



Annual Report

20 23





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A Letter From Our **Executive Director**

Dear neighbors,

2023 marked PikeRide's fifth year in existence and was a transition year as the founding executive director, Jolie NeSmith, shifted to another great organization in Colorado Springs. A heartfelt thank you to Jolie for leading PikeRide to its current state and helping improve the communities we serve through her tireless efforts. We had a great 2023 despite a rainy spring and our leadership transition. We were able to provide the same great services and increase our ability to impact people through micro-mobility and active transportation. Some of the highlights were:

- **We saw an increase in distance traveled for a total whopping 94,079 miles,**
- **We continued expanding access with the installation of 18 new hubs,**
- **We launched a new transportation equity program for low-income neighbors, and**
- **Over a quarter of PikeRide survey respondents stated that riding a PikeRide improved their mental health!**

We were fortunate to receive a large grant from the Colorado Energy Office to launch PikeRide+, an ebike leasing program, to provide low-income neighbors with a vehicle to connect to work, education, and necessities. This program extends our ability to serve residents outside of our existing service area and has been so successful that we will be expanding into Manitou Springs in 2024 with further support from the Colorado Energy Office.

In addition, we'll continue efforts to expand access to sustainable and affordable, active transportation in 2024 with the installation of additional hubs and advocating for safe cycling infrastructure. Thank you for your help making our communities better places, 365 days a year, through the simple power of two wheels.

We hope you'll continue to join us through riding, donating, volunteering or sharing about our efforts. And as Sarah Bentley said,

"You are one ride away from a good mood".

Tara McCarthy
Executive Director





WHO WE ARE

Our Mission

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.





Health

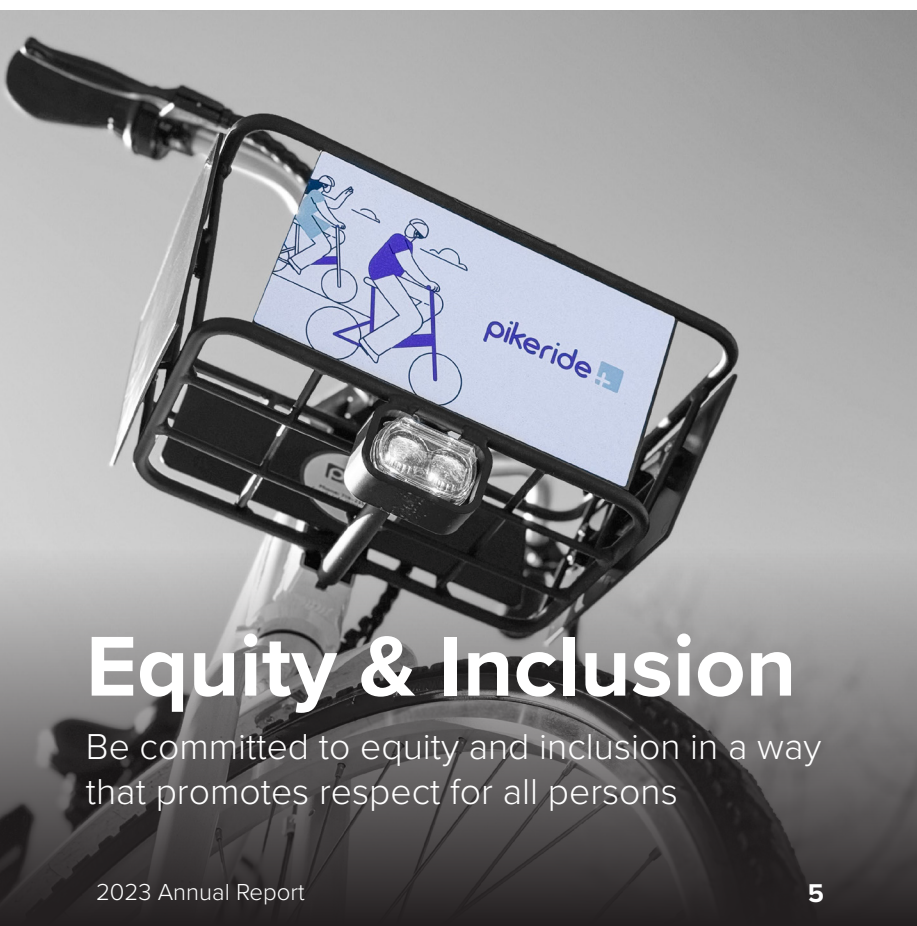
Promote an accessible and healthy form of mobility



