



BOISEgreenBIKE

2017 Annual Report

FISCAL YEAR OCTOBER 1, 2016–SEPTEMBER 30, 2017



Letter from the Director



Fiscal Year 2017 was challenging in a variety of ways. First, we had a very rough winter with a lot of snow and cold that persisted for weeks. That was followed by a cold and wet spring. The winter's generous snowfall led to flooding along the Boise River. The flooding closed large sections of the Greenbelt, the most popular destination for people riding our bikes. This combination of weather-related challenges meant two things: fewer people signed up for our service, and there were fewer rides early in the season. Eventually the sun came out and late season numbers rebounded.

We also faced some challenges with our most popular station hubs. The Grove Plaza was being renovated for much of the year, forcing us to temporarily move the station hub to the corner of 9th and Main. Then work began on the renovation of the City Hall Plaza, which meant reducing the number of racks and moving the hub to the south entrance, substantially reducing access. The result was a lot fewer check-ins and check-outs from what had been our two busiest station hubs.

It was probably unrealistic for us to expect to match the meteoric growth we had in the previous fiscal year, even under the best circumstances. So we did what we do best, we adapted.

Over the summer months we embarked on an aggressive expansion plan designed to increase the number of station hubs and make the system more useful to our customers. With the help of a grant from the City of Boise and a handful of progressive businesses we were able to install 15 new station hubs, most of them in the parks along the Boise River Greenbelt. We now boast more than 60 station hubs and flex hubs, a four-fold increase from the 15 we originally started with in 2015.

Moving forward, Boise GreenBike will be purchasing more bikes, in fact, virtually doubling the fleet. This comes thanks to new federal funding and the support of the City of Boise.

Thanks for riding our bikes!

Dave Fotsch

Director, Boise GreenBike | dfotsch@valleyregionaltransit.org



Dave Fotsch
Director



Aaron Harloe
Shop Manager

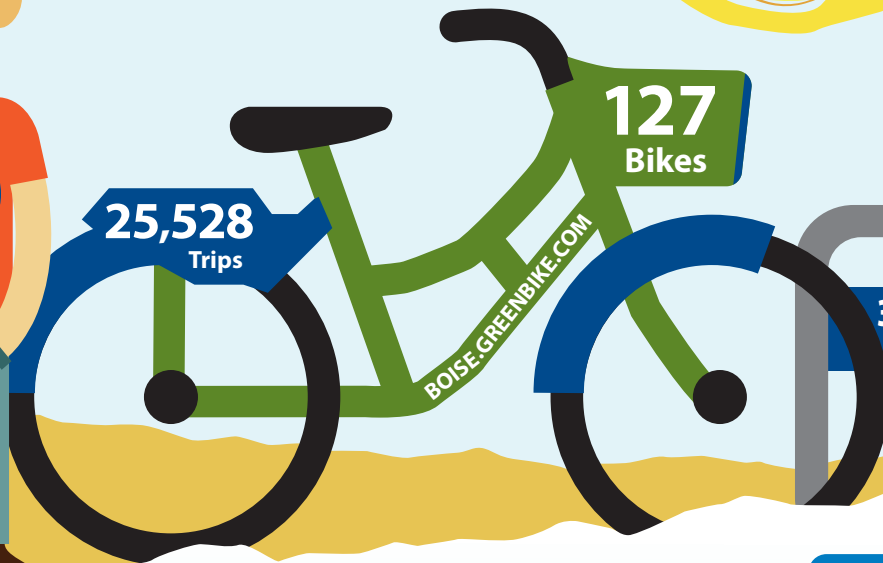
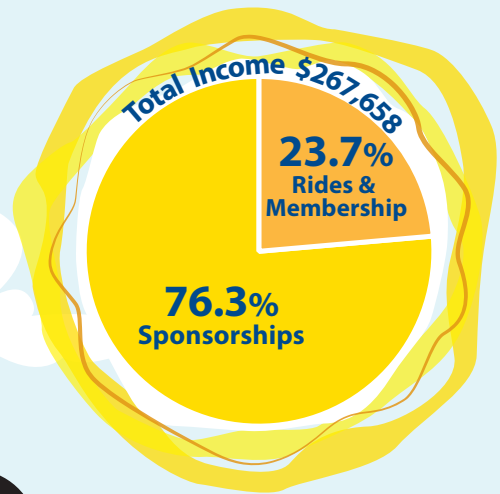


