BOULDER BIKE SHARING

2017 ANNUAL REPORT

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MISSION

To implement and operate a community-supported bike-share program that provides Boulder's residents, commuters and visitors with an environmentally friendly, financially sustainable, and affordable transportation option that's ideal for short trips resulting in fewer vehicle miles traveled, less pollution and congestion, more personal mobility and better health and wellness.

VISION

A viable, sustainable bike-share system that serves and benefits all reaches of the Boulder community.

GOALS

- Provide Boulder's residents, commuters and visitors with a transportation option that's green, convenient and affordable—and that utilizes and enhances Boulder's existing transportation infrastructure.
- Encourage more people in Boulder to ride a bike—or to bike more often—to promote their personal health as well as our community's quality of life.
- Make our community healthier, stronger, friendlier, more mobile and more vital.
- Be a financially sustainable operation that contributes to an environmentally sustainable community.
- Show how the application of new technology (wireless networks, RFID, GPS, mobile applications) can enhance simple, time-tested technology (bicycles).
- Nurture and promote Boulder B-cycle as a unique community initiative, so the system becomes a beloved Boulder institution—and so people can't imagine the days before bike sharing in Boulder!

A Word From Our Leaders

Dear friends of Boulder Bike Sharing,

As you read this report, you'll notice an unfamiliar name and logo. While Boulder Bike Sharing has always been the nonprofit owner and operator of the Boulder B-cycle system, we've begun to use the name we've always had on paper as we endeavor to serve our mission by increasing our program offerings in 2018. While this hopefully means more shared bikes for you this coming year, it's still the same team behind the scenes. For now, let's take a look at the program you've known and loved since we launched in 2011: Boulder B-cycle!

In December 2017 the Boulder B-cycle system and its riders marked a significant moment as the 100,000th trip of the year took place, making 2017 the biggest ride year ever in the program's nearly-seven-year history. For us at Boulder Bike Sharing, this was an exciting peak for the system to reach, and it's a numerical milestone that also happens to mean that, on average, there was a trip for every B-cycle in service for every day of 2017!

Plenty of effort was required to make this big year happen. In addition to nearly 14,000 unique riders, I'm grateful to the organization's staff, who work tirelessly to keep the bikes rolling, and to its sponsors, especially presenting sponsor Kaiser Permanente, who make operating a year-round, 300-bike program possible.

2017 was also a big year for bike sharing internationally, as companies deploying free-floating dockless bikes continued to expand around the world. This new model promises exciting technological advancements, including electric shared bikes, and reduced implementation costs, and in a formative year the industry began to confront how it will curb misuse and transition from unbridled expansion to reliable operation while refining a viable business model.

Boulder Bike Sharing seeks to play a role in introducing this technology locally by partnering with dockless companies in 2018 to offer more shared bikes to more riders. We've spent years learning how to provide the dependable service at which our dockbased B-cycle system excels, and we've set our expectations high for how the addition of dockless bikes could help fulfill our vision of "a viable, sustainable bike-share system that serves and benefits all reaches of the Boulder community."

As always, the best way to realize these benefits is by taking a ride, and we hope you'll do so in 2018 as bike sharing rolls on in Boulder!

Kevin Crouse, Executive Director



Dear Bike Sharing Friends,

During 2017, we saw the Boulder Bike Sharing program, B-Cycle, exceed 100,000 bike rides for the first time in our history—Yet another year over year increase which can been seen all the way back to when we launched bike sharing in Boulder! Think about that ride number for a minute and imagine how many car trips were saved, how many fewer cars were jockeying for those parking spots, or how much pollution was prevented from entering our air. That's the impact we hoped to have by making bike sharing a reliable choice for you.

None of this would be possible without the support of our sponsors. Kaiser Permanente has been our Presenting Sponsor for a numbers of years and is always looking for innovative ways to support our program and encouraging people to look for ways to get outside and exercise. Their continued support shows their love of our community and their goal to improve everyone's health and wellness.

