



City of New Bedford
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City of New Bedford
Jonathan F. Mitchell, Mayor

P R E S S R E L E A S E

New Bedford launches bike share program

New Bedford, Massachusetts— The City of New Bedford and Zagster, Inc. today launched a new bike-share program that will provide New Bedford residents and visitors with a convenient, affordable and healthy way to get around town.

Starting today, New Bedford cruiser bikes will be available at Fort Taber Park and State Pier stations for members to use for on-demand, local trips. Riders join the program by signing up for Annual, Pay as you go or student membership. Rides for members — who must be age 18 or older — are \$25 annually, with trips under an hour free and \$1 each additional 30 minutes, up to \$20/ride.

Zagster bike shares feature 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. Zagster makes it easy to grab a bike and go. Riders can view stations and bikes in the free Zagster app, available on the App Store and Google Play, or online at zagster.com/newbedford. One tap in the app automatically unlocks the ring lock on the rear wheel, allowing a rider to get rolling in seconds. 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.

Unlike traditional bike shares, in which riders must drop off bikes at designated stations for every stop, the built-in lock on every Zagster bike gives users the freedom to ride as long as they want, wherever they want. This hybrid model, which blends the ability to lock anywhere for mid-trip stops with fixed station locations for beginning and ending rides, allows users to plan their trips around their destinations — and not around station locations.

Since taking office in 2012, Mayor Jon Mitchell has prioritized enhancing quality of life in New Bedford, including its physical environment. In the past three years, the City, with support from the state, has built HarborWalk and CoveWalk, and extended the existing Saulnier path along West Rodney French Boulevard to connect with the CoveWalk. The improvements along the waterfront allow residents to New Bedford's spectacular water views as never before.

Last year, New Bedford launched The Blue Lane, a designation that describes the city's waterfront paths from the CoveWalk and HarborWalk along the South End peninsula to the planned RiverWalk on the banks of the Acushnet River in the North End, reconnecting the city's waterfront to its residential and commercial areas.

"One of the things that makes New Bedford such a great place to live is our access to the water. The bike share program is a great tool for even more people to experience our fantastic shoreline," said Mayor Jon Mitchell. "This addition to The Blue Lane offers another innovative way for residents and visitors alike to enjoy our city's natural beauty."

Mayor Mitchell and City officials, representatives of sponsor Harvard Pilgrim Health Care, and Zagster, Inc., unveiled the program at a kickoff ceremony at Fort Taber Park on Thursday.

More information about the program, including a list of station locations, is found at zagster.com/newbedford.

About Zagster

Founded in 2007 and headquartered in Cambridge, Mass., Zagster is the leading provider of private and public-private bike-sharing systems in the United States, operating more than 200 programs in more than 35 states. Zagster's efficient business model allows the company to successfully deploy turnkey programs in multiple markets, including cities, suburbs, universities, commercial campuses and residential properties. Zagster manages all aspects of its programs — from bikes and technology, to maintenance and marketing — enabling Zagster's partners to create and deploy scalable bike-share systems that best suit their communities. The company's goal: To make the bike the most loved form of transportation. More information about Zagster and its programs can be found at www.zagster.com.

About Harvard Pilgrim Health Care

Harvard Pilgrim and its family of companies provide health benefit plans, programs and services to more than 3 million customers in New England and beyond. A leading not-for-profit health services company, we guide our members – and the communities we serve – to better health.

Founded by doctors nearly 50 years ago, we're building on our legacy. In partnership with our network of more than 70,000 doctors and 182 hospitals, we're improving health outcomes and lowering costs through clinical quality and innovative care management.

Our commitment to the communities we serve is driven by the passion of the Harvard Pilgrim Health Care Foundation. Through its work, low- and moderate-income families are gaining greater access to fresh, affordable food—a cornerstone to better health and well-being.

To learn more about Harvard Pilgrim, visit www.harvardpilgrim.org.

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