



NICE RIDE

MINNESOTA



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

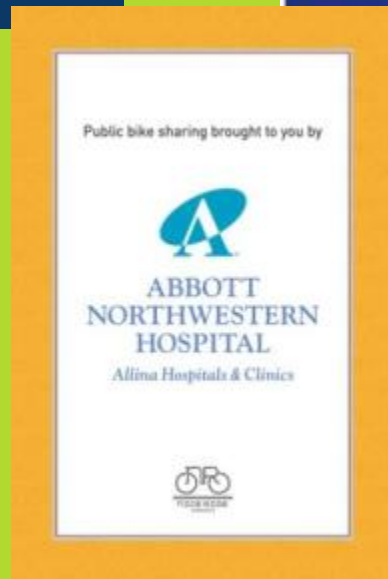
Total Capital Investment: \$6.4 Million

146 Stations, 1328 bikes

Sponsorship



Nice Ride recognizes station sponsors. We do not sell advertising.

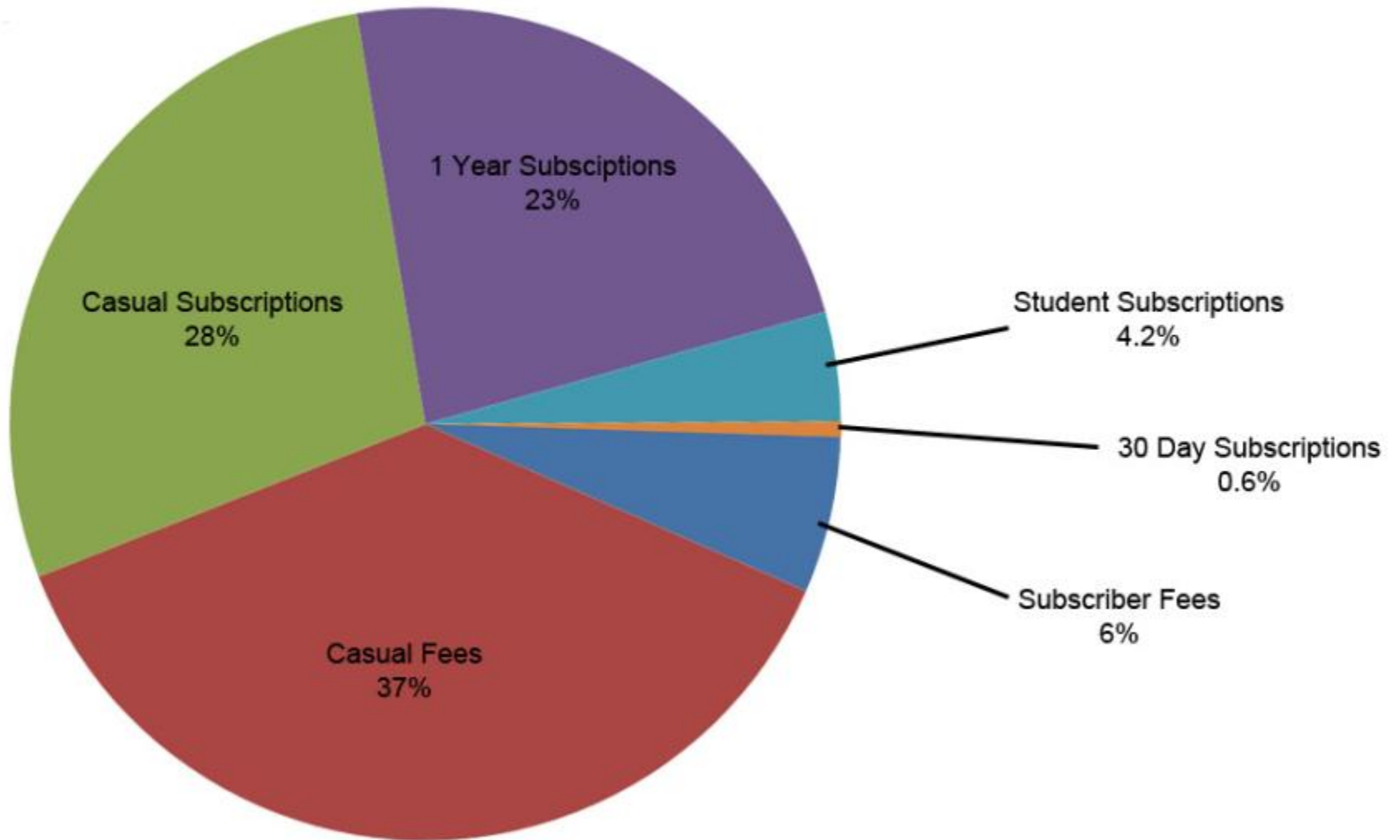


By Comparison

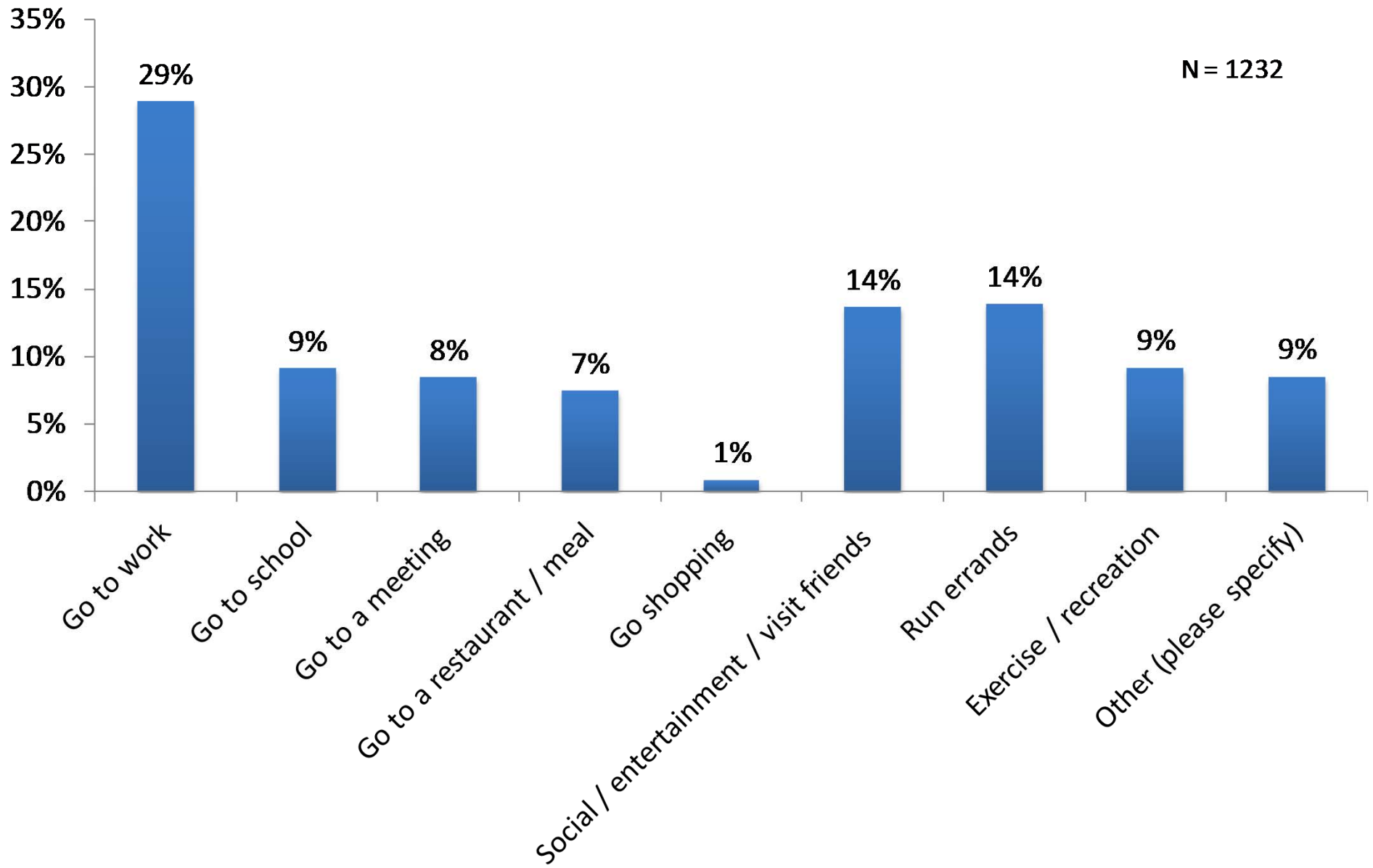
	Projected in 2008 Business Plan for Year 2	Actual Year End 2011
Percentage of Operating Costs Covered by Sponsorship	15%	36%
Projected theft and vandalism cost	More than \$140,000	Less than \$10,000
1-Year subscriptions sales	13,900	3,700
24-subscription sales	48,100	36,000
Total subscription and fee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