I also wanted to take a little time to thank all of our sponsors and partners! I know you have seen their brands displayed on our bikes. You can also find them listed on page 17. Their support of bike sharing in Boulder shows that these companies understand that building a strong local brand while supporting our community will pay dividends for years to come.

The City of Boulder has invested in improving bike lanes and bike routes in our community for years. What better way to get around the city is there? Their support of Boulder Bike Sharing was the catalyst that brought bike sharing to Boulder, and their continued support will help us continue to bring you the best bike sharing options available.

If you have been watching the news in 2017, you might have noticed a trend in dockless bike sharing taking place around the world. We have been following that trend for a little more than a year and have been assessing how the technology would work in our community. There are some promising benefits to dockless bike sharing and some drawbacks which need to be mitigated. Maybe we will see a form of dockless bike sharing here before too long?

2017 was my last year serving a Board Chair. It's been an exciting run with both highs and lows, but I feel that our team is well positioned for the future. This community

service really wouldn't be possible without our amazing staff at Boulder Bike Sharing. If you ever get a chance, please thank them for all the work they do keeping this amazing community amenity running smoothly for you.

Please enjoy the rest of our annual report and know that you have been part of our success so far.

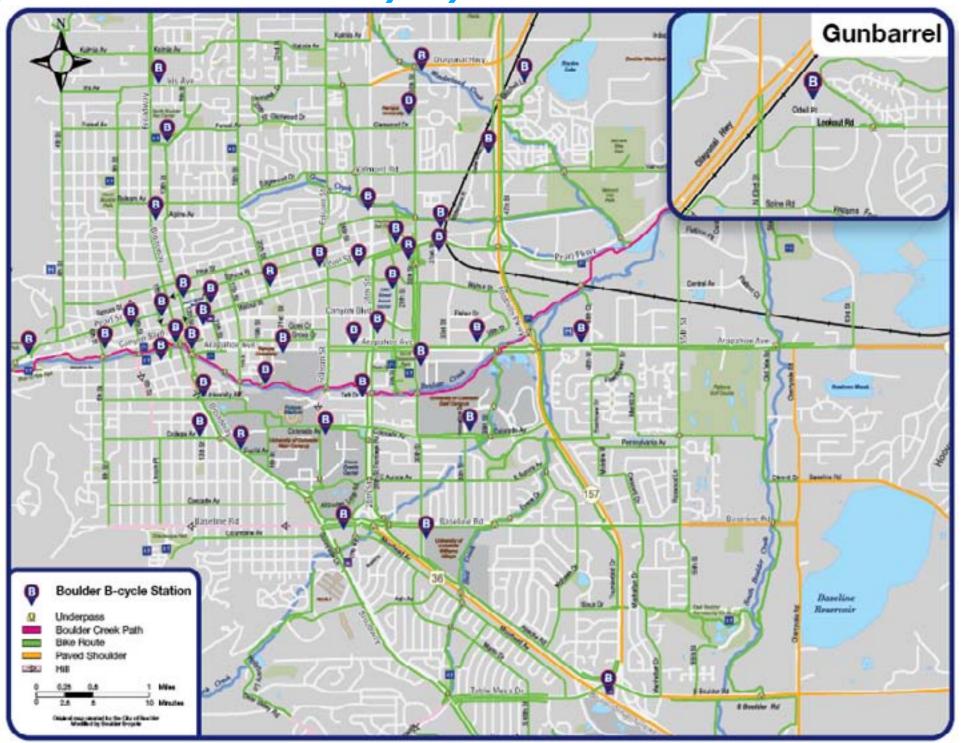
Sincerely,

Dy Donalust

Gary Gomulinski, Board Chair



SYSTEM **M**AP AS OF **12/31/17**



2017 AT A GLANCE—OUR IMPACT



PASSES SOLD

2,356 1,361 1,330 12,498

REPUBLIC RIDER (ANNUAL)

PEOPLE'S PEDALER (Monthly) CASUAL CRUISER (Pay-Per-Trip)

DAY TRIPPER (24-Hour)



*22*8,*737* POUNDS OF CARBON **EMISSIONS** SPARED

9.6 MILLION **CALORIES BURNED**

ORGANIZATION & PROGRAM UPDATES

2017 was not a year of significant expansion or restructuring for Boulder Bike Sharing. Instead, through minor tweaks to established best practices, our organization operated more efficiently than ever, and closed the year with record numbers for both budget surplus and trips taken by B-cycle.

