



## Application to Participate

Biki Buys is a month-long promotional partnership opportunity intended to create business and drive consumers to local establishments, while providing an incentive to become a Biki user. The promotion will involve customers showing their Biki membership pass, Biki same-day receipt, or active Biki account on the Biki Mobile App at participating Biki Buys establishments in order to redeem an exclusive deal, determined by each business (ex. 15% off total purchase, free gift with purchase, buy one item get one half off, etc.)

Biki Buys will be exclusive to retail establishments within our service areas and will run from November 1 – November 30. A maximum of 20 businesses within our 6 service areas (Downtown/Chinatown, Kakaako/Ala Moana, Lower Makiki, McCully/Moiliili, Waikiki, Diamond Head/Kapahulu) will be selected to participate. Selection will be based on deal offered, location/proximity to a Biki Stop and social media presence.

### What you get:

- Your deal will be promoted in our monthly e-newsletter, Biki Buys page on GoBiki.org to be created, and all our social media pages (including paid advertisements). View page 3 for current metrics and total reach.
- Your store location(s) and offer will also appear on our Biki Mobile App alongside our Biki Stops.
- A Biki Buys sticker that notifies customers that you are included in the Biki Buys program.
- Biki will create competitions throughout the month-long promotion to drive customers to your business.

To apply, please complete the following section and email to [Kelsey@bikesharehawaii.org](mailto:Kelsey@bikesharehawaii.org) or print and mail/deliver to: **Bikeshare Hawaii, 914 Ala Moana Blvd Floor 2, Honolulu, HI 96814**. Applications must be submitted by **Friday, 10/13 at midnight**.

**Business Name:**

**Contact Name:**

**Email:**

**Phone Number:**

- **Participating businesses must be located within close proximity of a Biki Stop.** Please list the neighborhood and the closest Biki Stop to your establishment.
- **Participating businesses must provide a good offer for customers.** This offer must be exclusive to the Biki Buys promotion and not available on Yelp, Groupon or another deal providing platform. Please describe the deal you will offer your customers and **illustrate any exclusions or terms to the promotion that you will include** (ex. cannot be combined with any other deals, etc.)



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- **Participating businesses must promote their offer and participation in Biki Buys on all social media accounts at least 1 time per week.**

By checking this box you agree to promote your Biki Buys deal a minimum of one time per week, and give Biki full release of all photos, videos and statistics related to Biki Buys promotion.

- **Participating businesses must agree to meet with Biki staff (we will come to you!) during the week of October 23 to briefly review promotion guidelines and expectations. During this time, we will also offer your employees a brief Biki tutorial and answer any questions about Biki and the promotion.**

By checking this box you agree to meet with Biki staff during the week of October 23<sup>rd</sup>.

- **Participating businesses must provide weekly statistics.**

By checking this box you agree to provide a short summary by Monday of each week that includes the number of deals redeemed.

- **Participating businesses must agree to complete a 2-3 minute survey after the conclusion of Biki Buys to provide feedback.**

**Signature:**

**Date:**

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Thank you for your application! Businesses selected to participate in Biki Buys will be contacted via the email provided on this form by **Wednesday, 10/18**. Please contact [Kelsey@bikesharehawaii.org](mailto:Kelsey@bikesharehawaii.org) if you have any questions.



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# Why participate in Biki Buys?

## 1. Expand your reach and gain new customers.

In our first three months of operation, Biki provided over 179,500 rides to residents and visitors of Honolulu. Bikeshare, and bicycling in general, helps to stimulate local economies by increasing access and driving additional foot traffic to surrounding businesses, especially those without parking. Bikeshare systems across the country have been linked to increased retail activity and contribute to more lively and active mixed use and retail districts.

- Over 450 deals were redeemed during the first promotion, Biki Bites. Over 70% of survey respondents claimed that they gained new customers as a result of the promotion and their affiliation with Biki.
- Monthly users of the Biki Mobile App: 6,800
- Monthly users of GoBiki.org: 12,000
- Total followers (Facebook, Twitter, Instagram): 6,023
- Monthly visits to GoBiki.org: 19,000
- Newsletter subscribers: 2,363

## 2. Partnering with Biki helps demonstrate your support of alternative transportation, healthy lifestyles, and sustainability.

## 3. Bikeshare Hawaii is a small, community-based non-profit organization. Your participation helps establish collaboration and engagement among a community of local businesses.

## 4. There is no cost to participate in this promotion! We just ask that selected businesses adhere to our social media and reporting guidelines to ensure the program runs smoothly.

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Cities around the world have shared evidence demonstrating how biking and bikeshare benefit their local economies:

- In a 2013 Capital Bikeshare Member Survey, 85% of users reported being “somewhat” or “much more” likely to patronize a business if it were accessible by bikeshare; 40% of users made induced (new) trips in the prior month
- Bicycle-related economic activity provides \$90 million for the city of Portland, Ore. 68% of businesses involved in Portland, Oregon's SmartTrips Business program said that promoting biking and walking helped them market their business.
- Bicyclists in the Twin Cities who use the Nice Ride bike-sharing program bring an estimated \$150,000 to the area's economy over the course of one season.
- Local sales of bicycles jumped 35% after the Velib bike sharing system was installed in Paris.

For more information visit [peopleforbikes.org](http://peopleforbikes.org).



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