

BOULDER  *cycle*™



2015 Annual Report

- 2 A Word From Our Leaders
- 3 2015 At A Glance—Our Impact
- 4 Users and Usage
- 7 2015 System Improvement Survey
- 9 Community Engagement
- 10 Organization & System Updates
- 11 2015 System Map
- 12 Financial Overview
- 13 Sponsors & Partners
- 15 Staff
- 16 Board of Directors

Start  Here



## 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) 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

In reviewing this Annual Report, I am flooded with pride in all that happened this past year.

During 2015, we saw increases over 2014 in these key performance measures:

- Trips increased by 92% from 43,134 to 82,927
- Total pass sales increased by 51% from 11,559 to 17,491
- System generated revenue increased by 24% from \$159,660 to \$197,314

These numbers, which represent record achievements for our program, are a testament to the creative, smart and plain old hard work contributed by the staff, board members, sponsors and stakeholders of Boulder B-cycle.

Without the support of our riders, sponsors, and stakeholders in particular—the people who contribute the much-needed dollars to run this program—we would merely be just a good idea, and not the integral piece of transit infrastructure and shining example of Boulder’s “brand” that we have become.

To that point, I want to take this opportunity to publicly thank everyone who has ridden one of our bikes, the City of Boulder for their ongoing support since we launched in 2011, and to our presenting sponsor since 2014, Kaiser Permanente.

A big focus in our industry is ensuring financial viability by increasing the percentage of revenue generated by the users of our bike share systems. This provides a more reliable source of revenue, and an indicator of the need for such a program, as compared to the revenue contributed by sponsors, which can be affected by market forces, particularly in a city our size. (Note: We are the 14th largest bike share program in the US located in the 278th largest city. Every program larger than us is located in a top-20 city by population.)

The “Wildly Important Goal” that came out of our 2016-2018 strategic plan is that our system will be generating 70% of its costs by 2018. On the surface, that may seem an odd goal, but like any transit system, we need outside support to close our funding gap. In 2015, we achieved a 35% recovery rate, while the most successful systems in larger markets are running between 50% and 70%.

Most residents of Boulder that we talk with say, “Oh, I love your red-bike program,” and then many go on to say, “but I rarely use it because I have my own bike”. Our ongoing challenge is turn those positive feelings towards us into actual use and financial support. We know that Boulder has a strong existing culture of biking and, B-cycle is not an either/or proposition. It is an additional tool in everyone’s mobility toolbox, and moving around this City is something everyone can relate to.

So I urge you, the reader, whether you are a resident, worker or student in our great city, to jump on one of our shiny red bikes to ensure we are around for many years to come. I promise, once you do, you won’t want to stop!

Ride! Return! Repeat!

Cheers,



James Waddell,  
Executive Director



Dear Bike Sharing Friends,

Boulder B-cycle Members and Sponsors like you are the core of our sharing community. You provide the resources that make our program a success and we thank you for your generosity.

The City of Boulder has always been one of our advocates, and without their support the Boulder B-cycle network of stations and bikes would not exist. Over the years the City of Boulder has invested in improving bike lanes and bike routes in this community, providing another healthy way to get around our city. Their support for Boulder B-cycle is another investment in our community.

Kaiser Permanente has been our Presenting Sponsor for the last few years and their financial support has made a lot of the recent improvements in our system possible. Their support of Boulder B-cycle is a direct reflection of their ongoing commitment to reach out to their community and promote health and wellness for all.

I also want to take a few seconds to thank all our sponsors and partners. We really couldn’t have achieved the level of success we have had without their commitment to bike sharing in Boulder. Keep an eye on those brands displayed on our B-cycle bikes and thank those businesses the next time you visit their location or buy one of their products. These are truly companies who understand the importance of building their brand locally and investing in our community.

You, our individual members, are a big key to the growth of bike sharing in Boulder. Our staff is always looking for unique and innovative ways to make it more convenient for you take trips in our community. We need your help to spread the word about the benefits of bike sharing, like always having a tuned up bike with fenders, a basket, and lights if it gets a dark. Tell your friends about B-cycle, invite them to take a ride with you, encourage them to become a card carrying member. The next time you’re heading out for dinner, check out our system map. Invite some friends to join you on a ride to dinner.

We strive to be innovative in everything we do, so that you can have the best experience. In 2016, you will see the introduction of a number of new membership options giving nearly everyone the option to hold a red membership card. These membership cards streamline the check-out process; you simply tap the station, wave your card and you’re on the way. If you have checked out a B-cycle in the past via our kiosk, these cards seem like magic.

