



2022

Annual Report



“This very generous nonprofit bike service, PikeRide, is offering help to those who need to get around town and do not have the luxury of owning a vehicle. I was able to get a \$20 annual WeRide membership and it has been tremendously helpful in getting me to my two jobs that are on different ends of Colorado Springs.” - 2022 PikeRider



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LETTER FROM THE EXECUTIVE DIRECTOR



Since launching in 2018, PikeRide has become a successful and reliable nonprofit electric bike share program while experiencing more than 425% increase in ridership. We provide an important service to our community and play a role in advancing our city's goals toward increased multimodal options.

2022 was another year of growth for PikeRide, with a 48% increase in ridership from 2021. PikeRide installed 10 new hubs, traveled more than 53,000 miles on PikeRides, provided over 1,800 free trips to the community, hosted 18 bike valets and served 30 people with WeRide memberships.

That's a testament to the commitment of our financial supporters, our volunteers, our community, and our staff. We greatly value our strong partnership with the City of Colorado Springs and its officials as well as all our partners and sponsors who share PikeRide's vision.

The question is, where do we go from here? Our board has spent the better part of 2022 laying out a new strategic plan to answer that question. We will move forward with a clearer focus on our strategic goals which support our core values as an organization. With more than 60 hubs, 300+ bikes and more than 131,000 trips in four years, PikeRide continues to provide a valuable service in Colorado Springs.

We know that our mission of elevating our community with a fun, healthy, planet-friendly and cost-effective way to get around is attainable – if we work together.

Jolie NeSmith

Jolie NeSmith, Executive Director



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 the Pikes Peak Region. In 2021, the system included 300 e-bikes and over 60 hubs located throughout Downtown Colorado Springs, the southwest portion of Hillside, Old Colorado City, and Manitou Springs.

OUR MISSION

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

OUR VISION

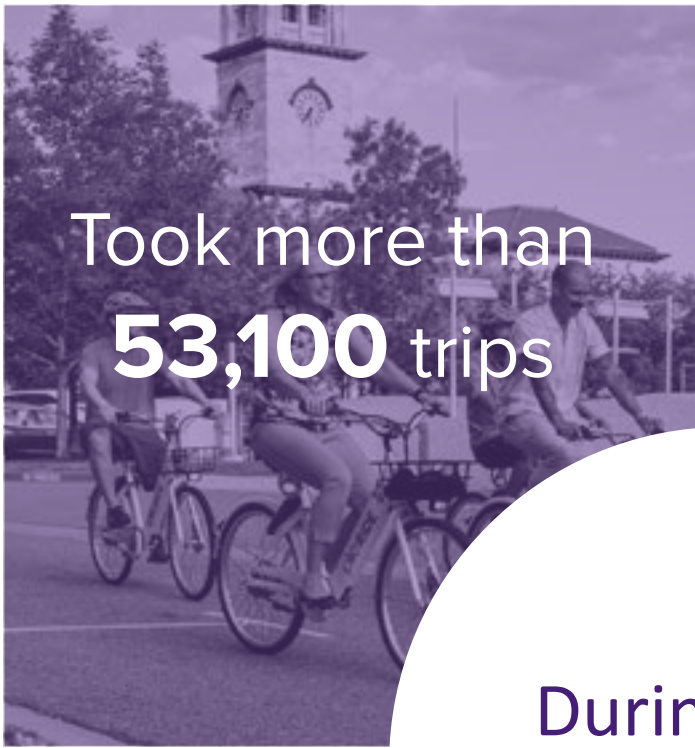
To live in a city where transportation comes in many different forms, and bike share is available for everyone. Where our love for the outdoors is demonstrated one ride at a time. To create a community where people celebrate the journey, not solely the destination.

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 people.
- Integrate **sustainable** practices into all aspects of operations.