Kelly Frazier
Field Technician

BOISEgreenBIKE

FY17 AT-A-GLANCE

365
Operating Days



31 Stations &
51 Flex Hubs

15
Station
Sponsors

2
Title Sponsors

1,521
Facebook
Followers

1,196
Twitter
Followers

755
Instagram
Followers



BOISEgreenBIKE
moving boise forward



@boisegreenbike



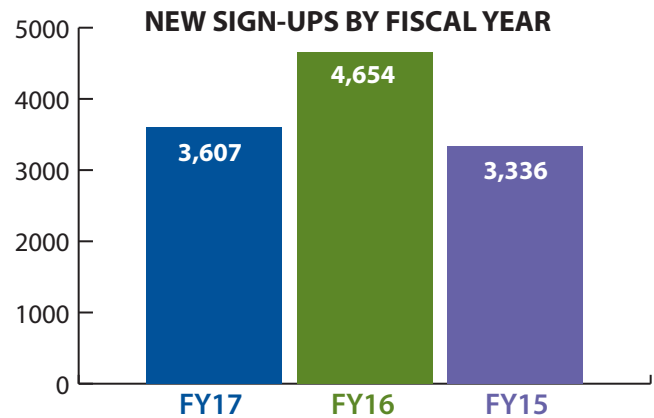
facebook.com/BoiseGreenBike



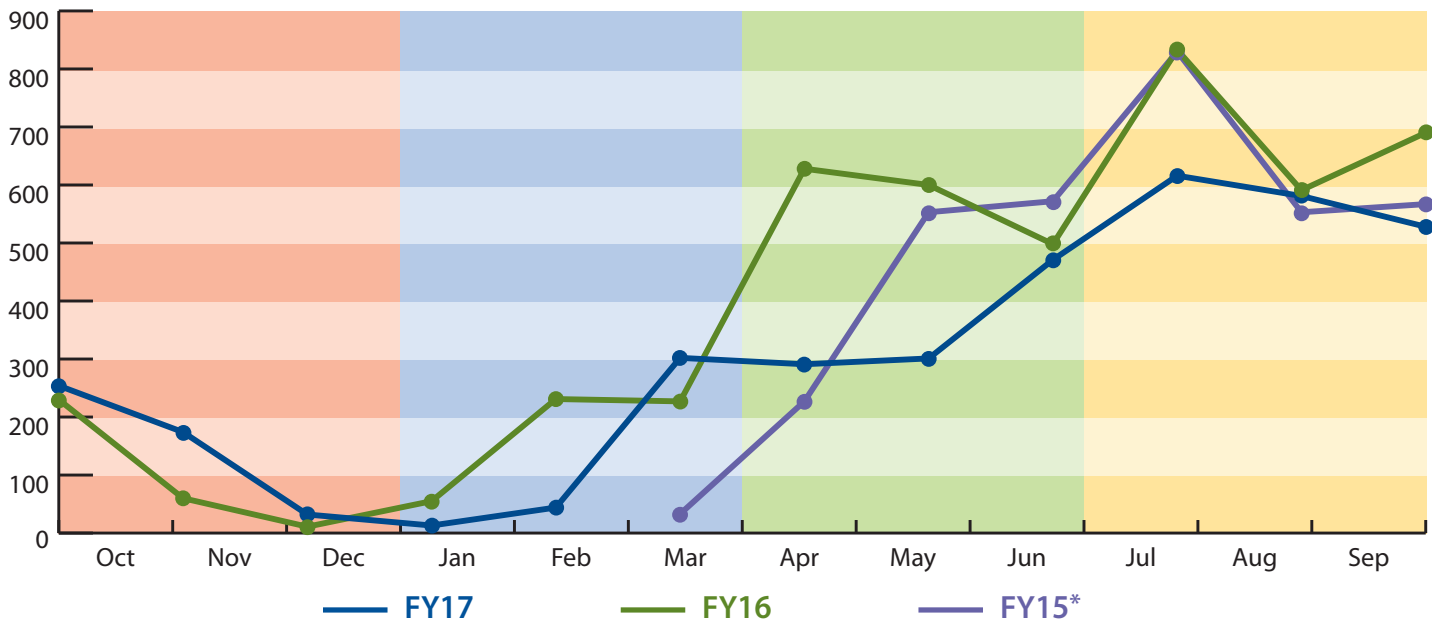
New Sign-ups

Good news! Membership in the Boise GreenBike network reached 10,770 in FY17. The bad news is that growth in membership lagged behind FY16 by more than a thousand individuals. There are many reasons for this, but we think weather probably played the biggest part.

(See Letter from the Director on page 2)



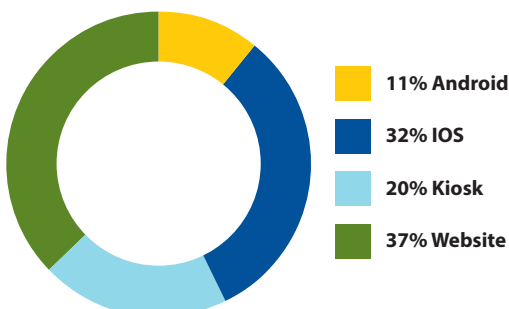
NEW SIGN-UPS BY WEEK



*Boise GreenBike system launched on April 15, 2015

Sign-up Origin

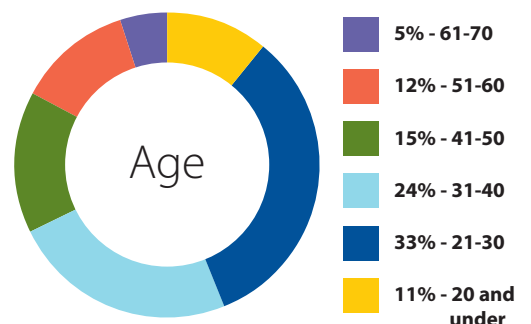
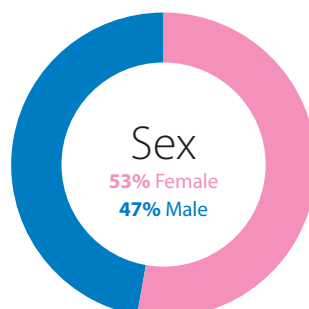
There are three ways to join the Boise GreenBike network: online, through one of 10 payment kiosks, or through the use of a mobile device. Using a mobile device is the most popular, followed by the website, and the kiosks.



