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***ValleyBike Share* Selects Bewegen as Bike Share Vendor Program to Launch in Spring of 2018**

ValleyBike Share - the regional coalition of municipalities and UMass seeking to establish bicycle sharing in Amherst, Holyoke, Northampton, South Hadley, and Springfield has selected Bewegen Technologies as the vendor who will administer the program. The City of Northampton, which oversees the contracting for *ValleyBike Share*, has accepted this recommendation.

"Bringing bike share to Springfield and throughout the Valley is just one more reason to call Springfield home! I couldn't be more excited to support this innovative 'last mile' public transportation system using electric-assist bicycles for our City, this will greatly increase the number of users," stated Springfield Mayor Domenic J. Sarno.

Mayor David J. Narkewicz continued, "The pedal assist option allows bike share to reach populations that have not been traditionally served by bicycles, improving social equity and providing more transportation choices to the valley. As a veteran, I am especially pleased about the commitment to hire local veterans and homeless veterans for daily bike share operations."

Amherst Town Manager Paul Bockelman added, "This is another great step in developing a regional approach to bike sharing. *ValleyBike Share* has selected an innovative company, Bewegen Technologies, to provide the infrastructure for the program. *ValleyBike Share* will provide an important option for Amherst residents and visitors to travel through Town without being dependent on cars."

As a proud partner in *ValleyBike Share*, the City of Holyoke is delighted to bring a world renowned bicycle share system to the City offering an affordable transportation alternative to residents, workers and visitors," said Holyoke Mayor Alex B. Morse.

"Although a relatively small partner in this exciting project, SoHa is very excited to partner with the other innovative *ValleyBike Share* communities externally and with our hometown partner Mount Holyoke College internally," said South Hadley Town Administrator Michael J. Sullivan. "This project will align VBS communities and the Pioneer Valley as whole with other areas across the country who have successfully executed bike share programs as another transportation alternative. It also is an affordable way to have citizens 'test' the viability of cycling as a means of travel."

"UMass is excited to be a participant in this important endeavor to bring an innovative, user friendly and ecologically sound transportation and recreational option to our campus and the greater Pioneer Valley region," said Shane Conklin, Associate Vice Chancellor for Facilities & Campus Services, UMass Amherst. We're confident our university community will enjoy the highly quality equipment, technology and services that Bewegen and its industry partners are offering, especially the electric-assist bicycles. The benefits of this

program and its contribution to the sustainability of our campus are boundless and we are looking forward to the launch next spring.”

"ValleyBike represents two of the Pioneer Valley Planning Commission's central missions - promoting regional collaboration among our member communities and enhancing active transportation options here in the Valley and we couldn't be prouder to be a part of the amazing steering committee that has brought this vision one step closer to reality," said Catherine Ratte, PVPC Land Use-Environment Section Manager.

Steering committee members were impressed by Bewegen's experience, the bike share program they envision for the valley, and their technological offerings. Bewegen currently operates nearly a dozen bike share programs ranging from 50 bikes in Wolfsburg, Germany to 500 bikes in Baltimore, MD.

Approximately \$1.3 million in Federal Congestion Mitigation and Air Quality (CMAQ) dollars, along with Bewegen's own investments, will cover all of the capital costs of the system.