



## KANSAS CITY B-CYCLE 2012 REPORT

B-cycle is Kansas City's new bike share system. This transportation option is a fun and convenient way to get around, giving residents access to bicycles for short trips. It makes Kansas City a healthier, more livable and vibrant place to live, work, and play!

### Overview

With its launch last July, it joined dozens of bike share systems appearing in cities like Washington, D.C., Denver, and Minneapolis, as these places realize the health, economic, and environmental benefits of the transportation mode. Many other areas are installing their own systems, as the mode becomes accepted and a key piece of economic competitiveness.

With B-cycle, Kansas City already leads the region. Currently, the system consists of 90 bicycles across 12 stations in the Downtown, River Market, Crown Center and Crossroads districts and operates March to November every year.

The inaugural 2012 season generated amazing public support and saw the same benefits other bike-share cities have experienced. In just five months (the first season was truncated, July to November), Kansas City B-cycle saw:

- **5,300** total bike rides were taken
- **2,000** people rode our bikes
- **17,000** miles of total ride distance were logged
- **2.5 miles** - average trip length
- **16,000** pounds of carbon offset was achieved
- & **685,000** calories were burned by riders.

The most utilized stations in the system were the River Market at 3rd & Grand stations and the Barney Allis Plaza station at 12th & Wyandotte.





**WELCOME**

## Corporate Profile

Bike Share KC, d.b.a. Kansas City B-cycle Powered by Blue KC, is a 501(c)3 Missouri non-profit corporation that owns and operates an automated, public bike sharing system, consisting of 90 bicycles, 12 stations, and 134 docks throughout Kansas City, Missouri's Greater Downtown area. It is designed for short trips by residents, employees, and visitors.

## Our Vision

The vision of BikeShareKC is a community with better transportation options, improving public health, sustainable natural environment, and a thriving economy. We support community goals to be a bike friendly community, double the downtown population, and attract new businesses and visitors.

Kansas City B-cycle compliments and extends the public transit system, improves neighborhood livability, and makes Kansas City a more attractive place to live, work, and play.

## Lead Partners

Bike Share KC is an affiliate of BikeWalkKC, the regional advocacy and education organization working to improve walking and bicycling across the metro area. Blue Cross and Blue Shield of Kansas City is our title sponsor and major supporter.

## Volunteers

Kansas Citians provided one of the country's biggest volunteer efforts to bring bike share to our community. More than 200 people helped us assemble 90 bikes and rode in our maiden voyage from the warehouse into downtown. We would not be here without the incredible generosity and sweat equity of our amazing volunteers.





# SYSTEM USAGE

Modern bike share systems allow an unprecedented amount of data to be collected and analyzed, compared with other transportation systems.

165 Day inaugural season:  
July 3rd through December 5th.

Per-bike average usage:

- 68 checkouts
- 48 hours in motion
- 34 trips per day

## Day of Week

Weekends were the busiest days, with 52% of all trips occurring Friday through Sunday. Saturday was the most popular day, accounting for 20% of all trips.

Weekends were most popular with Short-term Customers, with 71% of trips versus 29% for Annual Members. Weekdays were almost evenly divided between Annual and Short-term. Friday was the most popular day for Annual Members.

## Time of Day

Mid-day was the most popular time of day, with 31% of trips between 11:00 a.m. and 2:00 p.m. Early evening was the second most popular time, with 21% of trips between 4:00 p.m. and 7:00 p.m.

Annual members made the majority of trips between 7:00 a.m. and 9:00 a.m., and between 5:00 p.m. and 6:00 p.m. This may suggest a pattern of commute to work trips.