Membership Demographics

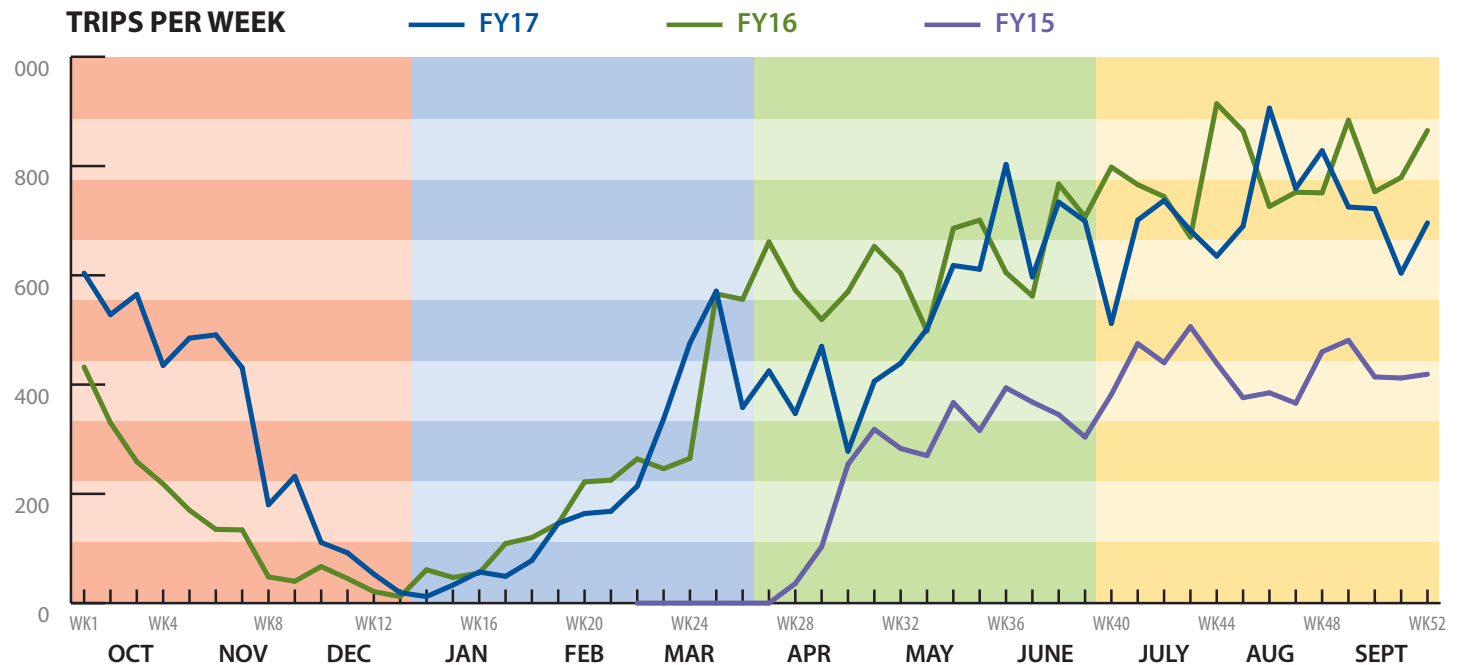
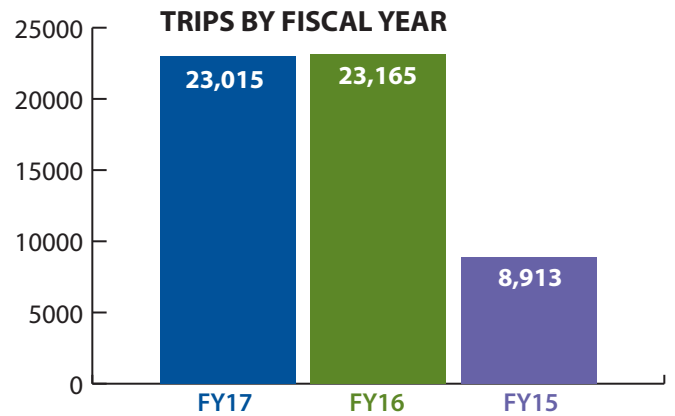
The demographic trends in the past two years continue with those joining the network this year. Just over half of our members are female.

Our riders also tend to be young. Sixty-eight percent of new members are under age 40.