New Access Technologies

Early 2017 saw the re-launch of the BCycle mobile app, which now allows riders to register passes and release bikes directly from their smartphones. The BCycle App also improves rider experience by introducing push notifications and GPS trip tracking to the BCycle software ecosystem.

PASS PROGRAM UPDATES

Following the success of our 2016 pass program overhaul, we made the following minor changes to our passes this year in order to better serve our riders:

- Eliminating the RFID card option for Casual Cruiser pass holders in lieu of checkout via the BCycle App
- Reducing the cost per trip for Casual Cruisers to \$2 for the first 30 minutes—less than the cost of a transit trip
- Shortening the billing cycle for Casual Cruisers from monthly to weekly in order to facilitate upgrades to other pass types
- Reintroducing an online version of the Day Tripper pass, previously discontinued in 2015

STATION EXPANSION & RELOCATION

Two new stations were installed in 2017: The Boulder Junction station, sponsored by Boulder Junction Access District, and Pearl Place, funded by Google's new Pearl Place development. Additionally, the 27th Way & Broadway station was relocated to Table Mesa Park 'n' Ride in response to changes in RTD's regional bus route stops.

STAFF CHANGES

In 2017, Kevin Crouse, Boulder B-cycle's former Operations Director and Interim Executive Director, was named as Executive Director.

2017 Pass Offerings

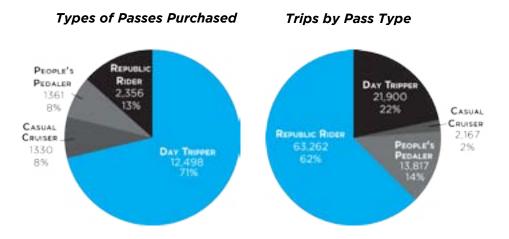


USERS AND USAGE

TRIP STATISTICS

Users of the Boulder B-cycle system took a total of 103,568 trips during the 2017 season, an increase of 9% over 2016.

Boulder B-cycle's trips continued to be split among occasional local day users, out-of-town visitors and a base of loyal local riders:



- A peak of *574* trips on *7/27*An average of *284* trips per day

USAGE PATTERNS

Throughout the season there was a clear distinction between weekday and weekend ridership. During the workweek, most B-cycle trips were taken by online members; this trend reversed each weekend, when Day Trippers took the majority of trips.

For the first time in our program's history, the Folsom & Colorado station, sponsored by CU, was our most popular station location for checkouts, eclipsing 15th & Pearl. However, when totaling checkouts and returns together, 15th & Pearl remained the most popular station overall. The following historical trends



continued in 2017 station usage:

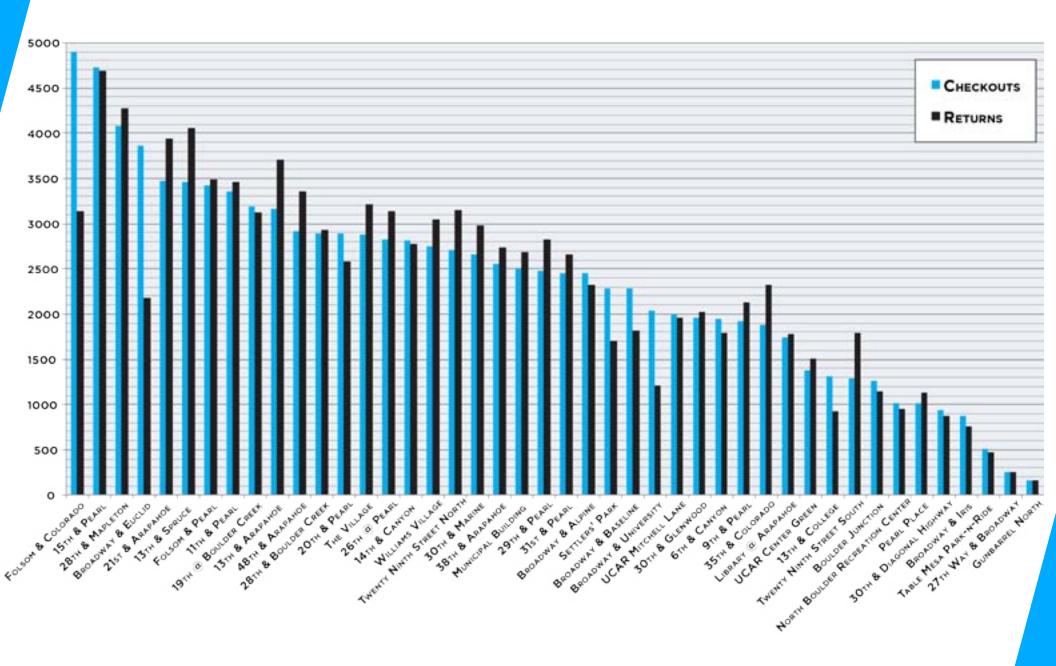
- Highly visible, accessible stations saw the most use
- Two-thirds of all trips ended at different stations than their points of origin
- Stations in tourist-heavy areas saw higher rates of round trips

The most popular station to station routes ridden in 2017 were as follows:

- 26th @ Pearl to 28th & Mapleton
- 28th & Mapleton to 26th @ Pearl
- Folsom & Pearl to 15th & Pearl
- 13th & Arapahoe to 13th & Arapahoe
- Settlers' Park to 11th & Pearl
- 38th & Arapahoe to 48th & Arapahoe
- 21st & Arapahoe to 21st & Arapahoe
- 15th & Pearl to Folsom & Pearl
- 15th & Pearl to 28th & Mapleton
- 10. Broadway & Baseline to Williams Village

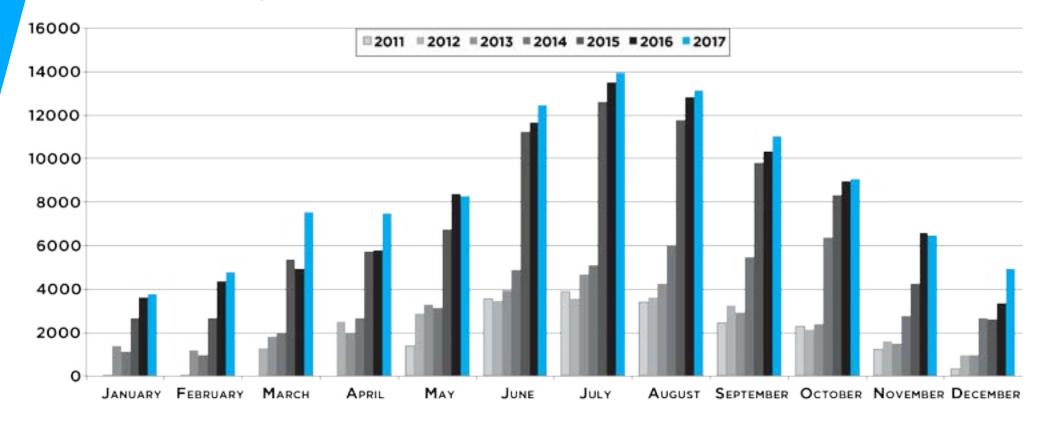
Full trip data can be explored on the Data & Reports page of our website. The following page details a full comparison of checkouts and returns by station.

CHECKOUTS AND RETURNS BY STATION



Note: In May, Boulder Junction and Pearl Place were installed, and 27th Way & Broadway was relocated to Table Mesa Park-n-Ride.

Trips By Month, 2011-2017



Trips By Year, 2011-2017



2017 System Improvement Survey

In an ongoing effort to provide an excellent level of service to the Boulder community, our 2017 System Improvement Survey focused on rider satisfaction and planned system improvements.

