

2020 Annual Report

Mission, vision, and values.....	3
Board of Directors.....	4
Executive summary and highlights..	6
Data and impact.....	9
PikeRide for All.....	19
What's next.....	27
Financial summary.....	29

PikeRide, Inc
739 E. Pikes Peak Ave.
Colorado Springs, CO 80903
PikeRide.org
719-235-5862
Info@PikeRide.org







MISSION, VISION, AND VALUES

PikeRide is a 501(c)(3) nonprofit bike share organization that owns and operates a community driven sustainable active transportation and recreation option in Colorado Springs. In 2020, the system included 260 e-bikes and 40 hubs located throughout Downtown Colorado Springs, the southwest portion of Hillside, and along Colorado Avenue in Old Colorado City.

OUR MISSION

PikeRide serves to elevate our community with a fun, healthy, planet-friendly, and cost-effective way to get around.

OUR VISION

To live in a city where transportation comes in many different forms and bike share is available for everyone. Where our love for the outdoors is demonstrated one ride at a time. To create a community where people celebrate the journey, not solely the destination.

OUR VALUES

- Promote an accessible and **healthy** form of mobility.
- Embrace and serve the **community** that we live and work in.
- Be committed to **equity and inclusion** in a way that promotes respect for all persons.
- Integrate **sustainable** practices into all aspects of operations.



2020 BOARD OF DIRECTORS

Andrea Barker

HB&A Architecture and Planning

***Ellen Fisher**

Stockman Kast Ryan + Company

***Jill Gaebler**

City of Colorado Springs Councilwoman

***Amy Long**

VisitCOS

Kyle McLaughlin

Kimley-Horn

Adam Morley

Wolf & Key Marketing

***Davin Neubacher**

Navakai

Bill Nelson

Lewis Roca Rothgerber Christie LLP

Carrie Simison

Cerberus Brewing Co.

* Executive committee





EXECUTIVE SUMMARY

SINCE LAUNCHING IN THE SUMMER OF 2018, OVER 42,850 TRIPS HAVE BEEN TAKEN ON A PIKERIDE, CREATING SIGNIFICANT POSITIVE IMPACT ON THE ENVIRONMENTAL SUSTAINABILITY, ECONOMIC VITALITY, AND HEALTH OF COLORADO SPRINGS.

PikeRide offers 260 bikes and 40 community hubs. During 2020 PikeRide experienced a 121% increase in ridership and served more than 5,000 people with a fun, healthy, planet friendly, and cost-effective way to get around.



2020 HIGHLIGHTS

Expansion - an increase of the service area into Old Colorado City and an additional eight new hubs.

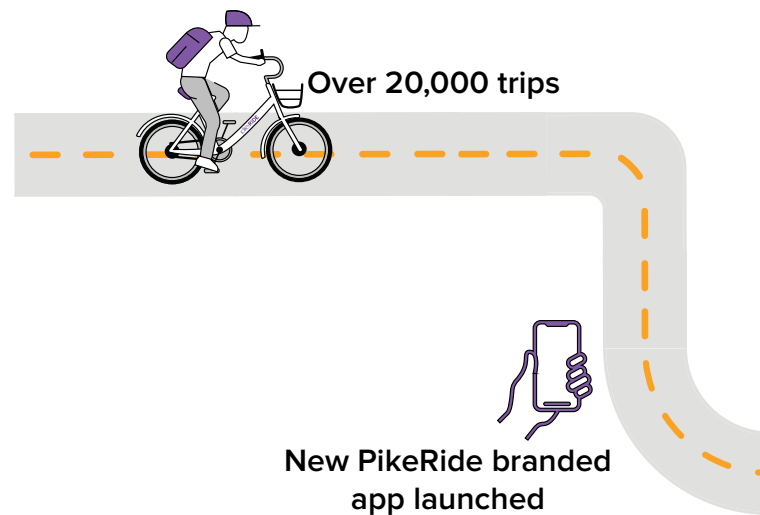
Free Rides 4 Everyone - a way to support our community during COVID-19 with more than 10,000 free rides.

