
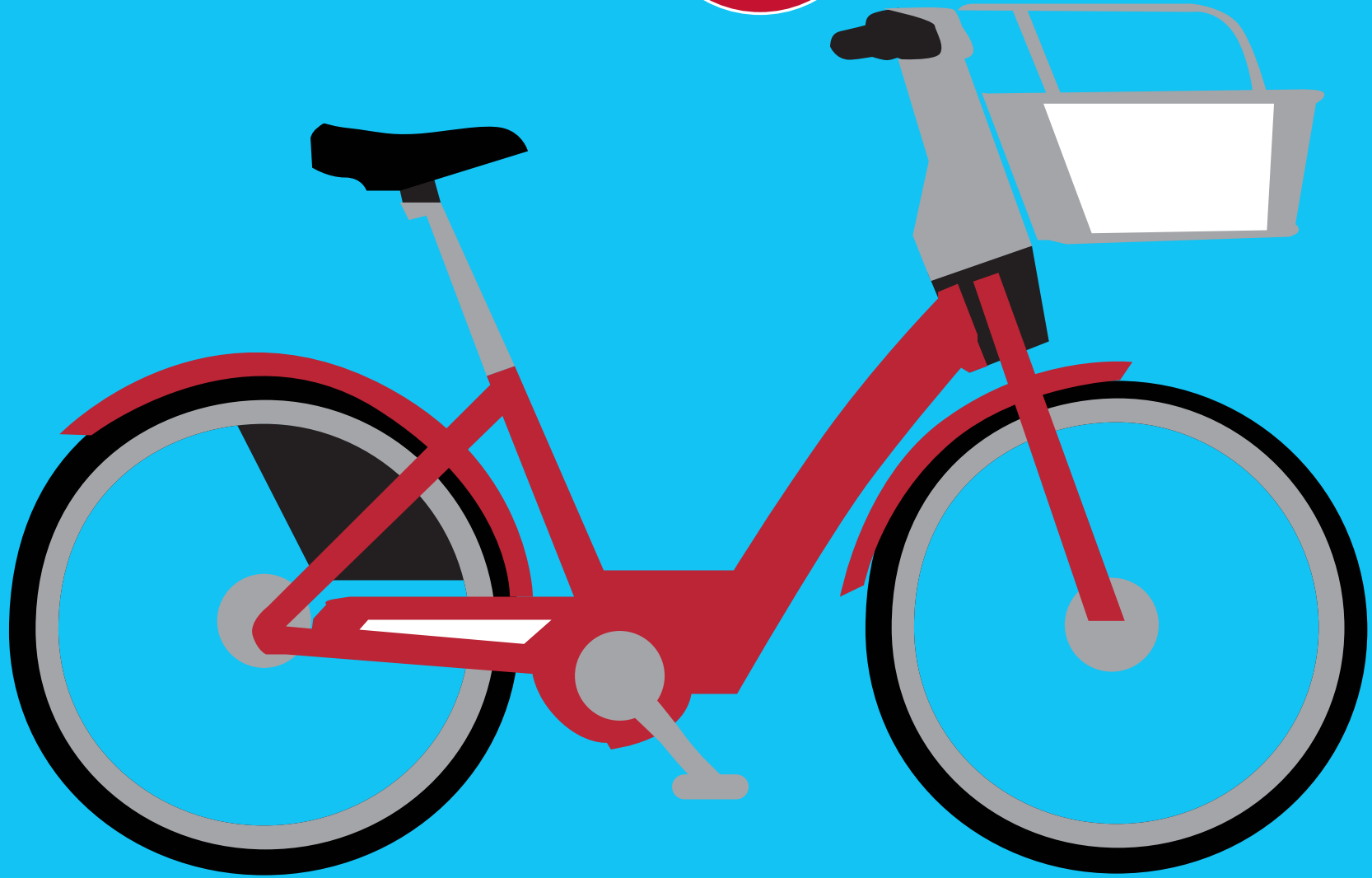


BOULDER  *cycle*™



2014 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

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

## GOALS:

In bringing bike sharing to Boulder, we endeavor to:

- 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.
- Demonstrate how bike-share programs can make communities healthier, stronger, friendlier, more mobile and more vital.
- Prove that bike-share systems can be financially sustainable operations that contribute to environmentally sustainable communities.
- Show how the application of new technology (wireless networks, RFID, GPS) 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

There are a lot of numbers to read in our 2014 Annual Report. The numbers I am most proud of from 2014 are 24/7/365 and 38/280.

Following our decision in 2012 to stay open year round, we made the choice in 2014 to stay open 24 hours a day. Previously, the system was closed from midnight to 5:00am. On April 1st, we began offering our public bike sharing service to the residents, workers, students and visitors of Boulder 24 hours a day, 7 days a week, 365 days a year.

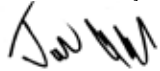
Providing a reliable, affordable and accessible system has always been central to our mission. In September, we added 16 stations and 130 bikes, expanding our system size by 70% to our current 38 stations and 280 bikes.

The bike sharing industry in the United States has seen extraordinary growth since the first programs were launched in 2010. When we launched in early 2011, we were the 4<sup>th</sup> B-cycle system in the country. Fast forward to early 2015 and there are now 19 B-cycle programs and over 20 other programs in operation using a variety of vendors, equipment, pricing models and ownership structures. Our non-profit model has always faced the dual challenge of maintaining a financially sustainable system while working towards becoming an essential part of the transit infrastructure.

