

Denver Bike Sharing 501(c)(3)

Owner / Operator of Denver B-cycle

ITHE FIRST EVER !!

U.S. Bike Sharing Workshop

Hosted by NACTO

March 22 2012

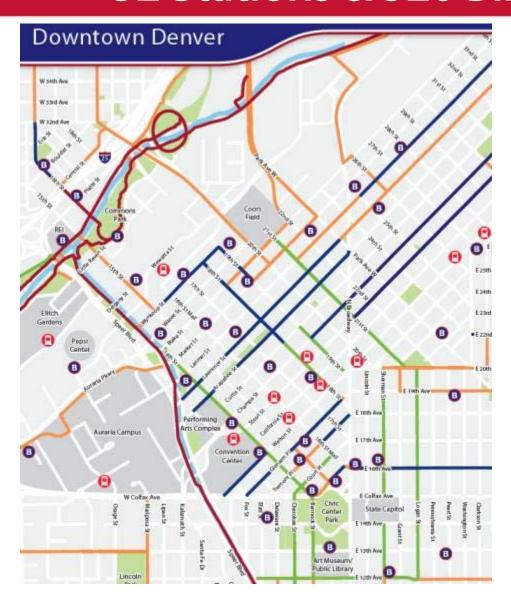
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Denver B-cycle:



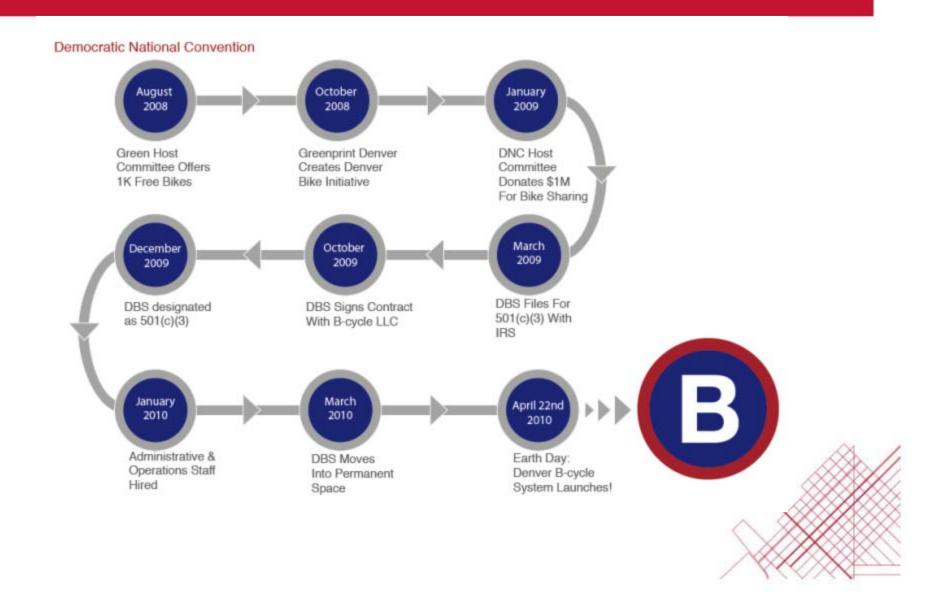
52 Stations & 520 Bikes





The Journey to Launch





Ripe Conditions

- Primed Bike Advocacy Community
- Policy Context
 - •2006 Greenprint Climate Action Plan: "Decrease reliance on automobiles through public transit use . . . as well as bike and pedestrian enhancements.
 - •2008 Strategic Transportation Plan: "moving people not cars"
- 2008 Democratic National Convention = A Precipitating Moment



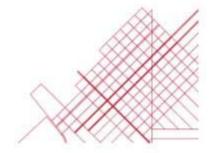
A Case Study in Community Organizing

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- Top Down Leadership: Mayoral and Key City Council Members
- Empowered Community Coalition
- Organization Incubators: The City, Denver Foundation (fiscal sponsor)
- •The Founding Donor: DNC Host Committee legacy contribution = \$1,000,000

