

Rim Country Bicycle – Operations Plan

Business Overview

Rim Country Bicycle offers mountain bike shuttle services along the Highline Trail and surrounding trail systems in Rim Country, Arizona. The business provides transportation for riders, mountain bikes, and gear — with an emphasis on point-to-point trail access, downhill laps, and vehicle relocation. We do not provide tune-up services or guided rides.

Core Services

- Trailhead Shuttles (Point-to-Point)
- Downhill Lap Shuttles (Pine-Strawberry DH)
- Vehicle Relocation
- Weekend Group Runs / Scheduled Loops
- Multi-day & Bikepacking Support

Daily Operations

Hours of Operation:

Thursday–Sunday: 7 AM – 6 PM

Available by appointment Mon–Wed.

Service area includes Highline Trail corridor and trailheads accessed via AZ-260 and Rim Road.

Shuttle Routing

Trips are scheduled to minimize downtime and backtracking. Drivers follow optimized loops for pickups and drop-offs. Example loop:

Payson → Pine → Washington Park → Horton → Payson

Staffing & Vehicles

Owner-operated model with one reliable vehicle equipped with bike racks and gear space. Future staff may include a backup driver or scheduler.

Booking & Payment

Bookings are accepted via phone, text, or email.

Payment options:

- Zelle
- Cash
- Check

Note: No credit card processing available. 24-hour cancellation preferred.

Pricing Overview

- Point-to-Point Shuttle: \$25–\$40
- Downhill Laps (Pine-Strawberry): \$15 per run / \$50 half-day
- Vehicle Relocation: \$50–\$100
- Weekend Loop Shuttle: \$25 flat rate
- Custom group rates available on request

Gear & Logistics

Vehicle carries 4–6 bikes, hydration/cooler space, and emergency supplies.
Riders are responsible for their own bikes, gear, and personal safety.

Safety & Insurance

Commercial auto insurance covers shuttle operations.
All riders must sign a waiver before boarding.
A first aid kit and emergency contact system are available at all times.

Marketing & Outreach

Promotion via:

- Trailhead flyers
- Word of mouth
- Instagram & Facebook
- Partnerships with local Airbnbs, bike shops, and outdoor organizations