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

Sincerely,



Gary Gomulinski,  
2015 Board Chair





**83,850** trips taken

## Passes Sold

**1,539**

**Annual**  
passes

**252**

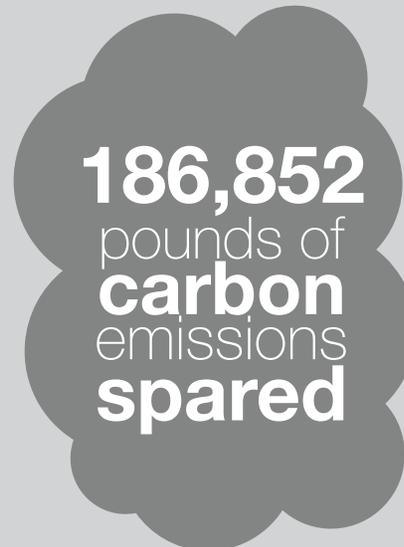
**Semester**  
passes

**392**

**7-day**  
passes

**15,382**

**24-hour**  
passes



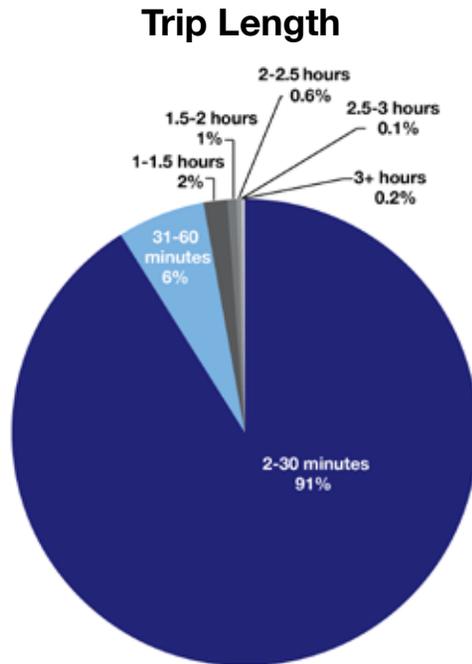
## TRIP STATISTICS

### EXPLOSIVE GROWTH & INCREASED EXPOSURE

Boulder B-cycle's riders took a total of **83,850** trips during the 2015 season. This increase of **94%** over 2014 represented our single largest year-over-year increase in system usage since our launch in 2011.

As in years past, Boulder B-cycle's trips were split among occasional local day users, out-of-town visitors and dedicated annual and semester members.

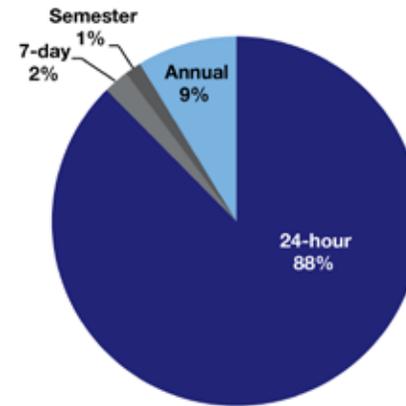
91% of trips were 30 minutes or less, and an additional 6% of trips fell between 30 and 60 minutes in length.



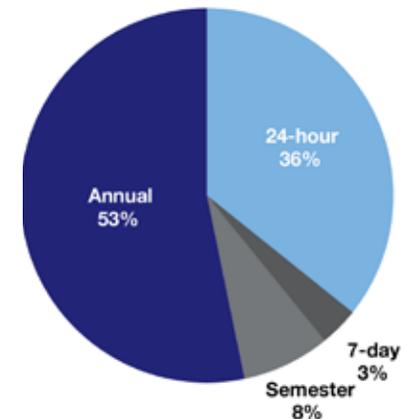
*Note: system errors are excluded from this data set*



### Types of Access Passes Purchased



### Trips by Access Pass Type



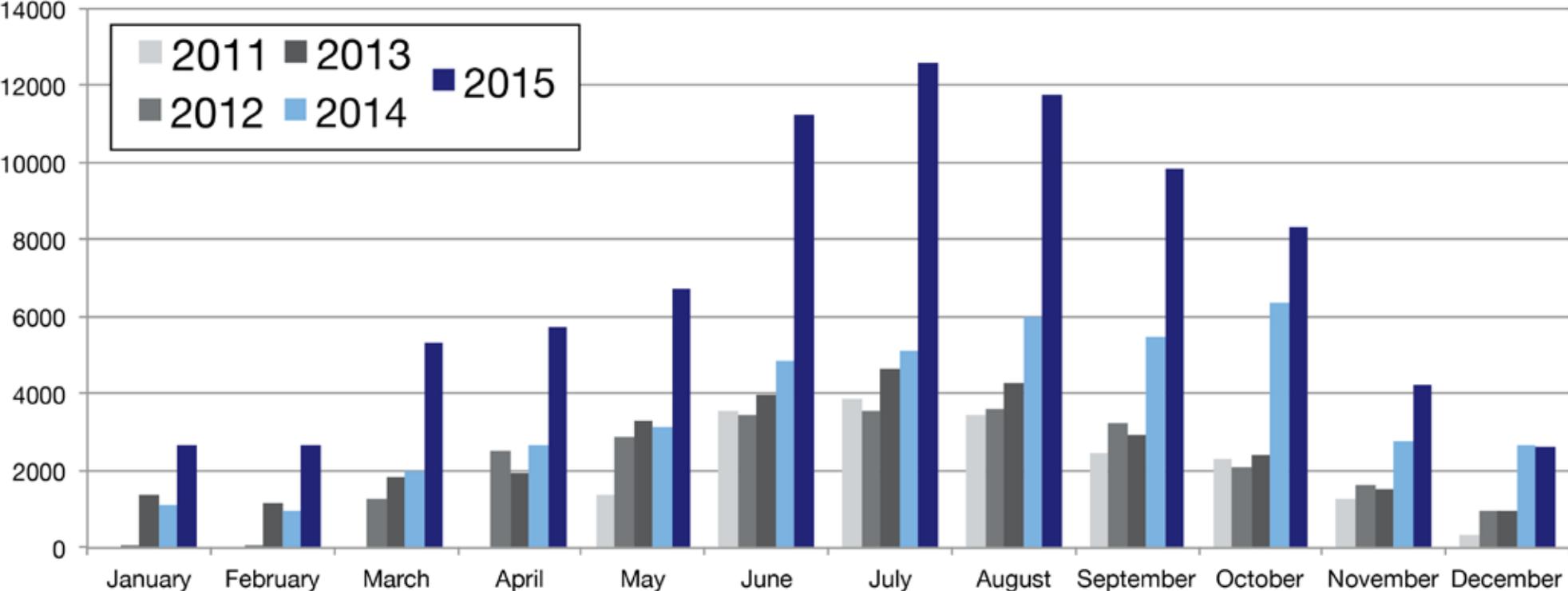
- A peak of **593** trips on August 2nd
- An average of **230** trips per day

