

LINK

SCOOTER SHARING

**We combine a proven operations model with
next-generation scooter technology**

Program Overview

September 2019:

Launched SPIN scooters

January 2020:

Upgraded to LINK scooters

Fleet Size:

150-250 scooters

Operating Hours:

7 am - 9 pm

Supported by:

20 LINK Employees (all W-2s)



We provide a world-class transportation service to residents and visitors **at no cost to the city**

Program Utilization

September 2019 - July 24, 2020

55,000

Total Trips

1 to 4

Trips Per Scooter Per Day

27 min

median trip duration

28,150

Users

By dayhour and weekdays (trips)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday																								
Tuesday																								
Wednesday																								
Thursday																								
Friday																								
Saturday																								
Sunday																								
Total																								

*47% of all trips started between 6 pm - 9 pm

Downtown and Hutchinson Island are the most popular Destinations, especially on evenings and weekends.

Why did we upgrade to LINK?

This is not your average scooter.....

A Safer, Smooth Ride

Wider deck, heavier vehicle, and advanced diagnostic features keep riders safe.

Improved Geo-fences

Instant enforcement keeps scooters where they should be.

Tip-Over Protection

Scooter detects when its tipped over and alerts our operations team for pick-up



LINK spent 3 years perfecting a scooter designed specifically for shared use.

NIGHT VISION

Wider headlights help protect riders at night.



LINK

WHAT ARE THE
BENEFITS FOR
FORT PIERCE?

Economic Development

We help make downtown a vibrant destination for visitors and residents.

Scooters are safe open-air transportation option that helps get people out of the house during COVID-19.

Letter of Support for LINK Scooter Sharing

City of Fort Pierce
100 US-1, Fort Pierce, FL 34950

July 21, 2020

Dear City Council,

As a representative of a HARD AXE LOUNGE LLC, a local business here in Fort Pierce, Florida, I would like to express my strong support for the extension of the LINK scooter sharing program.

THE SCOOTERS ARE PARKED A CROSS FROM US + HELP!!

The LINK service is important to my business specifically because it attracts locals and visitors to the area and provides a needed open-air transportation option for my customers and employees.

Our community is in need of programs that support economic development, employment, tourism, sustainability, and community pride. The LINK scooter sharing service adds vibrancy to our community and I am grateful for their contributions to our community.

I again strongly recommend and support the extension of the program.

Sincerely yours,

Signature:

Name: JULIAN HEWITT

Title: OWNER/OPERATOR

Organization: HARD AXE LOUNGE LLC

LOCAL SUPPORT



And many more....

Downtown businesses in Fort Pierce love us for increasing foot traffic and sales

Tourism

Scooters provide a tourist attraction and “big city” amenity (like Tampa, Miami, Fort Lauderdale, etc.)

Visit St. Lucie promotes the program on their website and print media.

Canadian Weather Network featured Fort Pierce Scooter program on Travel Section.

Mississauga
11:14:34AM JAN 24
1°
Feels Like -5

Aft	Eve	Ngt
2°	2°	2°
POP 30%	POP 90%	POP 90%

The Weather Network

Saturday night: Mixed precipitation ending into the evening, cloudy overnight. Winds light.

12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM
2°	2°	2°	1°	1°	1°	2°	2°	2°	3°	3°	3°

Things to Do ▾ Beaches Communities ▾ **St. Lucie** Places to Stay Events ▾

LINK Scooter Rentals

Category: Entertainment

Address: 1 Avenue A, Fort Pierce, Florida 34950, United States

Email: support@link.city

Website

RECENT POSTS

- Hotel Deals
- Top 5 Reasons Why You Should Engage with Visit St. Lucie
- Best BBQ Joints in St. Lucie

NORTH AMERICA & HAWAII

Driftwood hotel, The Breezeaway Courtyard

VERO BEACH - CULTURE, TREASURE MUSEUM AND A FUNKY BEACH HOTEL

Verobeach offers 22 miles of beaches without a high-rise in sight. It is a beach town where chic hotels like Gloria Estefan's Costa d'Este Beach Resort blends seamlessly with the funky Driftwood Hotel next door. The Driftwood Hotel was originally constructed entirely from driftwood, and although newer additions lack the same character as the original rooms, the beachside courtyard is a hidden gem for drinks and a meal. www.verobeachdriftwood.com

Finding the “Treasure” on Florida’s Treasure Coast

By Doug Cooke

In the early 1700’s a fleet of Spanish ships returning from South America laden with treasure was shipwrecked off what is now the coast of St. Lucie, FL. With a cargo of treasure valued today at \$500,000,000, this was the biggest, but not the last, shipwreck in this area. As a result, treasure has been washing up on the beaches in this region of Florida over the years, leading to the moniker “The Treasure Coast.” However, the real treasure to be found here is not the gold and jewel type, but rather the beauty of the beaches and inland waterways, quaint towns, arts and culture, and a wide variety of dining experiences and outdoor activities.