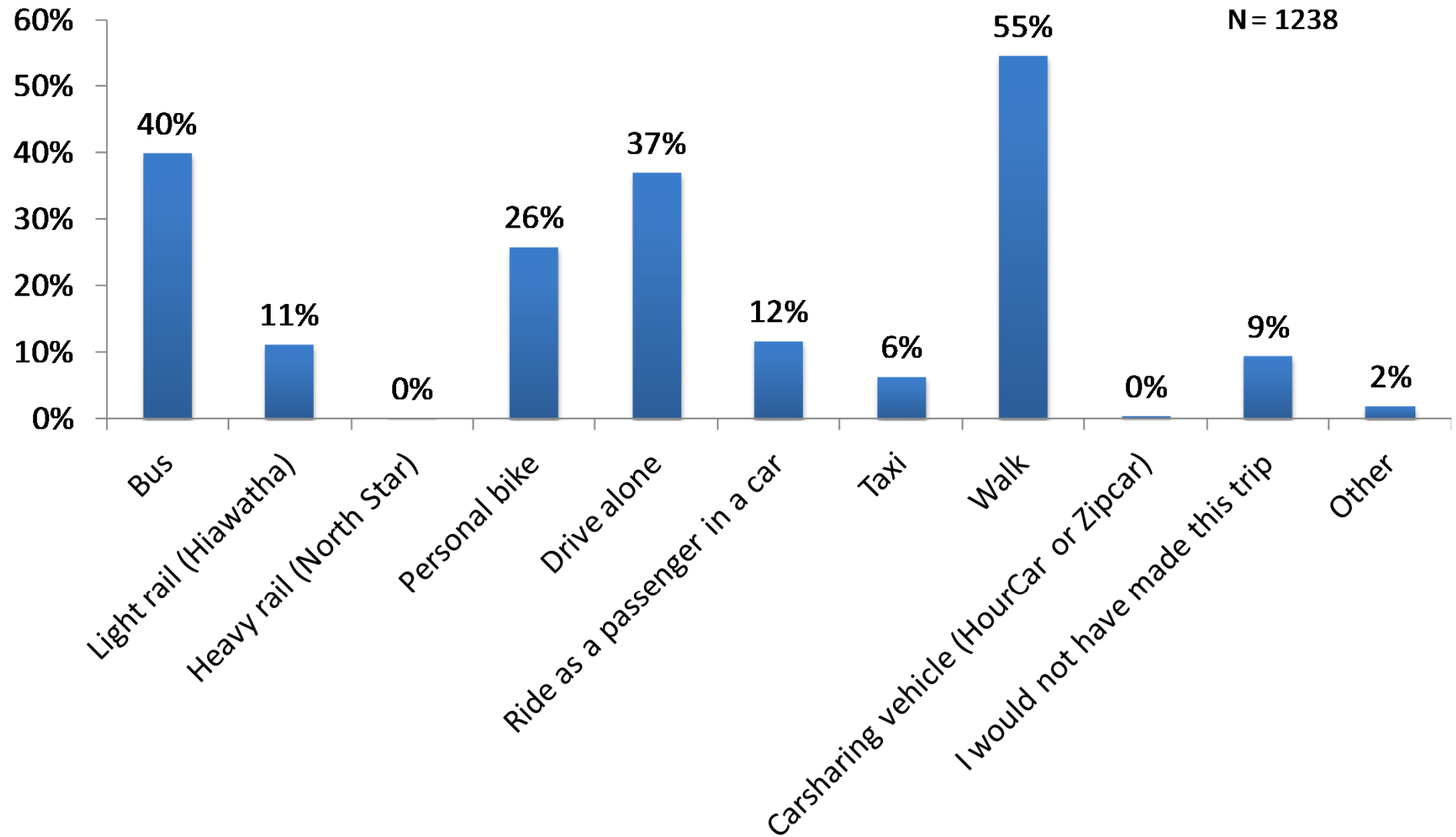
2011 Estimated Revenue by Type



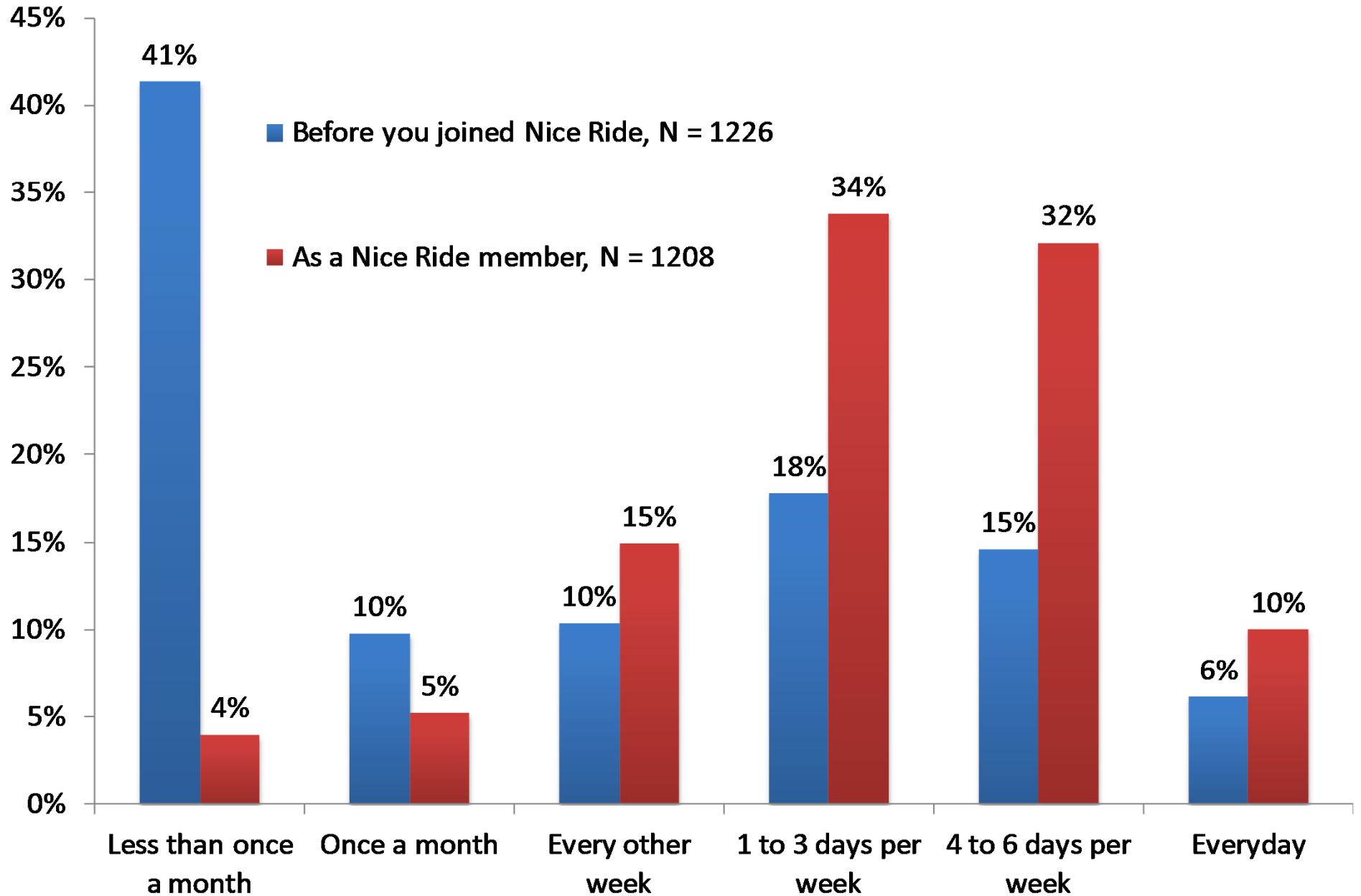
What is your most common trip purpose?



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)

