



BOISEgreenBIKE

2018 Annual Report

FISCAL YEAR OCTOBER 1, 2017–SEPTEMBER 30, 2018

Letter from the Director

Boise GreenBike saw an extraordinary period of growth in Fiscal Year 2018. Thanks in large part to a month-long promotion in May our program saw a dramatic rise in the number of members and the rides they took. Boise GreenBike, along with our parent organization Valley Regional Transit, offered free rides in May as part of our support of *May in Motion*, the annual celebration of smart transportation sponsored by ACHD Commuteride.

The number of trips taken in May increased over 200%, while membership increased by nearly 400% over May 2017. Even better, the trend continued throughout the summer and into fall with strong growth in ridership and membership numbers each month.

By September 30th, the end of the fiscal year, there were over 17,000 active members of the Boise GreenBike network. Our members took 35,560 overall trips, a 50% increase over the previous year. And we did all this without adding any more bikes.

Boise GreenBike is finally coming into its own. Promotions help, but so does the fact that visitors to our community have come to expect services like bike share because they have a similar service at home.



Very close to the end of the year we moved our shop from a great downtown location (10th and State streets) that was growing too small, to a larger facility in Garden City. As the program grows in the future, we now have additional space to grow. You'll find us at 106 East 34th Street, just a block north of Chinden Boulevard.

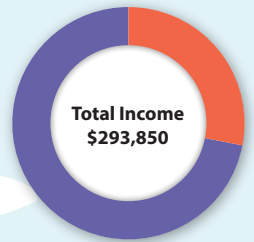
We head into the fiscal year 2019 optimistic that we will continue to see progress in the reach of our program and the number of people we serve.

[Thank you for your support.](#)