Florida’s Treasure Coast ranges roughly from the Sebastian Inlet to the Jupiter Inlet and JAX FAX recently visited the towns from Stuart north to Sebastian. Early February was a beautiful time to visit with daytime temps in the upper 70s and nights in the 50s. For this trip I stayed at the Courtyard by Marriott Hutchinson Island. Located directly on the beach, this was the perfect base to explore the Treasure Coast. Rooms either overlooked inland great sunsets, or oceanfront for sunrise as the sound of surf lulling one to sleep. There is a free-form pool, hot tub and tiki bar on the pool deck and a walkway over the dunes leads to the beach just a few steps away. Hutchinson Island has the only beaches in FL where horseback riding is allowed, so this is a great choice for your equestrian loving clients. www.marriott.com/hotels/travel/fjench-courtyard-hutchinson-island-sebastian-jupiter-beach

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STUART, FL - “AMERICA’S HAPPIEST SEASIDE TOWN”

By Doug Cooke

From Hutchinson Island it is a short 20-minute drive to the town of Stuart, located inland at the fork of the St. Lucie River. A mecca for boating, a visit here wouldn’t be complete without the opportunity to get out on the water, and a sunset cruise on the Schooner Lily fits the bill perfectly. For about two hours your clients can enjoy the relaxation of a sail on the St. Lucie River while Capt. Fred points out sights of interest along the way. www.treasurecoastadventures.com

After their sail, your clients can hop on the Stuart tram and catch a ride to downtown Stuart and enjoy a fantastic dinner at The Gaffard. This family run restaurant offers a menu of authentic cuisine, an expansive bar, and a view of the St. Lucie River.

Florida’s Treasure Coast ranges roughly from the Sebastian Inlet to the Jupiter Inlet and JAX FAX recently visited the towns from Stuart north to Sebastian. Early February was a beautiful time to visit with daytime temps in the upper 70s and nights in the 50s. For this trip I stayed at the Courtyard by Marriott Hutchinson Island. Located directly on the beach, this was the perfect base to explore the Treasure Coast. Rooms either overlooked inland great sunsets, or oceanfront for sunrise as the sound of surf lulling one to sleep. There is a free-form pool, hot tub and tiki bar on the pool deck and a walkway over the dunes leads to the beach just a few steps away. Hutchinson Island has the only beaches in FL where horseback riding is allowed, so this is a great choice for your equestrian loving clients. www.marriott.com/hotels/travel/fjench-courtyard-hutchinson-island-sebastian-jupiter-beach

FT. PIERCE - SCOOTERS BY THE BEACH

By Doug Cooke

Like many seaside towns on the Treasure Coast, Fort Pierce has a barrier island side connected by a bridge. A great way to get to know this area is for your clients to rent one of the Link scooters found everywhere in Ft. Pierce and explore. Just download the Link scooter app and away they go. I recommend renting on the island side, since scooters can’t cross the bridge. Explore the parks along Ft. Pierce Inlet and the northern beaches of Hutchinson Island. The inlet is also a great place for salt water fishing enthusiasts, and the northern beaches are a kite surfing (or watching) hot spot.

Just north of the Ft. Pierce inlet is the Navy Seal Museum. This indoor/outdoor museum gives great insight into the training, hardware and missions of this elite unit of the Navy. Kids of all ages will enjoy handling realistic models of Navy Seal weapons and exploring the aircraft and boats these forces use. www.navysealmuseum.org