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.

## INCREASINGLY SHORT TRIPS

Compared to the 91% of trips that fell under the 60 minute mark in 2014, 2015 saw 97% of trips fall under this mark. Similarly, while only 82% of trips fell under 30 minutes in 2014, 91% of trips fell under this mark in 2015. Additionally, while 2014 saw 4% of trips exceed 3 hours, 2015 saw just 0.2% of all trips last more than 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.

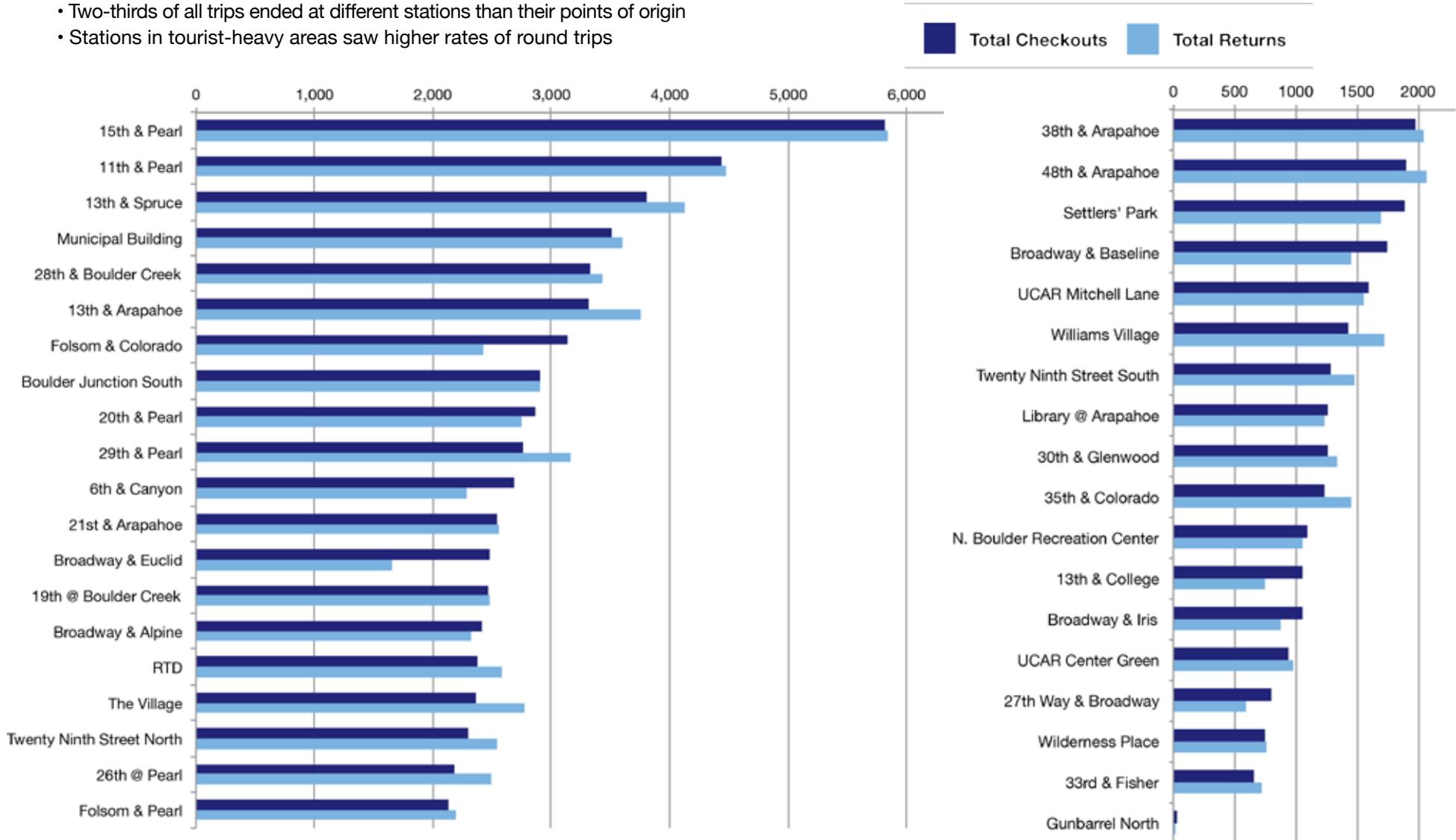
# TOTAL TRIPS BY MONTH—2011-2015



# CHECKOUTS AND RETURNS BY STATION

The B-station at 15th & Pearl, sponsored by Boulder Parking Services, continued to be our most popular. 2015 marked the first full year of operation for the 17 grant-funded stations installed in 2014, giving us a clear idea of the expected performance of