I feel we are gaining ground on both fronts as presented in this report. Our system-generated revenue, as a percentage of all revenue, has grown from 20% in 2011 to 38% in 2014. With this revenue source growth we've seen our reliance on sponsorship dollars and operating grants reduced from 65% to 55%, and in March 2014 we secured our first ever presenting sponsor, Kaiser Permanente.

We also worked with Boulder Housing Partners, University of Colorado, Naropa University and the Downtown Boulder Eco Pass district (managed through Parking Services), to roll out a very successful membership campaign that saw over 650 members of those communities receive free annual passes. Increasing equity among bike share users is something we strive for every day. In fact, our annual surveys continue to show the gender split of our riders is 50 % females to 50% males. That is against the trend nationwide where typically the ratio is around 30% females to 70% males. We are very proud of that and of our ever-increasing and diverse ridership base.

As we look forward to 2015 and beyond, I see a bright (red) future for Boulder B-cycle. We will continued to reach out to all parts of the Boulder community to ensure more stations and more bikes are made available to more people. We thank everyone who has ever ridden one of our bikes and we thank everyone in advance who is about to ride!



James Waddell,  
Executive Director



Every time I see someone on a red B-cycle bike, I smile. And usually, the riders are smiling too as they zip around town on our fleet of sturdy, trusty two-wheelers.

Visitors use them to explore Boulder's stellar pathway system or cruise to a restaurant or a quick shopping expedition. Residents grab one for errands, exercise or a quick ride home. People who work here can step off the bus and hop on a red bike for the final mile to work.

Whatever the use, the red bikes have become a fixture in our community in only a few short years, a small but visible and valuable contribution to making Boulder even better.

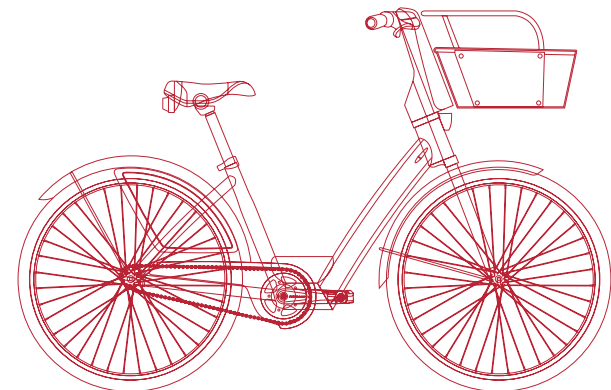
Behind the scenes, a scrappy staff team and hardy crew of volunteers keep the tires pumped, the bells ringing and bikes at every station. The City of Boulder provides invaluable support, as do our many generous sponsors. Their support is essential to keeping this small non-profit effort in operation.

I smile whenever I ride a B-cycle bike. Docking the bike is my favorite part – a solid thunk, a green light blinks, and I walk away, on to my next adventure of the day.

On behalf of the Boulder B-cycle Board of Directors, we encourage you to hop on a red bike and go for a ride.



Martha Roskowski  
2014 Board Chair





**43,143** trips by **7,374** riders

## Passes Sold

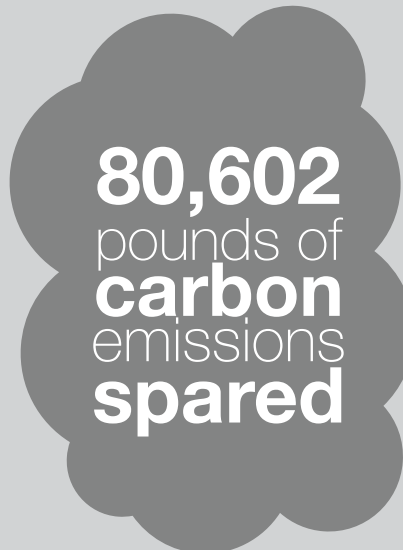
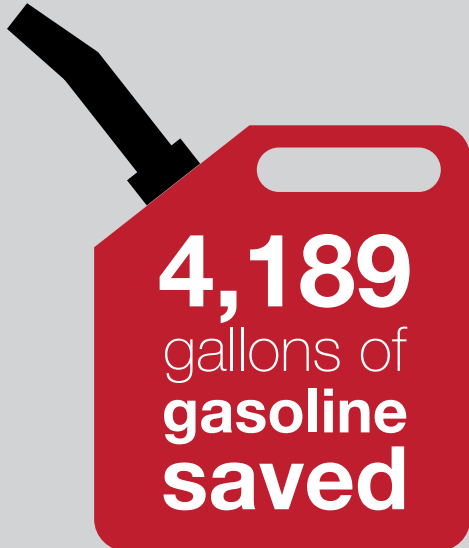
**1,455**