Community

Embrace & serve the community that we live and work in

Our Values



Equity & Inclusion

Be committed to equity and inclusion in a way that promotes respect for all persons



Sustainability

Integrate sustainable practices into all aspects of operations



Partners

Thank you to our partners who provide invaluable support, helping us increase access to equitable transportation and innovate new ways to improve our communities.

Donors

Thank you to our donors, our success is possible because of your generous contribution.

THANK YOU

Our work would not be possible without our valued partners, sponsors, donors, and their commitment to our shared vision for equitable, sustainable transportation.



TIMELINE

2018

The Beginning

PikeRide launched in June of 2018 as a program of Downtown Ventures, the charitable nonprofit arm of Downtown Partnership in Colorado Springs.

2019

Electric Transition

PikeRide transitioned from pedal bikes to a full fleet of electric-assist bikes. This significant improvement expanded our reach, enabling us to better serve our community.

2020

Nonprofit Status

We launched our WeRide equity program to make memberships accessible to more people after transitioning to operating under our own 501c3. PikeRide expanded our service area into Old Colorado City with an additional 8 new hubs.



2021

Bike Valet

PikeRide expanded our growing service area to Manitou Springs with the addition of three new hubs and started offering bike valet at local events, significantly increasing community engagement.

2022

Expansion

PikeRide installed 10 new hubs, provided over 1,800 free trips to our community, served 30 people with WeRide memberships, and hosted 18 bike valets - leading to riders traveling more than 53,000 miles.

2023

PikeRide+

The PikeRide+ program launched in October 2023 and 16 participants rode 1,878 miles in 865 trips through December 2023, highlighting the effectiveness of providing community members with a low-cost mode of personalized transportation.



2023 IMPACT

Throughout 2023, PikeRide maintained an unwavering dedication to fostering equity and accessibility through our **transportation equity programs**: WeRide and PikeRide+.

WeRide and PikeRide+ empower participants to overcome transportation barriers, pursue employment opportunities, reach critical appointments, and foster meaningful connections within their community.

| WeRide | PikeRide+ |
|------------------------------------|------------------------------------|
| \$20 Annual eBike Share Membership | \$25 Monthly eBike Leasing Program |

16 PikeRide+ Participants Served (October to December)

1,878 Miles Ridden by PikeRide+ Participants (October to December)

A significant grant from the Colorado Energy Office enabled us to launch PikeRide+ in October, our affordable ebike leasing program, to provide a solution for unmet transportation needs in Colorado Springs. As we reflect on the events of the past year, we have had the privilege of witnessing firsthand the profound impact of these programs on the lives of participants within our community.

Installations in 2023:

89 Publicly Available Bike Racks

19 New Hubs

Total as of 2023: Publicly Available Bike Racks

430

Active Hubs

76

Parking-Only Hubs

10

CO2 Reduction

Health Data

Cost Savings

23,839

Pounds of CO2
Saved

26%

Of PikeRiders
Experienced Improved
Mental Health

69%

Of PikeRiders say
PikeRide helps
them save money

2023 By The *Numbers*

In 2023, PikeRide saved the equivalent of:

27,720 miles driven by an average gasoline-powered passenger vehicle

The amount of carbon sequestered by 179 tree seedlings grown for 10 years

The amount of greenhouse gas emissions avoided by 3.7 tons of waste sent to recycling instead of a landfill

