



## **Forth and Cascadia Mobility to Operate Eugene Bikeshare Program**

*A groundbreaking shared-mobility operating model  
plans to scale to additional Oregon cities.*

### **FOR IMMEDIATE RELEASE**

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EUGENE, ORE. – Forth and Cascadia Mobility have been selected by The City of Eugene to operate PeaceHealth Rides, the city's bikeshare program.

Cascadia Mobility is a new 501(c)3 nonprofit within Forth. With startup funding provided by the Oregon Department of Transportation, Cascadia Mobility's mission is to launch and operate equitable shared mobility programs at scale in smaller urban Oregon communities. Cascadia Mobility will begin with operations of PeaceHealth Rides in Eugene and plans to expand to additional small-city programs throughout Oregon. It has long-term goals to incorporate services to include e-bikes, e-scooters, and potentially electric vehicle carsharing in their programs throughout the state.

"The City of Eugene is excited to work with Cascadia Mobility as the new operator for our bikeshare system," said Rob Inerfeld, Eugene's Transportation Planning Manager. "In partnership with Lane Transit District, the University of Oregon, and sponsorship from PeaceHealth Oregon, we look forward to strengthening our system and helping Cascadia Mobility grow transportation options for those in our community, as well as throughout Oregon."

This statewide shared-mobility operating model is groundbreaking because it has state and local sponsorship, and (most importantly) broad community support. As a publicly-supported nonprofit, the program will be required to work very closely with a range of stakeholders—consumers, the city, and transportation technology companies in a mutually beneficial manner. Cascadia Mobility seeks to align municipalities that view shared personal transportation as an increasingly essential component of transit and shared micromobility and electric vehicle providers from the private sector.

"We're grateful that the City of Eugene acted swiftly with partners to take action and ensure the future of our community's popular, award-winning bike-share program," said Todd Salinas, chief executive, PeaceHealth Oregon. "We are excited about the expertise and vision Cascadia Mobility will bring to the operations of PeaceHealth Rides, and innovative transportation programs that supports health, the environment and access to affordable transportation throughout the state."

Cascadia Mobility will be led by Brodie Hylton, a transportation professional with extensive experience in bikesharing, having worked with Motivate, Bicycle Transit Systems, Social Bicycles and JUMP.

"Shared mobility is a community asset," Hylton said. "The nonprofit operations model is ideally suited to optimize outcomes for municipal shared mobility programs, particularly in smaller urban communities in Oregon. We are grateful for the City of Eugene and ODOT's critical support of this innovative approach to scaling shared personal mobility in Oregon."

Barrett Brown will be Forth's project lead and will serve as a liaison between the Cascadia Mobility staff and Forth. Forth will help Cascadia Mobility incorporate and provide other supporting services.

“Since our founding in 2011 Forth has included electric bikes, scooters, and micromobility in our work,” Brown noted. “We’re pleased to help incubate an innovative model for providing these services.”

Learn more about PeaceHealth Rides bikeshare at [eugene-or.gov/3851/Bike-Share](http://eugene-or.gov/3851/Bike-Share) and Forth at [forthmobility.org](http://forthmobility.org).

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Forth is a nonprofit organization advancing electric, shared and smart transportation through innovation, demonstration, advocacy, and engagement. Learn more at [www.forthmobility.org](http://www.forthmobility.org).

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