# **How Joyride and Today Power** Marshall University's E-Bike **Sharing Program**

Marshall University, in collaboration with Today and powered by Joyride's technology, is giving its 13,000 students a lesson in campus connectivity. In Spring 2024, the Rolling Thunder Bike Share program introduced electric bikes to the West Virginia college campus, with the goal of improving convenience, sustainability and affordability of transportation on campus.

**HOW IT WORKS** 

The Rolling Thunder Bike Share was developed with these key features:



60 e-bikes are strategically stationed at six rental hubs around campus, including the library, student center, and dining halls. Joyride's software enforces smart parking with a \$50 out-of-zone fine, promoting responsible use and ensuring bikes are always available where students need them most.

# AFFORDABLE E-BIKE ACCESS

By signing up with an @marshall.edu email and using a promo code in Today's custom-branded app, students and staff can unlock a 3-month Ride Pass, allowing two 30-minute rides daily at no charge. Per-minute pricing is also available for visitors, offering a fun and convenient way to navigate campus.

# SEAMLESS FLEET MANAGEMENT

Joyride's platform provides tools that boost fleet efficiency. The Operator App simplifies vehicle maintenance, allowing Today's fleet managers to filter by battery level and prioritize charging. Meanwhile, the backend dashboard's heatmaps and analytics reveal popular routes and provide actionable insights to optimize fleet size, hub locations, and geofencing.

SUCCESS SOUND BITES

"The bike share successfully offers free alternative transportation to those needing to get around campus or downtown."

Amy Parsons-White, Sustainability Manager, Marshall University

"Our users must be able to register and hit the road instantly, and our Joyride-powered app allows that. Joyride proved to us very early on that you can operate like a billion-dollar company with the same level of sophistication and a support network that goes the extra mile."

Sean Flood, Today Co-Founder



Huntington, West Virginia, USA ridetoday.io/marshall

#### **FLEET TYPE**

Today's Marshall University fleet includes 60 branded Kingmeter e-bikes, seamlessly integrated with Joyride's connected vehicle software for tracking and sharing.

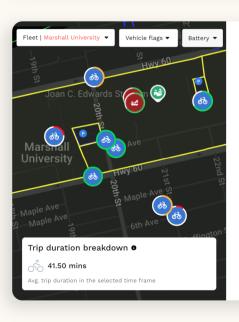
### **CHALLENGE**

With a campus spanning 114 acres, Marshall University faced mobility challenges typical of large institutions. Looking to reduce reliance on cars and align with environmental targets, the university required a solution that would be easy to implement and encourage adoption from students.

#### SOLUTION

Joyride's software powers Marshall University's e-bike fleet with GPS tracking, automated rentals and detailed performance insights. Fleet managers can monitor ridership trends, manage maintenance and share data to support sustainability initiatives. The result is a modern, eco-friendly solution that engages the campus community.





# BY THE NUMBERS

The Rolling Thunder Bike Share program operated by Today and powered by Joyride exceeded expectations in its first season, recording over 7,000 rides and 1,000+ active users. The \$1 ride pass drove broad adoption, and with fewer than 10% of rides requiring support, the program runs smoothly and efficiently. Armed with real time and historical, Marshall University continues to optimize their bike-share program for user experience and sustainability goals.

7,000+

Rides in the first 5 months of the program

Of riders submitted a support ticket

1,000+

Active users as of April 2024



