



Moving McHenry County Forward with Bike Sharing

Jaki Berggren & Kristine Austin
Visit McHenry County

How did we get here?



The man with the plan!
Doug Martin – City of McHenry
With special thanks to:
Dorothy Wolf – City of McHenry



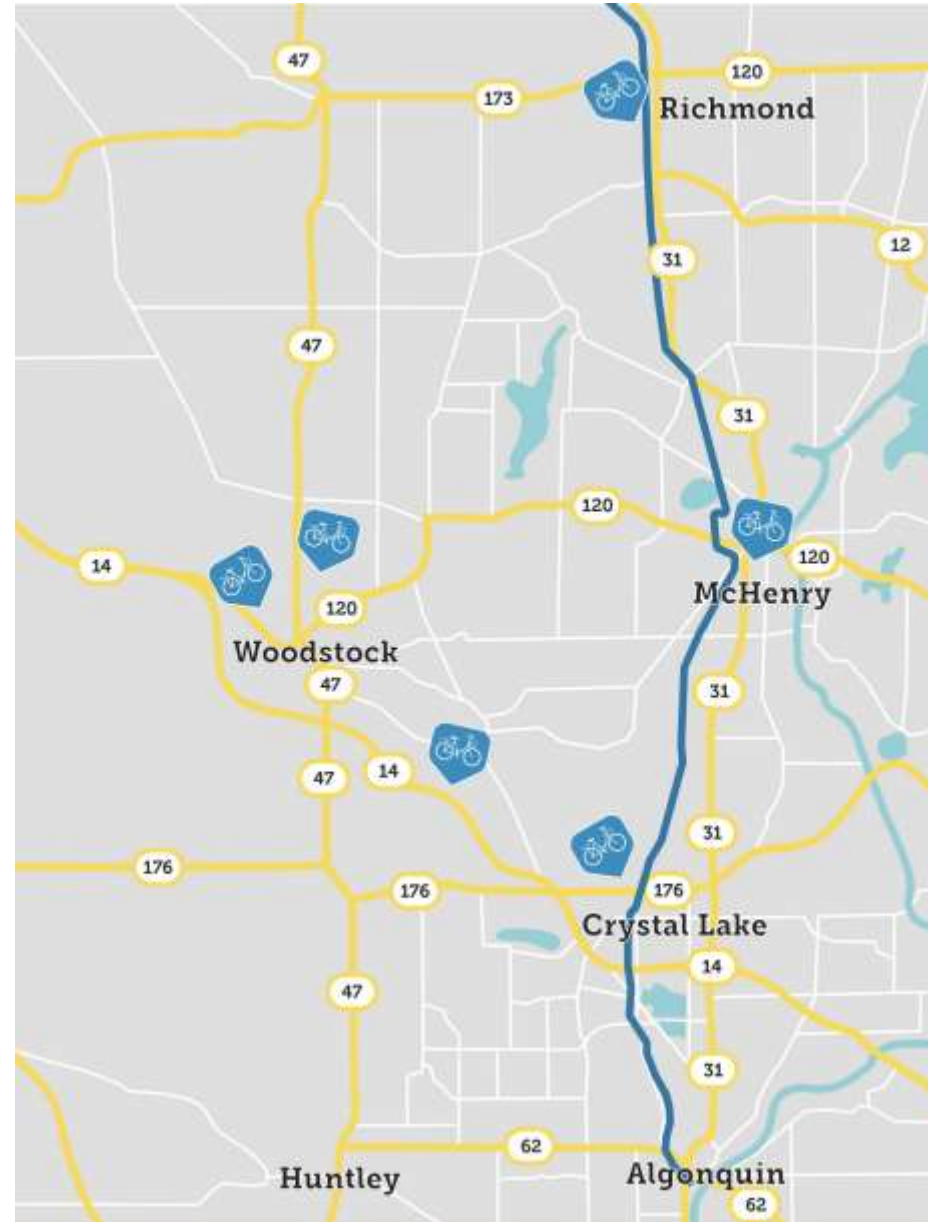
Grab a bike and go



McHenry Government Center



Woodstock Metra



Richmond



McHenry Rec Center



Crystal Lake Metra

Promotional Materials



#bikeMC
McHenry County, IL
bike sharing

- Bikes on demand 24/7
- Membership options that fit your lifestyle
- Borrow by the hour using your mobile device
- Make quick stops with the on-bike lock
- Return your bike to any Zagster station

Learn more at: bikemc.com



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McHenry County, IL
by: Zagster

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Download on the App Store | zagster.com/bikemc | GET IT ON Google Play



Visit McHenry County Insider Guide



BIKE MC with Zagster Bike Share

Bike sharing is the latest trend in easy and eco-friendly transportation. Hop on and off as you please and only pay for what you use! Never given bike sharing a try? That's okay, we are going to give you the inside scoop.