Dave Fotsch

Director, Boise GreenBike





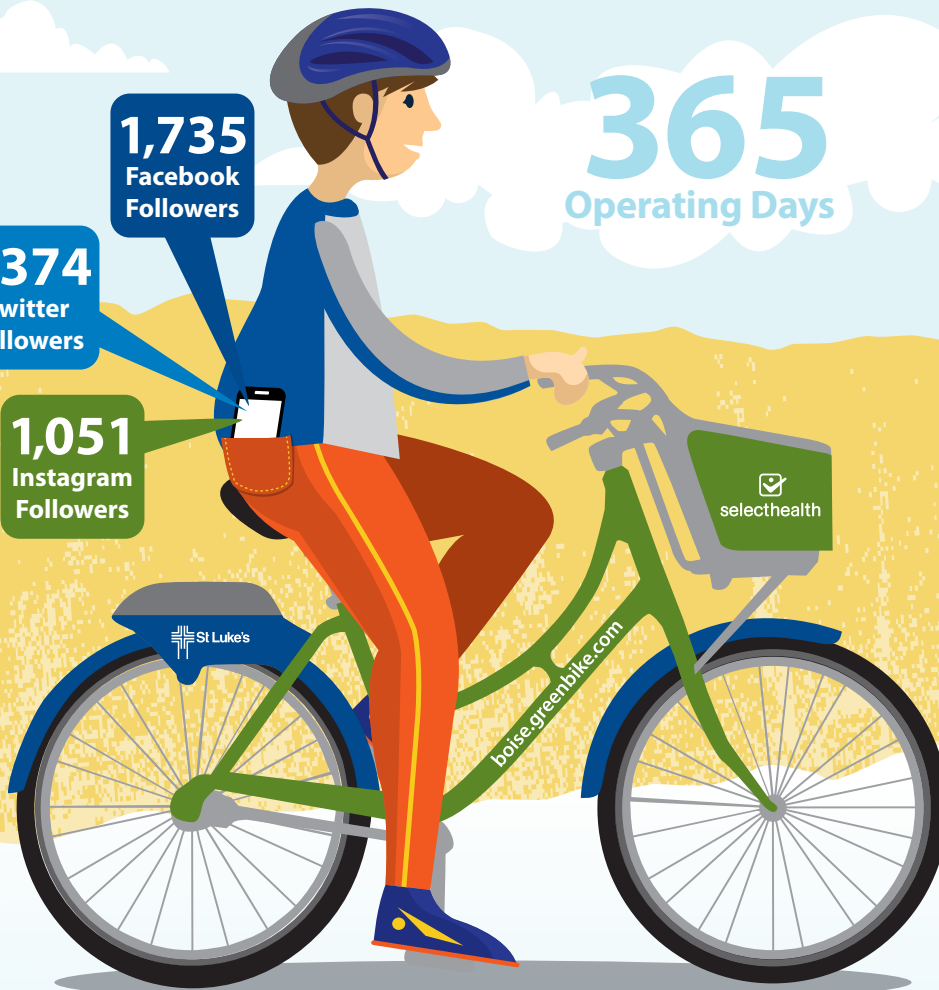
70% Sponsorships
30% Rides/Membership

365
Operating Days

1,374
Twitter
Followers

1,735
Facebook
Followers

1,051
Instagram
Followers



33 Stations &
49 Flex Hubs

13
Station
Sponsors

127
Bikes

2
Title
Sponsors

35,560
Trips

17,124
Active Members



BOISEgreenBIKE
moving boise forward

@boisegreenbike

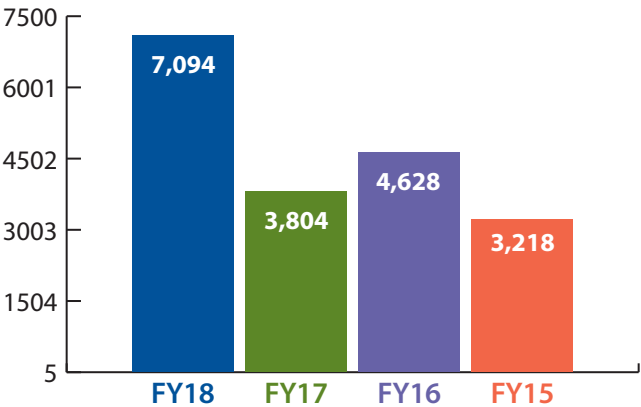
facebook.com/BoiseGreenBike

FY18 AT-A-GLANCE

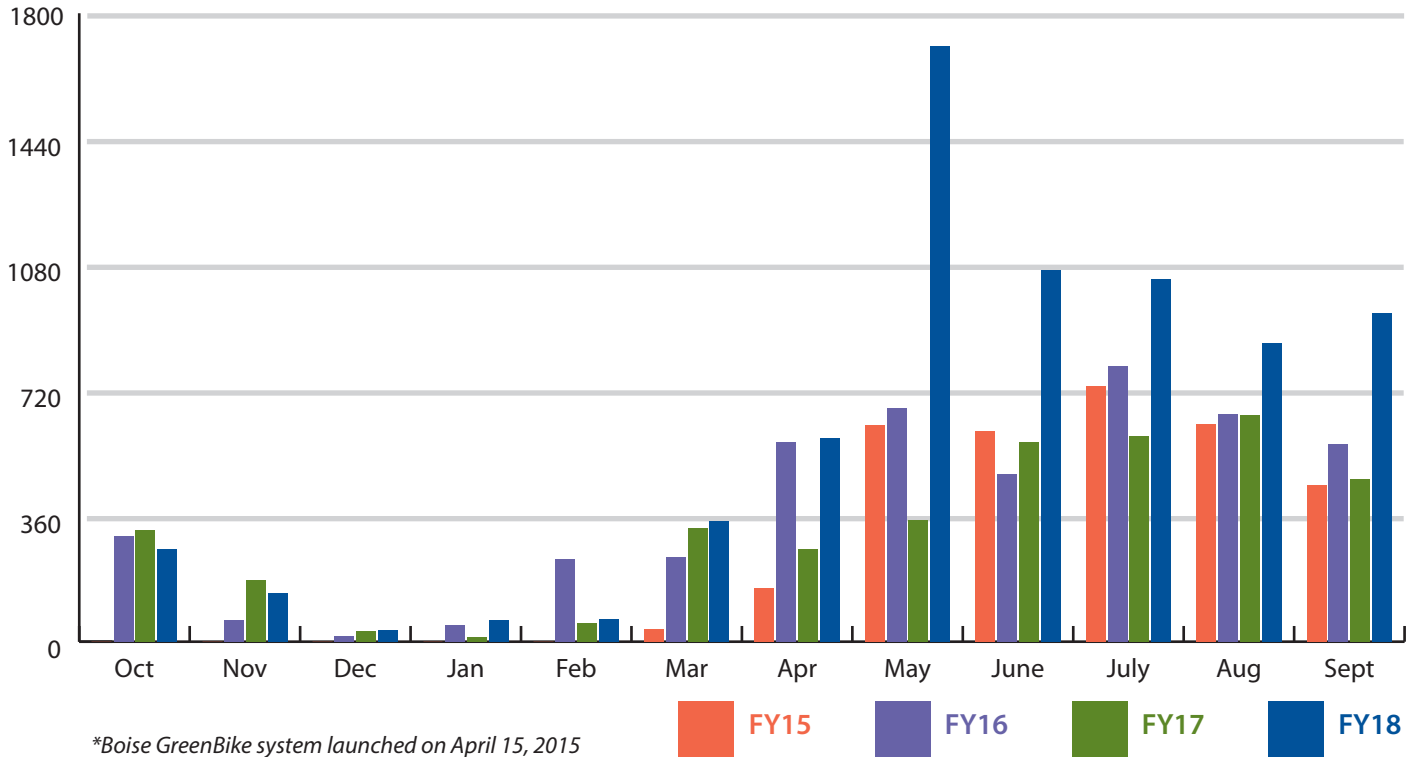
New Sign-ups