The survey was distributed through our newsletter, via partner organizations and across social media channels, yielding 254 total responses, 85% of whom had used our bikes in the last year.

A complete wrap-up is available on our blog, and selected results are included here.

Among Boulder B-cycle Riders:

77% own bicycles of their own.

80% own cars.

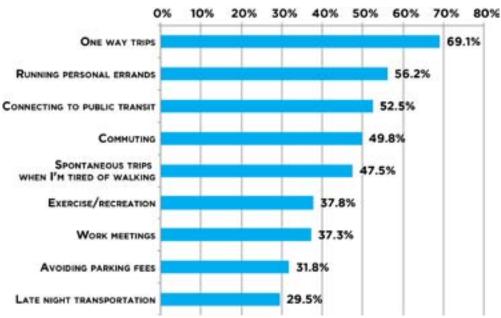
Average rider satisfaction score (scale of 1-10)



53% of riders report using Boulder B-cycle to connect to public transportation.

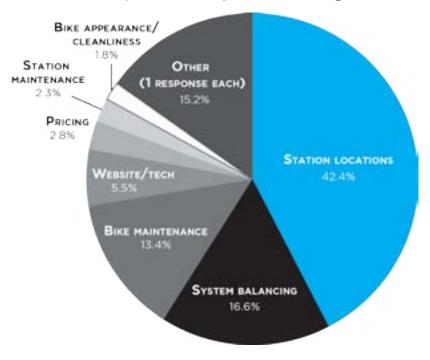
Riders report that 32% of B-cycle trips replace a personal car trip

In what ways do you use Boulder B-cycle?



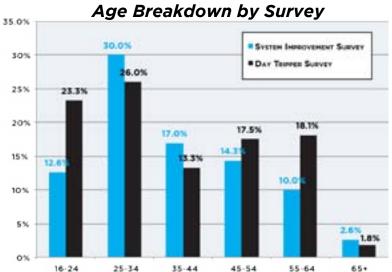
Note: Respondents could select multiple answers to this question

What is the number one thing Boulder B-cycle can improve moving forward?



USER DEMOGRAPHIC DATA: Who Uses Boulder B-cycle?

The following information is taken from the 254 responses to our System Improvement Survey as well as the 344 responses to our short-term rider survey, which is sent to all Day Tripper pass holders upon expiration.



RIDER FEEDBACK

"This is a wonderful program, and I love using it to get around to the other [CU] campuses."

"B-cycle has been awesome and a great way to stay in shape and explore the creek area! Also friendlier to use than other cities' bike share programs. Thumbs up!"

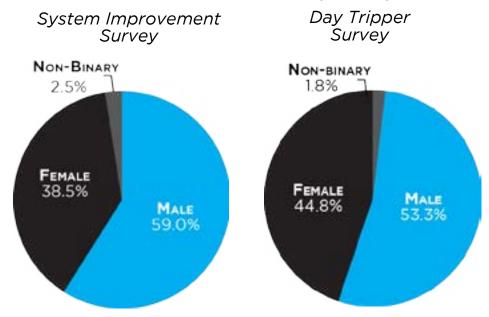
"Very dependable service, thanks!"

"I depend on B-cycle and love it. It helps my three person family get by with one car. Thanks for all that you do. System balancing has improved, too!"

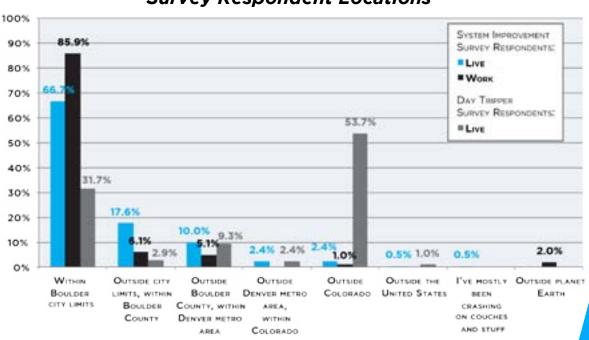
"I really like the platform and service and have even recommended it (successfully) to a couple friends."

