Beginnings

- July 2008 – Mayor R.T. Rybak and the City of Lakes Nordic Ski Foundation start Twin Cities Bike Share Project
- March 2009 - Bike/Walk Twin Cities (a program of Transit for Livable Communities funded by FHWA) announces financial support, responding to a major funding commitment by the Blue Cross and Blue Shield of Minnesota Center for Prevention
- April 2009 – Nice Ride Minnesota, a new 501[c]3 non-profit, holds its first board meeting
- December 2009 – Funding becomes available, 3 full time staff hired
- January 2010 – Public Bike System Company selected as system vendor
- June 10, 2010 – Nice Ride launches with 65 stations and 700 bikes
System Profile

- 2010 launch - 65 stations, 700 bikes
- 2011 - 116 stations, 1200 bikes
- 2012 Expansion - 30 stations, 128 bikes
- Spanning two downtowns 10 miles apart
- Service area 50+ sq. miles
- 3500 Annual subscribers
- 100,000 rentals in 2010
- 217,000 rentals in 2011
- Season runs April – November
- Staff: 6-7 full time, 10 seasonal
Nonprofit Business Model

Capital/Expansion Budget:
- Public-Private Partnership
- Restricted Funds

Operating Budget (2011):
- 64% Subscription and Fee Revenue
- 36% Station Sponsorship and Grants

Challenges:
- building replacement reserves
## Major Capital Contributors

- Federal Highway Administration / Bike Walk Twin Cities-Transit for Livable Communities
- Blue Cross and Blue Shield of MN
- City of Minneapolis
- Central Corridor Funders Collaborative
- National Park Service—Mississippi National River & Recreational Area
- Colleges and Universities

**Total Capital Investment:** $6.4 Million  
146 Stations, 1328 bikes
Sponsorship

Nice Ride recognizes station sponsors. We do not sell advertising.
## By Comparison

<table>
<thead>
<tr>
<th></th>
<th>Projected in 2008 Business Plan for Year 2</th>
<th>Actual Year End 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Operating Costs Covered by Sponsorship</td>
<td>15%</td>
<td>36%</td>
</tr>
<tr>
<td>Projected theft and vandalism cost</td>
<td>More than $140,000</td>
<td>Less than $10,000</td>
</tr>
<tr>
<td>1-Year subscriptions sales</td>
<td>13,900</td>
<td>3,700</td>
</tr>
<tr>
<td>24-subscription sales</td>
<td>48,100</td>
<td>36,000</td>
</tr>
<tr>
<td>Total subscription and fee revenue</td>
<td>$1,155,000</td>
<td>$447,000</td>
</tr>
<tr>
<td>Total revenue</td>
<td>$1,355,000</td>
<td>$831,000</td>
</tr>
<tr>
<td>Total operating costs</td>
<td>$1,255,000</td>
<td>$801,900</td>
</tr>
<tr>
<td>Accumulated reserves (for replacements)</td>
<td>$240,000</td>
<td>$30,000</td>
</tr>
</tbody>
</table>
2011 Estimated Revenue by Type

- Casual Subscriptions: 28%
- 1 Year Subscriptions: 23%
- Casual Fees: 37%
- Student Subscriptions: 4.2%
- 30 Day Subscriptions: 0.6%
- Subscriber Fees: 6%
What is your most common trip purpose?

- Go to work: 29%
- Go to school: 9%
- Go to a meeting: 8%
- Go to a restaurant / meal: 7%
- Go shopping: 1%
- Social / entertainment / visit friends: 14%
- Run errands: 14%
- Exercise / recreation: 9%
- Other (please specify): 9%

N = 1232
Before Nice Ride Minnesota was available, how would you have made this trip most often? (check all modes that you would use during a single trip before bikesharing)

- Bus: 40%
- Light rail (Hiawatha): 11%
- Heavy rail (North Star): 0%
- Personal bike: 26%
- Drive alone: 37%
- Ride as a passenger in a car: 12%
- Taxi: 6%
- Walk: 55%
- Carsharing vehicle (HourCar or Zipcar): 0%
- I would not have made this trip: 9%
- Other: 2%

N = 1238
How often did you ride a bike?

- **Before you joined Nice Ride, N = 1226**
  - Less than once a month: 41%
  - Once a month: 10%
  - Every other week: 10%
  - 1 to 3 days per week: 18%
  - 4 to 6 days per week: 34%
  - Everyday: 32%

- **As a Nice Ride member, N = 1208**
  - Less than once a month: 4%
  - Once a month: 10%
  - Every other week: 10%
  - 1 to 3 days per week: 15%
  - 4 to 6 days per week: 15%
  - Everyday: 10%
What is the one way distance of your most common trip in miles?

N = 1033

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 mile</td>
<td>2%</td>
</tr>
<tr>
<td>1 to 2</td>
<td>29%</td>
</tr>
<tr>
<td>2 to 3</td>
<td>25%</td>
</tr>
<tr>
<td>3 to 4</td>
<td>16%</td>
</tr>
<tr>
<td>4 to 5</td>
<td>6%</td>
</tr>
<tr>
<td>5 to 6</td>
<td>8%</td>
</tr>
<tr>
<td>6 to 7</td>
<td>3%</td>
</tr>
<tr>
<td>7 to 8</td>
<td>1%</td>
</tr>
<tr>
<td>8 to 9</td>
<td>1%</td>
</tr>
<tr>
<td>9 to 10</td>
<td>0%</td>
</tr>
<tr>
<td>10 or more miles</td>
<td>8%</td>
</tr>
</tbody>
</table>
Are you male or female?

- Male: 53%
- Female: 44%
- Prefer not to answer: 2%

N = 1217
What is your age?

- 16 – 17 years old: 0%
- 18 – 24: 11%
- 25 – 34: 39%
- 35 – 44: 19%
- 45 – 54: 17%
- 55 – 64: 11%
- 65 years or older: 2%
- Prefer not to answer: 1%

N = 1222
Nice Ride Minnesota has made the Twin Cities a more enjoyable place to live.

- Strongly agree: 65%
- Agree: 30%
- Neutral (no opinion): 5%
- Disagree: 0%
- Strongly disagree: 0%

N = 1230
What do you like most about Nice Ride?

- It’s convenient: 54%
- It helps make exercise part of my daily routine: 15%
- I save money by using Nice Ride: 4%
- I’m doing something good for the environment: 7%
- It’s fun: 11%
- Other (please specify): 9%

N = 1229
What Have We Accomplished?

- Safety
- Feasibility/Theft & Vandalism
- Public Acceptance
- Part of Growing Reinvestment in Inner City
More?

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