Active membership in the Boise GreenBike system topped 17,000 in FY18, due in large part to a promotion we ran during May when all rides were free. In that month alone we saw membership grow by 1,700 individuals. The trend continued through September with membership gains unlike those seen in any previous year.

NEW SIGN-UPS BY FISCAL YEAR



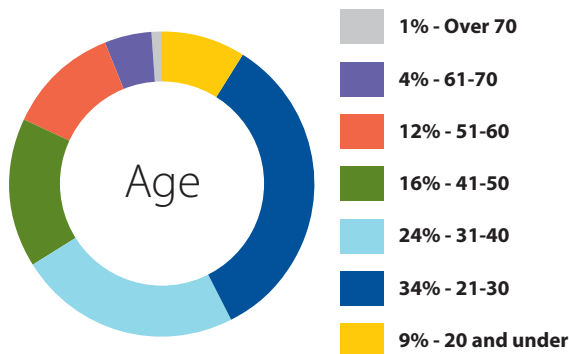
NEW SIGN-UPS BY MONTH



Membership Demographics

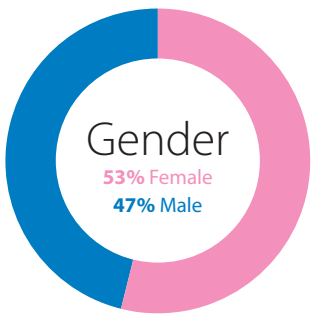
Age

There hasn't been a lot of change in membership demographics over the nearly four years of the bike share program's operation. Roughly two-thirds of our members are under the age of 40.