Business Model

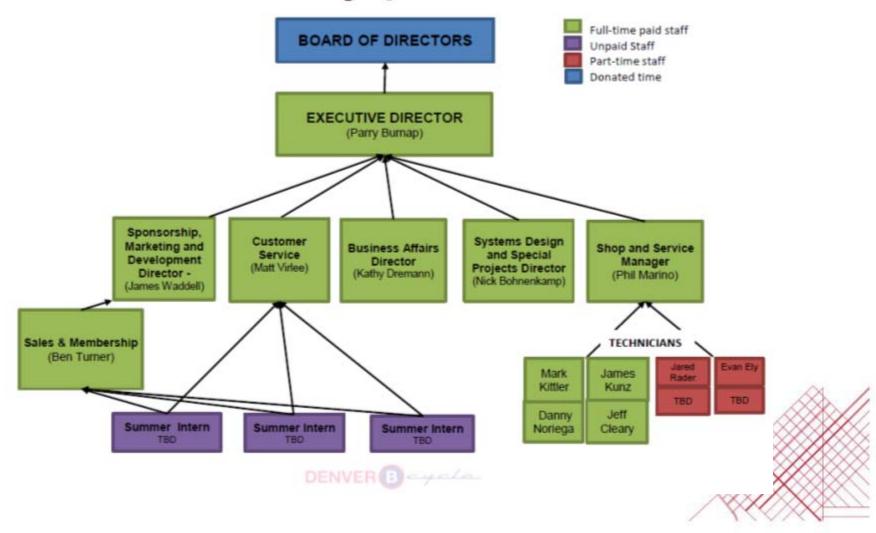
- Denver Bike Sharing, a 501(c)(3), owns and operates Denver B-Cycle
- •Functions as an interesting hybrid non-profit with assets that charges a fee for service
- •All functions and employees are in house:
 - System design, station siting
 - Customer service
 - Business affairs
 - Marketing
 - Development
 - Maintenance
 - Balancing



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DBS 2012 Organizational Chart

Denver Bike Sharing Organizational Chart for 2012



Essential Working Partners

- Pro Bono Legal and C.P.A.Support
- B-Cycle, LLC
- Local PhilanthropicCommunity
- Denver Public Works
- Regional Transportation
 District
- Business Community







































































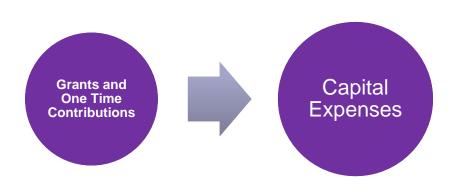






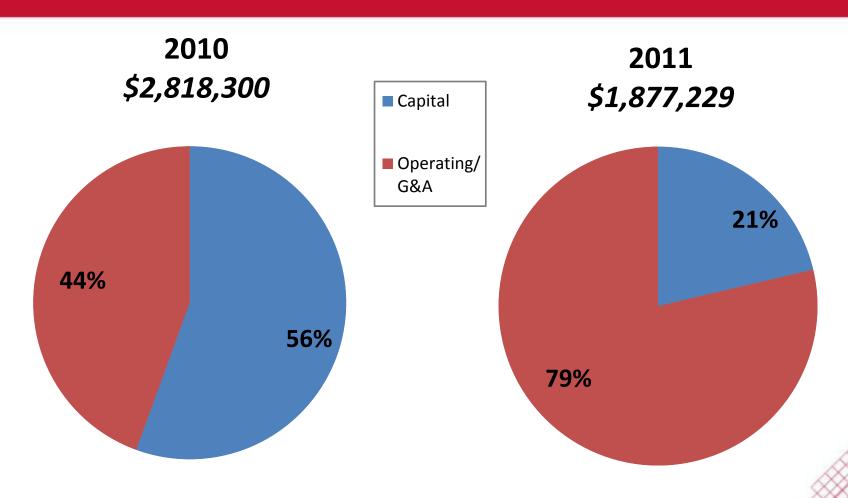
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DBS Financial Model