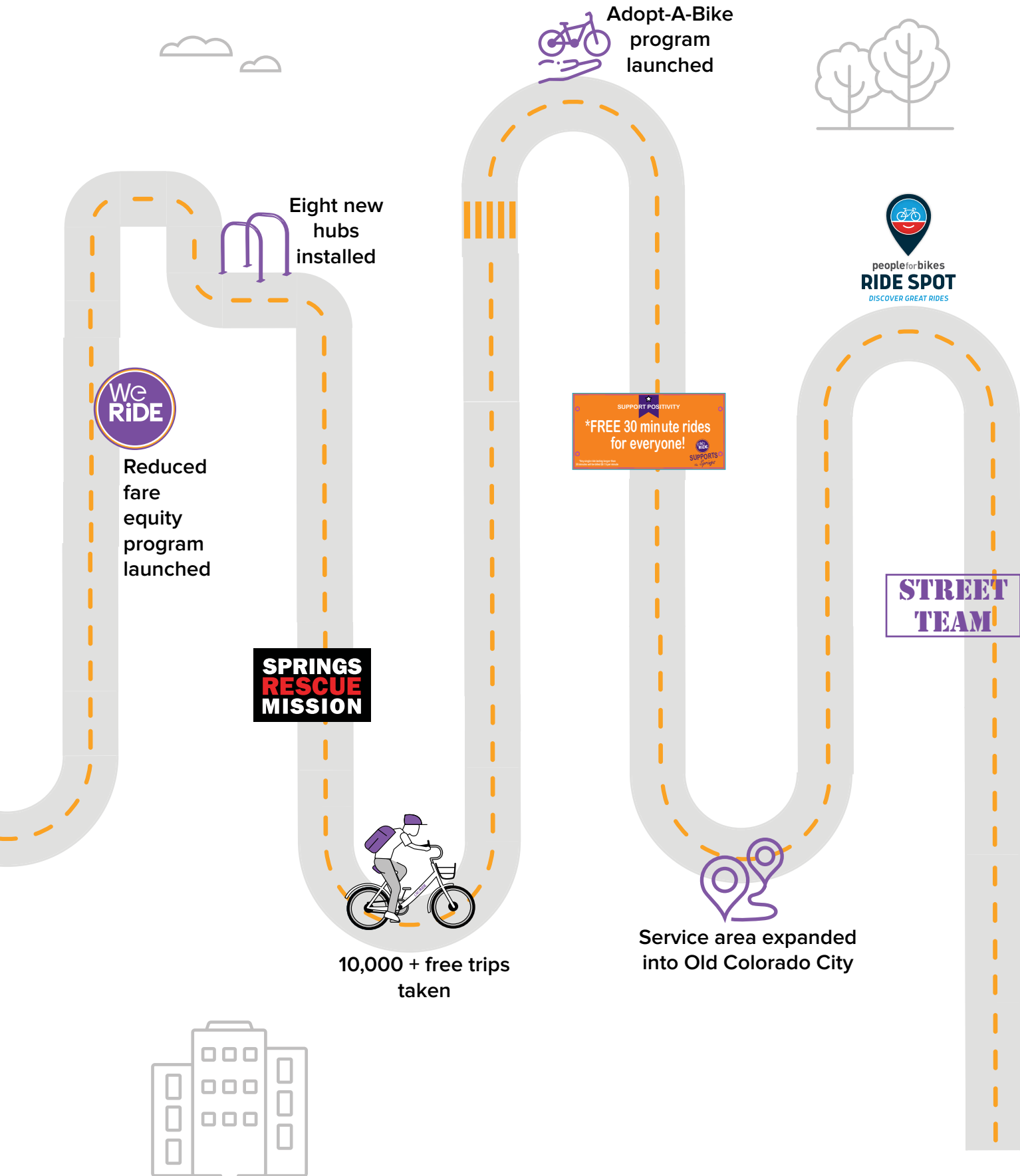
Street Team - a community ambassador program to support community investment and feedback was formed.

Springs Rescue Mission - a new partnership to support those actively engaged in getting out of homelessness.

Adopt-a-Bike - a pilot program to support health care workers with bikes.

Ride Spot - a new program offering self-guided rides for our community.