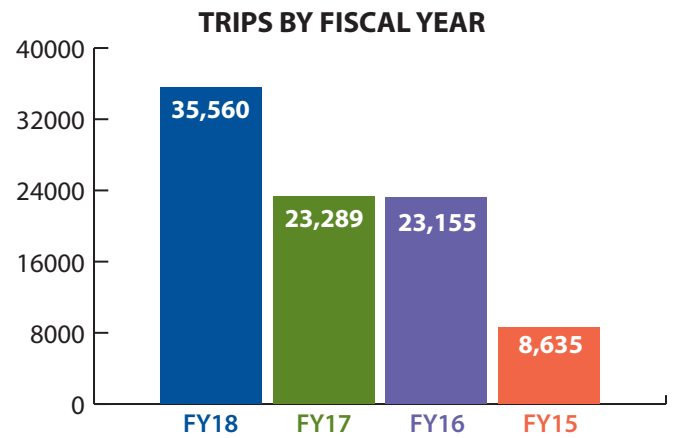
Gender

Boise continues to buck the national trend by having slightly more women than men as members.

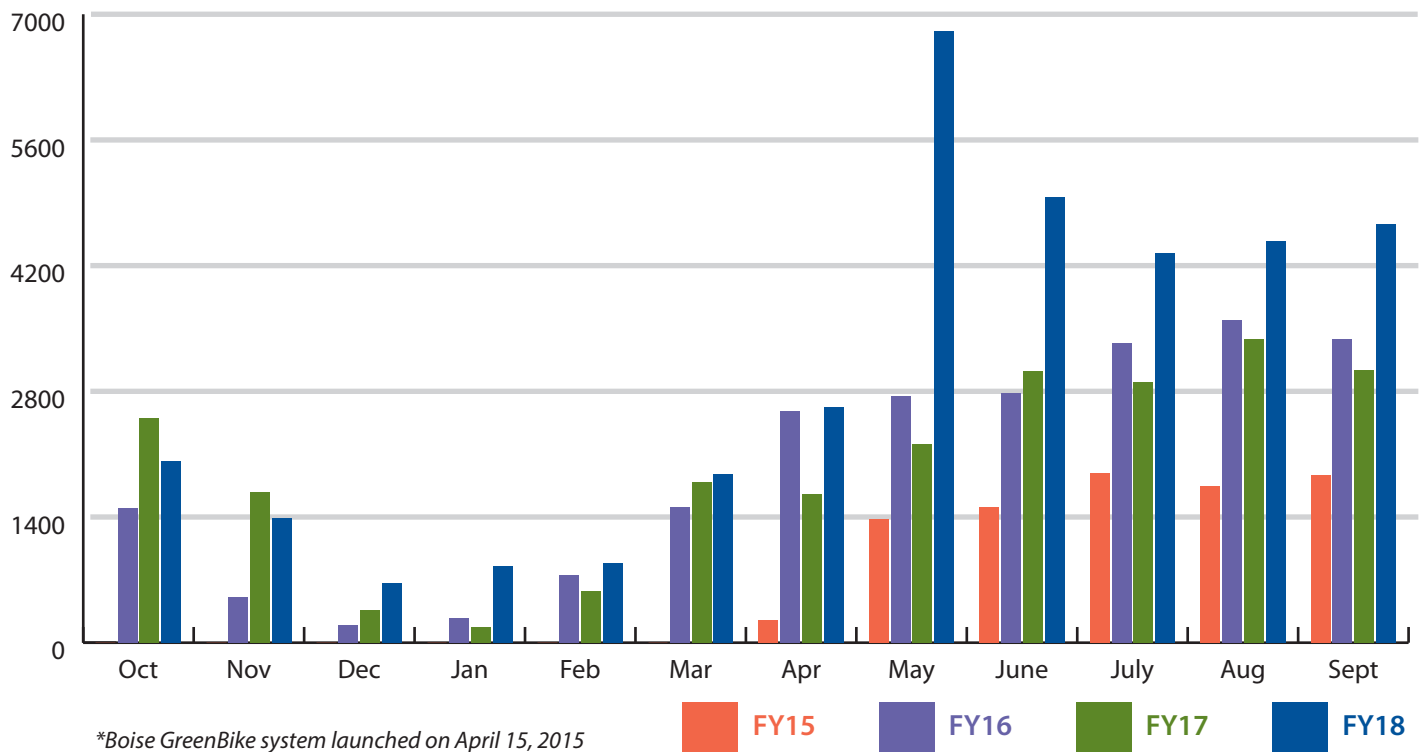


Overall Trips

Boise GreenBike members topped 35,000 rides in FY18, an impressive 53% growth over the previous year. The upward trend started in May with a month of free rides but continued through September.



OVERALL TRIPS BY MONTH



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 2 hours free ride time daily No out of hub fees!
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