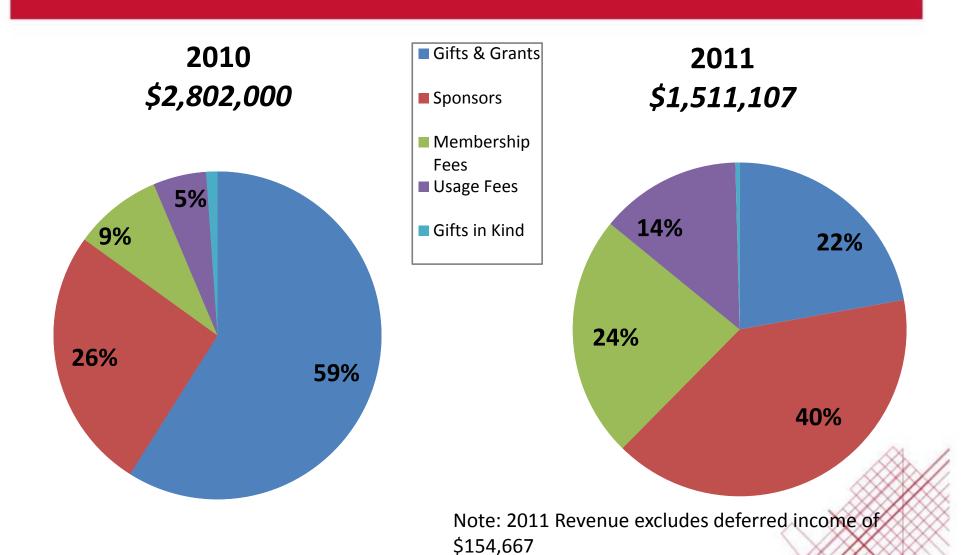
2010 – 2011 Expenses



Note: Capital Expenses include Trucks (2) paid for over 3 years (Notes Payable)

2010 - 2011 Revenue





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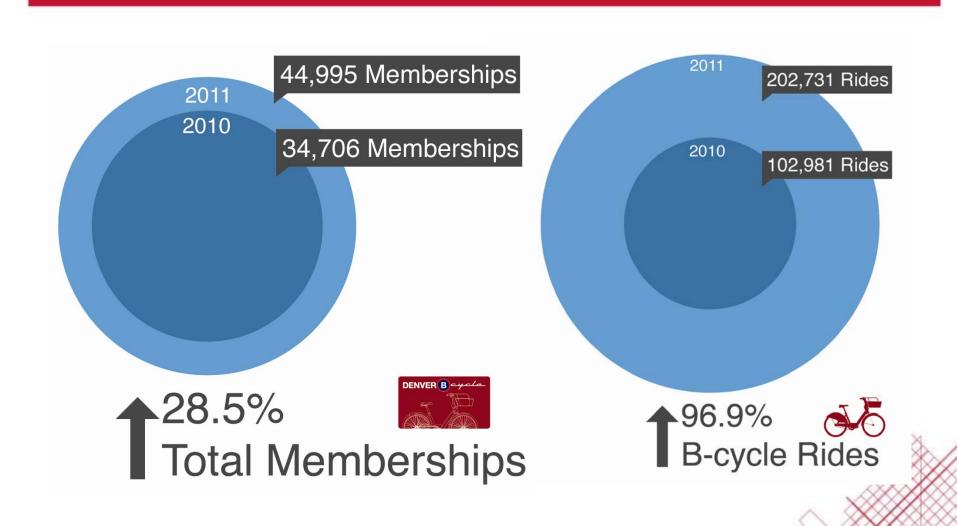
Results to Date – 2 Seasons





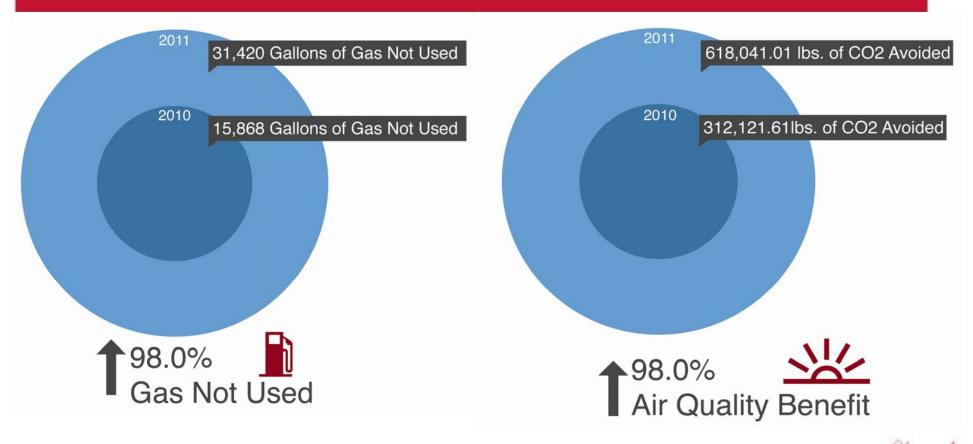
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2010-2011 Results