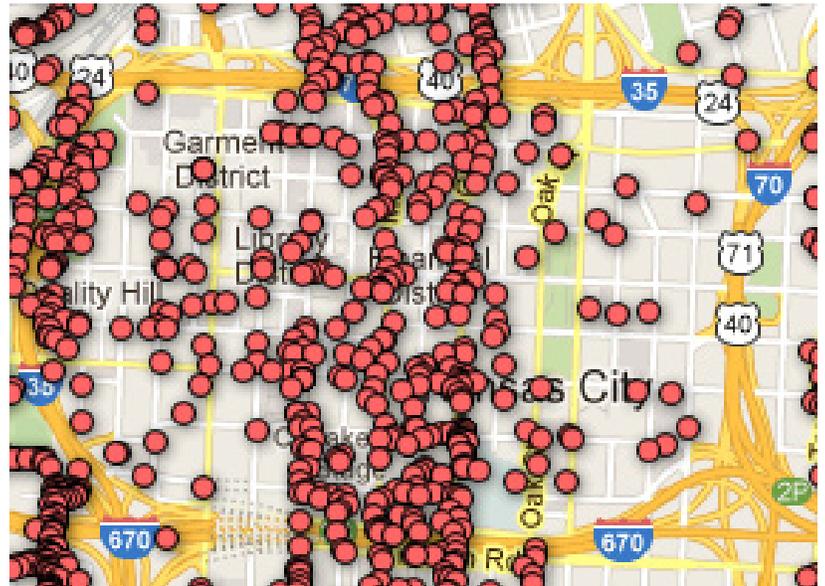
## Location of Customers

The location of customers can be inferred from area code and ZIP code data. However, with the popularity of cell phones, area codes are not as closely associated with geography as in the past. ZIP codes were collected for Short-term users starting an software update in October.

**Area code:** 54% of all customers had an 816 or 913 area code, while 72% of Annual Members had an 816 or 913 area code. Among Annual Members, 66% were 816.

**ZIP code:** 55% of Annual Members were from the three Greater Downtown ZIP codes of 64105, 64106, and 64108. Another 10% of Annual Members came from the Midtown ZIP codes of 64110 and 64111.

**GPS Data:** On-board GPS units record each bike's journeys, providing an incredible new resource for understanding where and how people bike. In the future this data will be a valuable new tool for urban planners and decision makers.





# CUSTOMER SURVEY RESULTS



## Bicycling means business

40% of customers chose to visit a business based on its proximity to a B-station

75% of survey respondents can remember at least one sponsor name or logo on a kiosk, bike, basket, or web site.

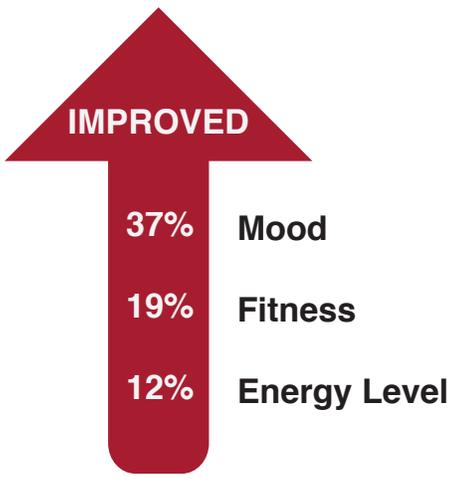
Most popular destinations:

1. Restaurant or bar
2. Social outing
3. Recreation or exercise
4. Shopping
5. To or from a bus stop
6. Commuting to work

40% of B-cycle trips replaced a car trip.

46% bike more often than before they started using B-cycle

65% have caused a friend, coworker, or family member to try B-cycle



## Health Impacts

Our customers reported many health effects of riding B-cycle

- Improved mood: 37%
- Improved fitness: 19%
- Reduced stress: 17%
- Weight loss: 12%
- Improved energy level: 12%

## Transit Connections

Bike share is a natural compliment to public transit. It extends the reach of the transit system and provides a new option for the “last mile” of the journey.

27% of bike share users are also regular transit users.

20% have a monthly bus pass.

Most popular bus routes

1. MAX Orange Line (Main Street)
2. #51 Ward Parkway
3. MAX Green Line (Troost)
4. #47 Broadway





# COMMUNITY ENGAGEMENT

## **Kansas City B-cycle participated in many events around the region:**

- Major League Baseball All-Star Game
- St. Patrick's Day Parade
- Seven First Friday outreach events
- Missouri Bank Rock. Paper. Scissors.
- KC Corporate Challenge Kickoff
- KC Health and Wellness Expo
- Better Block on Grand Boulevard
- AIDS Bicycle Challenge
- Saturday City Market outreach
- Summer Breeze Bike Ride
- KC Marathon
- Various Lunch-and-Learns at local businesses
- Two bike safety training sessions

## **Media Mentions**

- This Big City (volunteer bike build), July 2012
- The Atlantic Magazine, November 2012
- Paul Mesner Puppets, November 2012
- This Big City (Best of 2012), December 2012
- Next City Disruption Index, December 2012
- MRIGlobal holiday card, December 2012
- Pitch Magazine Best of 2012

## **Social Media**

- 698 Facebook fans
- 799 Twitter followers
- 54,000 reached via Twitter mentions and retweets

## **Website**

- 21,232 visits
- 16,665 unique visitors
- 37,785 page views



# SPONSORS AND PARTNERS

Kansas City B-cycle is forever indebted to a long list of sponsors, partners, and supporters that made our first season possible. Unlike most bike share systems, Kansas City B-cycle started with no local or federal public funding. We were founded with 100% private support from a diverse array of civic-minded business partners.

