



OUR DESIGN PHILOSOPHY HAS BEEN TO FURTHER IOWA STATE'S STORIED HISTORY OF TECHNOLOGICAL INNOVATION. USING THIS PRECEDENT, THIS BIKE SHARE SYSTEM AIMS TO NOT ONLY PROVIDE A SOLUTION FOR THE UNIVERSITY'S GROWING POPULATION, BUT DO SO IN A MANNER THAT WILL REDUCE AUTOMOTIVE DEPENDENCY THAT HAS BECOME UBIQUITOUS TO THE AMES AREA.