



Dear City of Norfolk,

Zagster has made the tough decision not to relaunch the Pace bike share in Norfolk, VA. This change is necessitated by the need for Zagster's bike share programs to be financially self sustaining. Zagster's decision follows the shift industry-wide in 2018 away from user-funded bike share. We are now one of few providers in the space still offering pedal bike share, and despite our best efforts have been unable to administer these programs without adequate subsidy. Unfortunately, we have not been able to secure funding in Norfolk to support the full or even partial fleet of bikes and need to close the share.

As the micro-mobility industry evolves with the transportation demands of our communities, so too are the public-private partnerships that drive the success of each program. Zagster is evolving as well, with a keen focus on providing strategic and comprehensive operational support for our e-mobility and pedal bike programs. We believe that cities will thrive with multiple shared modes managed by a singular operator, allowing for a cohesive transportation experience and a financially sustainable model for the operator and asset partners.

We thank you for your partnership and more importantly the work you continue to do in Norfolk to promote bike share and alternative transit. We give our most sincere apologies we are no longer able to provide bike share to the community.

Thanks,  
Keli

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