Adopt-A-Bike program launched



Eight new hubs installed



peopleforbikes
RIDE SPOT
DISCOVER GREAT RIDES



Reduced fare equity program launched



STREET TEAM

SPRINGS RESCUE MISSION



10,000 + free trips taken



Service area expanded into Old Colorado City



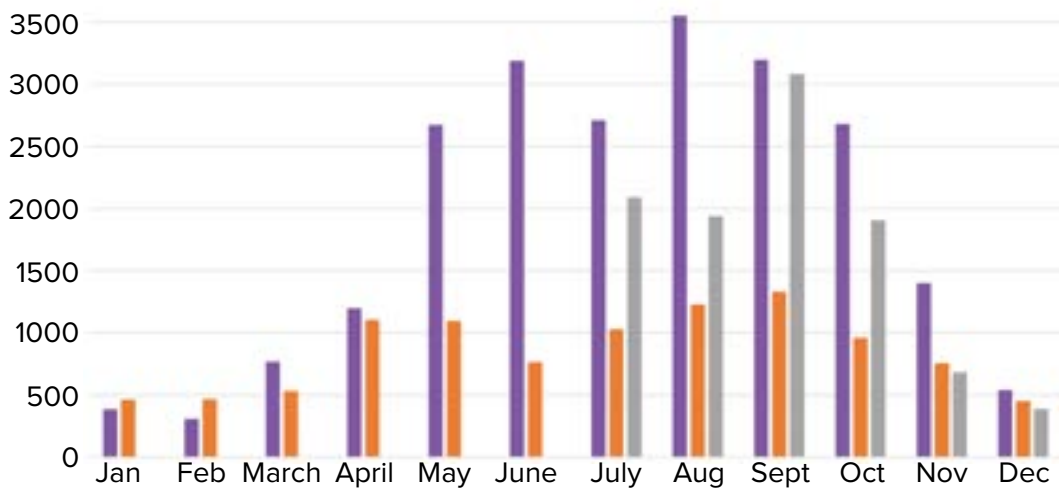




DATA AND IMPACT

PikeRide TRIP DATA

121% increase in ridership compared to 2019



22,768 2020 trips

10,359 2019 trips

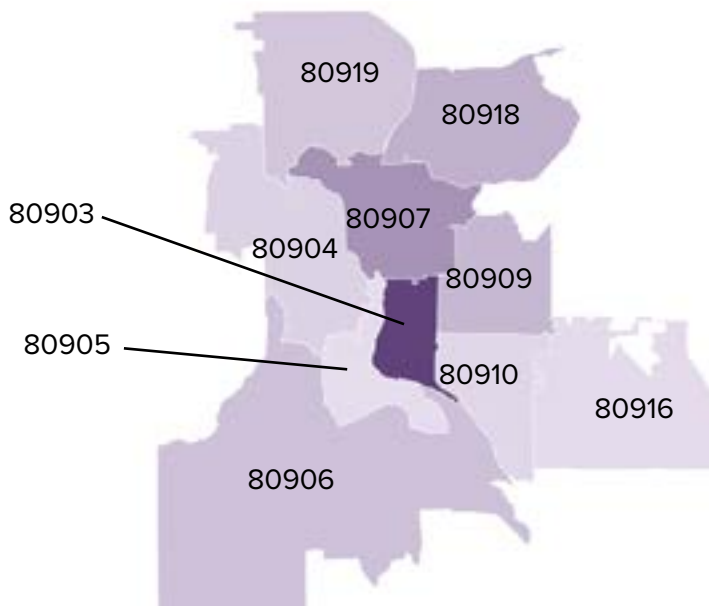
10,087 2018 trips

During 2020, PikeRiders rode over 44,800 miles, equivalent to 1.8 trips around the world.