NAVY UDT- SEAL MUSEUM

Navy Seal Museum

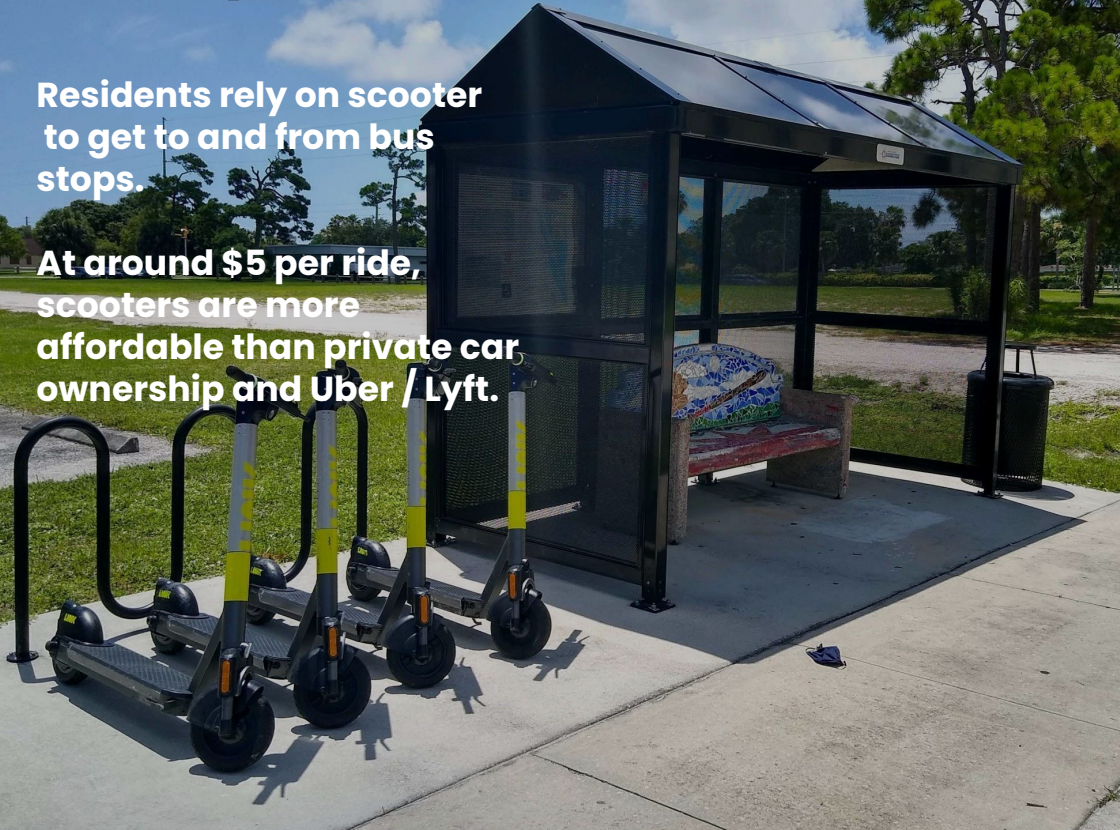
“wedding Chain” used in wedding ceremonies

We help make Fort Pierce a regional and national destination for Tourists

Transportation

Residents rely on scooter to get to and from bus stops.

At around \$5 per ride, scooters are more affordable than private car ownership and Uber / Lyft.



We address transit gaps and help residents and tourists get where they need to go

LINK

WHAT HAVE
BEEN THE
CHALLENGES?

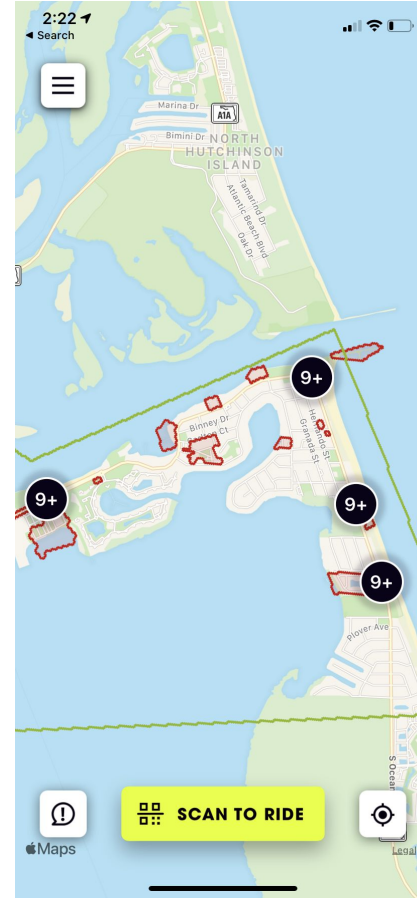
Conflicts with residents and pedestrians on the Island

Our Response

- Implemented “No Ride Zones” for any property that has requested it.
- Personally respond to all complaints.
- Respond to all vehicle reports within 2 hours.

Moving Forward:

- Implement “Slow Ride Zone” throughout the island to keep the “Dare Devils” in line.



