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With July launch at hand, Portland bike share goes online

By Andy Giegerich

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Portland's bike-share program has taken another step toward its eventual unveiling this week.

Biketown, introduced in January with Nike as its primary partner, revealed its new website on Tuesday. The program's social media channels are also now operating.

Nike is committing \$10 million to the program over five years.

The idea is to give those who sign up for program updates via the website first shot at Biketown memberships later this year.

Portland's transportation bureau will also host open houses on the program. The site will also display locations of the Biketown bikes and stations once the site launches.

Biketown plans to launch in July 2016. Some 1,000 bikes will be available to ride for a fee.

It will feature "smart bikes" that are ostensibly easy to find and rent.

The company Motivate is overseeing the program.