2010 – 2011: Carbon Benefits



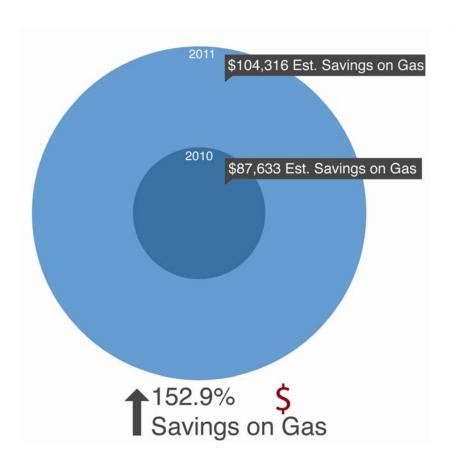
^{* -} According to a 2010 survey of our members, 43.16% of Denver B-cycle trips replaced car trips

^{* -} According to a 2011 survey of our members, 35.72% of Denver B-cycle trips replaced car trips





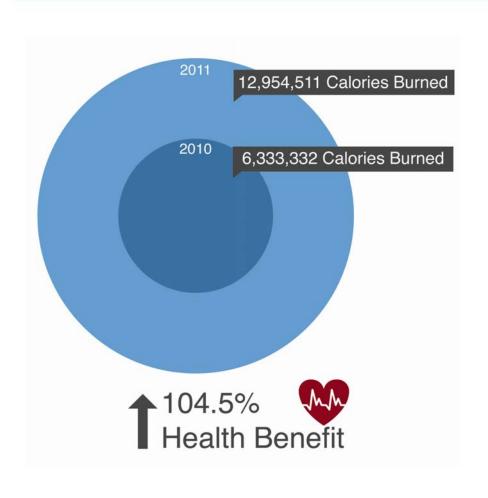
2010 – 2011: Economic Benefits





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2010-2011 Health Benefits



lbs of NOx avoided

2010 3,382.06

2011 8,690.54

lbs of VOCs avoided

2010 6,286.89

2011 16,154.80

% increase 157.0%

Comparing Member Types - 2011

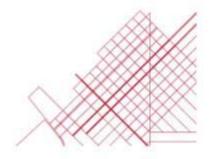


2,675 - Annual Members

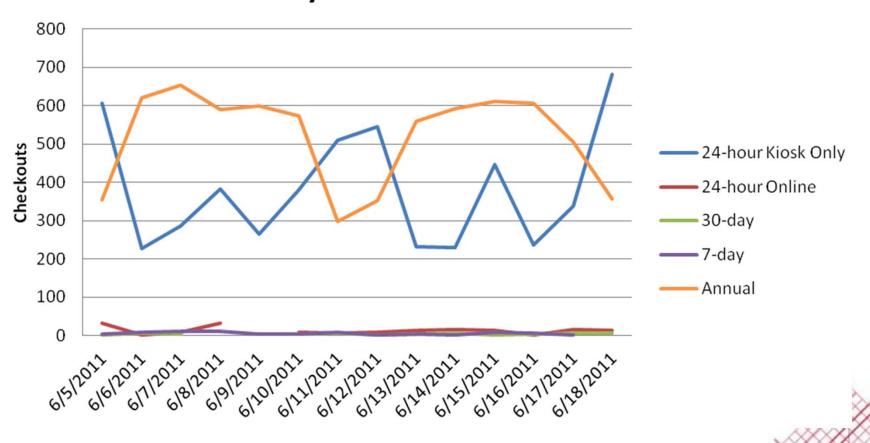
- •% Memberships = 6%
- •% Trips = 60%
- •% Membership fees = 34%
- •% Usage fees = 9.6%

41,966 - 24 Hour Members

- •% Memberships = 93%
- •% Trips = 39%
- •% Membership fees = 65%
- •%Usage fees = 87%