these stations moving forward. The following historical trends continued in 2015 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



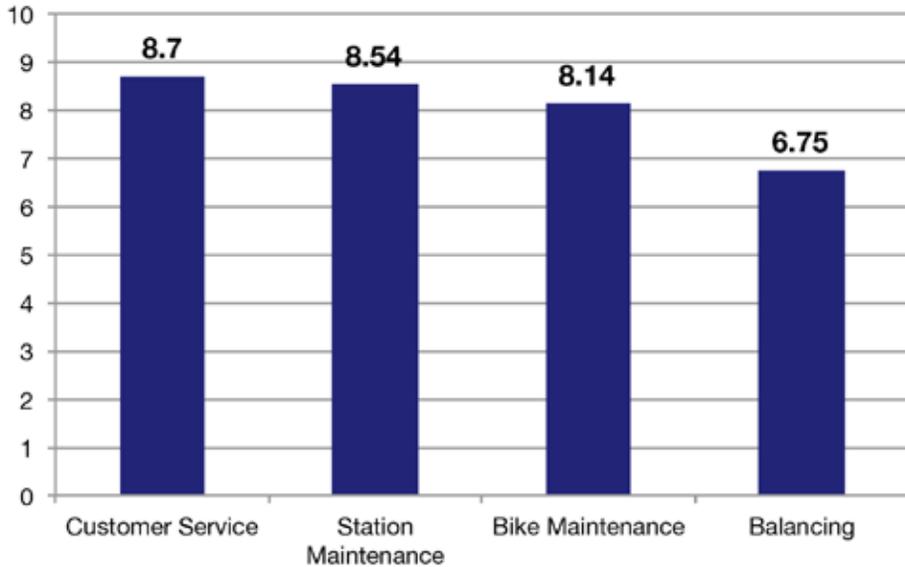
# 2015 SYSTEM IMPROVEMENT SURVEY

In contrast to previous years, our 2015 user survey focused on rider satisfaction and planned system improvements rather than simple demographics. The results from this survey helped to inform system changes and improvements planned for 2016.

This survey was distributed to members and non-members through our newsletter, via partner organizations and across social media channels, yielding 278 total responses, 87% of whom had used our bikes in the last year. Selected results are included here.

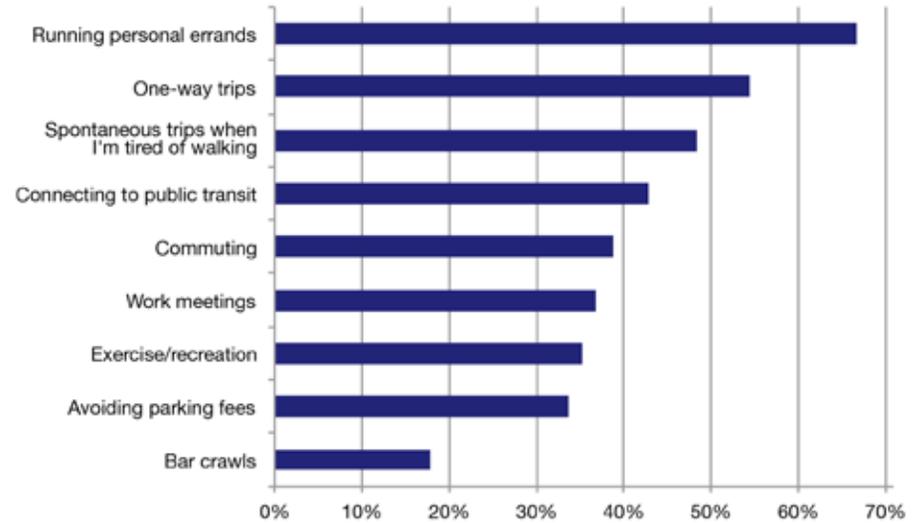
**Among Boulder B-cycle Riders:**  
**87% own bicycles of their own.**  
**88% own cars.**