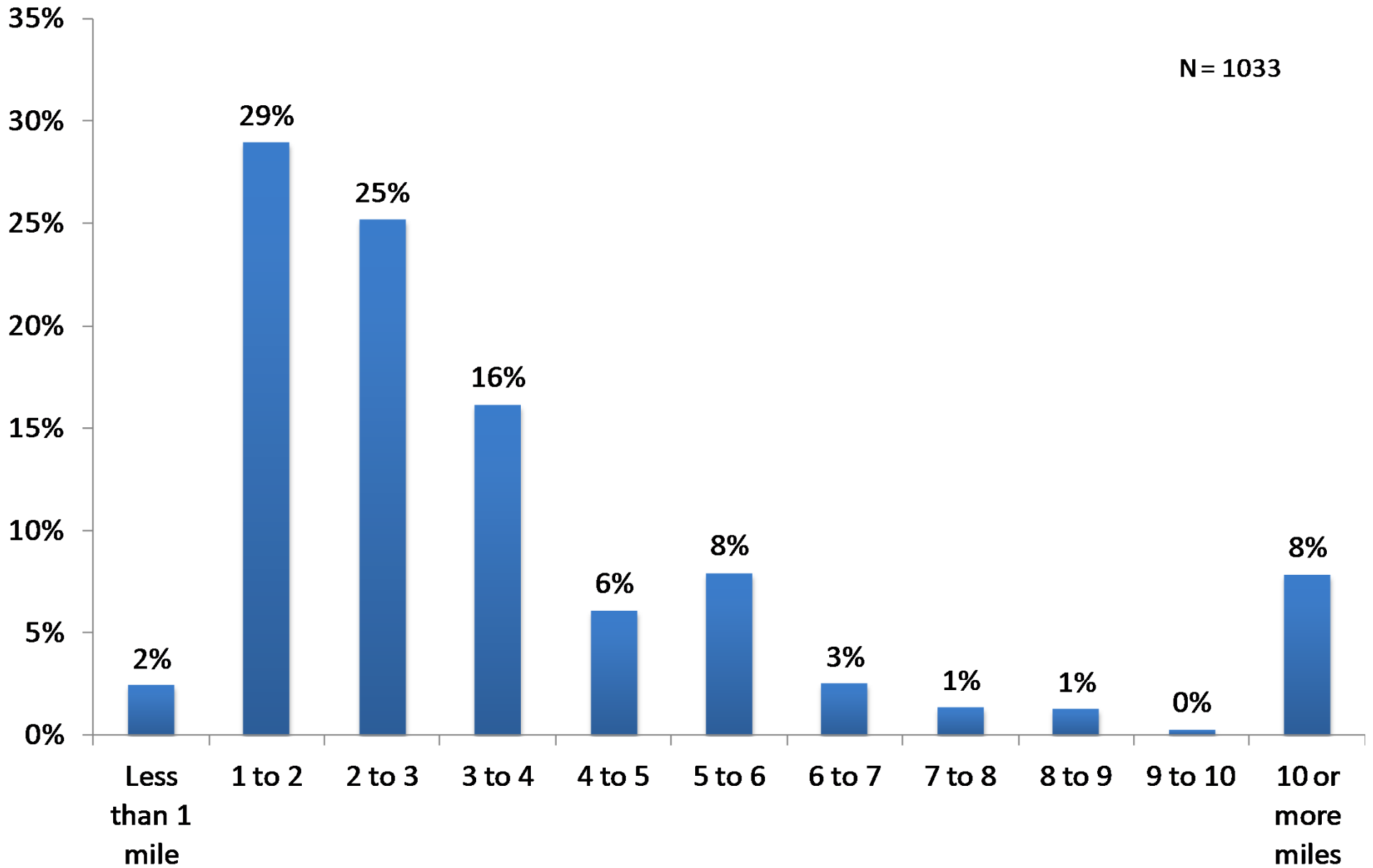


How often did you ride a bike?

