

# New Bedford launches bike share program

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](https://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 the 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](http://zagster.com/newbedford).