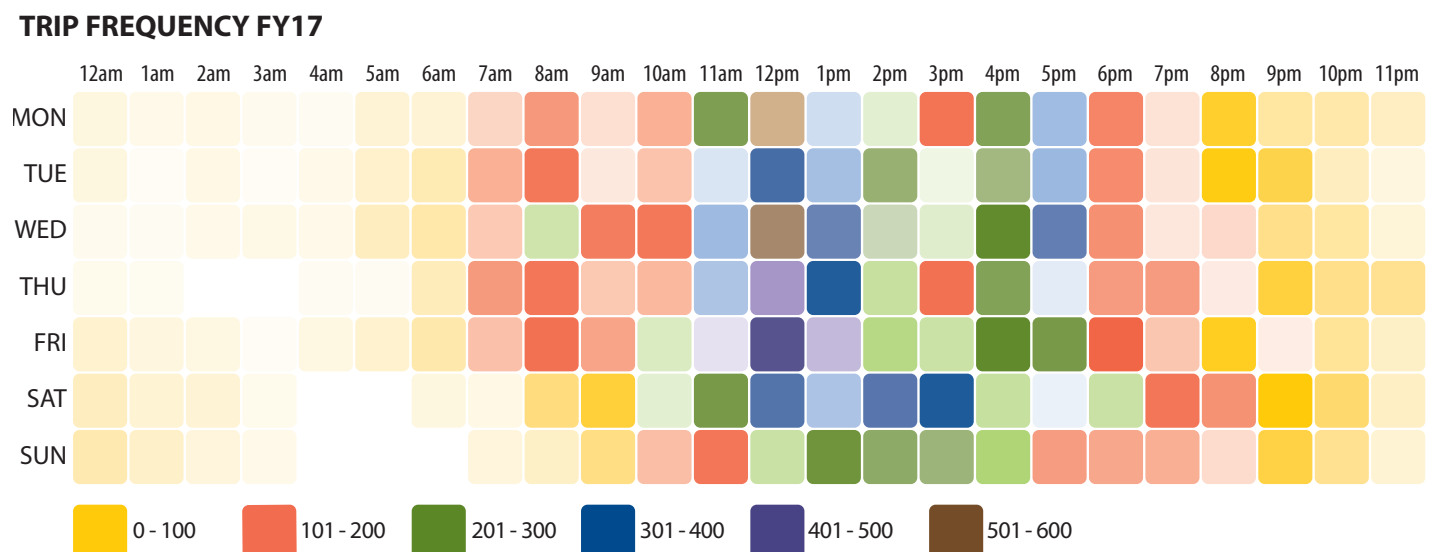
Rider Behavior & Trends

Because of weather related challenges in FY17 the Boise GreenBike system fell short of matching the total number of trips taken in FY16.



When are People Riding?

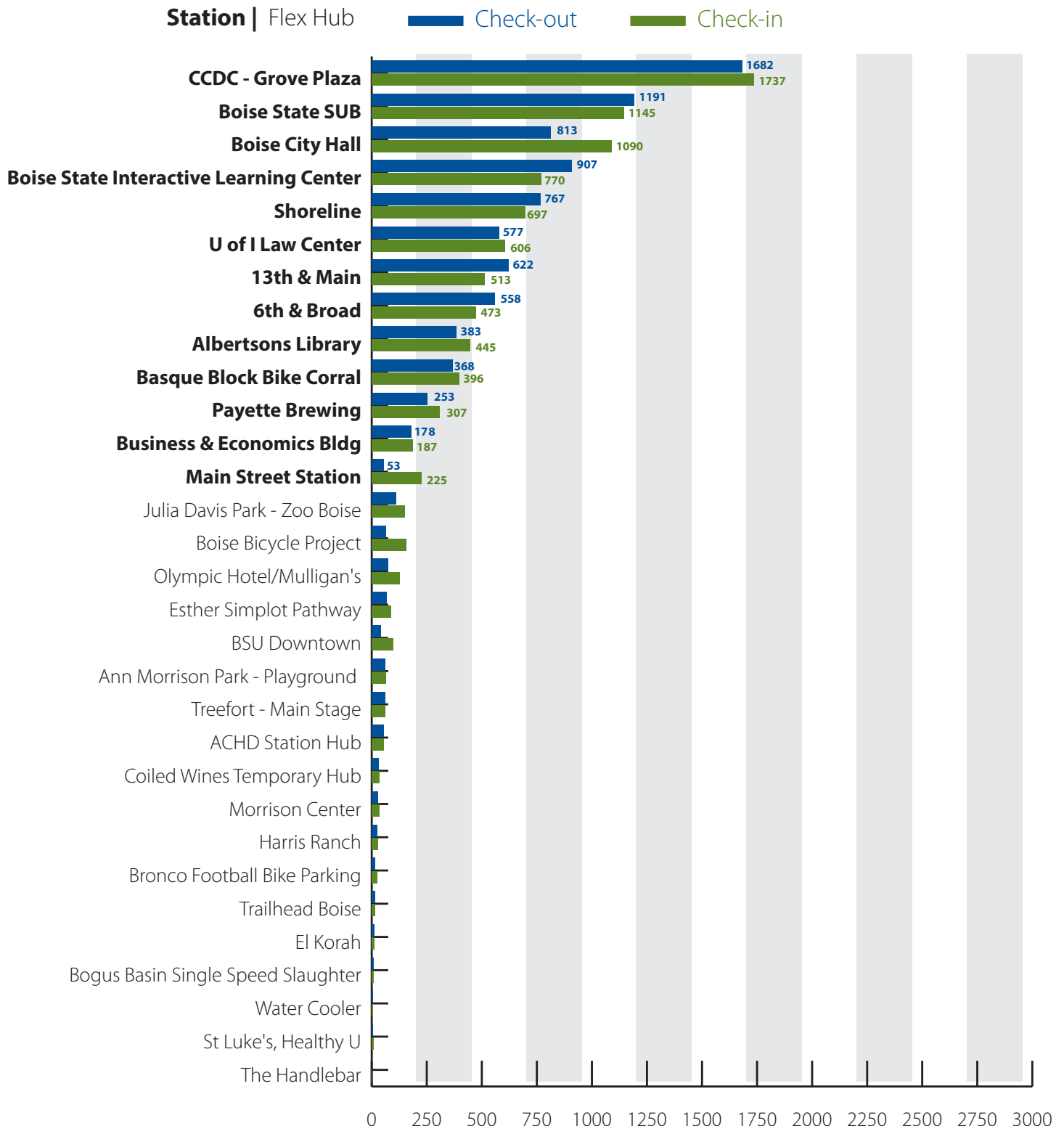
Members of Boise GreenBike continue to use the bikes most during the middle of the day Monday through Friday. While we can't be completely certain, most of these mid-day trips are likely to a place to eat or workout. Saturday afternoons are also popular riding times.