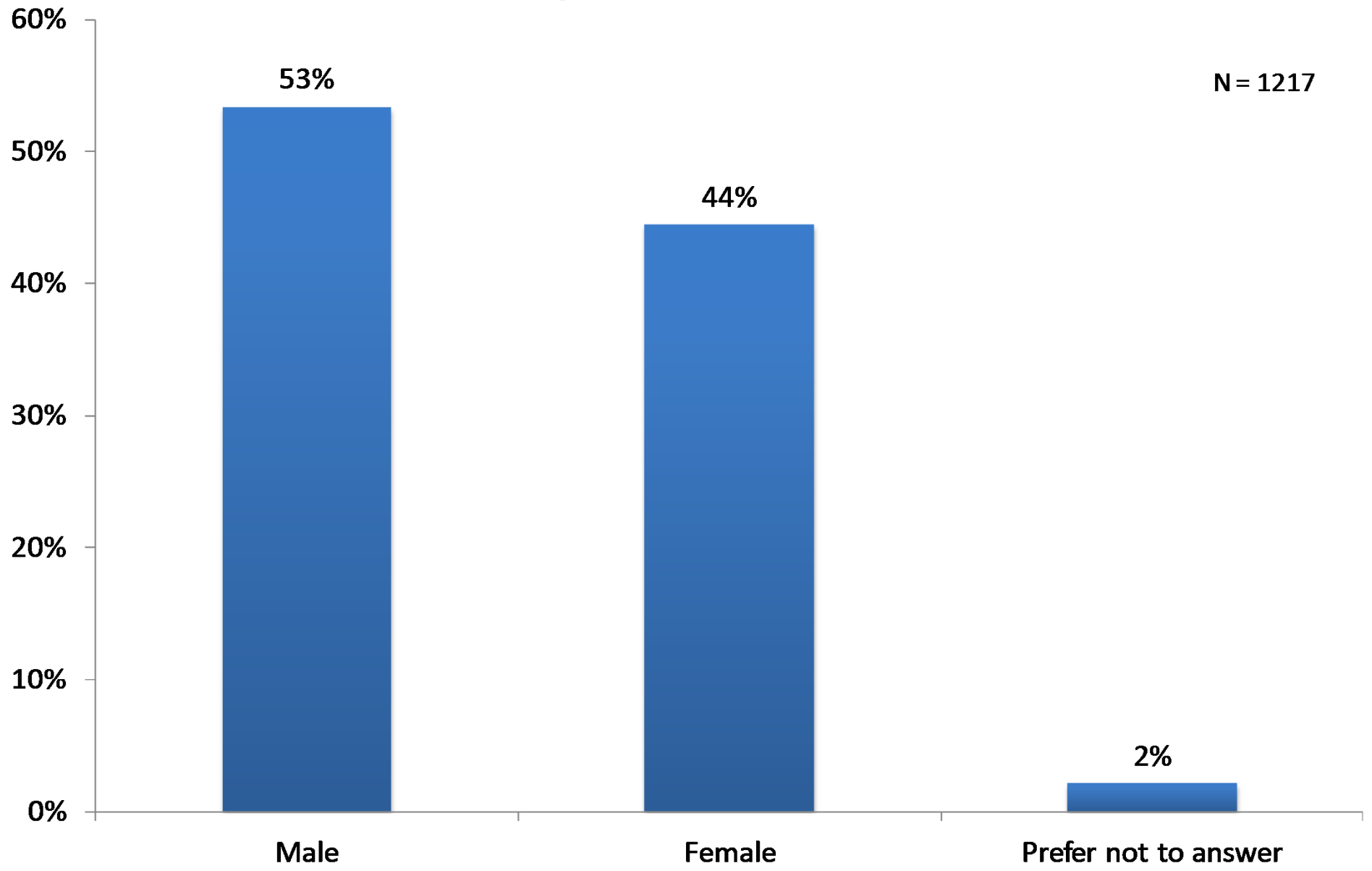


What is the one way distance of your most common trip in miles?