16%

Of PikeRiders Experienced Improved Energy Levels

14%

Of PikeRiders Experienced Improved Access to Food and Essentials

36%

Say PikeRide Reduces Fuel Expenses

34%

Say PikeRide Reduces Ride Hail Expenses

29%

Say PikeRide Reduces Parking Expenses

PikeRide in the **Community**

“

PikeRide has unlocked the town in ways that my car never could -- no parking fees, looking for spaces, time limits! The valet service for large events is amazing, and I feel a sense of freedom from the bikes, knowing I have a flexible and accessible way home when there are long lines of cars exiting the parking lots and clogging the roads -- I zip by on my bike! The electric assist is great for hills, and when I have guests visit town, one of my favorite things is to use PikeRide to show off our city from a different perspective.

”

- **PikeRider**

20% Report using PikeRide to visit a restaurant, bar, or pub

17% Report using PikeRide to attend a social event or meet friends

17% Report using PikeRide to shop for essentials



54%

of PikeRiders report choosing to go to a business based on how accessible it is to a PikeRide hub

923

Free trips given to the community in 2023

94,079

Miles Traveled

49,614

Trips Taken

22.98

 Min

Average Ride Time

1.88

 Miles

Average Trip Distance



TRIP DATA

4,897

Unique Riders

10,827

Active Users

94.19%

Avg. Customer Rating

