

Portland Bike Share

Enhancing the Urban Fabric of Portland



motivate
get going

Motivate's Investment Team



RELATED

- Portfolio focuses on improving the urban fabric by placemaking.
- Mixed Use Developments with:
 - Affordable/Luxury Housing
 - Modern Office Space
 - Sector-Leading Retail
 - Transit Connectivity
 - Attractive Urban Design
- LEED certification and sustainable urban design practices.



MOTIVATE
CONNECTS
THE TWO
MISSIONS



EQUINOX FITNESS CLUBS

- An industry leader in health and wellness
- Takes advantage of latest technology to enhance experience.
- Network effect allows you to visit Equinox anywhere.
- Adaptive reuse and transit friendly locations.
- Membership provides many value-added services



Motivate: The Global Leader in Bike Share

Motivate has the team and the resources to make Portland's vision a reality.

New Leadership

- CEO Jay Walder: one of the transit industry's leading executives.
- Recruited top talent to build new departments in marketing, technology, finance, and legal

Delivering Success and Institutional Knowledge

- Motivate operates the four largest programs in the U.S and has spent the last nine months making them even more successful.
- Motivate delivered seamless expansion with over 4,000 new bikes in New York, Chicago and Columbus.

Transportation NEWS › TRANSPORTATION

November 3, 2014 Updated 11/03/2014

Transportation's Mr. Fix It returns to NYC

Former MTA chief Jay Walder's appointment as Citi Bike CEO marks the se
ailing transit company.



By Andrew J. Hawkins



The New York Times

N.Y. / REGION

Citi Bike to Begin Service in Queens and Expand in Brooklyn and Manhattan

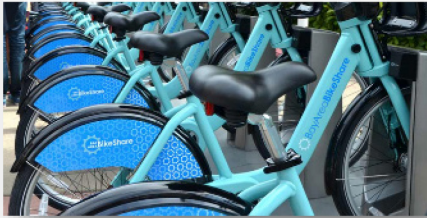
By JOSHUA JAMERSON JULY 24, 2015

Citi Bike, the popular bike-share program in New York City, will be introduced in Queens this summer and expanded in Brooklyn as the

Expanding Sponsorship Expertise and Private Investment to New Cities

BIKE SHARE GAMECHANGER: 4,500 NEW BIKE SHARE BIKES COMING TO SAN FRANCISCO!

BY SAN FRANCISCO BICYCLE COALITION ON MAY 22, 2015



Bay Area Expansion

- Expanding the Bay Area Bike Share system from 700 to 7,000 bikes.
- Shifting from public model to private sponsorship model using zero taxpayer dollars.

Citi Bike expands to NJ

By Danielle Furfora

August 4, 2015 | 1:37pm



Citi Bike – Jersey City

- Entirely funded using sponsorship, setting record for per-bike sponsor contribution.
- Sponsors include Citi Bank and several “community sponsors” in health care and utilities

We Believe in Portland



Tourism

8.7 million overnight visitors in Greater Portland area.

26% of Oregon visitors rode a bike while in Portland.



Multi-Modal City

320,000 public transit rides per day

Largest Car2Go Fleet per capita in U.S

Recently completed Tillikum Bridge is car free.



Active Lifestyle Culture

Top 10 Healthiest Place to live by TIME in 2014.

2014 Fittest City in America by Men's Fitness magazine.



Bicycle Transit Innovator

340 miles of bike lanes

6% bike mode share.

Rated Best Bicycling City in the U.S by Bicycling Magazine 1996-2009, 2011