2022 AT A GLANCE

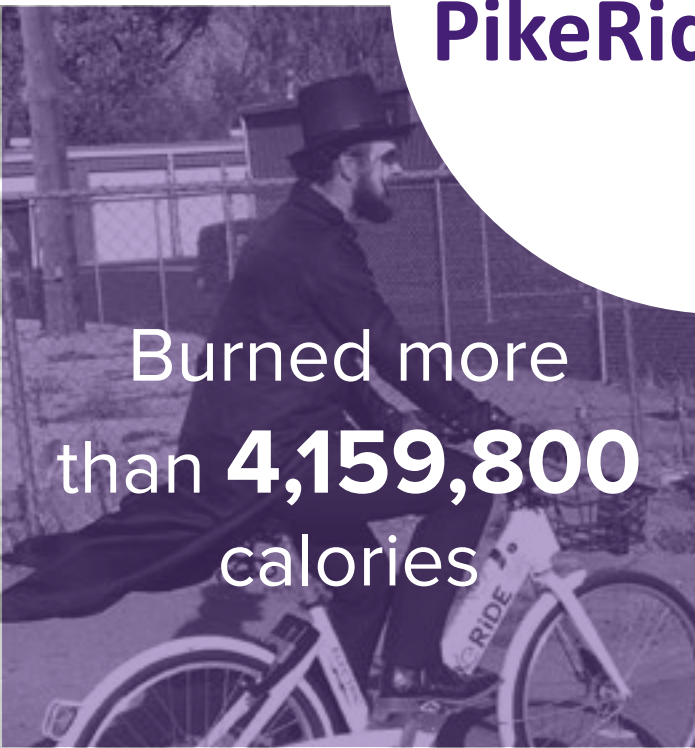


Took more than
53,100 trips



Saved more than
46,800 pounds
of CO2

During 2022
PikeRiders have:



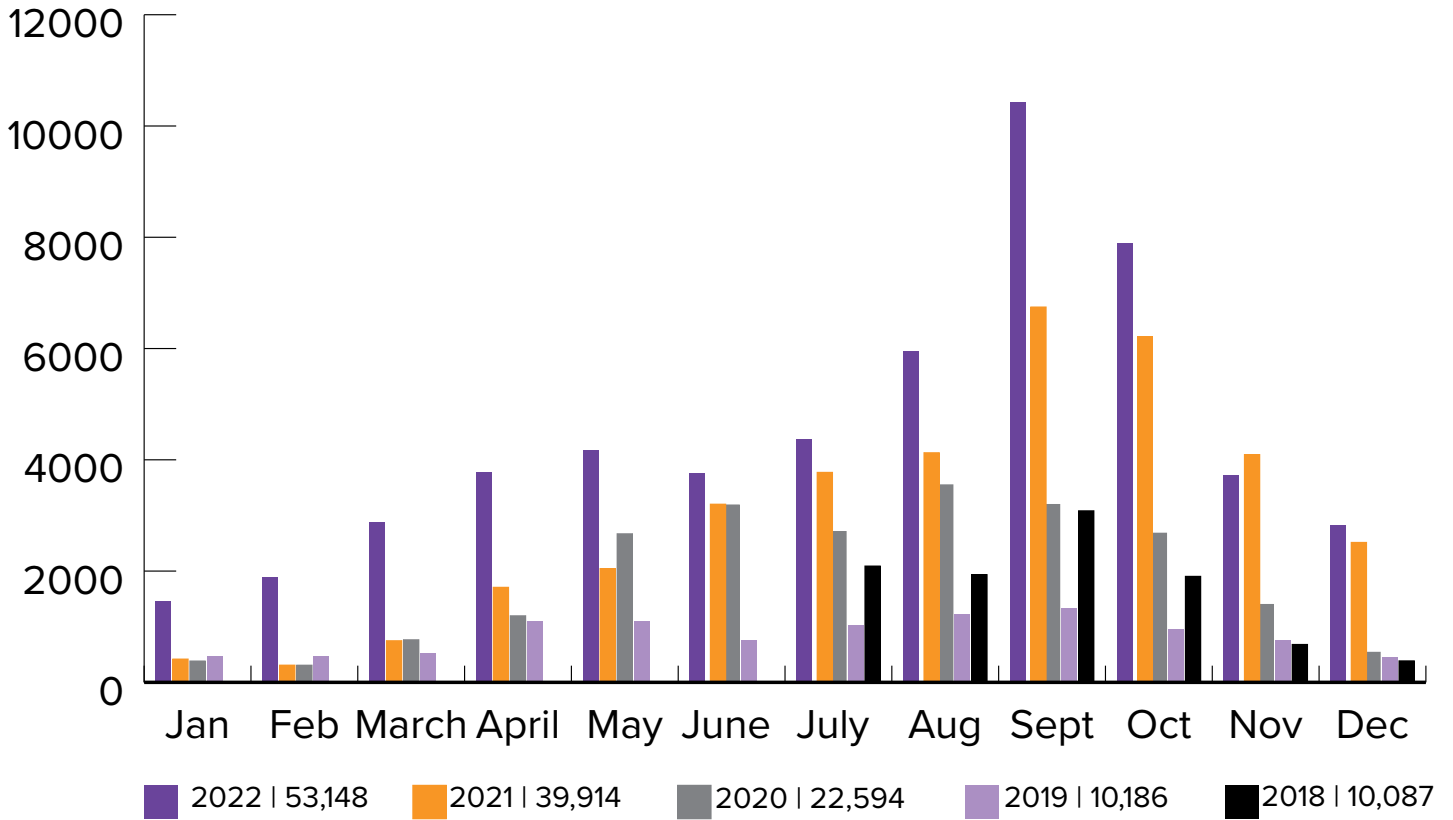
Burned more
than **4,159,800**
calories



Rode enough miles
to travel around the
world **2.3** times

PikeRide TRIP DATA

48% increase in ridership compared to 2021



During 2022, PikeRiders rode over 53,000 miles, equivalent to 2.3 trips around the world.



2022 IMPACT

831,956

Minutes ridden on a
PikeRide

5-6 P.M.

Most popular time to ride

24

Number of countries
PikeRiders represent

Saturday

Most popular day to ride

1,124

Number of riders who
rode more than 10
times

1.9 miles

Average distance
traveled

15.82 minutes
Average ride time

4.63 out of **5**
Average customer service
rating

"PikeRide makes exploring Colorado Springs so much more enjoyable. From Halloween events to Switchbacks games, PikeRide allows us to enjoy being in nature and lowering our carbon footprint. Best transportation out there hands down."

- 2022 PikeRider

1,744

Annual members

53,000

Estimated number
of miles traveled

526

24hr passes used

1,809

Free trips provided
to the community

September 4

Busiest ride day

6,162

Unique riders

17,139

Number of PAYG
trips

(Pay As You Go)

4,380

New riders

ENVIRONMENTAL AND HEALTH IMPACT

PIKERIDERS TRAVELED OVER 53,000 MILES, SAVING MORE THAN 46,800 POUNDS CO2 EMISSIONS IF THOSE MILES HAD BEEN IN A CAR - THE EQUIVALENT OF 2,127 TREES AND BURNED APPROXIMATELY 15,774,900 CALORIES - THE EQUIVALENT OF 51,453 BISON BURGERS.



**46,800 pounds of
CO2**

2,127 trees

44% of survey participants indicate that they have had improved mental health and reduced stress levels.