**Average rider satisfaction score  
(scale of 1-10)**



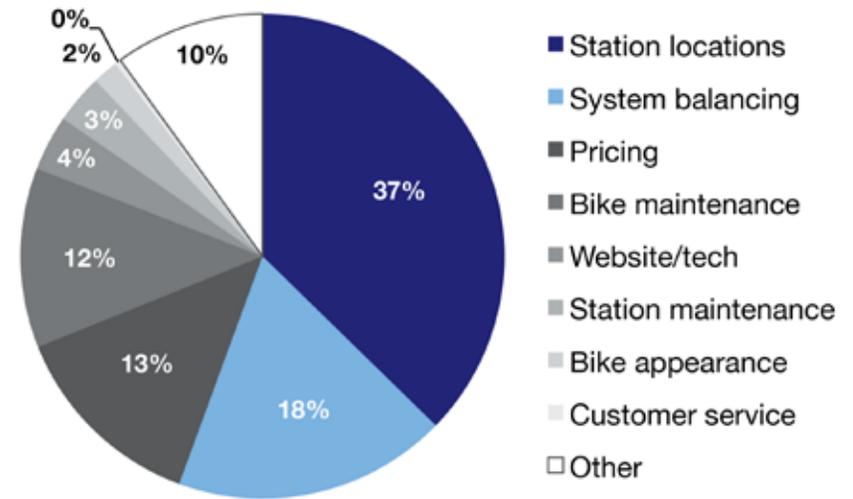
**43% of riders report using Boulder B-cycle to connect to public transportation.**

## In what ways do you use Boulder B-cycle?



*Note: Respondents could select multiple answers to this question*

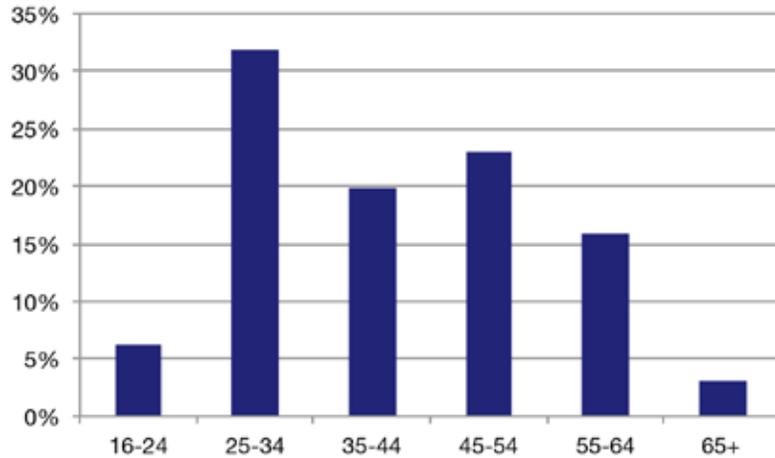
## What is the number one thing Boulder B-cycle can improve moving forward?



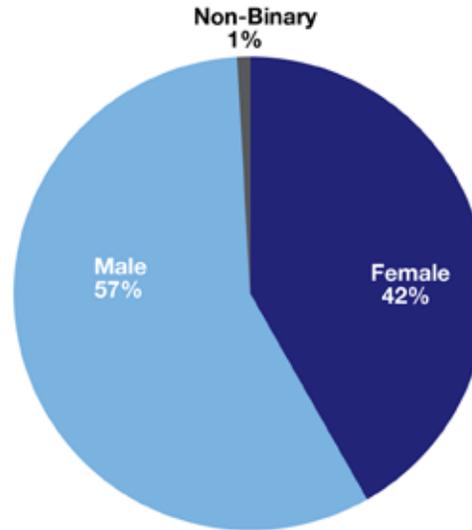
# USER DEMOGRAPHIC DATA: WHO USES BOULDER B-CYCLE?

The following information, except where noted, is taken from 2015 survey respondents who have used Boulder B-cycle in the past year.

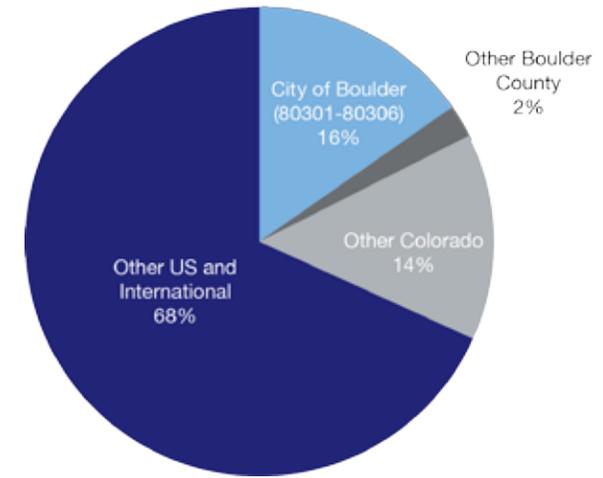
## Age



## Gender



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



Note: This data comes from back-end user information

## RIDER FEEDBACK

"I work in town but, commute in with my husband which means I don't have a car during the day. I love B-cycle because it expands my options for running errands on my lunch break and doing things after work. Overall the system works well and the bikes are in good shape. I would love to see the system expanded not only within Boulder but also to other Boulder County towns.. Thank you for all your hard work!"

