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## City of Framingham selects Pace for bike share system

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Framingham, MA The city of Framingham has granted an exclusive two-year license to bicycle share provider Zagster, setting the stage to begin operation of its “Pace” service in the spring. Pace is a new, modern bike share service for cities and colleges powered by Zagster. Pace will begin a pilot project with at least 50 bikes across the city and scale up to match rider demand.

“Bike sharing is an increasingly important part of transportation systems nationwide, offering a healthy, accessible and affordable way to reduce traffic and relieve parking demand,” said mayor Yvonne Spicer. “We are thrilled to get rolling with Pace. Framingham is our state’s newest city, and a bike share program will help people who work, live, or study here make the most of what we have to offer.”

Bike share programs have expanded mobility options in American cities with their proven ability to complement other transportation services, reduce car usage, increase transit use, lower parking demand, boost retail sales for small businesses, and improve public health. With Pace, anyone with a mobile phone will be able to unlock a bike in one part of the city and drop it off in designated areas, for a small charge. Pace features smart bikes that lock to stations to provide predictability and flexibility for riders while preserving order and safety for communities. Riders can rent and return bikes from one of Pace’s dedicated bike parking racks, from any public bike rack, or from other bike securing locations available throughout the city, enabling true point-to-point travel while ensuring riders can reliably add bike sharing to their daily commute.

The city has approved an exclusive license, with no public money being committed, and is working with Zagster to identify appropriate locations and private sponsors for the service. The city is eager to see Zagster prove how this new model of active transportation that will make it easier for residents, visitors, and workers to get around while getting exercise and avoiding automobile congestion and pollution.

“We are excited to welcome Zagster for a number of reasons, notably their experience in the industry, willingness to design a system to match our needs, and providing a service model we believe will foster increased ridership in Framingham,” said Art Robert, community & economic development director. “We hope this pilot proves its worth in Framingham and that a bike share program can expand over time to serve everyone who wants to ride.”

“We’re excited to partner with Framingham, and look forward to making Pace thrive here over the coming years,” said Zagster vice president of markets, Adrian Albus. “We are confident we can

deliver a bike share that works best for the Framingham community.”

To ride, users download the free Pace Bike Share app, available in the App Store and Google Play. One tap in the app automatically unlocks the bike, allowing a rider to get rolling within seconds.

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