Station Hub Activity 2017

The downtown station hubs continue to see the most activity, despite some of the challenges presented by renovations of both the Grove Plaza and City Hall Plaza. During the year we added 15 new branded station hubs and numerous flex hubs, increasing the overall number of hubs to over 60. Some of the new hubs were not installed until late in the year so the numbers represent only a couple months of use.

Check-in/Check-out by Station Hub FY17



Who Uses Boise GreenBike the Most?

One of the great things about our system is that we get lots of data on how the bikes are being used. We wondered who has been using the bikes the most. As it turns out there are several ways of answering the question: number of trips, miles traveled, and total time. Here are the results for FY17.

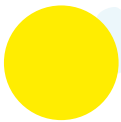
Number of Trips



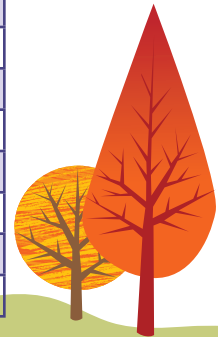
MEMBER	PLAN	TRIPS
Teya Vitu	Premium	425
Kyle Shannon	Premium	377
Lisa Hutcheson	State Employee	373
Josh Unger	Premium	340
Monique Sieber	Monthly	308
Francisco Juarez	CTA	275
Dustin Banks	Pay as You Go	237
Matt Edmond	Premium	229
Daniel Gutierrez	Student Semester	215
Leon Letson	City of Boise	209



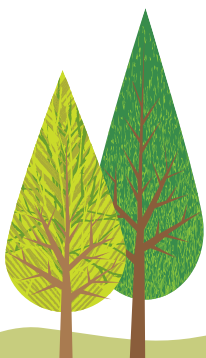
Total Time Spent Riding



MEMBER	PLAN	DURATION
Dennis Trumble	Pay as You Go	23:27
Carol Johnson	Premium	23:10
Tyler Lacy	St. Luke's	23:08
Juan Palafox	Pay as You Go	22:48
Ronda Hirnyck	U of I	22:43
Laura Hurst	St. Luke's	22:25
Lana Bay	Pay as You Go	22:13
Michael Greear	Premium	22:06
Michael Smith	Student Semester	21:41
Amber Hoye	State Employee	21:40



Total Distance Traveled



MEMBER	PLAN	DISTANCE [MILES]
Kyle Shannon	Premium	576.05
Lisa Hutcheson	State Employee	428.57
Jill Johnson	Premium	378.78
Michael Greear	Premium	374.58
Teya Vitu	Premium	362.92
Carol Johnson	Premium	323.25
Matt Edmond	Premium	302.47
Bill Farnsworth	State Employee	290.52
Leon Letson	City of Boise	276.48
Anthony Machado	Student Annual	252.13

Financials

Boise GreenBike closed FY17 with a deficit of \$82,055 due primarily to the program's inability to fund depreciation, which alone amounted to \$77,084. The depreciation is calculated on having to replace all the hard assets of the system in five years: bikes, racks, sign panels and kiosks. Operating expenses increased due primarily to an increase in shop rent.