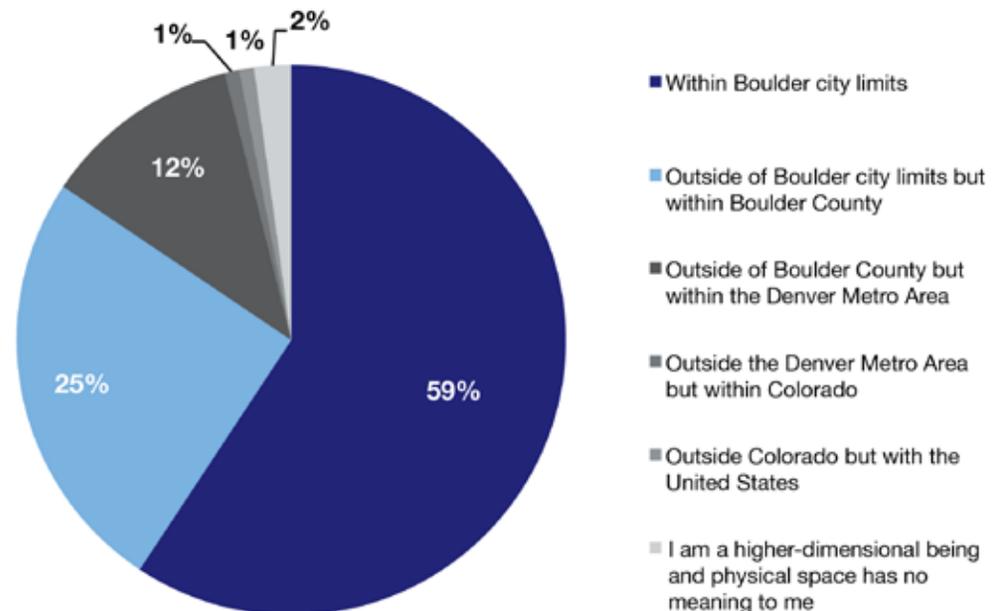
"Love how much things have grown and improved in the past 1-2 years! 24/365 is amazing too."

"The overall system is great. I depend on it daily for getting me to and from my bus stops and work. Keep up the great work!"

"I love B-Cycle. I use it for all my travel around Boulder (I don't live in Boulder but work here). Its a great way to get around. I have only rarely had issues and really appreciate the service..."

"You've changed the way I ride bicycles. Thanks!"

## Survey Respondent Locations



# COMMUNITY ENGAGEMENT

**Boulder B-cycle participated in a number of events in 2015, including bike and pedestrian celebrations, outreach events, and fundraising opportunities.**

## **1. Bike to Work Day—June**

*On June 24th, Boulder B-cycle partnered with Noosa Yoghurt, White Wave Foods, Boulder Ice Cream and The Lofts At Peloton to run a Bike to Work Day breakfast station at our offices at 38th & Arapahoe. This was our first year hosting a breakfast station. 24-hour pass fees were waived at the kiosk thanks to a sponsorship from Noosa Yoghurt*

## **2. Boulder Green Drinks—July**

*On July 21st, Boulder B-cycle was invited to speak about our program at Green Drinks Boulder, a monthly networking series focused on sustainability. We spoke about the role of bike sharing in promoting sustainable transportation behavior and took questions from members of the community.*

## **3. IronMan Boulder—July & August**

*On July 31st through August 2nd, we partnered with IronMan and the City of Boulder to provide free 24-hour passes to all triathlon participants and spectators. A total of 121 people redeemed these free passes, taking a total of 332 trips. The day of the event, 8/2, saw our biggest day of usage in the history of our program, with 593 trips.*

## **4. Boulder Craft Beer Festival—August**

*On August 22nd, with help from volunteers, we operated a bike valet service for the second annual Boulder Craft Beer Festival, held in Central Park. Tips from the valet service and a contribution from Downtown Boulder were allocated to Boulder B-cycle's operational funding.*

## **5. Ralphie's Green Stampede**

*During CU Football's 2015 season, we partnered with Ralphie's Green Stampede, a program of the CU Environmental Center, to encourage students to take alternative transportation to CU football games.*

## **6. Rider Roundtables—November**

*On November 11th and 17th, we invited riders who completed our System Improvement Survey to come to our offices after hours and talk in depth about their experiences using our bikes. More than 30 people attended, and information gathered during these events will inform system changes and improvements in 2016.*



# ORGANIZATION & SYSTEM UPDATES

In 2015, Boulder B-cycle saw incremental organizational improvements, including new hires, expansion into new parts of Boulder, and increases to individual station sizes to accommodate increased ridership. We continue to make adjustments and improvements in service of operating a system that will more efficiently and effectively serve the Boulder community.

## GUNBARREL EXPANSION

On September 8th, Boulder B-cycle installed a 21-dock station at the Apex 5510 Apartment Homes in Gunbarrel. This installation marked our first expansion into Gunbarrel, setting the stage to potentially serve a growing residential and employment area outside of Boulder's core. Funding for this station was provided in full by Apex 5510 Apartment Homes.

