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Portland Launches Biketown, City's First- Ever Bike Share Program

Written by Francina Morel • July 20, 2016



Courtesy Nike

Nike's new partnership with Portland was unveiled this week.

One of America's most bike-friendly cities doubles down on its two-wheeled options.

There's Citi Bike in New York City, Pronto in Seattle, and now, Biketown has touched down this week in Portland, Oregon. Portland's first-ever [bike share program](#) comes by way of a five-year partnership between the city and Nike, whose headquarters are based just outside the City of Roses in Beaverton, Oregon.

Some 1,000 bicycles and 100 stations were unveiled throughout the streets of Portland on Tuesday morning. Now, anyone who lives or visits the city can hop on a bike and ride from point A to point B without the hassle of looking for parking. Basically? There's no excuse for you to not have [the perfect weekend](#) exploring the city—on two wheels, that is.

HOW IT WORKS

Choose a single-ride, get a day pass, or to sign-up for an annual membership by using the app, station kiosk, or website. Once you pick your plan, you can unlock the bicycle from the dock using your designated account number and pin. The bicycles are operated by [Motivate](#), the same company responsible for successful bike sharing launches in [Boston](#), [Chicago](#), and other cities across the world.

HOW MUCH DOES IT COST?

If you want to get the best deal and will be riding often, signing up for the annual membership seems like the best way to get more bang for your buck. For \$12 per month you'll get up to 90 minutes of riding time per day, and unlimited rides per year. Single rides cost \$2.50 (good for one trip up to 30 minutes), and a day pass, for \$12, offers 24-hour access, 180 minutes of ride time, and unlimited trips.

WHERE CAN I FIND THE BIKE STATIONS?

You can find the Biketown stations all over downtown Portland and in a few surrounding neighborhoods, including downtown, Old Town Chinatown, inner Northwest, Goose Hollow, South Waterfront, West End, Pearl District, Central Eastside, Rose Quarter, Lloyd District, and inner North Portland. Check out the [station map](#) for specific locations.

WHAT KIND OF BIKE WILL I BE RIDING?

Some of the "smartest" around: Biketown uses what are called Social Bicycles (SoBi), which were designed for riding in an urban environment. Each bike has a solar-powered display on the rear fender to help assist in a variety of functions (unlocking the bike; putting it on hold), and lights on the bike's frame turn on as you begin pedaling, making sure bikers remain visible. Built-in features include a basket in the front of the bike, which can hold up to 20 lbs., and an 8-gear shifter incorporated into the handlebar—just twist to make your pedaling easier. Even cooler? Every ride is tracked with real-time GPS, so you can see exactly where you traveled, making that [doughnut shop](#) easier to find than ever.