**Annual**  
passes

**106**  
**Semester**  
passes

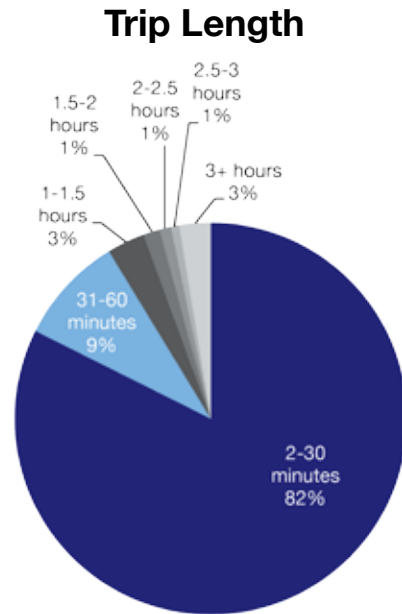
**164**  
**7-day**  
passes

**9,834**  
**24-hour**  
passes



## TRIP STATISTICS: 24-HOUR OPERATION & MORE TRIPS

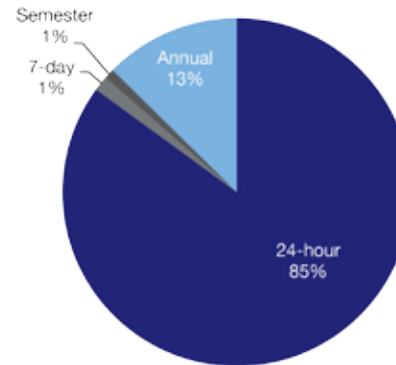
April of 2014 saw the introduction of a number of operational changes. We extended our previous system hours of 5:00 AM to midnight to remain open 24/7 year-round. Additionally, the free trip period was reduced from 60 minutes to 30 minutes, and pass prices and usage fees were restructured accordingly. We also introduced a 150-day Semester Pass to better serve Boulder's substantial university population. We continued to see a diverse collection of riders this year, including occasional local day users, out-of-town visitors and dedicated annual and semester members. Bearing in mind the mid-year shift in the free trip period, **82%** of trips were 30 minutes or less, and an additional **9%** of trips fell between 30 and 60 minutes in length.



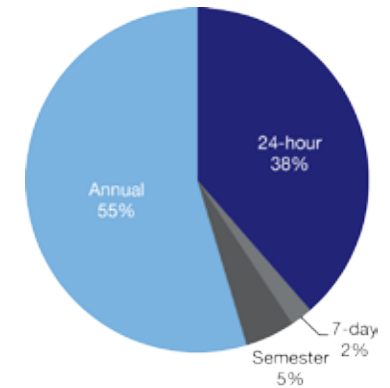
Note: Trips under 2 minutes are not included in trip totals



### Types of Access Passes Purchased



### Trips by Access Pass Type



Boulder B-cycle's riders took a total of **43,143** trips during the 2014 season, an increase of **43%** over 2013. Peak use took place in October, when our system expansion was drawing to a close:

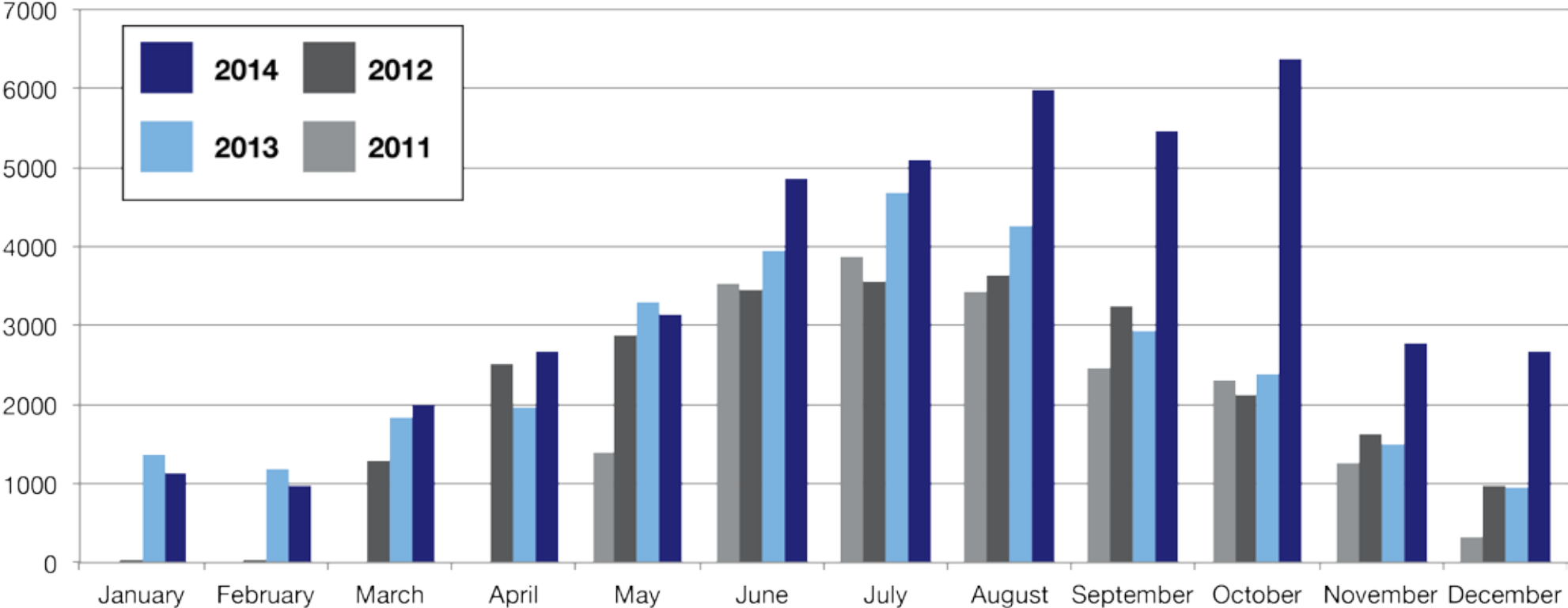
- A peak of **430** trips on October 18th
- An average of **118** trips per day

Throughout the season there was a clear distinction between weekday and weekend ridership. During the workweek, most B-cycle trips were taken by annual members; this trend reversed each weekend, when 24-hour users took the majority of trips.