"Keep up the good work despite the little things here and there!"

Gender Breakdown by Survey



Survey Respondent Locations



COMMUNITY ENGAGEMENT

Boulder Bike Sharing participated in a number of events in 2017, including bike and pedestrian celebrations, outreach events, and fundraising opportunities.

1. Boulder Creek Festival-May

Over Memorial Day Weekend, we partnered for the first time with our presenting sponsor, Kaiser Permanente, to run a booth at the Boulder Creek Festival over Memorial Day Weekend. Visitors had the opportunity to play Giant Jenga to win a free Boulder B-cycle pass, and Kaiser Permanente collected survey information in exchange for free bike safety gear.

2. Bike to Work Day-June

On June 28th, Boulder B-cycle partnered with Kaiser Permanenta, Noosa Yoghurt, Seven Sundays Museli, Califia Coffee, Naked Lunch, and The Lofts At Peloton to run our third annual Bike to Work Day breakfast station at our offices at 38th & Arapahoe. Day Tripper pass fees were waived at the kiosk to provide new riders the opportunity to try bike sharing.

3. Boulder County Farmers Markets—Summer

We continued our success from 2016 and built on our experience from the Boulder Creek Festival to staff several Wednesday Farmers Markets in 2017. We used these opportunities to reach out to community members with free pass offers and to dispel many of the commonly-held myths about bike sharing.

4. IronMan Boulder-June

On June 8th—11th,, we partnered for the third year in a row with IronMan and the City of Boulder to provide free Day Tripper passes to all triathlon participants and spectators.

5. Boulder Craft Beer Festival—August

On August 19th, with help from volunteers, we were contracted for the fourth year in a row to operate the bike valet service for the Boulder Craft Beer Festival, held for the first time in North Boulder Park. Tips from the valet service and a contribution from Downtown Boulder were allocated to Boulder B-cycle's operational funding.

6. CU Football Bike Corrals—Fall

In collaboration with CU, 2017 marked the first time that we staffed bike corrals at the Folsom & Colorado B-cycle station during CU Football home games. These corrals allowed us to perform in-person outreach and to better manage the high level of demand for alternative transportation at Folsom Field by temporarily expanding the capacity of the station.



THE STATE OF THE BIKE SHARING INDUSTRY

2017 was an incredible year for change in the bike sharing industry. Most notable was the explosion of dockless bike sharing systems worldwide. This past year also saw continued technological growth, including mobile app-based checkout for all B-cycle systems. In an ongoing effort to provide the best possible experience for our riders, Boulder Bike Sharing continues to observe and respond to these changes.

AN UPDATED PRIMER ON BIKE SHARING BUSINESS MODELS

In our 2016 annual report, we laid out, for the sake of context, the four unique bike sharing business models identified by the Mineta Transportation Institute. Now that dockless bike sharing has launched in the US, a fifth model has been added to that list:

- Nonprofit, i.e.: Boulder B-cycle, Denver B-cycle
- Publicly owned and contractor-operated, i.e.: Capital Bikeshare (Washington, D.C.), Divvy (Chicago), Hubway (Boston), Bay Area Bike Share, Metro Bike Share (Los Angeles), Biketown (Portland)
- Privately owned and operated, i.e.: Citibike (New York City), DecoBike (Miami and San Diego)
- Vendor-operated, i.e.: Madison and Broward B-cycle, Zagster systems
- Privately owned and contractor-operated, i.e.: Ofo, LimeBike, Spin

DOCKLESS BIKE SHARING

2017 was a year of incredible developments in the realm of dockless bike sharing—enough to fill every page of this report. Broadly, dockless (or free-floating) bike sharing describes a system of GPS-enabled bikes deployed by private companies and equipped with ring locks that clamp through the rear wheel to immobilize the bike when it is not in use. The bikes are located and accessed via a smartphone app, and at the end of a trip may be locked at a place of the rider's choosing, untethered to any outside structure.