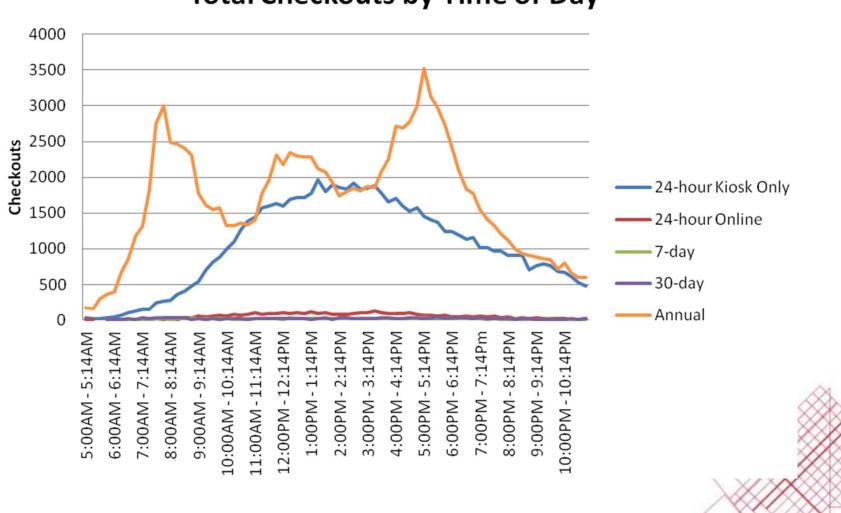


Weekday vs. Weekend Checkouts



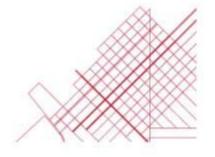
2011 Use Patterns

Total Checkouts by Time of Day



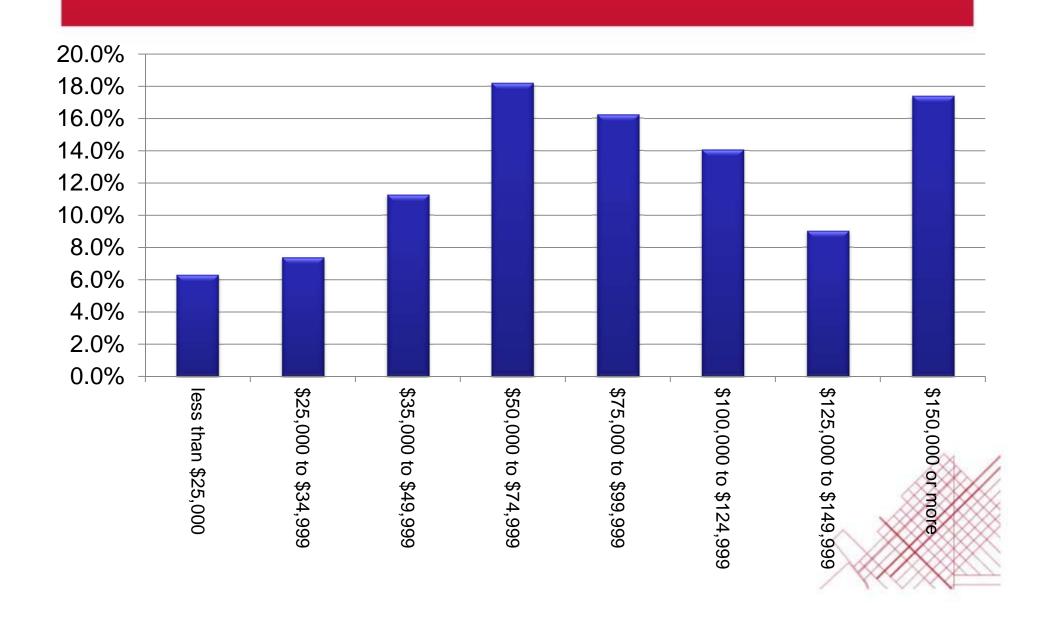
Who Rides? Survey Results

- 1,130 responses
- 30.6% of annual members responded
- 44.6% female; 55.4% male
- Age: median 36; mean 39.1; min. 18; max.
- 64.7% Hispanic
- ■89.9% Caucasian
- © 0.7% Black/African-American



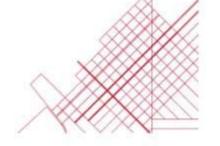
Combined Household Income





Other Survey Highlights

- 60.6% of respondents reported riding a bicycle more frequently since using Denver B-cycle
- 32.1% of annual members reported using Denver B-cycle in conjunction with bus or light rail
- 13.2% of respondents reported weight loss since using Denver B-cycle
- 74.0% of annual members reported influencing others to try Denver B-cycle
- 14.0% of annual members are students



Perceived Benefits of Use

- 24.4% reported some weight loss while using Denver B-cycle
- 71.9% reported benefits such as better mood, reduced stress, improved focus, energy, fitness or well-being
- 48% reported saving car parking costs
- 85.9% reported receiving excellent or good value

The Future

2012/13

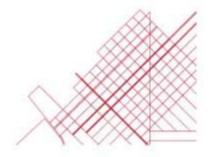
- 25-30 Stations
 - CDOT and FHWA Funding ~ \$1.16 M
 - Match ~\$130,000
- 6 Stations in Parks
 - GOCO request ~\$271,000
 - Match ~ \$143,030



2015 GOAL = 150 Station; 1250 Bikes

The Challenges

- Refining the business model
- Funding for continued expansion
- Achieving behavior change bikes as serious transportation alternative
- Reaching more diverse populations





I thought of that while riding my bicycle. –

Albert Einstein