IT'S SO EASY!

Download the **Zagster** app and join the **Bike MC** bike share.

Choose a bike at one of our 6 docking stations and find the bike number. You will enter this number into your Zagster app and get a unique code to unlock.

LOCATIONS:

- Crystal Lake
- McHenry County College
- Woodstock
- McHenry County Administration Building
- McHenry
- Richmond

Enter the unlock code into the on-bike keypad. After the ring lock opens, remove the docking cable from the side of the bike.

Bike the **Prairie Trail**, explore **Three Oaks Recreation Area** or **The Quarry** and experience all that McHenry County has to offer, just off the beaten path.

Discover somewhere you want to stop and explore? Just find any public bike rack and place your bike on hold through the Zagster app and lock the bike to the rack.

Once you're ready to hit the road again, unlock your bike through the Zagster app and you're on your way. At the end of your adventure, find a #bikeMC station and park your bike. Follow the instructions on the Zagster app to securely lock the bike and end your ride.

For more information visit bike.zagster.com/bikeMC or at bikeMC.com



Metra Advertising



Bike share is now available in McHenry County!

Station Locations:
Downtown Crystal Lake
Woodstock Square
McHenry Recreation Center
Downtown Richmond
McHenry County College
McHenry County Administration

Learn more at: bikeMC.com

bikeMC



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Digital/Social Advertising



Google
942,000 impressions
5,718 clicks



Facebook
Reach: 22,076
Clicks: 193



Promotional Video



bikemc.com

*Visit
MacHenry
County*
Fun Filled Days... Star Filled Nights

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11,000 page views since June 1