The phenomenon has been described as "...messy--and worth it," "...as important to transportation as cellular was to telephony," and "...like the internet in 1999"¹, though in 2017 the promise of these grandiose statements began to be tested as governments imposed the first wave of regulations and

the public witnessed the industry's first large consolidations. Developments in the industry can roughly be broken down by geography:

International

Internationally, much of the news surrounding dockless bike share focused on China, and for good reason. Shared bikes there number in the tens of millions, and two Chinese companies, Ofo and Mobike, dominate the global market. Huge funding rounds, as well as buyouts, bankruptcies, cutthroat competition, and deposit refund defaults were common, though millions of daily rides also meant that shared bikes in China were claiming significant impacts on both bike and car use.² After competition in the largest Chinese cities led to overcrowding of bikes, municipalities moved to prevent additional bikes from being added to the streets.³

Dockless systems operate elsewhere in Asia, as well as in Australia and Europe, where Ofo and Mobike contend with with American companies such as LimeBike and Spin. In Paris, as the revered Vélib' system undergoes a complete replacement, dockless companies pounced on hardware delays for the chance to succeed in the city that is perhaps most synonymous with dockbased bike sharing. With one or more dockless companies now operating in many international cities, there is a race to launch first in other promising new markets, such as India.



Images of discarded and improperly docked bikes dominated media coverage of dockless bike sharing in 2017.^A

National

In the U.S., municipalities have responded to dockless bike sharing in a variety of ways, including moratoria, regulations, and pilot programs. Early and prominent U.S. cities with permit programs include Seattle and Washington, D.C., the former of which saw its nonprofit dock-based Pronto! system close in early 2017, only to be replaced during the summer by many more dockless bikes from ofo, LimeBike, and Spin, each with initial ridership higher than that of Pronto! but without direct cost to the City.⁴ In Washington, D.C., the District Department of Transportation-owned Capital Bikeshare now exists alongside five dockless companies.

Other American cities have chosen to allocate exclusive operating rights to a single company by issuing requests for proposals, which is an approach that is gaining support in hopes that it may help avoid bike overcrowding and clarify responsibility for remedying vandalism and poor parking behavior. In a different take on this approach, San Francisco has issued separate but exclusive dock-based (Ford GoBike) and dockless (Jump) contracts. In Minneapolis, Nice Ride Minnesota became the first dock-based bike sharing program to publicly issue a Request For Proposals to transition its operations from dock-based to dockless. It's an exciting development that could put one of the longest-running U.S. bike sharing operators in charge of charting the course of bike sharing in the Twin



Dockless and dock-based bikes deployed side-by-side in Washington, DC^B



Dockless bikes in operation in Aurora, Colorado^c

Cities, though as of early 2018 the process has run into trouble as Nice Ride Minnesota's authority to issue an exclusive bike-sharing contract on behalf of a municipality was called into question.

Local

Along Colorado's front range, the City of Aurora became the first municipality in Colorado to create a dockless bike share permit program. Shortly thereafter, Spin, ofo, and Limebike launched there, though by the end of the year overall usage was extremely low. Streetsblog Denver reported that in total, Aurora's dockless bikes saw just 0.18 trips per bike per day, or less than 20% of the ridership rate that we typically see here in Boulder.⁵ The reasons for this low rate are likely a combination of timing (i.e., launching programs as weather became less favorable for biking) and low housing and employment density, which is typical of suburbs like Aurora.

What Boulder Bike Sharing is doing about it: In Boulder, municipal regulations surrounding dockless bike share are likely to arrive in the first half of 2018. How those regulations are framed will have a significant effect on if and how dockless bike sharing operates in Boulder. Boulder Bike Sharing is eager to see how this new technology could work in town, as our nonprofit organization continues to fulfill its mission of providing high-quality shared bikes throughout the city.

NEW ACCESS TECHNOLOGIES

In the second half of 2017, a number of bike share vendors partnered with third party trip planning apps such as Transit App to allow bike checkout and pass purchases directly via these apps, rather than restricting checkout to these vendors' proprietary platforms. This integration improves rider experience, particularly for multimodal transportation, allowing users to source every mode needed for a trip in a single location, including transit, ride sharing, bike sharing, and more.