## CHANGING TRIP HABITS

Compared to the 91% of trips that fell under the 60 minute mark in 2014, 2013 saw only 86% of trips fall under this mark, and only 66% of the total trips falling under 30 minutes. Additionally, 2014 saw 3% of all trips last more than 3 hours, while 2013 saw 6% of trips exceed 3 hours. These trends demonstrate an increased understanding of the short-trip model of bike sharing among our user base. We expect the trend toward shorter trips to continue as the bike sharing industry continues to expand and we refine messaging presented to users upon checkout.

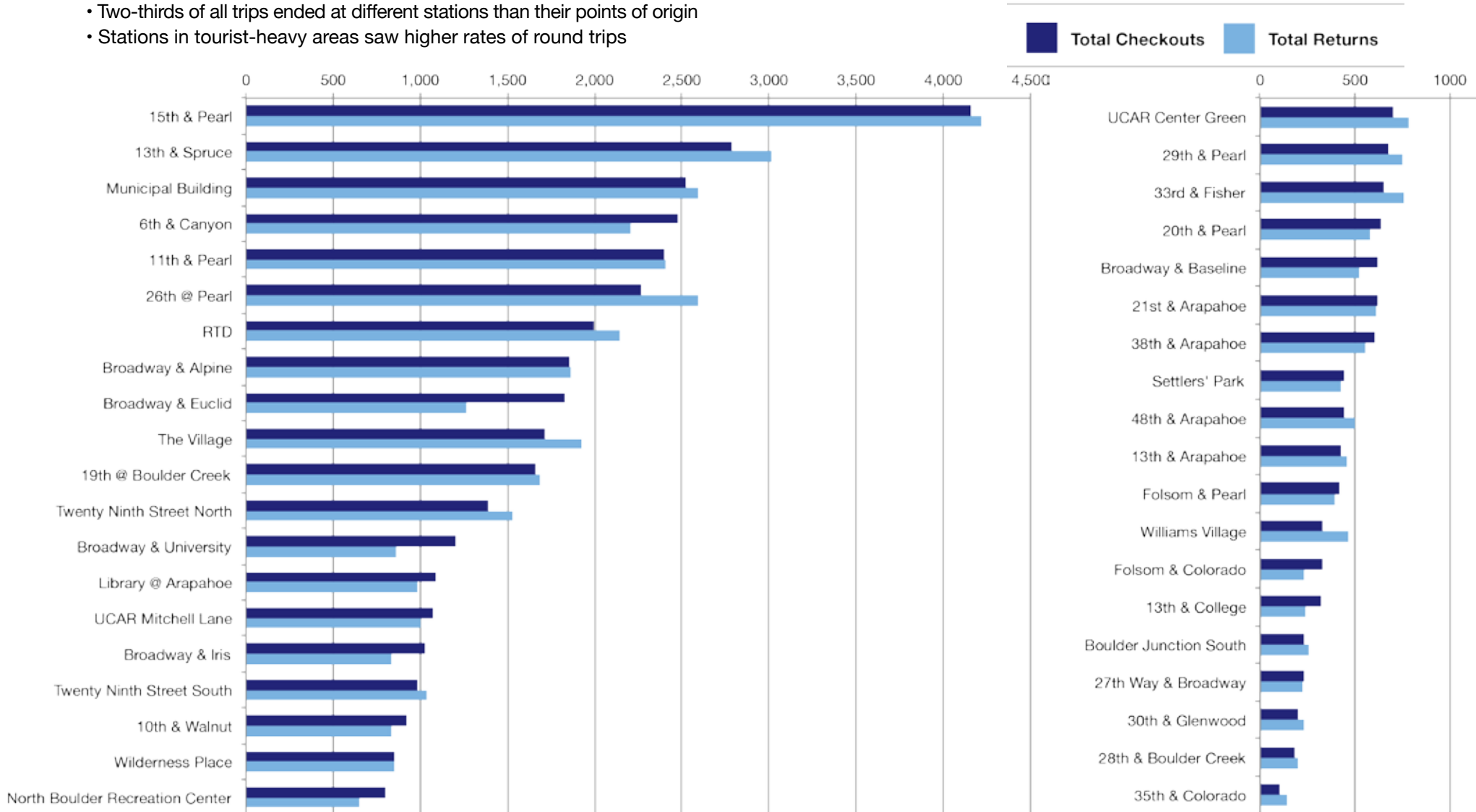
# TOTAL TRIPS BY MONTH—2011-2014



# CHECKOUTS AND RETURNS BY STATION

The B-station at 15th & Pearl, sponsored by Boulder Parking Services, continued to be our most popular. Checkouts from the top five stations accounted for 28% of the system's trips. Compared to 2013, in which 39% of trips were taken from the top five stations, this data indicates that station usage is trending towards a more equitable distribution across the system. The following trends were observed in 2014 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





# 2014 SURVEY RESULTS

Our 2014 user survey was distributed to members and non-members through our newsletter, via partner organizations and across social media channels, yielding 263 total responses, 92% of whom had used our bikes before. Results show the increasing presence of Boulder B-cycle in the Boulder community, and provide data demonstrating the benefits that bike sharing provides for riders.

Among respondents who have used bike sharing:  
50% ride a bike more frequently than before.  
90% own bicycles of their own.  
90% own cars.