N = 1033

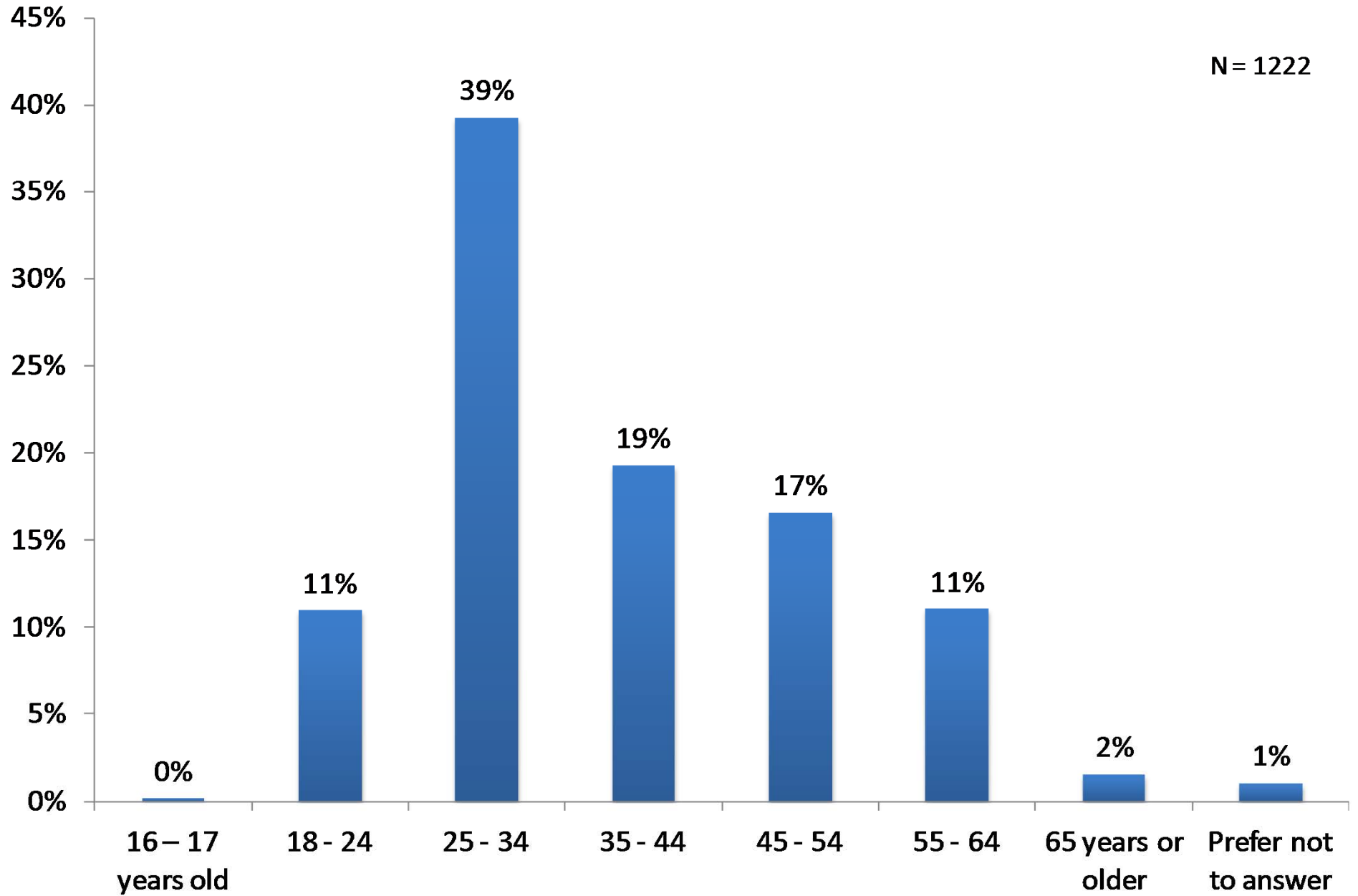


Are you male or female?



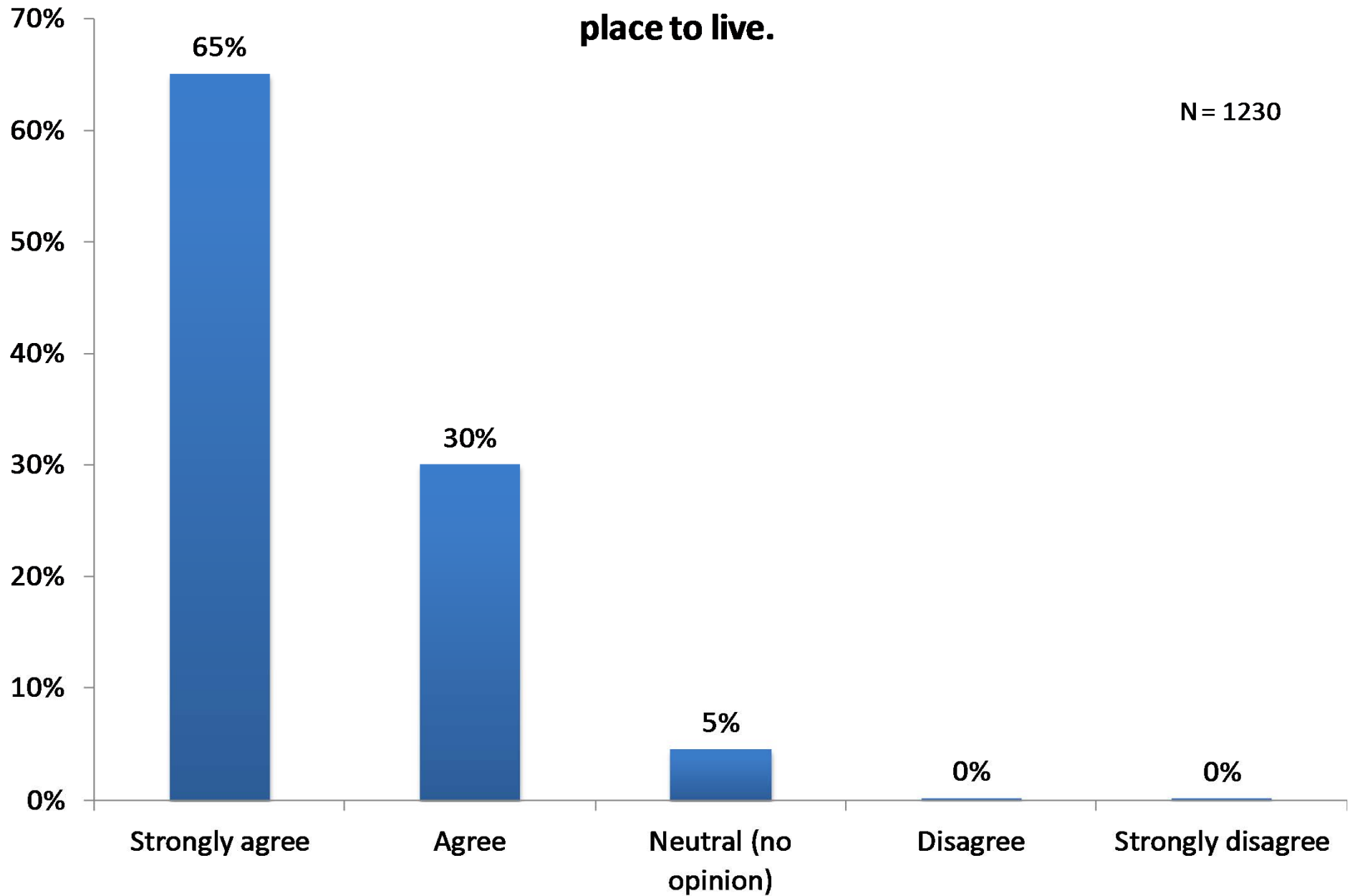
What is your age?