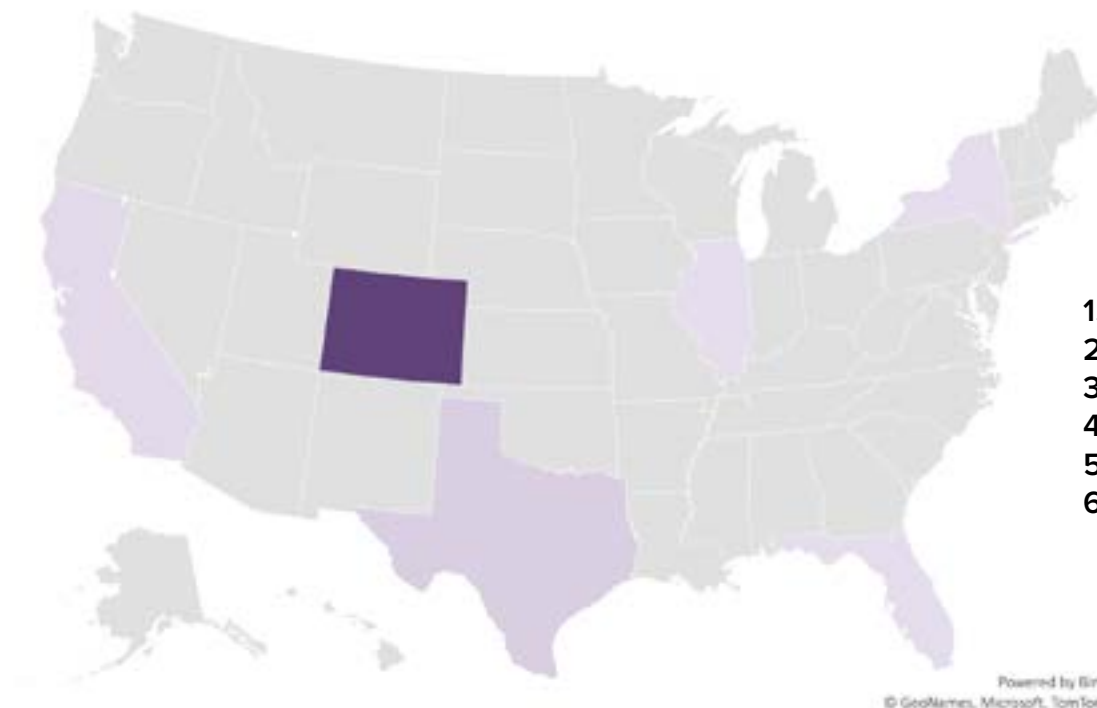
PikeRide ZIP CODE DATA

Top 10 rider ZIP codes



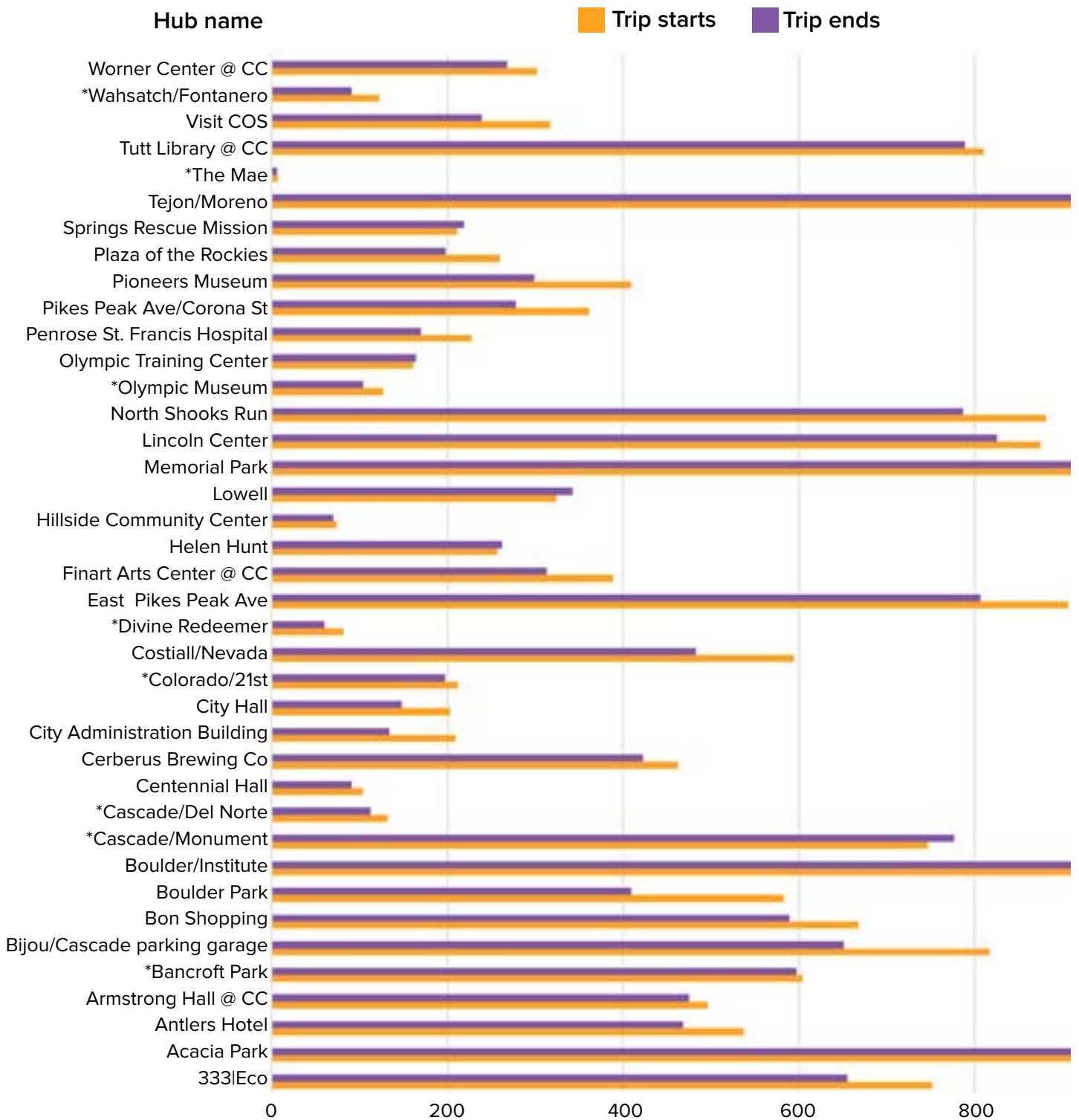
1. 80903
2. 80907
3. 80918
4. 80909
5. 80906
6. 80919
7. 80904
8. 80910
9. 80916
10. 80905

Top 5 rider states



Powered by Bing
© GeoNames, Microsoft, TomTom

PikeRide HUB USAGE



*Partial year; hub installed during 2020

Most popular hubs



Acacia Park

1,613 trip starts

1,445 trip ends

Tejon/Moreno

1,226 trip starts

1,209 trip ends

Memorial Park

1,157 trip starts

1,095 trip ends

Boulder/Institute

991 trip starts

921 trip ends

East Pikes Peak Ave

906 trip starts

806 trip ends

Lincoln Center

875 trip starts

825 trip ends

North Shooks Run

881 trip starts

787 trip ends

Tutt Library @ Colorado College

810 trip starts

789 trip ends

Bijou/Cascade Parking Garage






817 trip starts

651 trip ends

2020 ANNUAL SURVEY

The following information is from our 2020 PikeRide survey data, including 286 participants.