3,331

Annual Members

220

24 Hour Pass Users

11,473

Pay As You Go Trips

Labor Day

Busiest Ride Day

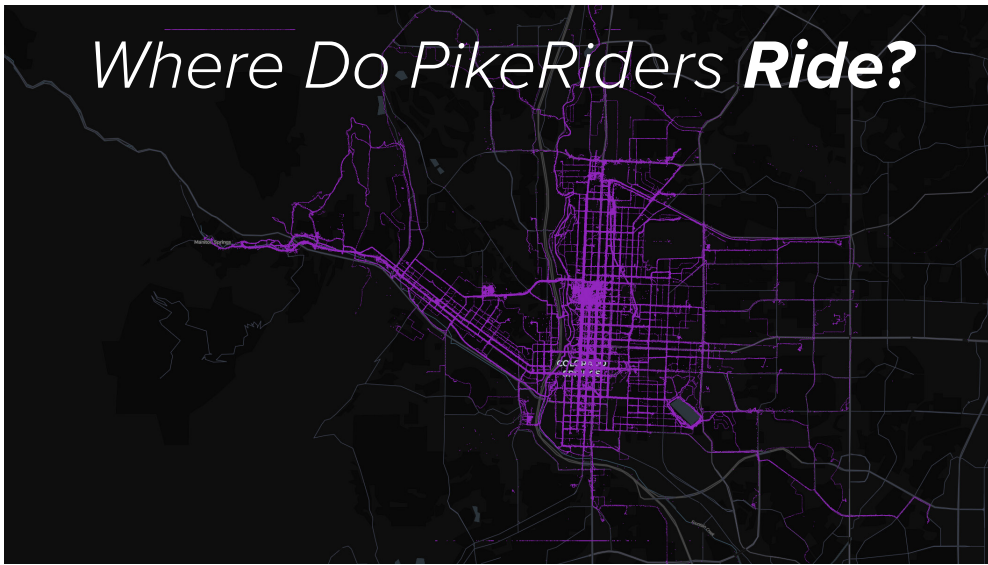
Saturday

Most Popular Day to Ride

Noon - 7pm

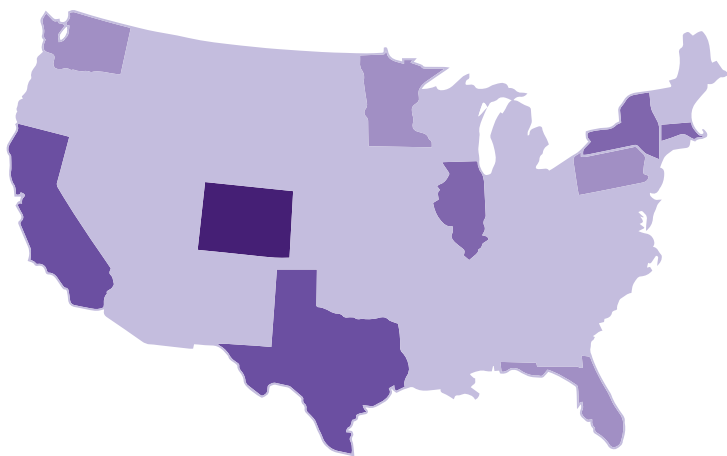
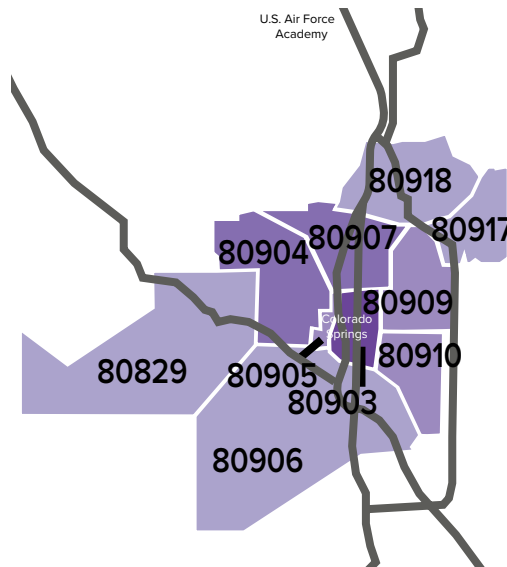
Most Popular Time to Ride

Where Do PikeRiders Ride?



Top Rider Zip Codes

1. 80903
2. 80907
3. 80904
4. 80909
5. 80905
6. 80910
7. 80918
8. 80906
9. 80829
10. 80917



Top Rider States

1. Colorado
2. California
3. Texas
4. Massachusetts
5. New York
6. Illinois
7. Minnesota
8. Washington
9. Florida
10. Pennsylvania

Riders came from

10 Countries

Most Used Hubs

Tutt Library @ CC

7,346 Rides Started

Worner Student Center @ CC

5,188 Rides Started

Armstrong Hall @ CC

3,385 Rides Started

Tejon/Boulder

1,868 Rides Started

Weber St. Liquor Store

1,744 Rides Started

Acacia Park

1,463 Rides Started

N. Shooks Run

1,443 Rides Started

City Hall

1,223 Rides Started

Bookstore @ CC

1,203 Rides Started

Monument/Cascade

1,070 Rides Started

DEMOGRAPHICS

Gender



64% Female **2.2%** Non-Binary
32% Male **1.4%** Transgender

Employment



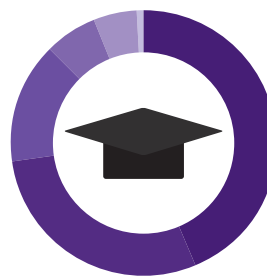
40% Employed Full-Time
30% Employed Part-Time
22% Unemployed
3.6% Retired

Age



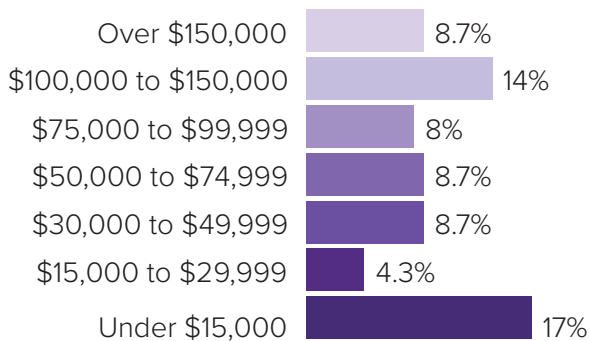
51% 16 to 24 **7.2%** 45 to 54
13% 25 to 34 **9.4%** 55 to 64
16% 35 to 44 **2.9%** 65+