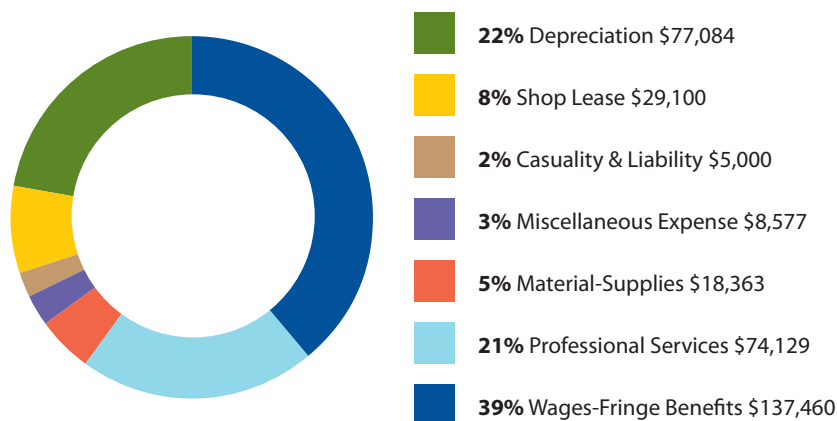
Savings were made in Professional Services by transferring the majority of advertising expenses—over \$37,000—to the Valley Regional Transit coordinated marketing budget.

Revenue from membership and rides was virtually identical to the prior fiscal year. Sponsorship represents about three-quarters of the system operating budget.

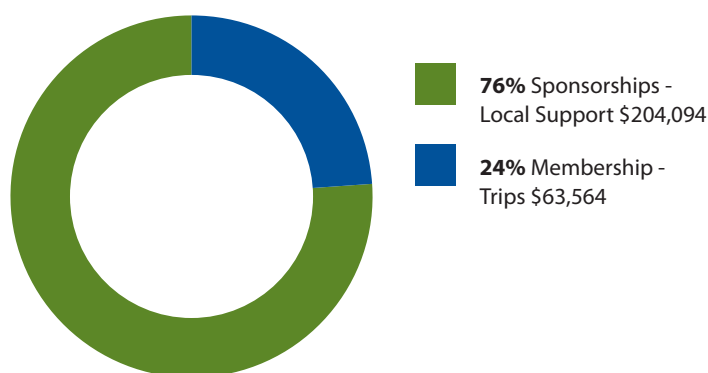
MEMBERSHIP LEVEL	MEMBERSHIP COST
Pay As You Go*	\$5/hour (prorated)
Monthly*	\$15 1 hour free ride time daily
Annual*	\$70 1 hour free ride time daily
Premium	\$100 90 mins free ride time daily <i>No out of hub fees!</i>
Student Annual*	\$45 1 hour free ride time daily
Student Semester*	\$25 1 hour free ride time daily