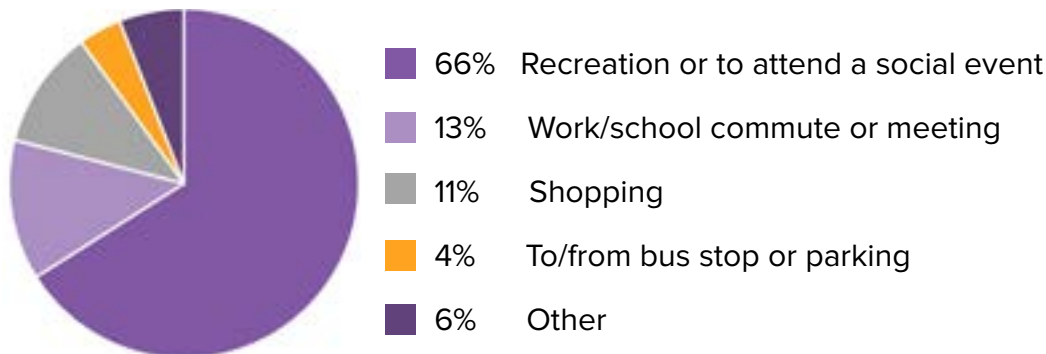
Survey participants feel that PikeRide is:

-  Fun
-  Easy and convenient
-  Good for the environment
-  Improves health
-  Provides a sense of connection to community

"I love that I can use PikeRide to get to places that would be a half hour bus ride then a half hour walk in half the time! It's very fun."
- Survey participant

34% of survey participants indicated they chose to go to a business because of its accessibility to PikeRide.

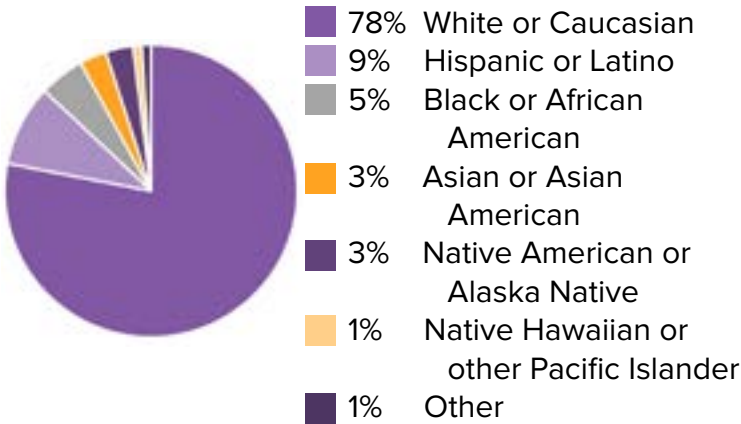
Survey participants use PikeRide for the following reasons:



30% of survey participants indicated they would have traveled alone in a car if they had not used PikeRide.