## STATION EXPANSIONS

On June 3rd, following the analysis of trip data, we expanded two small nine-dock stations in an effort to reduce rebalancing required at these locations. Through funding from our 2014 Colorado Gives Day campaign, five docks were added to 13th & Spruce, and Google provided funding to add three additional docks at the station serving their offices at 26th @ Pearl.

## INDUSTRY GATHERINGS

For the second consecutive year, major players in the bike share industry held national gatherings to discuss the state of the industry in North America. Our senior staff attended the second gathering of the North American Bike Share Association in Chicago, Illinois in September. Attendees included other bike share operators, as well as system vendors and organizational players in the transportation community. Among other advances, this meeting led to the development of an industry-wide open data standard, the General Bike Share Feed Specification, set to launch at the beginning of 2016.

We also attended the second 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 and demonstrated upcoming technologies, including mobile app-based bike checkout.

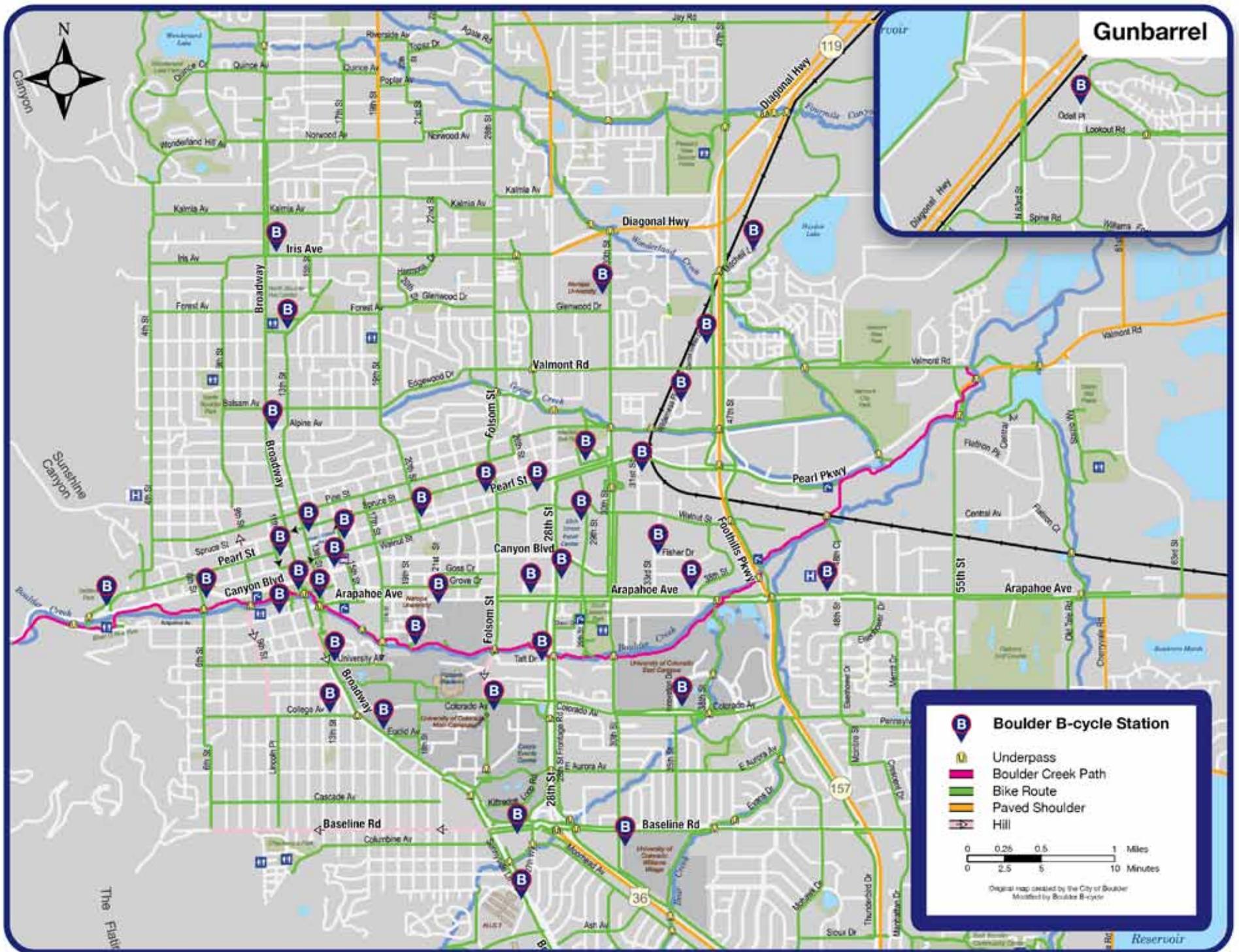


We emerged from these meetings with a substantial collection of new ideas for operational and organizational improvements, as well as renewed confidence in the strength of our program.

## STAFF CHANGES

2015 saw the addition of Glen Francis as a part-time Fleet Technician to build and repair B-cycles, maintain stations, and balance bike distribution. 2015 also saw the departure of Mike Royer from our staff.

# 2015 SYSTEM 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 2015, capital expansion was limited, with one new station funded privately and additional docks to two existing stations funded by a combination of private contributions and grassroots fundraising secured from a late-2014 campaign.

