



Dear Friend,

Electric green is this summer's hot ride in Minneapolis.

I hope that by now, you've heard about or tried [Nice Ride](#), our exciting new bike-share program in Minneapolis, which kicked off just a few weeks ago. Nice Ride is a convenient, inexpensive and healthy way to get out of your car and make short trips around the center of town. It's the largest bike-share program in the country and another one of the innovative changes we've made to how we get around Minneapolis. More than just making bikes more accessible, Nice Ride is another step in turning our vision for innovative transit into reality.

How it works is simple. Go to one of the 65 Nice Ride kiosks conveniently located throughout the city (a full station map is available at <http://www.niceridemn.org>). With a credit card ready, choose from a 24-hour (\$5), 30-day (\$30), or year-long (\$60) subscription. Your trip begins when you take a bike and ends when you return it to any of the stations. Meant for quick trips, the first 30 minutes of every ride are free. To avoid extra trip fees, simply return your bike to any station within 30 minutes and check out another. It's an easy, affordable and healthy approach to public transportation.

True to our reputation as the [#1 bike city in the country](#), Minneapolis is committed to promoting biking as a fun and sustainable alternative to driving. With programs like Nice Ride, we can now replace short car trips with pleasant bike rides. This should be a huge help in cutting down on the congestion and traffic in our neighborhoods, especially between Downtown and Uptown. We know that a large number of cars on Hennepin and Lyndale are making short trips — so if we move people onto bikes, we can make driving, living and visiting those places better as well.

The success of Nice Ride Minnesota has been made possible by a triumph of public/private partnerships. All of those involved have donated their time, energy and talents to create something truly great for the City of Minneapolis. I especially want to thank the team who helped pull it together — Bill Dossett, executive director of Nice Ride, and Blue Cross Blue Shield of Minnesota, who provided a \$1-million contribution.

As we focus on making sure that Nice Ride is successful as a safe, reliable, and easy-to-use bike-share system, we're also looking ahead to its future growth. Like all cities that have successfully implemented bike share, we started in the dense urban core of the city, but we plan to expand into the North Side and more South Side neighborhoods as funds become available. Ultimately, in the years to come we hope to double the number of kiosks and eventually include Saint Paul and other urban centers in the Twin Cities. In the meantime, Nice Ride looks forward to partnering with neighborhood festivals and events to promote bike safety and create bike corrals for everyone.

Again, I encourage you to visit <http://www.niceridemn.org> to learn more about the great work that Nice Ride is doing to create a more vibrant and active city. And if you haven't done so yet, grab your helmet, find the nearest Nice Ride kiosk, and pick up one of those funky green bikes. I'll see you on the road.

Sincerely,
Mayor R.T. Rybak
City of Minneapolis

P.S. To learn more about how I'm working to address the issues affecting our city, sign up for my e-mail update at www.ci.minneapolis.mn.us/mayor.



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