## Financial Sponsors

- Blue Cross and Blue Shield of Kansas City
- River Market Community Improvement District
- River Market Community Association
- Burns and McDonnell
- Kansas City Chiefs
- Lockton
- MRIGlobal
- Spencer Fane Britt & Browne
- Jackson County
- Missouri Bank
- Olin School of Business at Washington University in St. Louis
- Neighbor.ly
- Café Gratitude
- Ringotti
- Dunn Family Foundation

## In-kind Supporters and Partners

- Nelson-Atkins Museum of Art
- Convention and Visitors Association
- Downtown Council
- Crossroads
- Jackson County
- City of Kansas City, Missouri: Mayor's Office, City Council, Public Works, Parks & Recreation, and City Planning
- SPIN! Neapolitan Pizza
- Ink Magazine
- Tricycle Transit

## Station Hosts

- Jackson County
- Union Station
- Crown Center
- OfficePort
- Kansas City Area Transportation Authority

## B-card Member Discounts

- Alamo Drafthouse Cinema
- Silver Screen Salon



## LOOKING AHEAD

We eagerly anticipate returning in March 2013 and delivering our first full season of bike sharing in Kansas City. The season kicks off March 15th, just in time for the Big 12 basketball tournament.

### B-connected in more cities

Bike Share KC is one of several operators using the B-cycle platform, and this year your Annual Membership will be accepted in several other B-cycle cities. Des Moines, Omaha, Denver, San Antonio, Nashville, and Charlotte are just a few of the cities where your red B-card will be accepted. And your friends from out of town can use their own B-cards to ride with you in KC.

### Expansion

The community response has been humbling. All corners of the community are eager to have bike sharing, and we are working hard to bring Kansas City B-cycle to new neighborhoods. As a nonprofit, we rely on corporate sponsors, donors, and grants to add new B-stations and B-cycles.

**New B-stations coming in 2013!** Thanks to a partnership with Jackson County, we have secured a \$257,000 federal transportation grant to add approximately eight new stations. Station planning is underway. We hope to determine the new station locations by late spring and have them in operation by summer.

Fundraising is underway to supplement the federal funds and allow us to add even more stations in more neighborhoods. We are always looking for civic-minded businesses and funders with a desire to improve Kansas City's health, environment, livability, and economy.