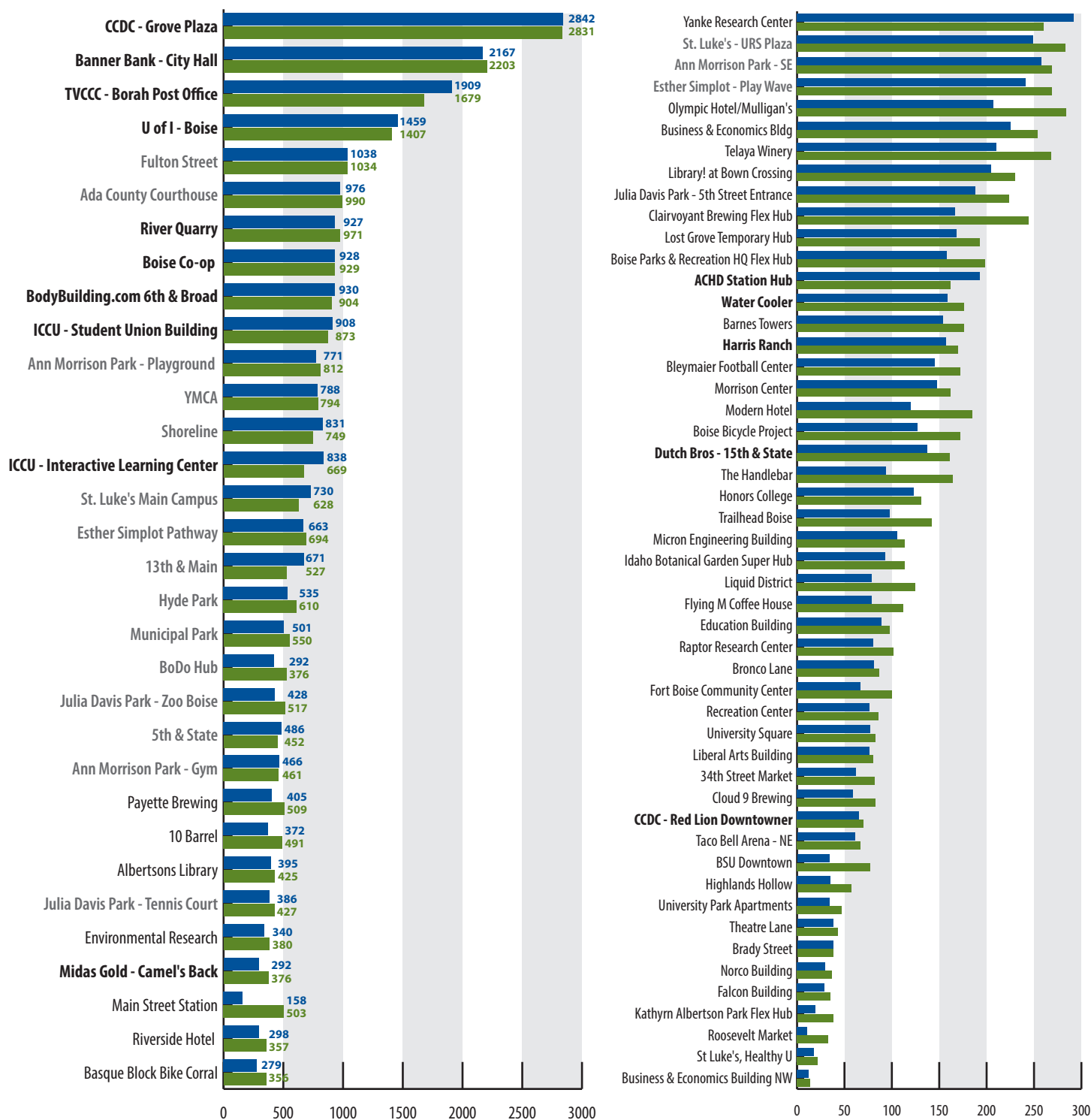


Station Hub Activity 2018

It only makes sense that the three biggest station hubs downtown saw the most action in 2018. The hubs at the Grove Plaza, City Hall, and the Borah Post Office saw thousands of customers check out bikes and bring them back. Each of those hubs serves the most densely populated area of town. We also saw some impressive growth in the use of the hubs that were installed in 2017.

SPONSORED HUB ■ Check-out
BRANDED HUB ■ Check-in
FLEX HUB

Annual station hub usage (from highest to lowest)



Financials

Boise GreenBike budgets look at a best case scenario, one where we successfully sell all sponsorship opportunities and increase rider revenue. That's why the budgeted figures are higher than the actuals. As with all previous years, the biggest deficit comes from the system's inability to cover depreciation costs, which alone total \$77,000.