## RIDER FEEDBACK

*"My Boulder B-cycle membership is essential to my regular use of public transportation and cuts down on my use of solo automobile travel. My car rarely leaves my driveway now, and part of that is the ease of bike sharing."*

*"I think B Cycle is a great service. I use it when I'm in Boulder or Denver as an alternative to driving around. It helps me get to different offices in Boulder for work as the stations are really close to my destinations. Saves me having to drive and park or wait for the bus."*

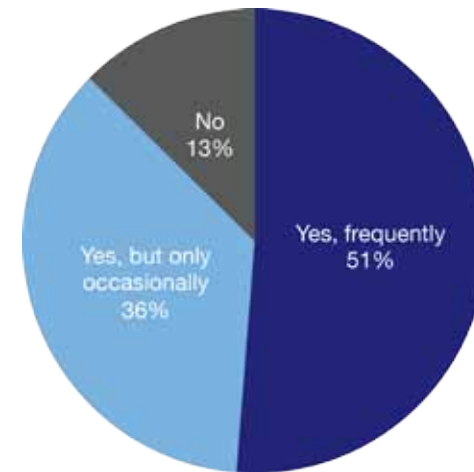
*"I'm amazed at the maintenance quality of these bikes. Out of about 70 segments that I rode, one time I had a minor maintenance issue (a bent pedal). How do you keep the tires consistently pumped up? I can't even do that on my bikes."*

*"I am surprised how much I use it, even though I have two personal bikes. I do enjoy being able to B-cycle to the transit center in Boulder, get on a bus to Denver, and then hop on a B-cycle in Denver."*

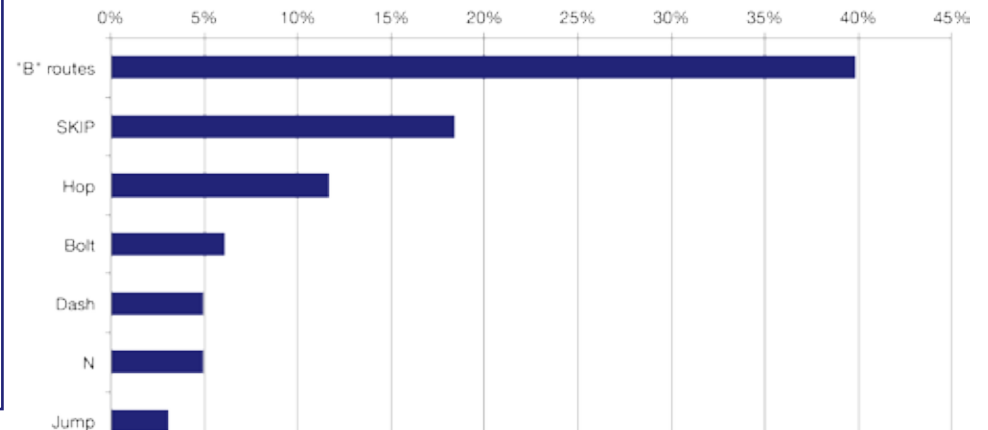
## PUBLIC TRANSPORTATION CONNECTIONS

According to our 2014 user survey, public transit usage among B-cycle riders remains high. 86% of riders have an RTD Eco Pass or other transit pass. Of these individuals, 53% say they use Boulder B-cycle to connect to public transportation.

**"Does using Boulder B-cycle together with public transportation enable you to leave your car at home?"**



**"Which RTD Bus Routes Do You Connect To Using Boulder B-cycle?"**

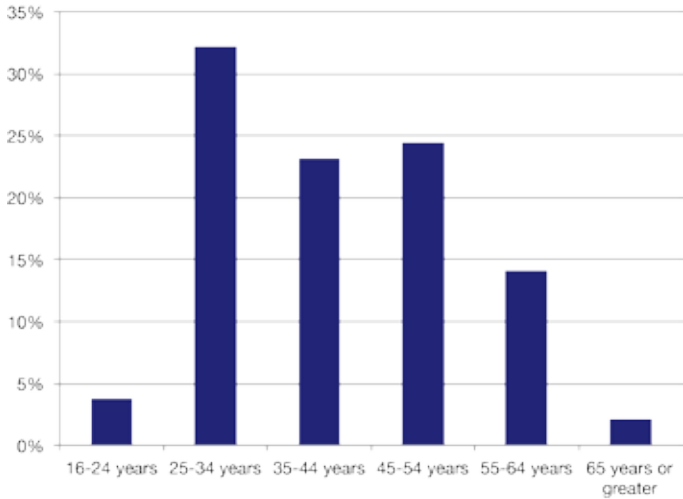




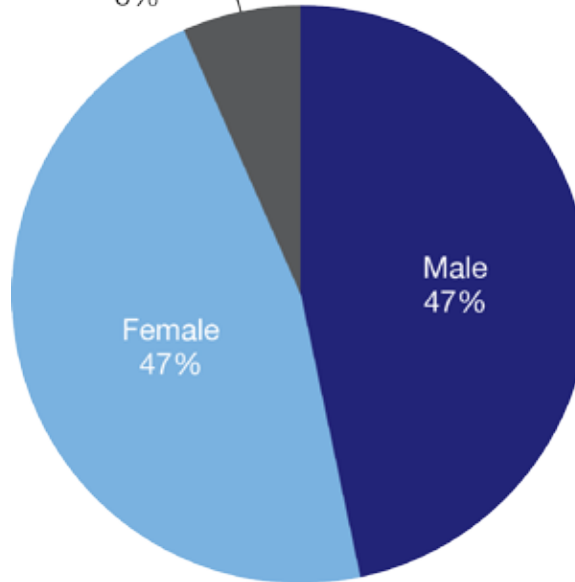
# USER DEMOGRAPHIC DATA: WHO USES BOULDER B-CYCLE?

The following information, except where noted, is taken from our 2014 user survey data.