2020 ANNUAL SURVEY

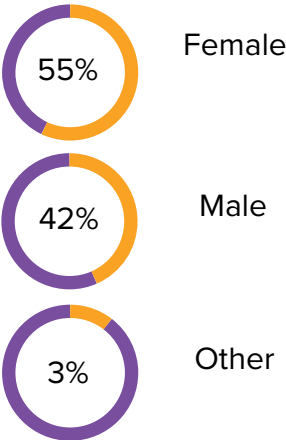
Race



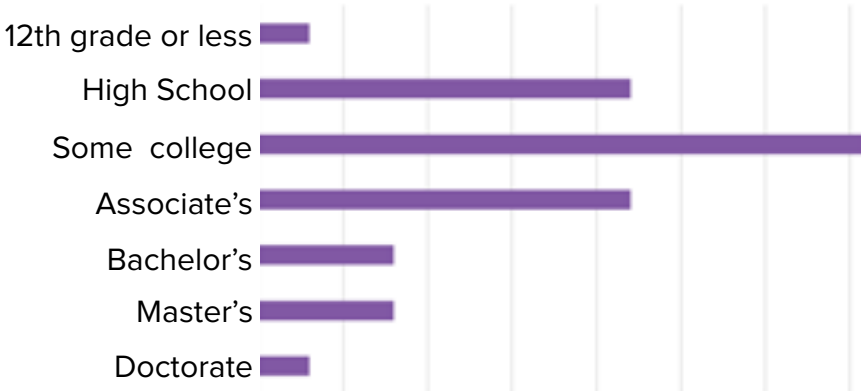
Household income



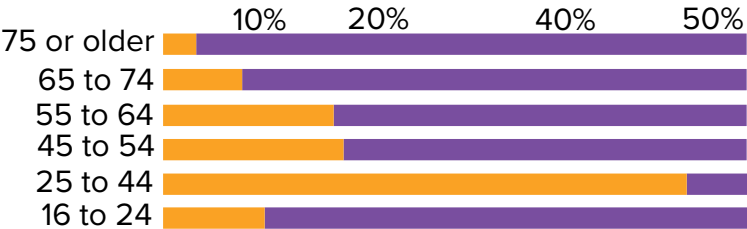
Gender



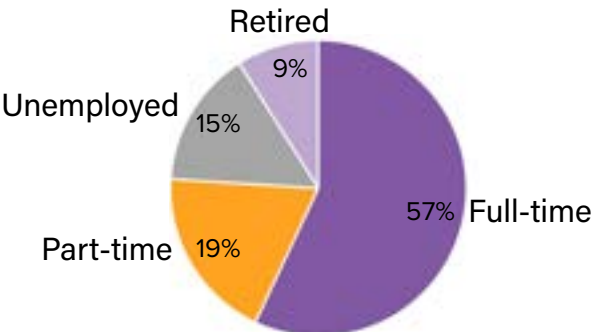
Education level



Age



Employment status



HEALTH AND ENVIRONMENTAL IMPACT

PikeRide directly supports the health and wellness of our community by getting people outdoors and participating in an active mode of transportation and recreation.

PikeRiders burned approximately 20,930,093 calories - the equivalent of 41,860 burgers.



PikeRiders traveled over 44,800 miles, saving 3,519,494 pounds of Co2 emissions if those miles had been in a car - the equivalent of 76,020 trees.

78%

of survey participants indicated experiencing positive health benefits from using PikeRide.

COMMUNITY IMPACT

PikeRide does more than simply drop bikes on the sidewalk and walk away. We believe in serving our community and supporting our neighbors in any way we can.

With support from **People for Bikes** and **Colorado Trust**, PikeRide gave out over **10,000** free trips to support our community with a healthy single passenger mode of transportation and an active form of recreation during the pandemic.



PikeRide staff dedicated more than 40 hours to support food delivery for seniors during the pandemic.



PikeRide staff regularly maintains a portion of the Shooks Run Trail. During Creek Week, along with volunteers, PikeRide collected over 56 bags of trash.



PikeRiders spent over 8,000 hours riding bikes in our great city - equivalent to watching 12,600 Super Bowl commercials.

#BikeShareTheLove

BikeRIDE
powered by OGP

Load the Drop Mobility
BikeRide.org

ride free

1. Scan the QR code to
unlock your vehicle

2. Ride safely and follow
all traffic laws

Follow these
instructions to park and
lock the vehicle within
the coverage area

For more info call 781.235.5852
or visit bike Ride.org

Powered by:

**DOWNTOWN
AND SPRINGS**

WOBURN





PikeRide For All

PikeRide For All is an initiative to provide equitable access to PikeRide for everyone and includes multiple programs.



SPRINGS RESCUE MISSION

PikeRide partnered with Springs Rescue Mission (SRM) to launch programming on March 15, but COVID-19 had other plans. After some delay, PikeRide moved forward on June 28 with a PikeRide School, a ribbon cutting, and a group ride. Springs Rescue Mission is our city's leading organization that works to fight homelessness, poverty, and addiction. Clients of Springs Rescue Mission are often left out when it comes to transportation options, accessible food, and housing. With support from the **Better Bike Share Partnership** and **People for Bikes**, PikeRide was successful in partnering with Springs Rescue Mission and provided 25 memberships to clients while supporting them with a safe single-passenger mobility option as well as assistance with safe route finding, bike etiquette, and safety.

PikeRide also installed a new hub at Greenway Flats which saw more than 200 checkouts after the program launched. In addition, PikeRide created a hub at the 8th Street Walmart to support access to groceries and has seen an upward trend of its use as well.

PikeRide looks forward to continuing this partnership in 2021.

"I am so grateful to have a PikeRide station at our Greenway Flats Supportive Housing Apartments. 95% of our residents cannot afford transportation or have conditions that would not allow them to drive, so the PikeRide school was a huge blessing to our residents. They felt valued and were treated special. The location also helps us with volunteers who can ride to the campus to serve. As we complete our Community of Hope Campus, and more housing is built in the downtown area, this PikeRide station will serve as a valuable resource to our guests, employees, and volunteers"
-Larry Yonker, SRM President and CEO



ADOPT-A-BIKE-PROGRAM

Another great success during 2020 was our hospital worker Adopt-A-Bike program, in which health care workers at Penrose St. Francis and UC Health Memorial Hospital were given a bike to take home along with a charger for personal use. During a time when health care workers were overworked and stressed, this was our way of promoting physical and mental health for our valued essential workers. We had 30 participants in this program and additionally gave out free memberships for those who could not store a bike or did not live in our service area.

Adopt-A-Bike allowed us to also pilot some new technology that may appear in 2021!

"I live downtown and work as a surgeon at Penrose Hospital. I use PikeRide e-bicycle mainly to commute to work. I like that I get to exercise while decreasing my carbon footprint."

- Dmitriy Rybitskiy

"I use PikeRide primarily for exercise during work breaks. It clears my mind from work tasks, and helps me to sleep better."

- Ryan Johnson

"I love PikeRide! I use it to run errands around downtown, commute to work at Memorial Hospital when it's nice out, and just for fun exploring!"