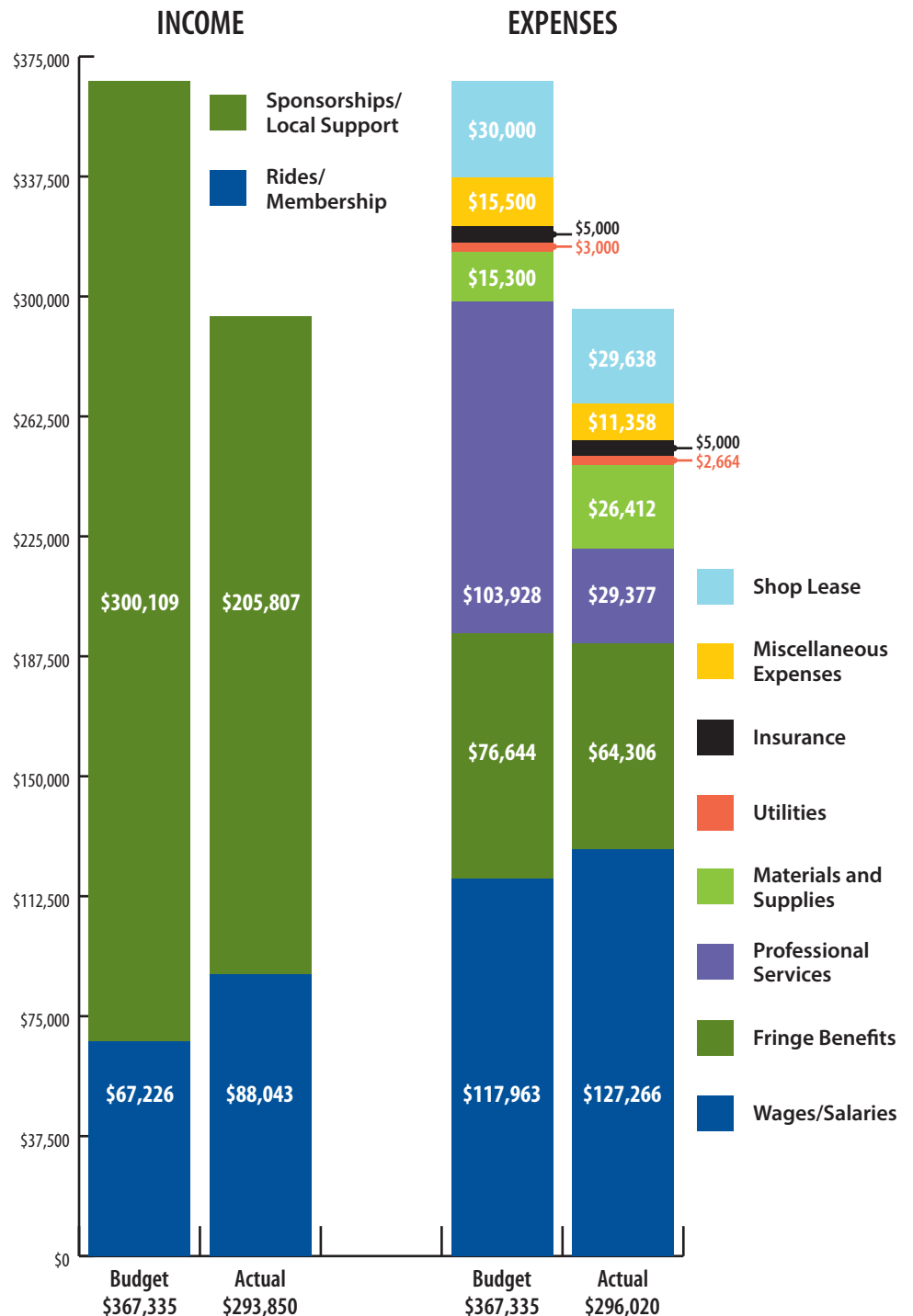


There were increases in wages and salaries, and fringe benefits related to adding a second full-time benefitted employee.

There was a fairly substantial increase in the category of materials and supplies. Most of the additional costs are due to our acquisition of 90 used bikes from our sister system in Topeka, Kansas. The bikes, which have badly faded red paint, were a donation from our vendor Social Bicycles. All we had to do was pay the shipping.

We saved a substantial amount of money in the professional services category by shifting nearly all advertising costs to the Valley Regional Transit Coordinated Marketing budget.

On the bright side, we did see a fairly substantial increase in rider revenue. We had projected taking in about \$67,000 but generated \$88,000, thanks in large part to a 50% increase in the number of bike rides in the fiscal year 2018.



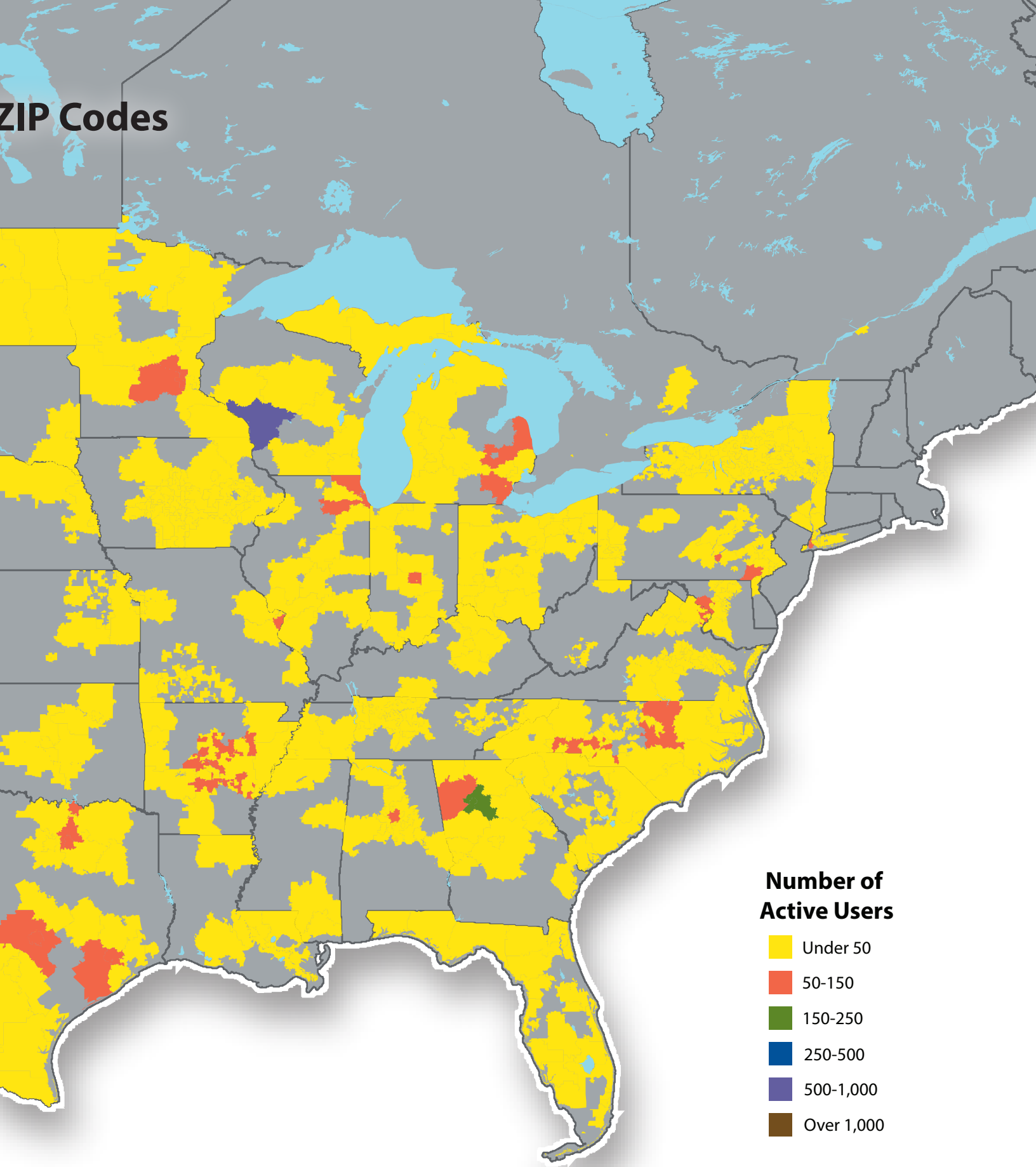


National

Where do Riders Come From?