**PikeRiders burned
over 4,159,800
calories
=
22,856
Rocky Mountain
Oysters**

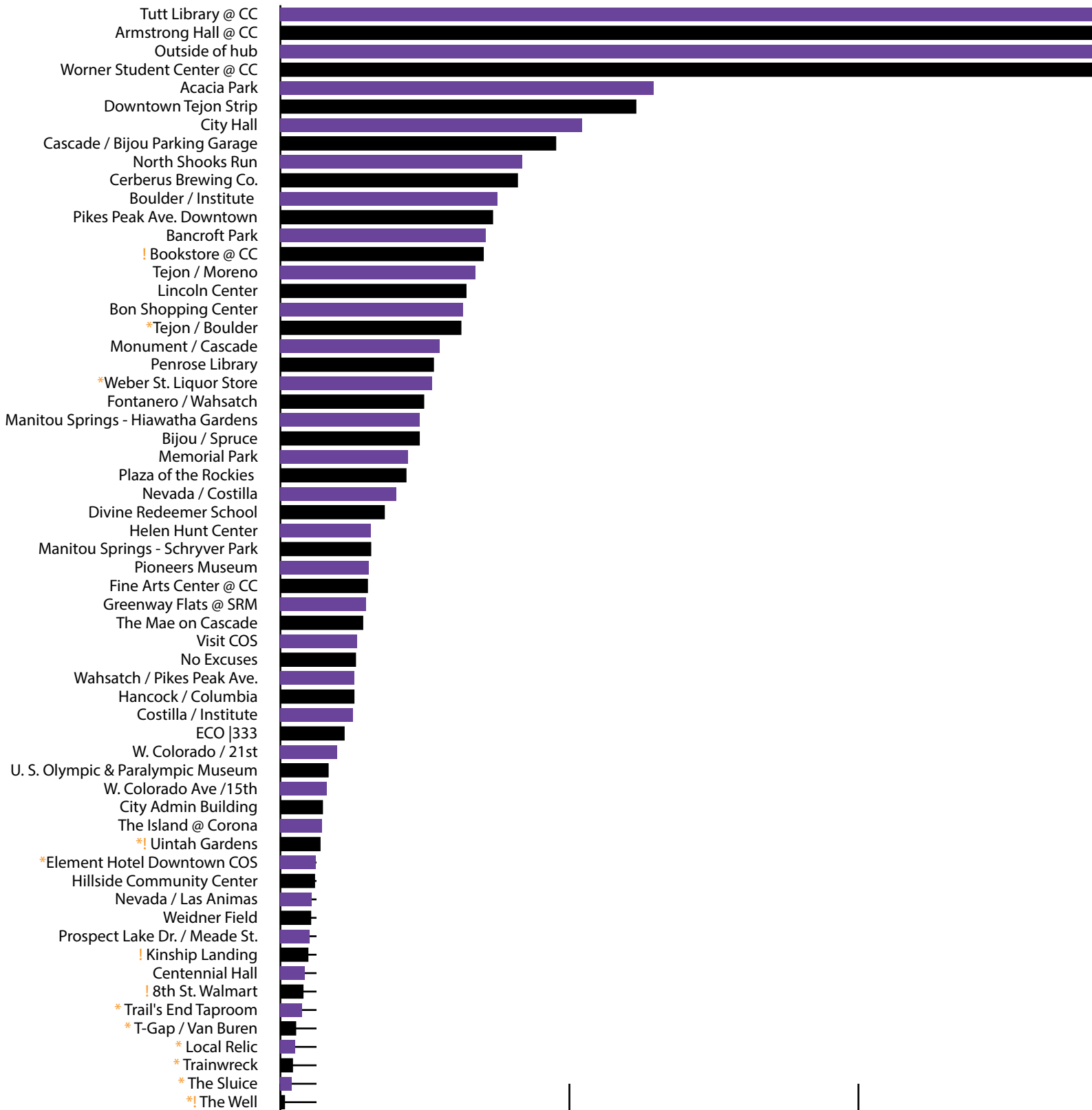
PIKERIDE DIRECTLY SUPPORTS THE HEALTH AND WELLNESS OF OUR COMMUNITY BY GETTING PEOPLE OUTDOORS AND PARTICIPATING IN AN ACTIVE MODE OF TRANSPORTATION AND RECREATION.



“Being a part of the Downtown area, the PikeRide bikes have become essential in my daily commute. I ride one to work most days parking at the city Admin Building, then it’s a short 5 minute walk to my office. When I get off work in the evening, I have the option of walking or renting another bike to head to the Downtown YMCA; there I park at the Acacia Park Hub off Bijou. After becoming comfortable riding/ unlocking the PikeRide bikes, I’ve canceled my \$90/month parking garage permit, put meaningfully less miles on my car, and been able to invite friends on rides while unlocking all the bikes off my account alone. It has been a great decision.” - 2022 PikeRider

36% of survey participants indicate that PikeRide has helped to improve their fitness and increase energy levels.