- Johnny Rosso





PikeRIDE

Electric Bike

Powered by drOp

COLOMADO



WeRide

PikeRide launched a low-income membership option for those experiencing financial hardship and relaxed requirements for this program during 2020 because of the pandemic. While the number of participants was low, we have built a great foundation for this program to take off in 2021 as we continue to focus on equitable access to PikeRide.

COVID-19 RESPONSE

PikeRide quickly shifted (pun intended) when COVID-19 arrived to ensure that we supported our community with a safe single passenger way to get around. In fact, we offered free rides from March through October to support a safe mode of transportation and to support the physical and mental health of our community.

STREET TEAM

PikeRide launched its first ever Street Team, a group of PikeRide community ambassadors. With our ever-expanding coverage area and the diverse populations that we serve, the Street Team helps us be better informed of the needs that communities have while supporting ridership in their neighborhoods.



“I have struggled with health issues for a while stemming from a diabetic condition that culminated in the amputation of my lower left leg which left me feeling less than optimistic but in the course of the past year finding PikeRide has definitely improved my state of mind and has given me hope. At one time I was wondering if I would ever feel comfortable just trying to walk normally again and didn’t even consider being on a bike again. Through PikeRide however I am riding almost every day! It has really helped improve my overall health and more than that has given me reason for optimism. Because of the service that PikeRide provides I have one more thing to look forward to and enjoy in my life.”