## Age



## Gender



## MORE RIDER FEEDBACK

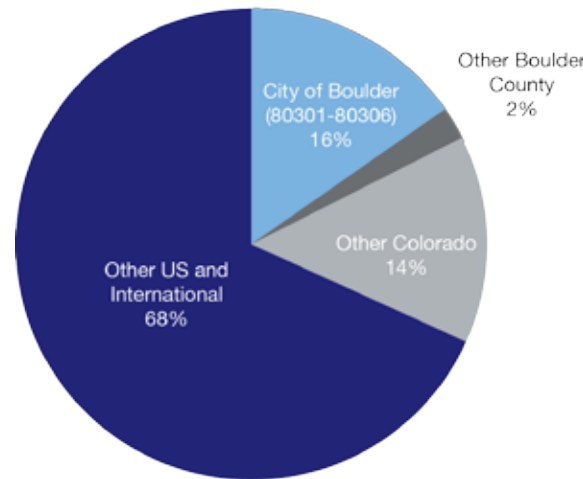
*"This survey was a good reminder that I should be taking bike rides on my lunch break during sunny winter days rather than sitting at my desk and eating my sandwich."*

*"It really is a great system. I live in a condo and don't have the space for a town bike. So this is a great alternative."*

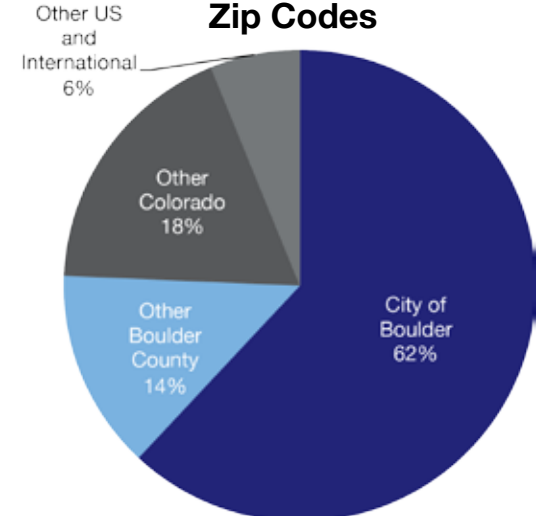
*"I like having the option to use a B-cycle to run errands rather than drive a car."*

*"I love introducing others to B-cycle and what a great deal it is. Boulder's already a great cycling city...B-cycle makes it all the better. Keep up the good work!"*

## 24-hour and 7-day Rider Zip Codes



## Annual and Semester Member Zip Codes



Note: this data comes from back-end user information and represents all riders from 2014

# COMMUNITY ENGAGEMENT

**Boulder B-cycle participated in a wide range of events in 2014, including bike and pedestrian celebrations, outreach events, and fundraising opportunities.**

## **1. Launch Party 2.0—March**

*We held a community gathering at our new offices to celebrate our 2014 station expansion and our transition to 24/7 operation. More than 200 guests attended this event, sponsored by Whole Foods and Boulder Beer. Our featured guest speaker was Alex Bogusky, one of the architects of the B-cycle brand.*

## **2. Bike to Work Day—June**

*On June 25th, Noosa Yoghurt sponsored a free ride day for Bike to Work Day, making all 24-hour passes purchased at kiosks free. We also continued our tradition of operating a mobile breakfast station, featuring product by White Wave Foods, Clif Bar and Noosa Yoghurt.*

## **3. Inaugural Boulder Craft Beer Festival—August**

*On August 23rd, we operated a bike valet service for the inaugural Boulder Craft Beer Festival, held in Central Park, with tips from the valet service being allocated to Boulder B-cycle's operational funding.*

## **4. USA Pro Challenge—August**

*On August 16th, we provided B-cycles for a kickoff lap for the Boulder leg of the USA Pro Challenge. A number of Boulder VIPs participated, including Mayor Matthew Applebaum and CU Mascot Chip.*

## **5. University of Colorado Outreach—August-September**

*Our staff attended move-in events at the Williams Village and Bear Creek residence halls to educate students on bike sharing. Executive Director James Waddell also guest-lectured a class in the CU School of The Environment and Sustainability.*

## **6. Boulder Green Streets Ciclovía—September**

*On September 14th, we attended Boulder Green Streets, Boulder's Ciclovía event. We offered free 24-hour passes to attendees, hosted a slow bike race to introduce potential riders to B-cycles, and participated in the Green Fashion Show.*

## **7. Boulder Housing Partners Outreach—October**

*We paired up with eGo Carshare to distribute free Boulder B-cycle passes to Boulder Housing Partners residents. In addition to door-to-door outreach conducted by eGo Carshare, we held a bilingual demonstration at the Broadway East/West community to introduce bike sharing to more than 50 BHP residents.*





# ORGANIZATION & SYSTEM UPDATES

In 2014, Boulder B-cycle saw significant organizational improvements, including new hires and our single largest system expansion to date. We continue to make adjustments and improvements in service of operating a system that will more efficiently and effectively serve the Boulder community.

## OPERATING HOURS & PRICE CHANGES

On April 1st, Boulder B-cycle moved to 24-hour, year-round system operations. The decision to increase operating hours beyond our previous schedule of 5:00 AM to midnight was generated by a desire to provide improved late-night transportation options for the Boulder community, including students and shift workers who keep nontraditional schedules. In conjunction with increased service, we also implemented small increases to pass prices as well as a change in our usage fee structure. We reduced the free trip period allotted to riders from 60 to 30 minutes, and decreased usage fees from \$4.50 per half hour to \$3. April also saw the introduction of the Semester Pass, a 150-day RFID pass designed to serve Boulder's university population.

