

DAYTON BIKE SHARE

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BIKE MIAMI VALLEY NAMES NEW EXECUTIVE DIRECTOR POSITION WILL OVERSEE ROLL-OUT OF NEW BIKE SHARE PROGRAM, SET TO LAUNCH IN 2015

December 16, 2014, DAYTON, Ohio — Local cycling advocacy group [Bike Miami Valley](#) (BMV) has named Laura Estandia its new executive director. She will manage the bike share program for BMV and provide leadership in financial development, planning and program implementation. “Our selection committee chose Laura because of her passion for our city, her non-profit leadership experience and demonstrated skills in outreach efforts, and we are confident in her ability to grow Bike Miami Valley into a self-sustaining organization,” said Scott Murphy, director of business development for the [Downtown Dayton Partnership](#), a BMV partner organization, and president of the BMV board.

Estandia will start at her new position on Jan. 5, 2015. Prior to being tapped to lead BMV, Estandia was the executive director of another nonprofit, UpDayton, which focused on attraction and retention of young talent in Dayton through purposeful, volunteer-driven projects and civic engagement. “Our volunteers and sponsors supported many cycling and active-lifestyle initiatives,” Estandia said. “This role is a natural progression to develop amenities and the type of community [young professionals desire](#).”

Additional BMV positions, including roles in business development and marketing, are slated to post within the coming months.

Estandia is a 2010 graduate of the University of Dayton. In addition to her role with UpDayton, she also is a member of the Montgomery County Arts and Cultural District Board, the Dayton Civic Scholars Advisory Board and is a participant in the CEOs for Cities Dayton Cluster. In her spare time, she volunteers for TEDxDayton and in historic South Park where she currently resides. Estandia was a *Dayton Business Journal* 40 Under 40 award recipient in 2013 and was named to the Women in Business Networking’s 25 Women to Watch list in 2014.

Dayton continues to support cycling infrastructure, amenities and advocacy that’s part of the [Greater Downtown Dayton Plan](#). Dayton Bike Share volunteers and community partners have been hard at work planning the spring 2015 launch of the bike share program. The team includes BMV, along with the [Greater Dayton Regional Transit Authority](#) (GDRTA), plus supporting organizations the [Miami Valley Regional Planning Commission](#) (MVRPC), [City of Dayton](#), DDP, [Five Rivers MetroParks](#), [University of Dayton](#), [Montgomery County](#) and [Anthem Blue Cross & Blue Shield of Ohio](#). Current plans for Dayton Bike Share include 200 bicycles and at least 22 stations serving 4 square miles from the heart of downtown Dayton. Opportunities for partnerships via sponsorship of bike share stations and bicycles, as well as corporate membership programs, are still available. Stakeholders estimate the program will be fully functional by spring of 2015.

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