# BOARD OF DIRECTORS

**Tyler Henson, Chair**  
JE Dunn Construction

**Andrew Olson, Vice-Chair**  
Hallmark Cards

**Mary Birkel, Secretary**  
Metropolitan Community College

**Dan Walsh, Treasurer**  
DW Group

**David Garrett**  
Blue Cross and Blue Shield of Kansas City

**Brent Hugh**  
Missouri Bicycle and Pedestrian Federation

**Mark Rainey, BikeWalkKC Vice-Chair**  
KanBikeWalk

**Stephen Rhoades, BikeWalkKC Chair**  
Vireo

**Brad Satterwhite**  
KEM Studio

**Carl Schipfmann**  
HNTB

**Sheila Styron**  
The Whole Person

**Barbara Thomas**  
American Jazz Museum

**Rick Usher**  
Assistant City Manger, Kansas City, MO

## **Staff:**

**Eric Rogers:** Executive Director

**Sarah Shipley:** Marketing and Communications Director

**Eric Bunch:** Operations and Education Director

**Eric Vaughn:** Operations Manager

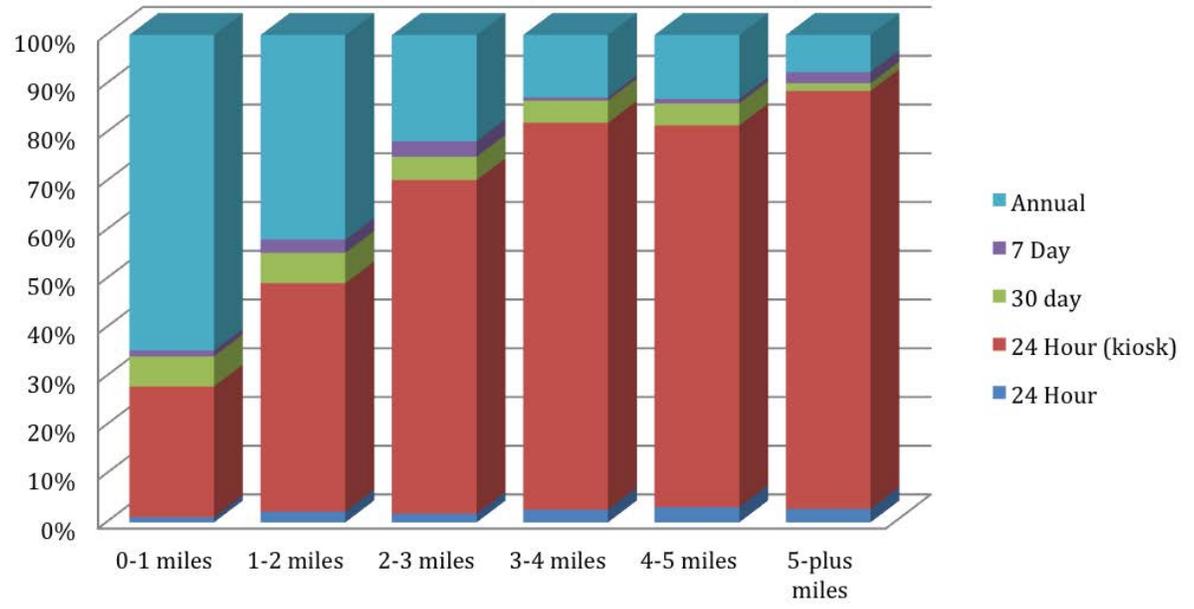
**Matt Davis:** Operations



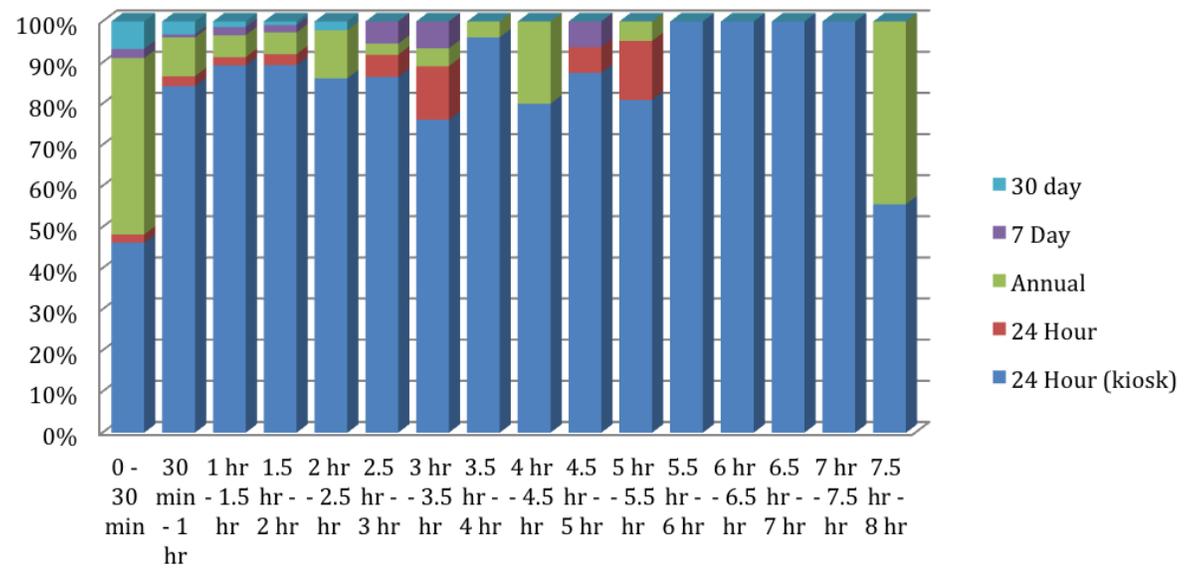


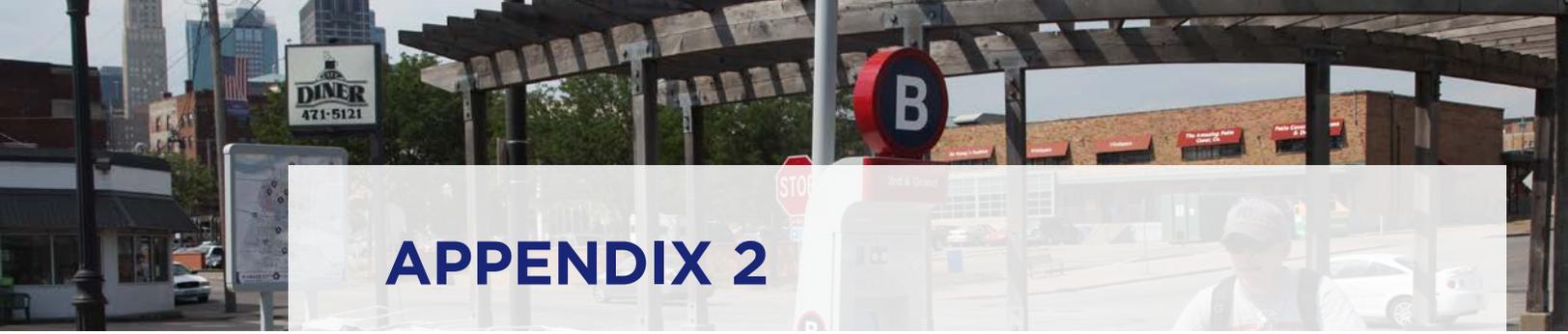
# APPENDIX 1

## Trips by distance



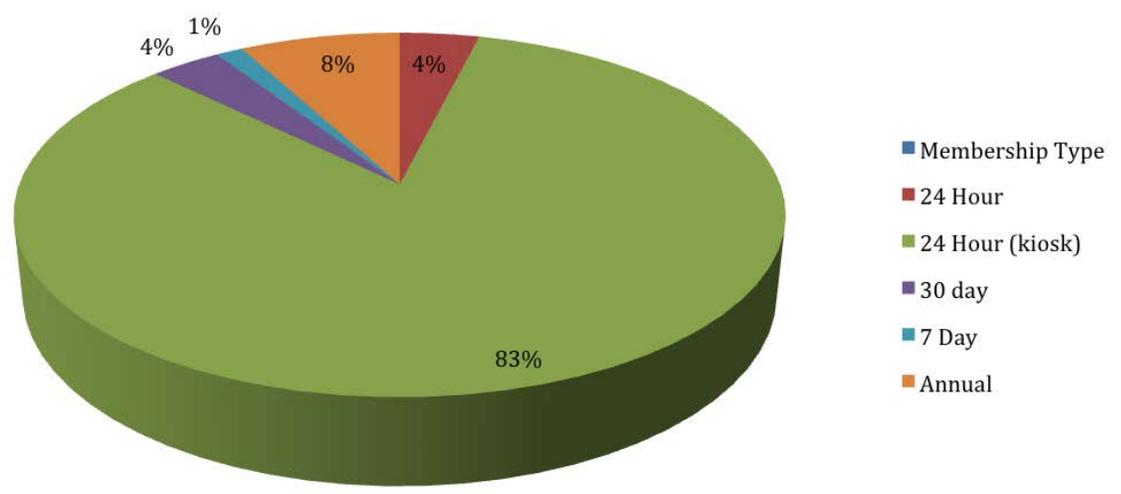
