation services and result in reduced car usage, increased rates of transit use, lower parking demand, increased retail sales for small businesses, and improved public health. The Asbury Park Bike Share System will also reduce unnecessary car traffic in congested areas, draw more visitors, and help visitors travel between Asbury Park’s many attractions.

Zagster, a national bike share provider, will own, operate, and maintain the Asbury Park Bike Share System. The system features the Zagster 8, an award-winning bike known for its practical design, comfortable ride, and easy handling. The bike includes a spacious basket that’s perfect for carrying

groceries, takeout, or personal belongings. And because rider safety is a priority, every bike includes automatic lights, a bell, and full reflectors.

Riding the Asbury Park Bike Share system is easy. Bikes can be found via the free Zagster Mobile App (available for iPhone and Android) or online at bike.zagster.com/asburypark. Each bike has a unique number which riders enter into the app to disengage the ring lock and docking cable at the touch of a button. A retractable cable mounted to the bike allows the bike to be secured to any public bike rack throughout a trip for mid-ride stops. After the rider returns the bike to a designated Zagster bike station, the rental ends and the bike is available for the next person to enjoy. For riders without a smartphone, unlock codes can be obtained via text message to use with the on-bike keypad. For more information regarding riding without a smartphone, riders can text 202-999-3924.

Complete information about the program – including a station map and detailed instructions on how to join and ride – can be found at bike.zagster.com/asburypark.

###

About Zagster

Founded in 2007 and headquartered in Cambridge, Mass., Zagster is the largest and fastest-growing bike-share provider in the United States. Zagster operates more than 160 bike share programs in 35 states across North America and specializes in making bike sharing available in areas where traditional bike share providers can't reach. Unlike other programs in which riders must drop off bikes at designated stations for every stop, Zagster's programs give users the freedom to ride as long as they want, wherever they want. And because Zagster manages all aspects of its programs — from bikes and technology, to maintenance and marketing — Zagster partners can create and deploy scalable bike-share systems that best suit their needs and work within their budgets.

More information about Zagster and its programs can be found at www.zagster.com

Media contact for Zagster

Jon Terbush
Zagster Communications Manager
617-681-4914
jterbush@zagster.com