## INDUSTRY GATHERINGS

For the first time, major players in the bike share industry held national gatherings to discuss the state of the industry in North America. These meetings saw discussions on the development of robust standards in system operation, data reporting, sponsorship and other key areas of interest. Our staff attended the first gathering of the North American Bike Share Association in Pittsburgh, Pennsylvania in September. Attendees included other bike share operators, as well as system vendors and organizational players in the transportation community. We also attended the first annual B-cycle World gathering in Madison, Wisconsin in October. This conference, hosted by our supplier, B-cycle LLC, focused on the specific needs of operators of B-cycle branded systems.

We emerged from these meetings with a substantial collection of new ideas for operational and organizational improvements, as well as renewed confidence in the strength of our program.

## STAFF GROWTH

2014 saw the addition of four part-time staff members. Danny Fisher-Bruns, Todd Root, and Mike Royer were hired as Fleet Technicians to build and repair



B-cycles, maintain stations, and balance bike distribution. Erica Congelli was hired as Customer Service and Administrative Assistant to help handle customer service requests during peak operating hours. 2014 also saw the departure of Amy Breunissen and Danny Fisher-Bruns from our staff.

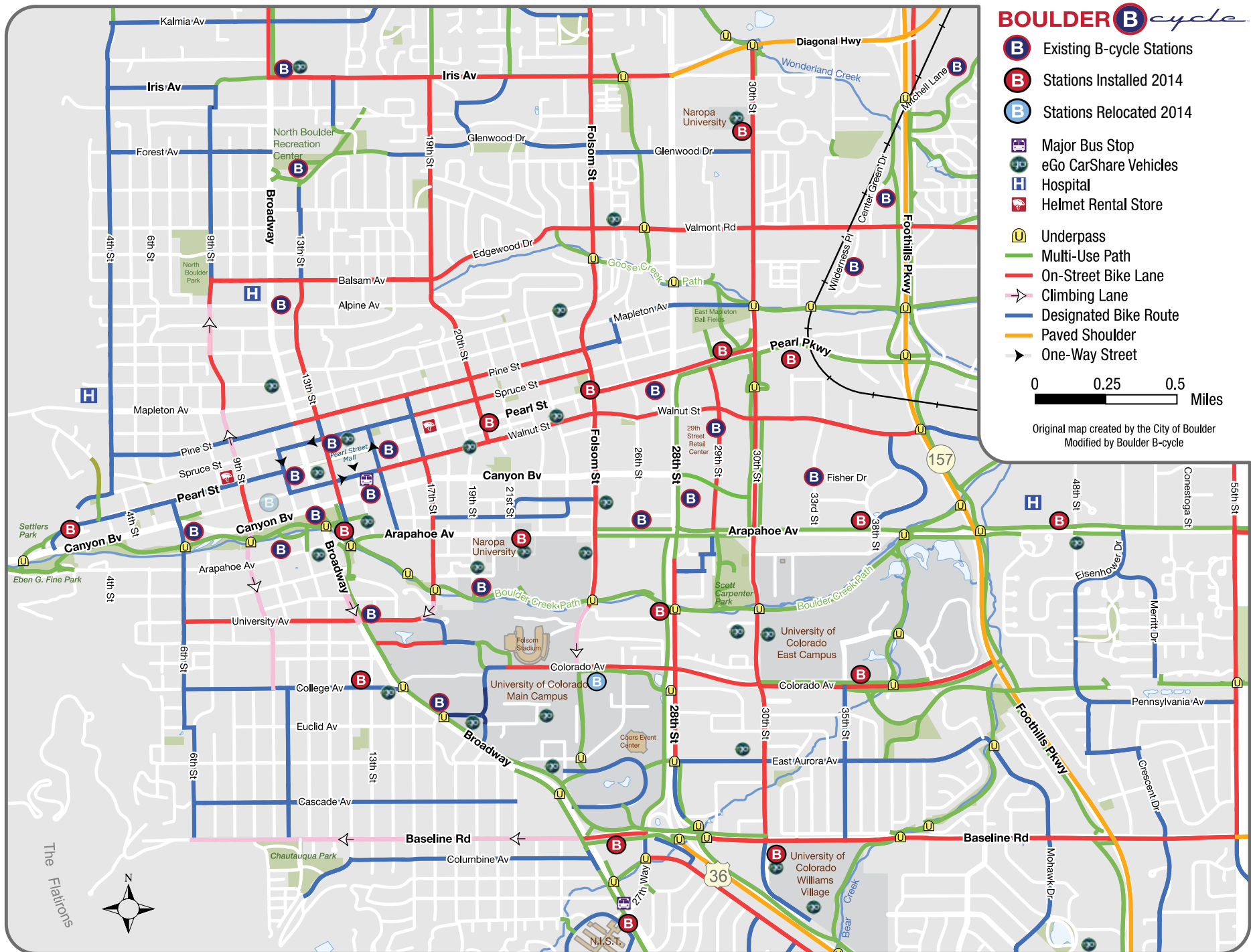
## SYSTEM EXPANSION

Following last year's extensive planning efforts, 2014 marked Boulder B-cycle's single largest system expansion since we launched our program in 2011. Between July and October, we added 16 new stations and 100 B-cycles. Primary funding for 15 of these stations was secured through a federal Transportation, Community and System Preservation (TCSP) grant, for which the City of Boulder acted as a sponsoring entity. A number of local businesses and organizations provided local match dollars for these stations, and funding for the station at 35th & Colorado was contributed by Boulder Transportation Connections via a Congestion Mitigation and Air Quality (CMAQ) grant. A map of this expansion is displayed on the following page.