N = 1222

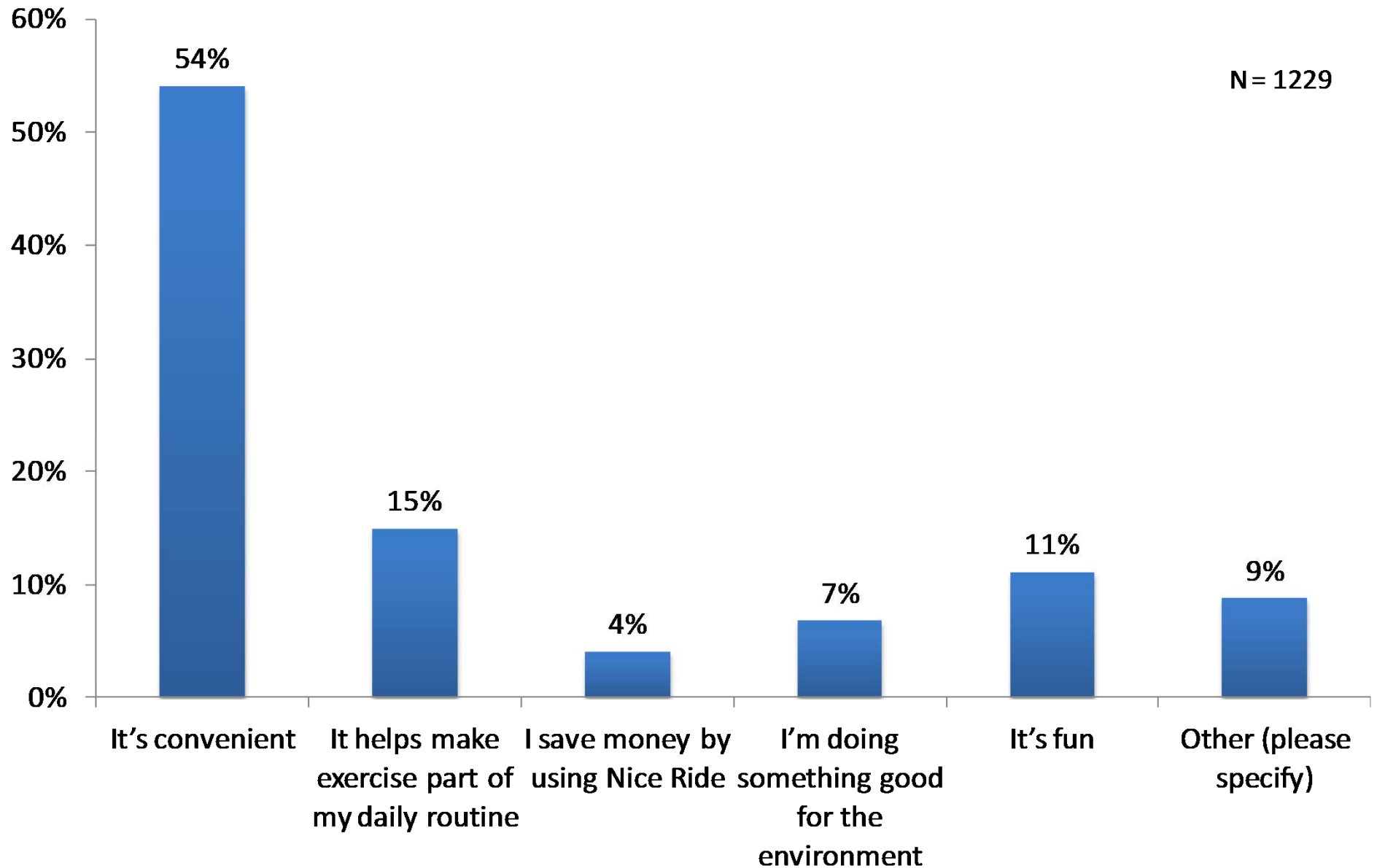


Nice Ride Minnesota has made the Twin Cities a more enjoyable place to live.

N = 1230



What do you like most about Nice Ride?



What Have We Accomplished?

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



More?

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