We've long suspected that the majority of our riders come from Idaho. After doing a ZIP code analysis of our active members we have discovered that the largest percentage of riders come from Boise and the other communities in the Treasure Valley. In fact, the top 28 ZIP codes are all from Idaho. Still, as these maps show, we have members from virtually every state in the union, and a few from Canada.

ZIP Codes

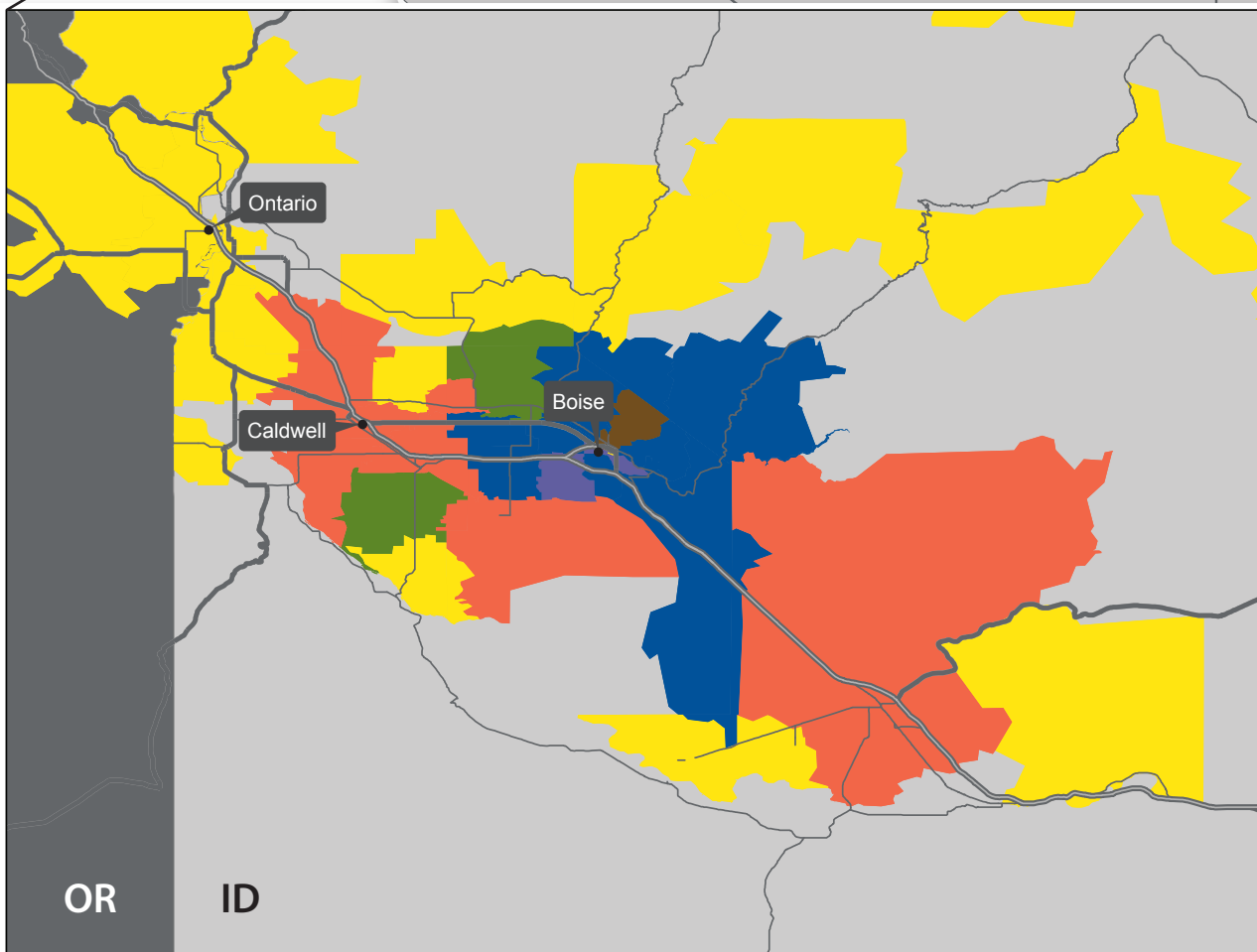
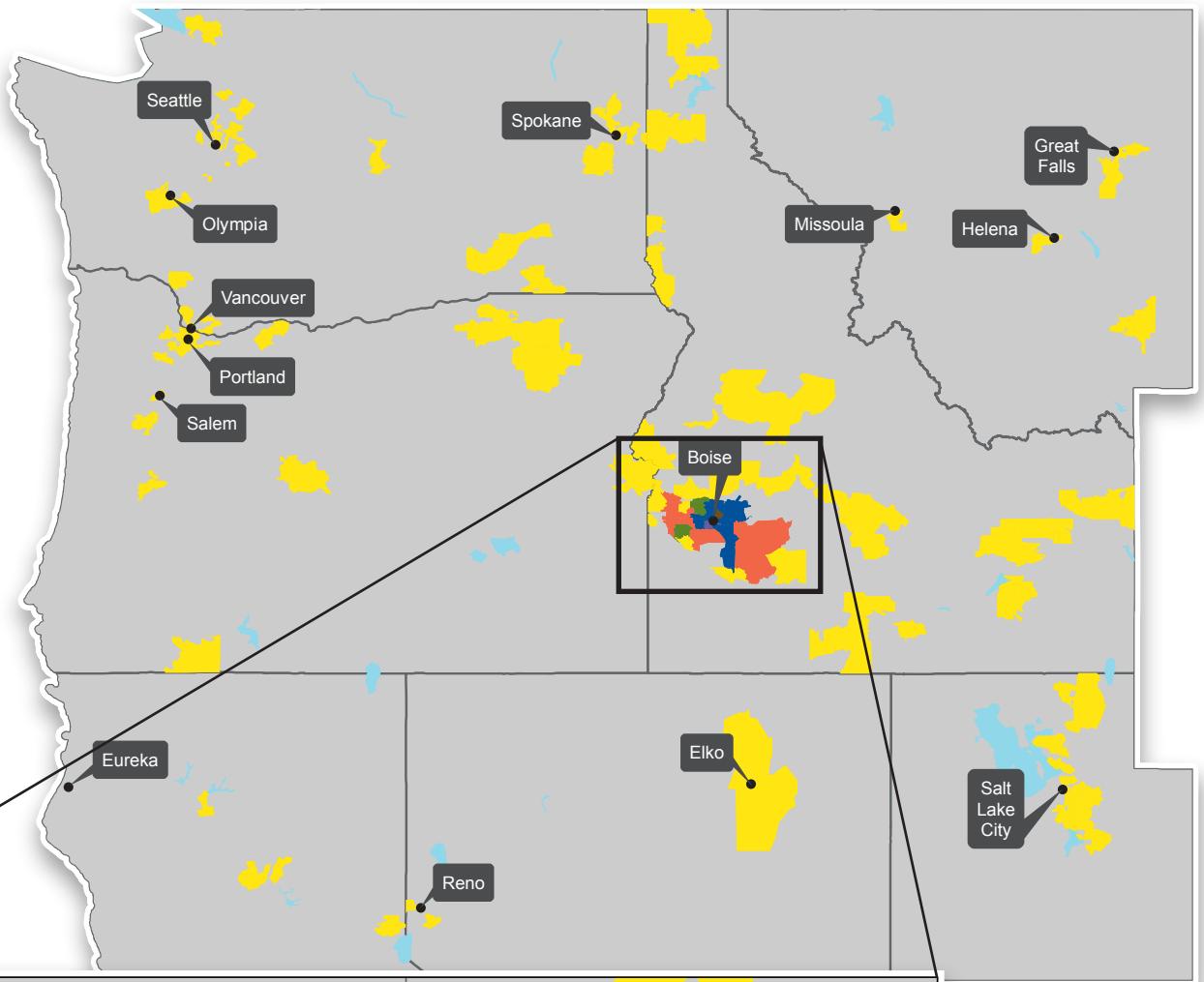
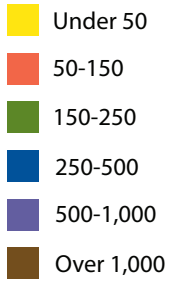