*Subject to a \$2 locking out of hub fee

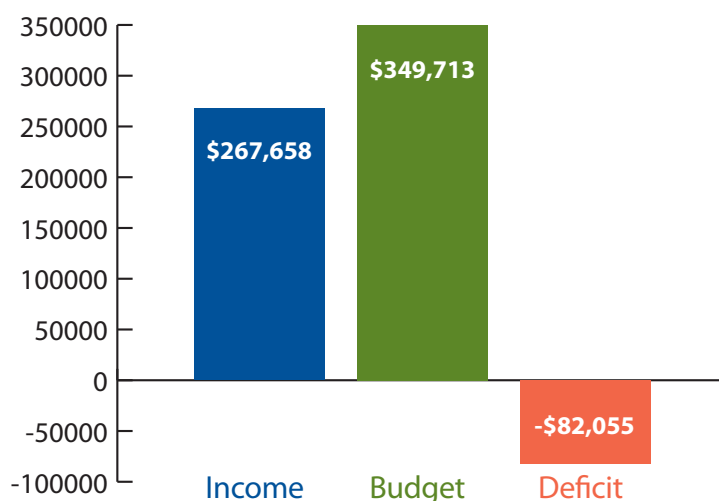
FY17 BUDGET



FY17 INCOME



FY17 NET INCOME/LOSS



Boise GreenBike Sponsors

TITLE SPONSORS



STATION SPONSORS



HELMET SPONSOR



MEMBERSHIP CARD SPONSOR



Boise GreenBike is a service of



Community Involvement



Treefort Music Fest

Boise GreenBike was pleased to be a sponsor of Treefort Music Fest again in 2017, bringing people, bikes and music together in the funkier party this side of the Cascades. Boise GreenBike is one of the best ways to get between venues.

Twilight Criterium

For a third year in a row Boise GreenBike presented the Celebrity GreenBike race immediately preceding the opening ceremonies for the Downtown Boise Association's Twilight Criterium. Eighteen men and 13 women competed in separate races. Matt Fuxan, riding for the Boise Co-op team, pulled off a three-peat, besting all other male riders. Lora Loveall, riding for the Boise Aeros, won the women's division.



The Kristin Armstrong Bike

In February 2017 we unveiled the Kristin Armstrong bike. It is a regular Boise GreenBike with a special purpose. The bike was repainted to look like the bike Kristin rode to victory in the Rio 2016 Summer Olympics. Every time the bike is rented SelectHealth and St. Luke's make a dollar donation to the Kristin Armstrong Youth Scholarship Fund. If you see it, ride it. You will be helping Boise youth participate in Boise Department of Parks and Recreation programs.



Community Involvement



The Wedding of Carl and Abigail

Sometimes Boise GreenBike can bring people together. That certainly was the case with the July wedding of Carl Briedenbach and Abigail Cate. After the ceremony at St. John's Cathedral, the entire wedding party hopped on GreenBikes for a ride to the reception downtown. We wish Carl and Abigail all the best and hope they will continue to ride our bikes.



Cranksgiving

In the fall of 2016 Boise GreenBike took over the reins of Cranksgiving, a scavenger hunt and alley cat race that helps feed families in need. Participants take Boise GreenBikes around town gathering up all the items needed to fill Thanksgiving food boxes, which are then donated to St. Vincent de Paul. Along the way the teams must answer trivia questions and take pictures at specified locations. Through all the laughter and confusion, the event provided Thanksgiving dinner to 16 Treasure Valley families and started a tradition that can only grow in the future.



i48 Film Festival

Every year would-be filmmakers take up the challenge of writing, shooting and editing short films over the course of a weekend in the i48 Film Festival. This year Boise GreenBike sponsored the festival by offering a cash prize for "Best Use of a Boise GreenBike" in a film. The filmmakers let their creativity flow and our signature bikes got a lot of great screen time.

Charitable Donations

Every year charitable organizations ask Boise GreenBike to provide them with memberships and other items to help them raise money for their causes. We are happy to do so because we are part of one of the most giving communities in the U.S. Here is a list of the organizations we helped with charitable donations or reduced costs for renting our bikes. The total value of the donations was about \$5,000.

TVCA
YURT BURN-OUT FUND
BOISE NORDIC GROUP
TREEFORT MUSIC FEST
BOISE PARKS & RECREATION
ADAPTIVE RECREATION
CONSERVATION VOTERS OF IDAHO
ONE STONE
HEART WALK
ROTARY LOBSTERFEST
CHAMBER AMBASSADORS
ALZHEIMER'S ASSOCIATION
IDAHO TOURISM
BOISE BANDITS
WASSMUTH CENTER
JUNIOR ACHIEVEMENT
LAND TRUST OF THE TREASURE VALLEY
BRONCO FIT
WTS
BOISE BICYCLE PROJECT
CITY OF BOISE LIV DISTRICT
LEADERSHIP BOISE
FAR WEST SKI ASSOCIATION

FY17 System Performance

Environmental
Impact of
**BOISE
green
BIKE**



CALORIES BURNED:
2,067,318
= 3,672 Big Macs
(Big Mac – 563 calories)