Geo-fences implemented to date:

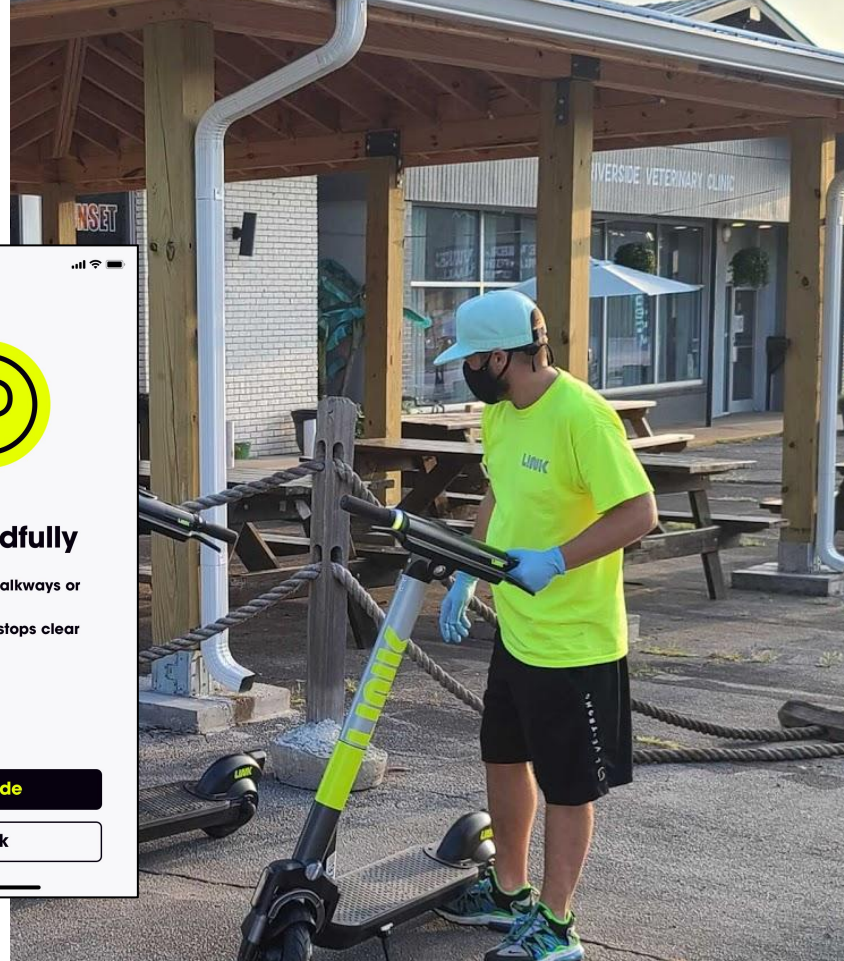
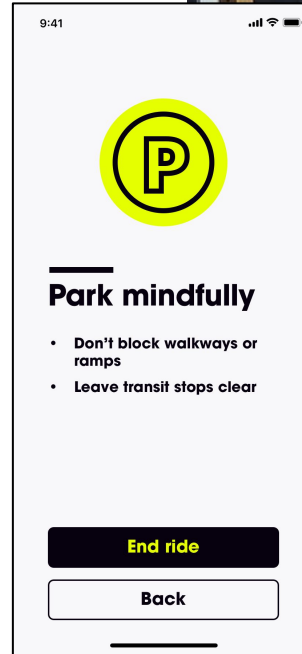
Causeway Cove
MarinaHarbor
IslePelican Yacht Club
1300 Seaway
Manatee Island Condos
Manatee Island Restaurant
Jetty PierJetty/Rhumcay
Avalon Beach Club
Archies
South Beach Park
Mariner Bay-Gated Community
Coconut Cove Marina
Colonnades Community
Recover Zone
Coldwell Bank
Backus Museum
Farmers Market
Renaissance-on-the-River
Parking Garage
Public Parking
2nd Street-SRZ
Dollar Tree Parking
Indian Hill Golf Course
Dan McCarty Middle School
Indian River College
Forest Grove Middle School
Ft Pierce Central High School
Gator Terrace
Indian River Drive
Indian River Extension

We've responded to resident concerns and restricted usage on request

Scooters left by riders in the right of way.

Our Response

- LINK app educates riders on “rules of the road”
- LINK Scooter automatically detects when its been tipped over.
- Field staff responds to all reports of improperly parked vehicles within 2 hours.



Our technology-enabled operations team responds to vehicle reports within 2 hours

PROPOSED NEXT STEPS

- 1) Extend Contract
- 2) Extend Curfew to 11 pm to further support local businesses and tourism during COVID-19
- 3) Explore revenue sharing arrangement with the city
- 4) Continue to build on strategic partnerships with the city, county, and local businesses