## ASSET REALLOCATION

Concurrent with this year's system expansion, the decision was made to move the B-station formerly located at 10th & Walnut to the southeast corner of Folsom & Colorado. This decision was made due to the low usage rates at that station, increased rates of student membership, and community input on desired station locations. The relocation of this station took place on October 1st.

# 2014 SYSTEM EXPANSION MAP



# FINANCIAL OVERVIEW

As a 501(c)(3) nonprofit organization, Boulder B-cycle 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 2014, the City of Boulder administered a federal TCSP transportation grant to fund our \$550,000 system expansion. The City was reimbursed \$440,000 from the TCSP grant and \$110,000 (20% local match) from Boulder B-cycle. This local match was sourced from a variety of local property owners and businesses that saw stations installed on their premises during the 16-station expansion. \$80,000 of the local match funds was received in 2013.

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

## Capital

**Revenue** \$470,000

**Expenses** \$612,135

**Deficit** \$142,135

## Operating

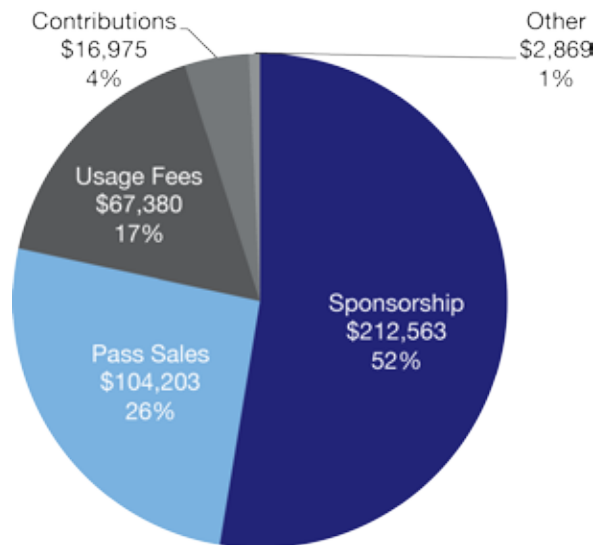
**Revenue** \$403,990

**Expenses** \$463,127

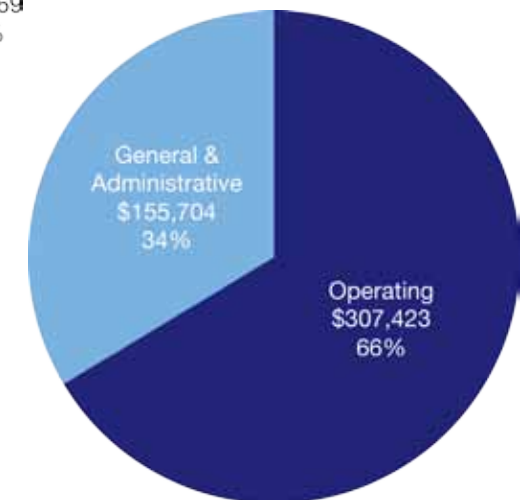
**Deficit** \$59,137



## Revenue



## Expenses





# SPONSORS & PARTNERS

In March of 2014, Boulder B-cycle announced the beginning of Kaiser Permanente's Presenting Sponsorship, the first partnership of its kind for our organization since launching in 2011. Kaiser Permanente now appears on every bike and station in our system.

Whether looking for brand visibility on our bikes and stations, or for discounted or free annual passes as employee benefits, numerous other returning and new sponsors chose to support Boulder B-cycle's efforts in 2014. Thank you to all of our sponsors and partners for making bike sharing in Boulder possible!



Kaiser Permanente Wrapped bike



Whole Foods Wrapped Bike Sponsorship



Kaiser Permanente Triangle Badge



Kaiser Permanente End Cap



Google Skirt Guard Sponsorship



Naropa University Station Sponsorship



Way To Go Wrapped Bike Sponsorship



Elevations Basket Sponsorship



People For Bikes Fender Sponsorship



Convention and Visitors Bureau Basket Sponsorship

# BOULDER cycle 2014 SPONSORS & PARTNERS

Presenting  Sponsor **KAISER PERMANENTE®**





# STAFF



James Waddell



Kevin Crouse



Kevin Bell



Amy Breunissen



Erica Congelli



Danny Fisher-Bruns



Mike Kenley



Mark Kittler



Todd Root



Mike Royer

## STAFF

**James Waddell**, Executive Director

**Kevin Crouse**, Operations & Customer Service Manager

**Kevin Bell**, Marketing & Communications Manager

**Amy Breunissen**, Station Planner

**Erica Congelli**, Customer Service and Administrative Assistant

**Danny Fisher-Bruns**, Fleet Technician

**Mike Kenley**, Fleet Technician

**Mark Kittler**, Fleet Technician

**Todd Root**, Fleet Technician

**Mike Royer**, Fleet Technician

## SUPPORT

**Leo Faccenda**, Intern

# BOARD OF DIRECTORS

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Vice President for Local innovation  
PeopleForBikes  
*Board Chair*

**Bruce Blankenship**

Principal  
Blankenship Financial Services  
*Board Treasurer*

**Ana Bogusky**

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Yeti Cycles

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EKS&H

**Brandon Smith**

Sustainable Transportation Manager  
University of Colorado Environmental center  
*University of Colorado Boulder Liaison*

**Kathleen Bracke**

GO Boulder Manager  
City of Boulder  
*City of Boulder Liaison*

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