Number of Active Users

- Under 50
- 50-150
- 150-250
- 250-500
- 500-1,000
- Over 1,000

Northwest

Number of Active Users

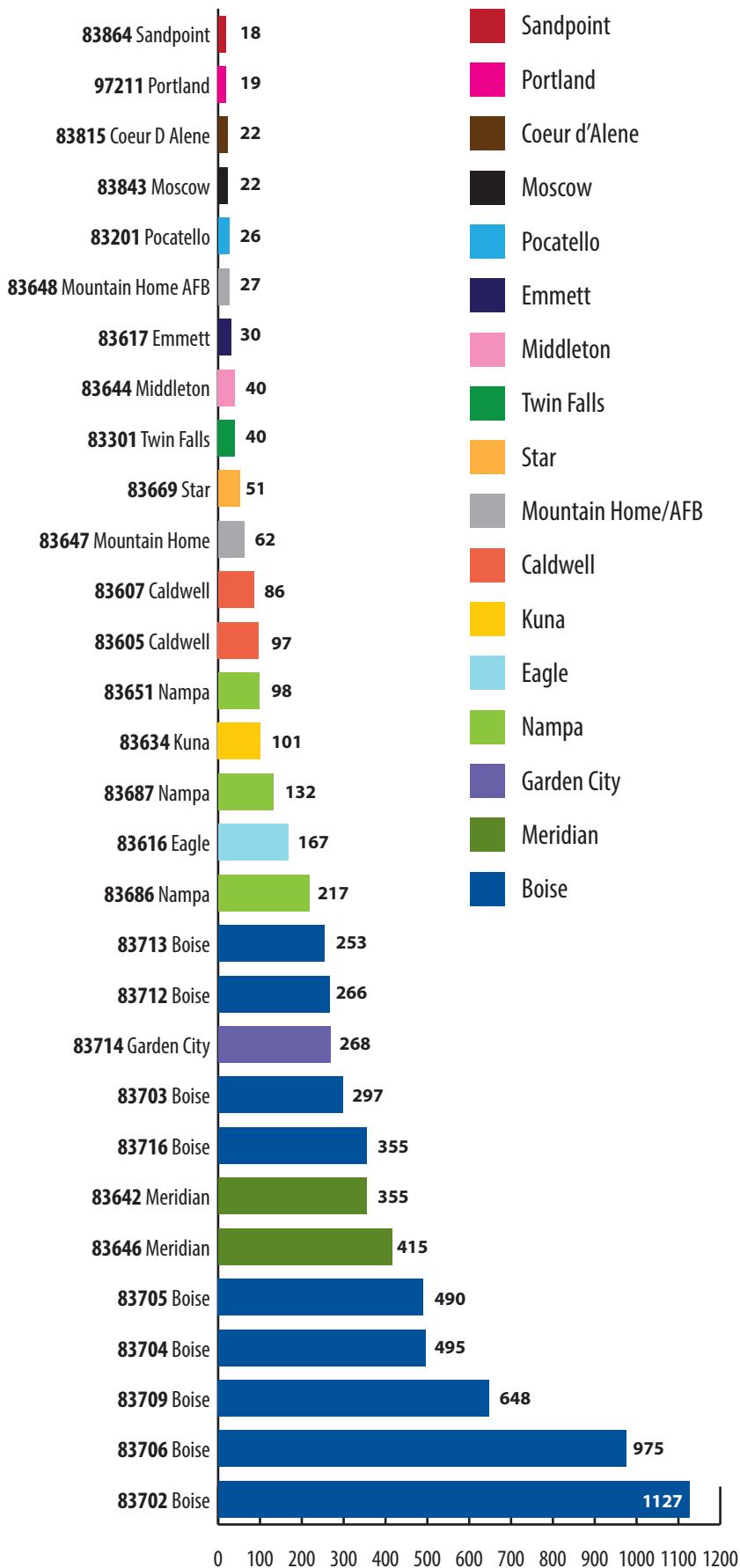


Treasure Valley

Number of Active Users



Members Top 30 ZIP Codes



Chain Stay Branding

We started offering our Premium members a little perk in 2018. With their paid membership they have the option of having their name put on the chain stays of one of the bikes. Premium membership offers the most flexibility of any type of membership plan, with 2 hours of free ride time daily and the ability to lock the bikes anywhere without paying the out of hub fee of \$2. Learn more at Boise.GreenBike.com.



Community Involvement

Kristin Armstrong Bike

In 2017 we announced the Kristin Armstrong bike, a bike painted to resemble the bike Boise's own Olympian rode to victory in the 2016 Olympics. Our title sponsors, St. Luke's Health System and SelectHealth, agreed to donate one dollar to the Boise Parks and Recreation Kristin Armstrong Youth Scholarship Fund every time the bike was rented. On February 23, 2018, our sponsors and Ms. Armstrong presented a check to Boise Parks Director Doug Holloway for \$2,000. Thanks to the generosity of our sponsors, children, families and individuals with disabilities will have more opportunities to participate in Parks and Recreation programs.



Hyde Park Station Hub

In the spring of 2018 Boise GreenBike was finally able to fulfill one of the wishes of the North End Neighborhood Association, putting an official station hub in Hyde Park. Goody's Soda Fountain owner Brett Palmateer agreed to host the station on his property in Hyde Park at the corner of 13th and Alturas. The station hub was made possible by a Neighborhood Enhancement Grant from the city of Boise. The city also paid to have a concrete pad poured for anchoring the racks and base plates. To celebrate the station opening Goody's offered everyone riding a bike to the new hub a free ice cream sundae.



Charitable Donations

Boise GreenBike is proud to support the community by contributing to charitable organizations. Each year, a variety of organizations approach us with requests for donations for raffles and special events. Inevitably, we contribute as part of our mission of giving back to the community. Below are the organizations we helped with about \$4,000 in donations in the last fiscal year.

ADAPTIVE RECREATION
BOISE BEARD BAZAAR
BOISE METRO CHAMBER OF COMMERCE
ROTARY LOBSTERFEST
BOISE PHILHARMONIC
BUY IDAHO
CREATE COMMON GOOD
CONSERVATION VOTERS OF IDAHO
FLY FISHERS INTERNATIONAL
ENSEMBLE 208
IDAHO WALK BIKE ALLIANCE
IMPACT DANCE CENTRE
RIVER DISCOVERY
TREASURE VALLEY YOUTH LACROSSE LEAGUE
VIVID ROOTS

Community Involvement



Cranksgiving

In its second year at the helm of Cranksgiving, Boise GreenBike made a much bigger impact on the community. We had roughly 100 people riding our bikes all over downtown Boise trying to complete the list of tasks handed them at the start of the annual event. Cranksgiving, for those unfamiliar, is a scavenger hunt on bikes. Participants ride around answering trivia questions, taking silly pictures and most importantly, gathering all the food items necessary to fill Thanksgiving food boxes for St. Vincent de Paul. A boisterous party followed the event at the brand new Clairvoyant Brewing. We wound up donating 36 food boxes for distribution to families in need. **Doing good can be a lot of fun!**



Community Involvement



GreenBike Race

The Fourth Annual GreenBike race took place on July 14th as part of the biggest biking event in Idaho, the Twilight Criterium. Men and women competed in separate divisions for trophies and bragging rights. In the women's division, we crowned a new champion, Monica Ragan, who rode for team Boise Co-op. The men's division also saw a new champion as the winner of all three previous races, Matt Fuxan, was unable to compete. Andrew Heidt, riding for the Boise Convention and Visitors Bureau, took home top honors for the men.

Kudos also go to two participants who rode in full costumes on this hot July night—Dr. Kathryn Beattie from St. Luke's Children's Hospital, who rode dressed as a moose, and Matt Johnson, better known as the Idaho Steelheads mascot Blue.



Boise GreenBike Sponsors

TITLE SPONSORS



STATION SPONSORS



MEMBERSHIP CARD SPONSOR



Boise GreenBike is a service of



CALORIES BURNED:
3,726,969
= 3,803 Carl's Jr. ½ lb.
Original \$6 Thickburgers®
(each burger is 980 calories)



Environmental
Impact of
**BOISE
green
BIKE**

TOTAL DISTANCE TRAVELED:
93,174 miles

BONJOUR! Equal to nine round trips to Paris, France. (5,043 miles each way)

**OVERALL
TRIPS TAKEN:**

35,560
= An average of
97 trips per day.
A record!

CARBON REDUCED:
82,162 LBS

= Burning a gallon of gasoline produces 19.6 pounds of CO₂.
While not a direct correlation, Boise GreenBike trips
replaced the burning of 4,192 gallons of gasoline.



FY18 System Performance