## Trips by Duration



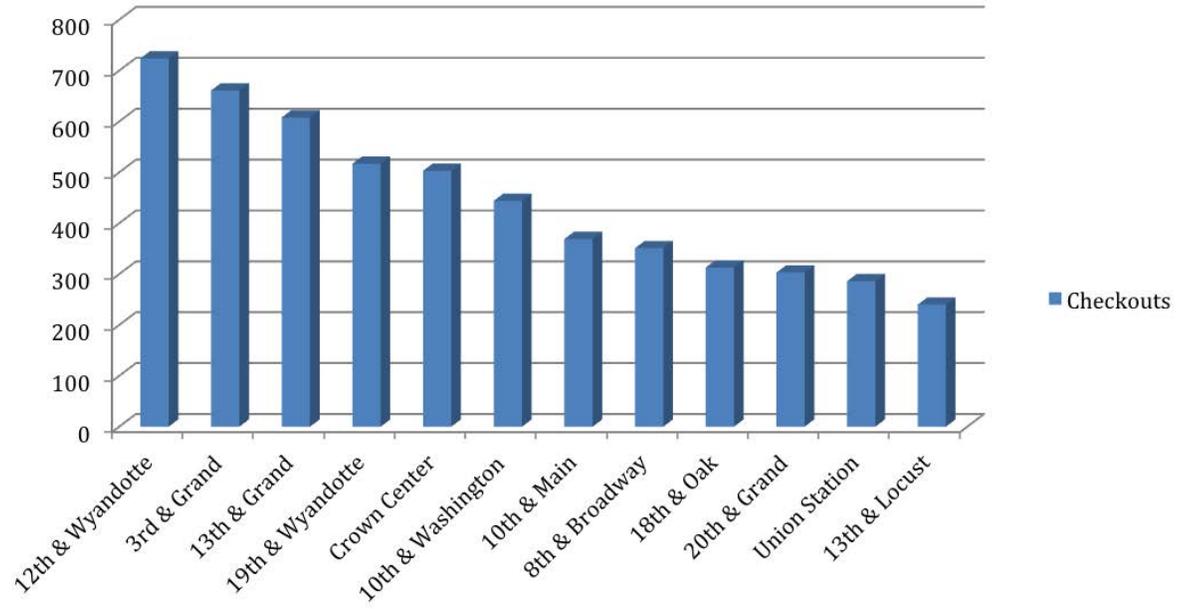


# APPENDIX 2

## Membership Types

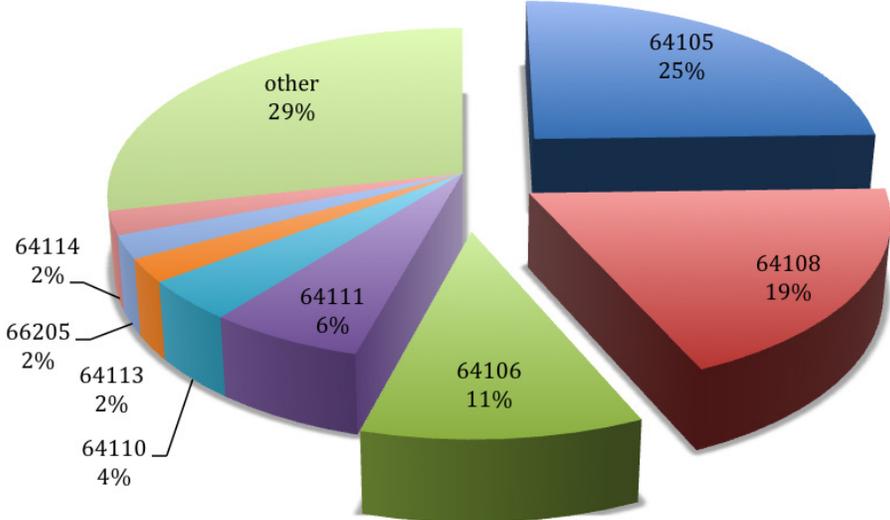


## Kiosk Usage

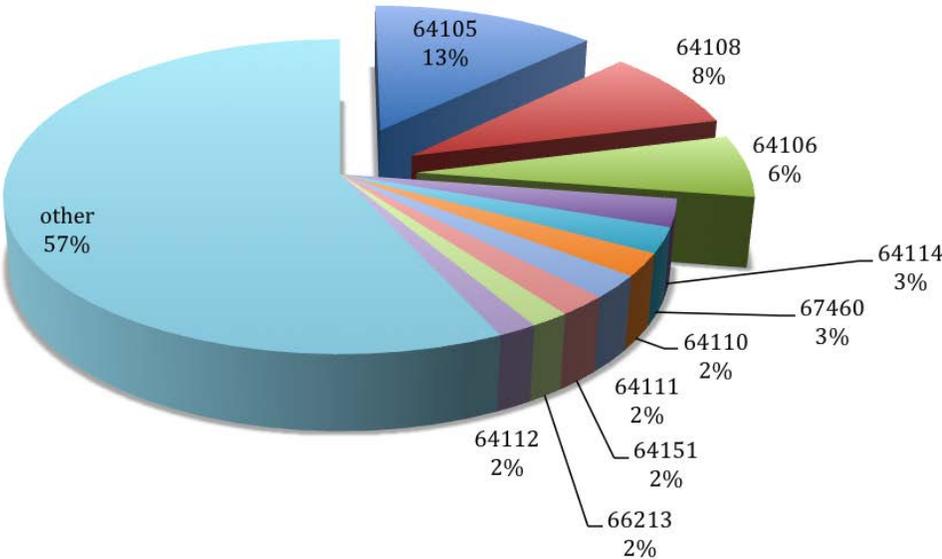


# APPENDIX 3

## Annual Member Zip Codes

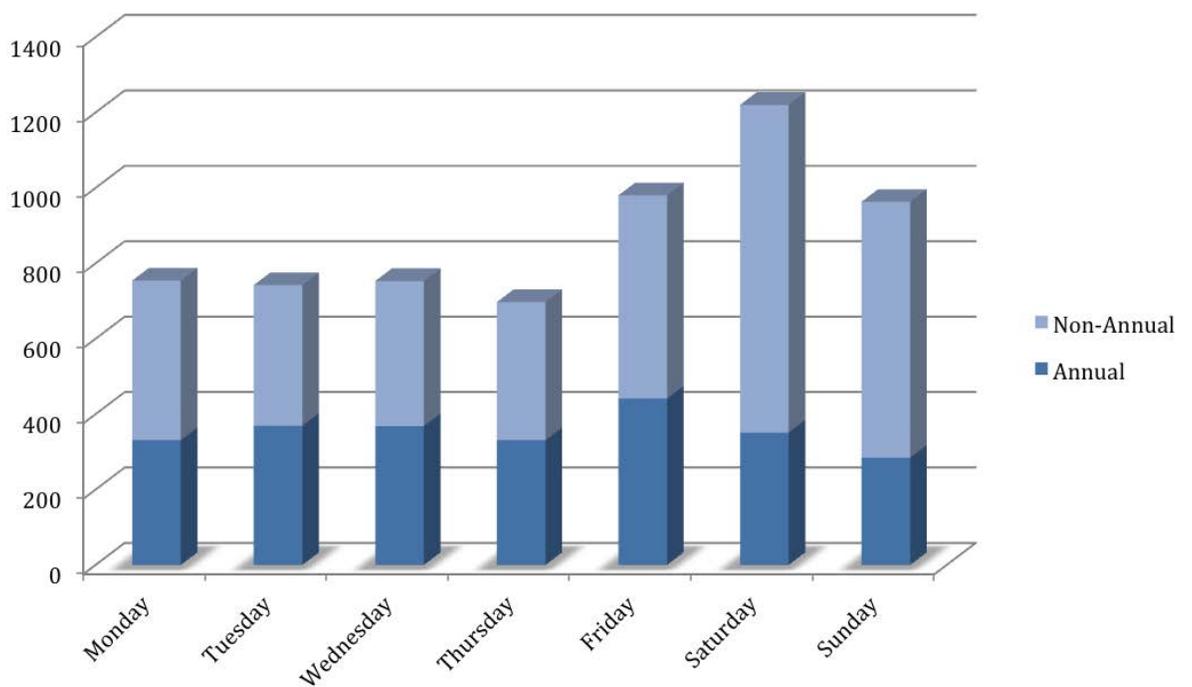
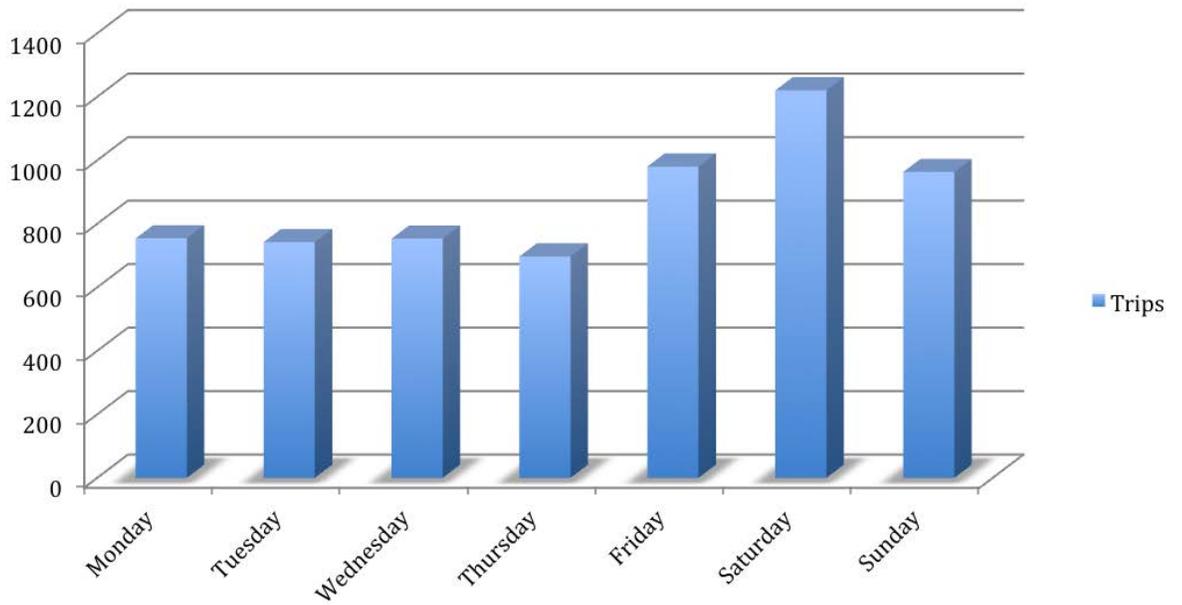