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

## Capital

**Revenue** \$73,541

**Expenses** \$66,802

**Surplus** \$6,739

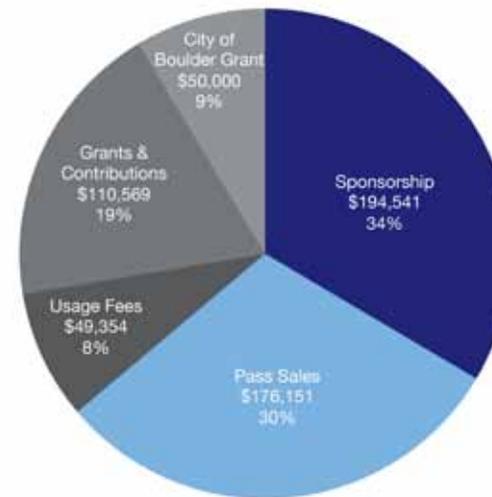
## Operating

**Revenue** \$580,615

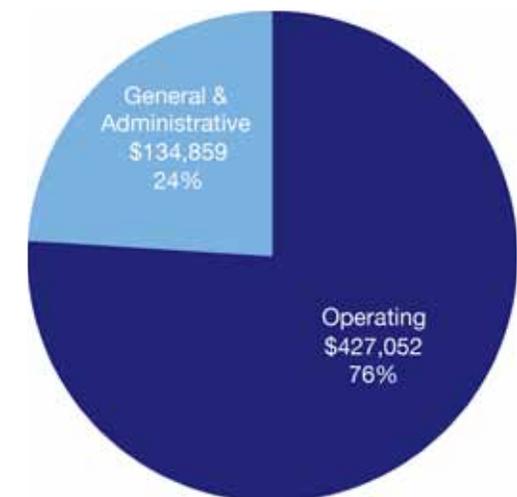
**Expenses** \$595,341

**Deficit** \$14,726

### Revenue



### Expenses



# SPONSORS & PARTNERS

Kaiser Permanente's presenting sponsorship, established in 2014, continued in 2015, with Kaiser appearing 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 2015. Thank you to all of our sponsors and partners for making bike sharing in Boulder possible!



Kaiser Permanente Wrapped bike



RTD Wrapped Bike Sponsorship



Kaiser Permanente Triangle Badge



Kaiser Permanente End Cap



Google Skirt Guard Sponsorship



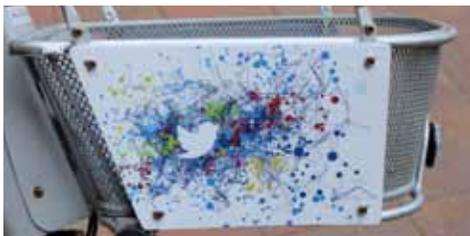
People For Bikes Fender Sponsorship



Kettle Chips Station Sponsorship



Citywide Banks Skirt Guard Sponsorship



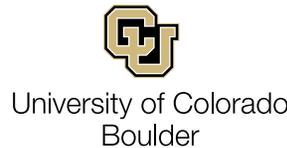
Twitter Basket Sponsorship



Elevations Basket Sponsorship

# BOULDER *cycle* 2015 SPONSORS & PARTNERS

Presenting  Sponsor **KAISER PERMANENTE®**



# STAFF



©Christi Turner

James Waddell



©Christi Turner

Kevin Crouse



©Christi Turner

Kevin Bell



Erica Congelli



Glen Francis



Mike Kenley



©Christi Turner

Mark Kittler



Todd Root



Mike Royer



Sawyer Gilbert

## 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

**Glen Francis**, Fleet Technician

**Mike Kenley**, Fleet Technician

**Mark Kittler**, Fleet Technician

**Todd Root**, Fleet Technician

**Mike Royer**, Fleet Technician

**Sawyer Gilbert**, B.E.A.S.T. Master

# BOARD OF DIRECTORS

**Gary Gomulinski**

Vice President of Commercial Banking  
Citywide Banks  
*Board Chair*

**Jeremy Wilson**

Senior Manager  
EKS&H  
*Treasurer*

**Ana Bogusky**

Principal  
FearLess Cottage

**Darrell M. Daley**

Partner  
Faegre Baker Daniels LLP

**Ellen Feeney**

**Dave Kingsbury**

Vice President of Product Development and Research  
New Hope Communications, Inc.

**D. Liles Lipe**

Vice President & Senior Relationship Manager  
First Western Trust

**Michael-Ryan McCarty**

Commercial Real Estate Broker  
Gibbons-White, Inc.

**Amy Morfas**

Deputy Director  
Bicycle Colorado

**Bill Mueller**

Director of Finance & Operations  
Yeti Cycles

**Martha Roskowski**

Vice President for Local innovation  
PeopleForBikes

**Peter Schaub**

Partner  
Berg Hill Greenleaf & Ruscitti LLP

**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*

CONTACT BOULDER 

[info@boulderbcycle.org](mailto:info@boulderbcycle.org)

303-532-4412

Boulder B-cycle  
3601 Arapahoe Avenue #D179  
Boulder, CO 80303