From a marketing and outreach perspective, third party app integration also has the potential to bring a new customer base to bike sharing by prominently displaying bike sharing as an available mode to the growing user bases of these apps.

What Boulder Bike Sharing is doing about it: While Boulder B-cycle opted into the General Bikeshare Feed Specification when it launched in 2016 to provide live station locations and bike counts to all third party developers, integrating bike checkout and pass purchases falls outside of the scope of that existing data standard. So far, BCycle LLC, our vendor, has suggested being open to third party app integration later in 2018, though such a project is not yet on their development schedule. In pursuit of improved user experience, we will continue to advocate for increased openness and integration on the part of our vendor.



Transit App, the preferred trip planning app of Boulder County.^D

Sources:

- ¹ slate.com/business/2017/12/dock-less-bike-share-is-ready-to-take-over-u-s-cities.html
- ² chinachannel.co/mobike-white-paper-report-released/
- ³ timeoutshanghai.com/features/Blog-City_life/48082/Authorities-put-a-stop-to-any-more-share-bikes.html
- slate.com/business/2017/12/dock-less-bike-share-is-ready-to-take-over-u-s-cities.html
- https://denver.streetsblog.org/2017/12/15/correction-aurora-dockless-bikeshare-not-even-close-to-out-performing-denver-b-cycle/

Image Sources:

- ^A Mashable.com
- ^B idsnews.com
- ^cauroragov.org
- ^D transitapp.com

FINANCIAL OVERVIEW

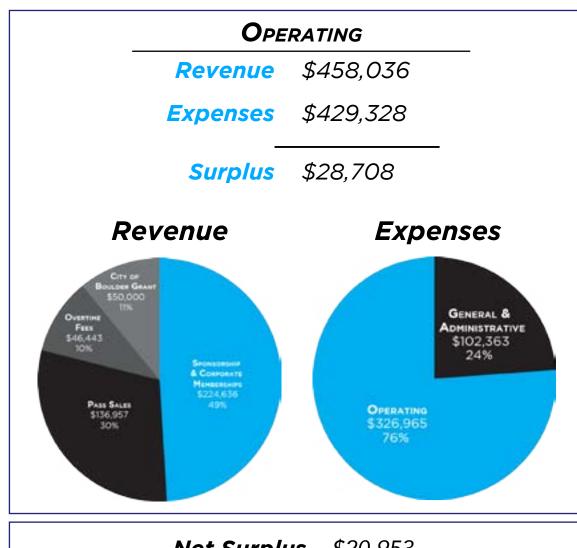
As a 501(c)(3) nonprofit organization, Boulder Bike Sharing relies on community support to sustain and grow our bike-share program.

Capital Funding—For the majority of bikes and stations purchased, we receive funding from federal, state, and local government grants. Additional funding comes from private donors and foundation grants. In 2017, capital expansion was limited, with two new privately-funded stations installed (one of which was paid for in 2016) and a station relocation.

Operational Funding—Our operating and general & administrative expenses are primarily funded through sponsorships, memberships, overtime fees and operating grants.

| СА | PITAL |
|----------|----------------|
| Revenue | \$45,326 |
| Expenses | \$53,081 |
| Deficit | <i>\$7,755</i> |
| | |





Net Surplus \$20,953

Sponsors & Partners

Kaiser Permanente's presenting sponsorship, established in 2014, increased in 2017, with Kaiser appearing on every bike and station in our system, plus a specialized fleet of 15 wrapped bikes, pictured at right.

Many other sponsors and corporate members, both new and returning, supported Boulder Bike Sharing's mission in 2017. Thank you to all of our sponsors and partners for supporting alternative and fun transportation in Boulder!



Kaiser Permanente Triangle Badge



Hyatt Place Skirt Guard



Lems Basket



Kaiser Permanente Station End Cap



Made in Nature Basket



Kaiser Permanente Wrapped Bikes



Google Station



Elevations Basket



eGo CarShare handlebar

2017 Sponsors & Partners

































































STAFF

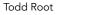






Erica Congelli







Dakota Beck



ill Chait

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