## Non-Annual Member Zip Codes



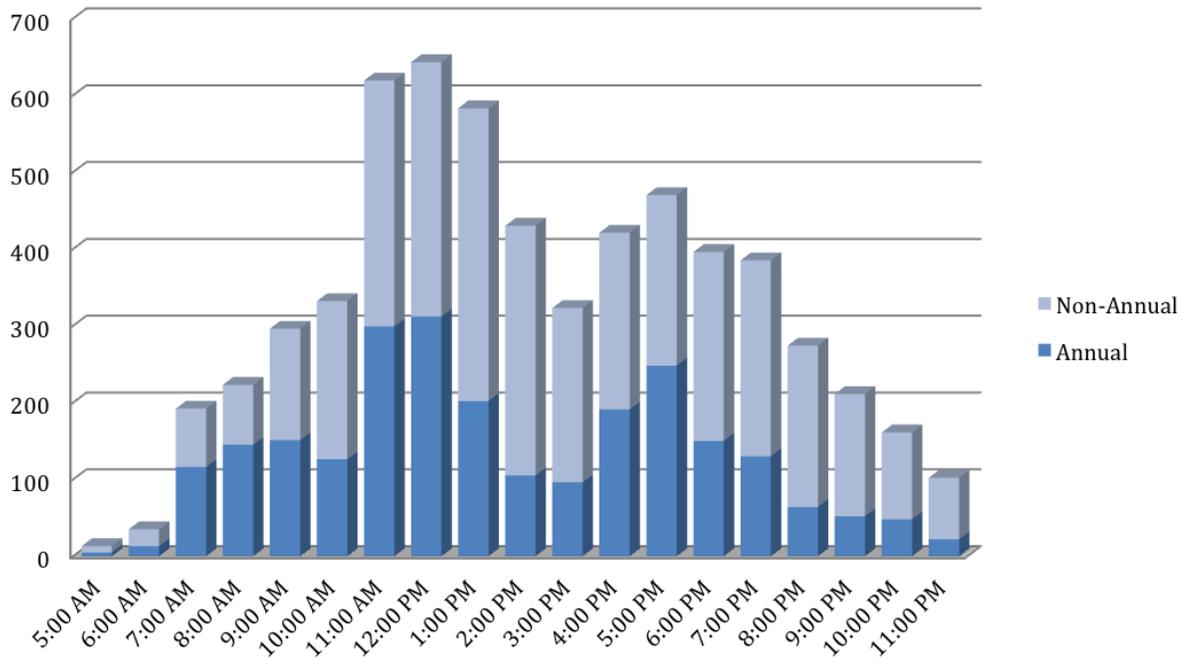
# APPENDIX 4

## Trips by Day of Week

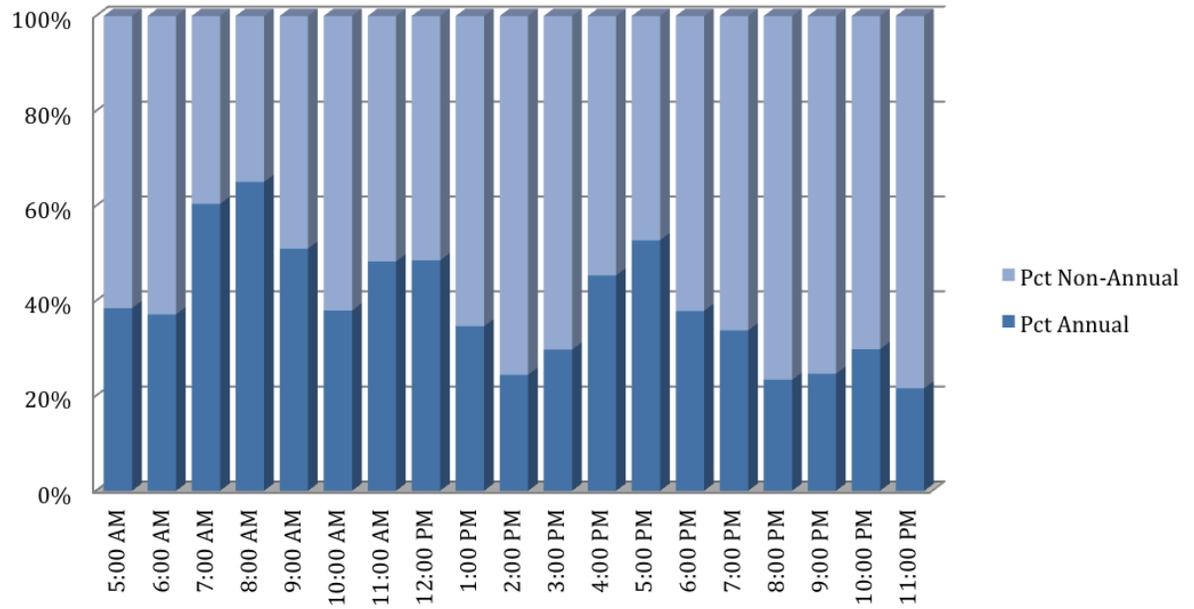


# APPENDIX 5

## Member type by time of day



## Member percentage by time of day



# APPENDIX 6

GPS Data from all rides

