

Background:

When reviewing pricing in 2019, 2020 and 2021, we found that compared to other bike sharing systems in large Texas cities (Austin, San Antonio and Houston), Fort Worth Bike Sharing has one of the lowest day pass pricing options in the state. We also reviewed potential revenue options to meet the demand for additional electric assist bicycles and found that a \$2 increase would generate much needed revenue. For projections, we used the day passes purchased in 2021 to determine the possible future funding for those purchases.

We believe this price increase would allow us to increase our fleet of Electric Assist Bikes, as requested by the public, and would place our system pricing equal to industry standards.

TOTAL DAY PASSES at \$8 (promo code passes removed)	36,145
TOTAL REVENUE @ \$8	\$ 289,160.00
TOTAL REVENUE @ \$10	\$ 361,450.00
DIFFERENCE	<b>\$ 72,290.00</b>
COST OF 25 EBIKES	(\$ 67,500.00)