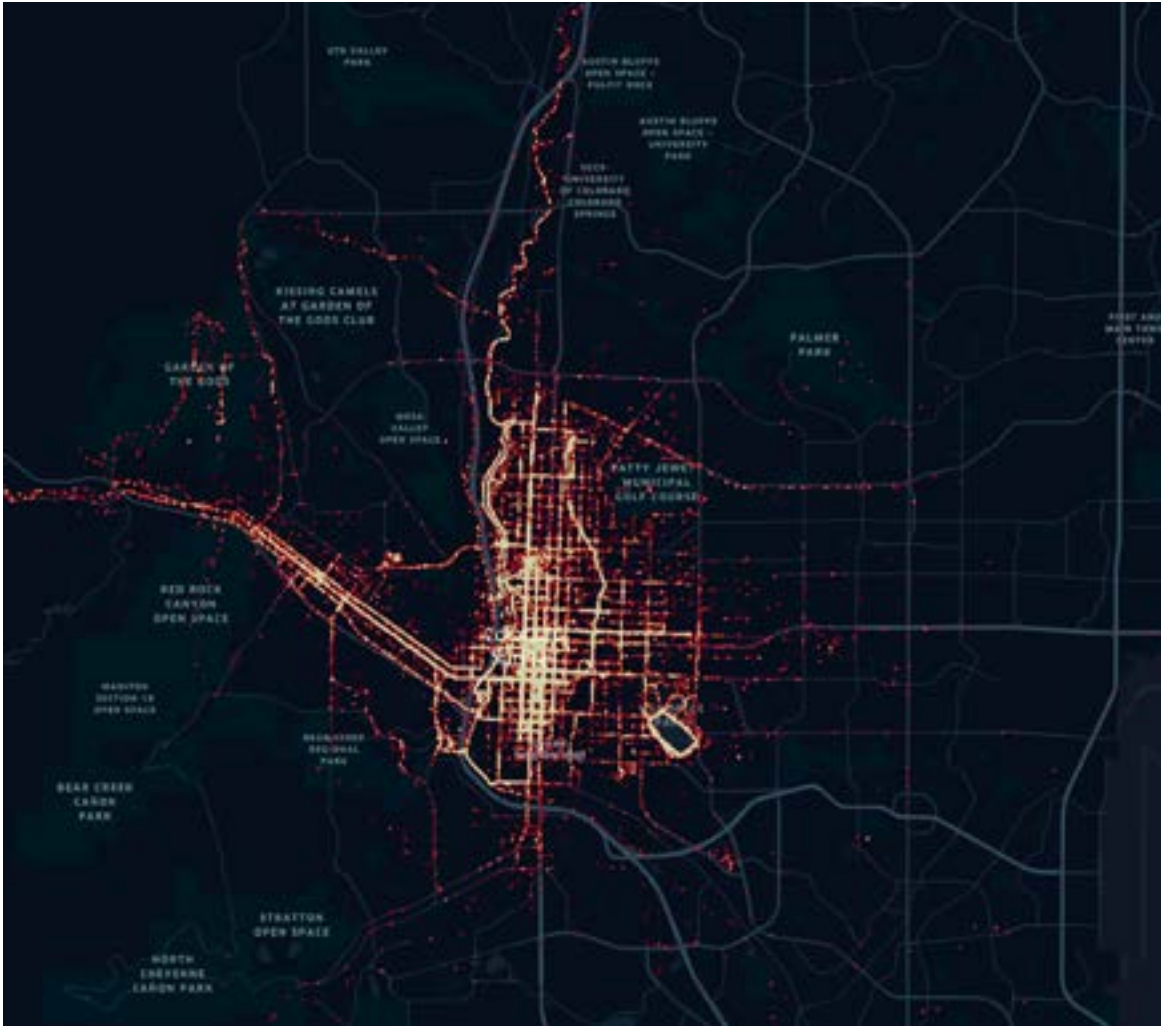
- David Amundson, WeRide participant



**WHAT'S
NEXT?**

EXPANSION

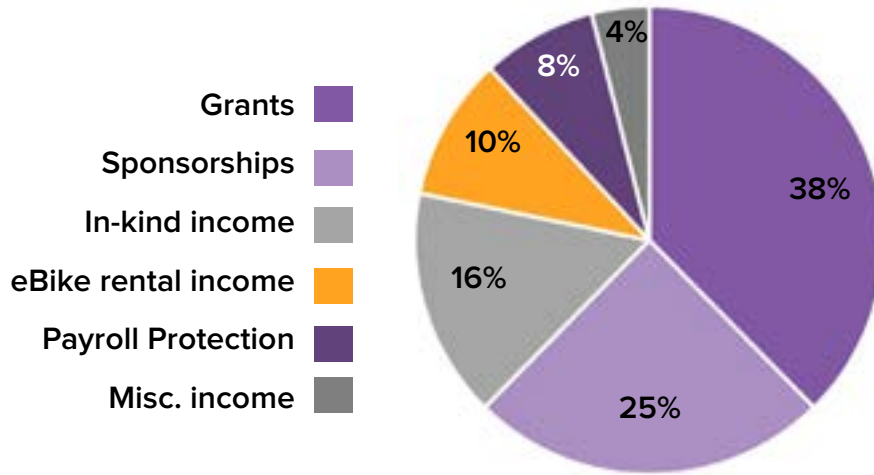
2020 heat map



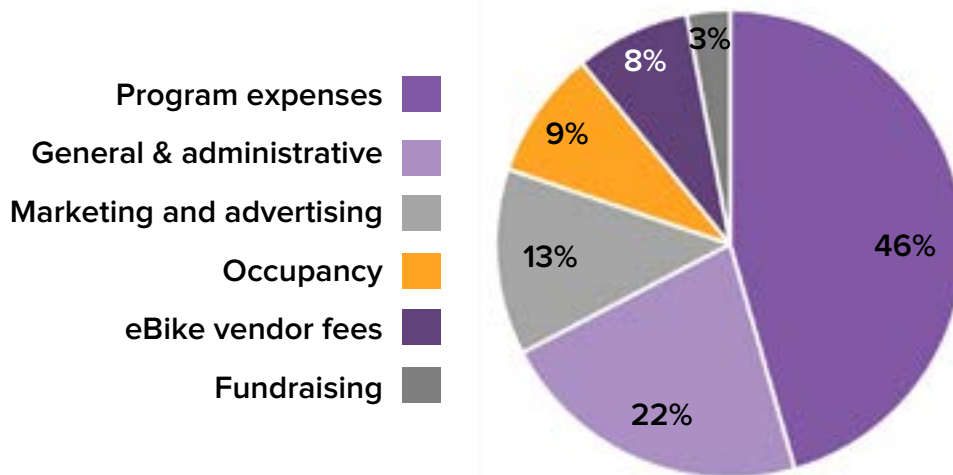
PikeRide will continue to innovate and increase its service based on data, feedback, and our original feasibility study, finding new ways to connect more people with PikeRide. PikeRide will forge ahead by maintaining the flexibility for day-to-day activities as well as providing a fun and healthy way to get around Colorado Springs. Over 20% of surveys showed participants would be more likely to use PikeRide if there were hubs closer to their home and the coverage area were larger. With this feedback in mind, the 2021 PikeRide expansion will encompass Manitou Springs while increasing our hub density in Old Colorado City, downtown, and the southwest portion of Hillside. PikeRide also will continue to keep a focus on equity and provide greater access for those not currently served.

2020 FINANCIAL SUMMARY

Revenue



Expenses



Revenue

eBike rental income.....	\$54,526
Grants.....	\$212,646
Payroll protection.....	\$43,079
Sponsorships.....	\$137,920
In Kind.....	\$89,856
Misc.....	\$19,753
Total revenue.....	\$557,870

Expenses

eBike vendor fees.....	\$38,744
Program expenses.....	\$221,600
General & administrative.....	\$109,374
Fundraising.....	\$14,078
Marketing.....	\$13,222
Occupancy.....	\$41,791
Advertising.....	\$48,165
Total expenses.....	\$486,974

PikeRide is grateful for the continued generous support from our community sponsors and partners.

Presenting sponsors

NORWOOD



Valued partners



Community partners



Interested in advertising or partnership opportunities?

PikeRide continues to seek partners that are excited about micromobility, health, and the vitality of our community. By partnering with PikeRide you are supporting the environmental sustainability, economic vitality, health, and social renewal of Colorado Springs.

Advertising and partnership opportunities include free memberships, mobile branding on bikes, and the ability to partner with a great local community nonprofit.