#bikeMC Launch Party ~ June 14, 2019

McHenry Recreation Center, McHenry, Illinois



Visit McHenry County
Board & Staff

Star 105.5 Radio Ad

(60) 60 second commercials over 2 weeks



Mayor Jett – McHenry
Joe Cicero – Star 105.5

Communities Working Together

Mayor Jett – McHenry
Mayor Sager – Woodstock
President Kunz - Richmond



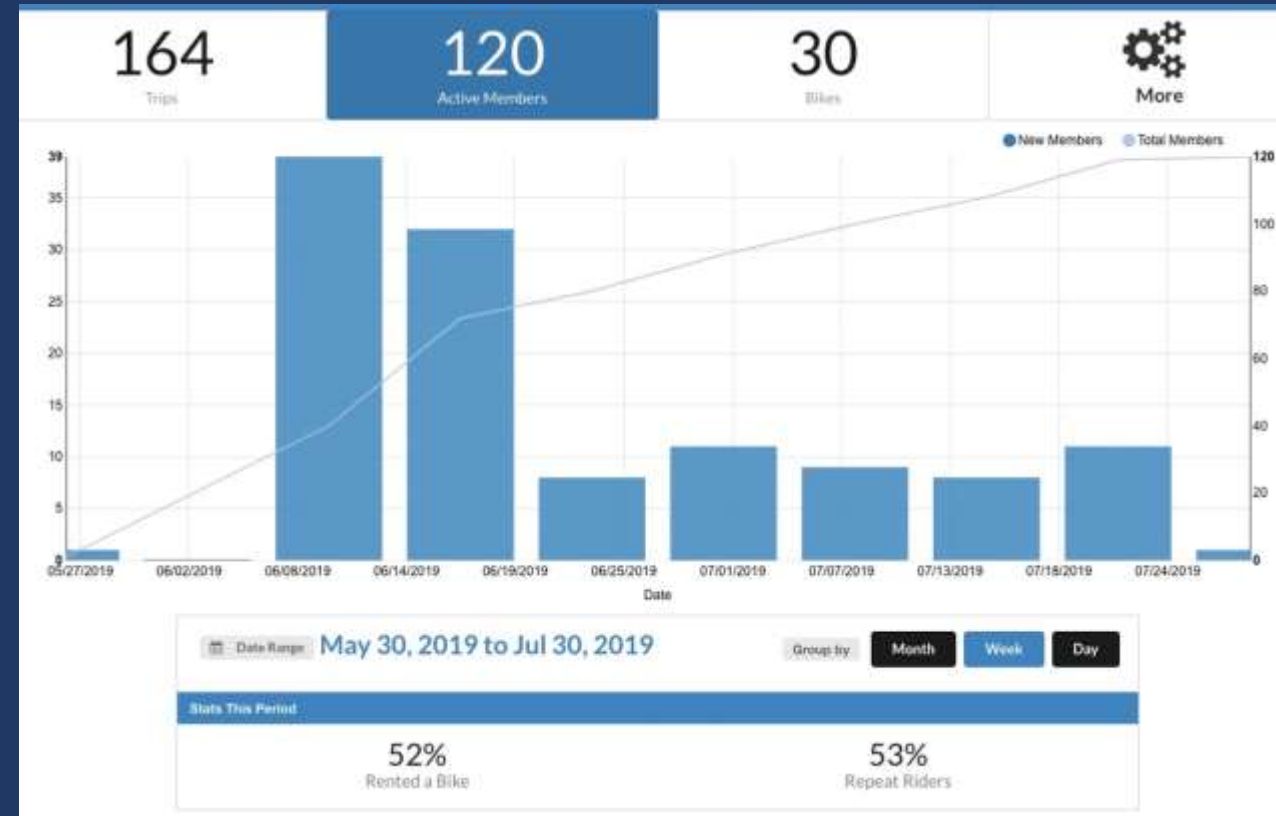
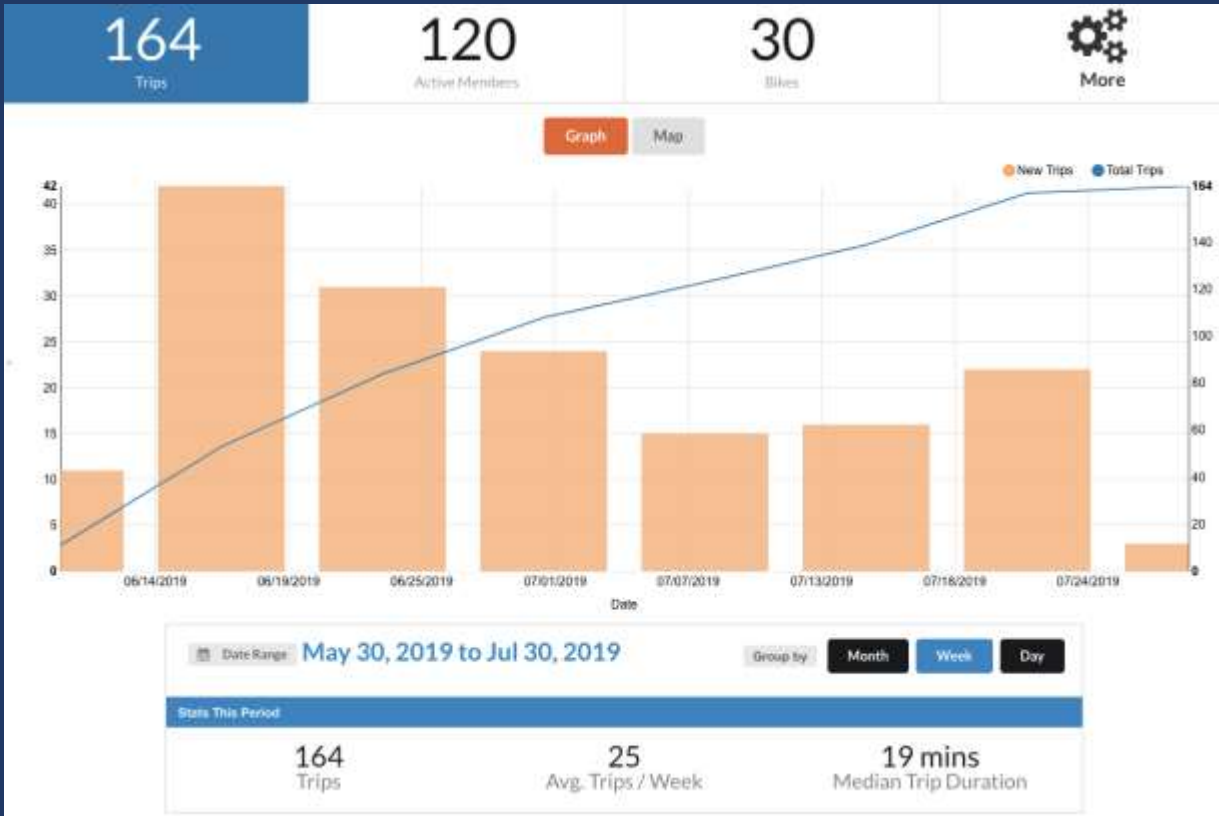
Physical branding



#bikeMC SWAG



If you build it, they will ride



Membership Plans

Plan Name	Active Memberships	Expired Memberships	All-Time Purchases
Pay-As-You-Go	72	0	72
Annual Membership	44	0	44
Student Annual Membership	4	0	4

June 14 ~ July 30

44 days

#bike MC McHenry County, IL

Partners:



CITY OF
WOODSTOCK
ILLINOIS



McHenry County
CONSERVATION DISTRICT

McHenry
County College





Thank you!
Questions?

bikemc.com

zagster.com/bikemc

visitmchenrycounty.com