Education

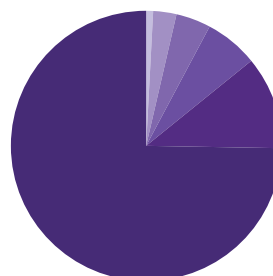


44% High School or Equivalent
29% Bachelors Degree
15% Masters Degree
6.5% Associates Degree or Trade School
5.1% Doctorate or Professional Degree
0.7% 12th Grade or Less

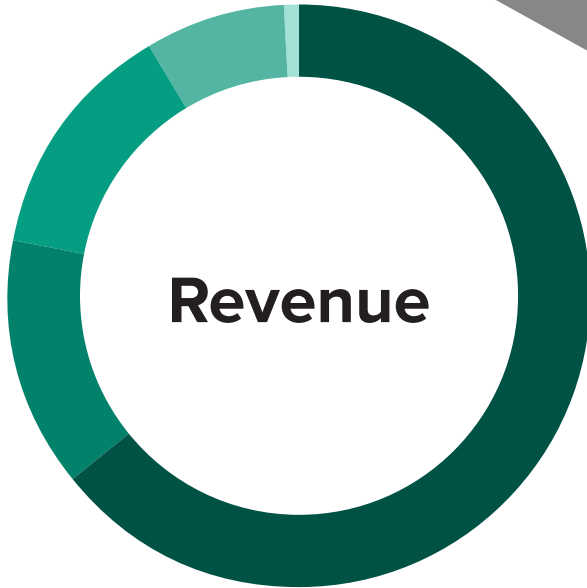
Household Income



Ethnicity



70% White or Caucasian
11% Hispanic or Latino
5.9% Multiracial or Biracial
3.9% Asian or Pacific Islander
2.6% Other
0.7% Black or African American



- Grants & Contributions
- eBike Rentals
- Sponsorships
- In-Kind
- Miscellaneous

- Program Expenses
- General & Administrative
- Fundraising
- Occupancy
- Marketing

Total Revenue
\$640,736

- \$411,784** Grants & Contributions
- \$88,437** eBike Rentals
- \$86,667** Sponsorships
- \$49,185** In-Kind
- \$4,664** Miscellaneous

Total Expenses
\$567,208

- \$379,376** Program Expenses
- \$143,324** General & Administrative
- \$21,760** Fundraising
- \$17,261** Occupancy
- \$5,487** Marketing



OUR TEAM

Our Staff

Tara McCarthy, *Executive Director*

Jolie NeSmith, *Executive Director*

Doug Ryden, *Operations Manager*

Kevin Hughes, *Assistant Operations Manager*

Craig Ianacone, *Senior Fleet Mechanic*

Angel Anguilar, *Fleet Mechanic*

Adam Thiele, *Operations Specialist*

Kevin Silva, *Operations Specialist*

Roland Wick, *Operations Specialist*

Nick Denlinger, *Field Technician*

Veronica Gonzalez Paris, *Field Technician*

Ethan Rothschild, *Field Technician*

Our Board

Carrie Simison, Colorado Springs Downtown Partnership – *Chair*

Adam Morley, Wolf & Key Marketing – *Vice Chair*

Judy Kaltenbacher, Stockman Kast Ryan & CO – *Treasurer*

Becca Sickbert, Manitou Creative District – *Secretary*

Keith Willschau, City of Colorado Springs

Bill Nelson, Lewis Roca

Chris Dorsett, Seamount Financial

Laura Crews, Pikes Peak Area Council of Governments

Ruth Black, SRAM





A LOOK AHEAD

We have a lot to do in 2024 and our goals simply, remain the same, to make our community better through a fun, healthy, planet-friendly, and cost-effective way to get around. You'll see our work towards these goals with...

Increasing the number of hubs in Manitou Springs and Colorado Springs



Continuing to make transportation equitable in the cities



Helping improve air quality and reduce traffic congestion



Helping improve our communities' mental and physical health



Providing a break from the stressors of life with an ebike ride



Advocating for safe cycling infrastructure



PIKE RIDE

YOUR LOCAL NONPROFIT ELECTRIC BIKE SHARE