PikeRide HUB USAGE



*=Installed during 2022

!=PikeRide parking only

0

3000

6000



MOST USED HUBS

Tutt Library @ CC
14,647 uses

Armstrong Hall @ CC
9,867 uses

Worner Student Center @ CC
8,804 uses

Acacia Park
3,876 uses

Downtown Tejon Strip
3,690 uses

City Hall
3,130 uses

Cascade/Bijou Parking Garage
2,858 uses

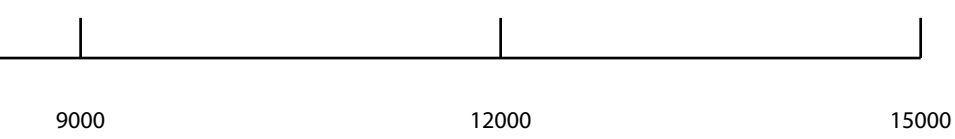
North Shooks Run
2,511 uses

Cerberus Brewing Co
2,461 uses

Boulder/Institute
2,255 uses

Downtown Pikes Peak Ave.
2,203 uses






Bancroft Park
2,135 uses



2022 ANNUAL SURVEY DATA

The following information is from our 2022 PikeRide survey data, including 234 participants. Some charts do not equal 100% because people chose not to answer.

Survey participants feel that PikeRide:

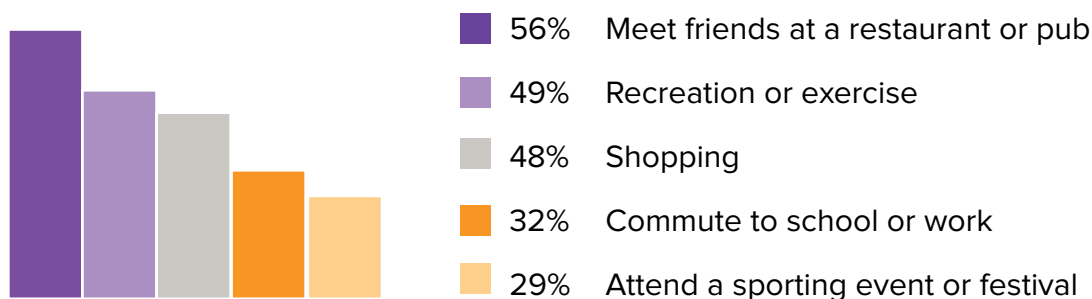
-  Is fun
-  Is easy and convenient
-  Is good for the environment
-  Improves health
-  Provides a sense of connection to community

“PikeRide has made Colorado Springs more accessible! Using PikeRide has made exploring Downtown so much easier!” - 2022 PikeRider

51%

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

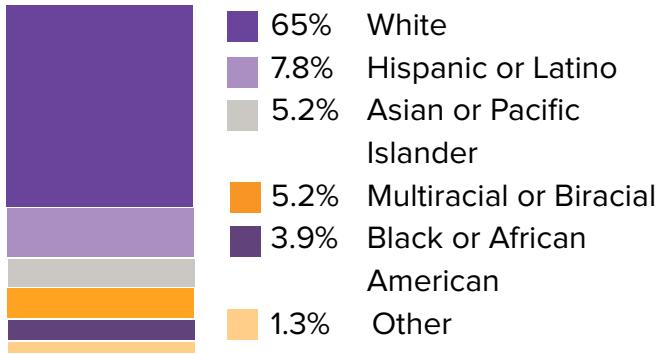
Survey participants use PikeRide for the following reasons:



41%

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

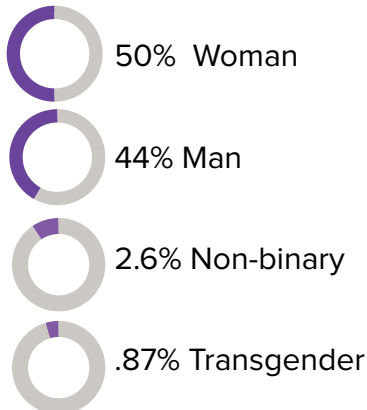
Race



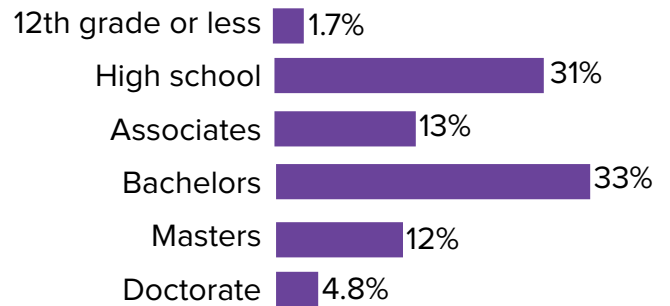
Household income



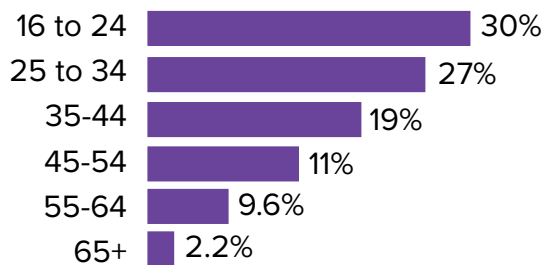
Gender



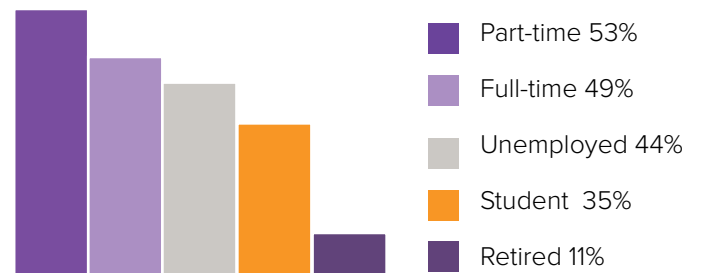
Education level



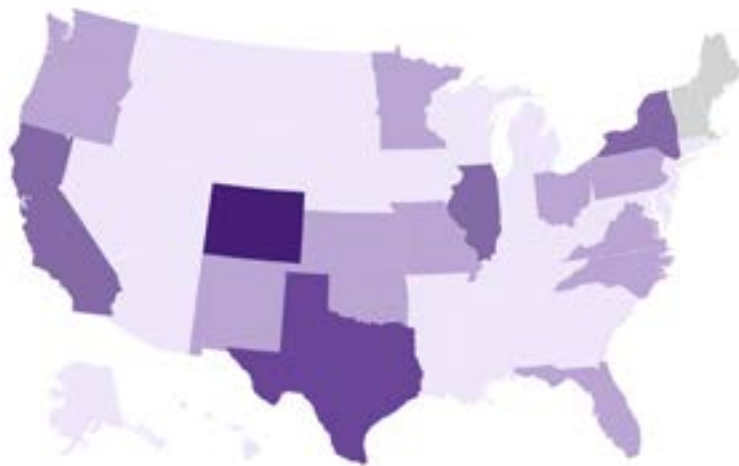
Age



Employment status



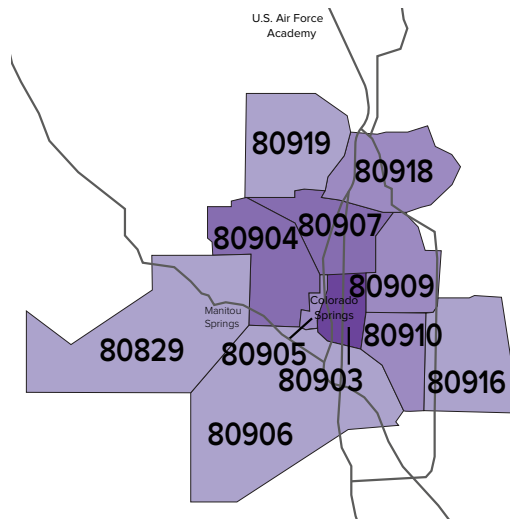
WHERE DO PIKERIDERS COME FROM?



Top 5 rider states

1. Colorado
2. Texas
3. California
4. Illinois
5. New York

“PikeRide is an awesome option for out of out-of-town town guests from lower altitudes and lower athletic abilities. It was a great equalizer and allowed us all to enjoy one of my favorite activities!”
 - 2022 PikeRider



Top rider ZIP codes

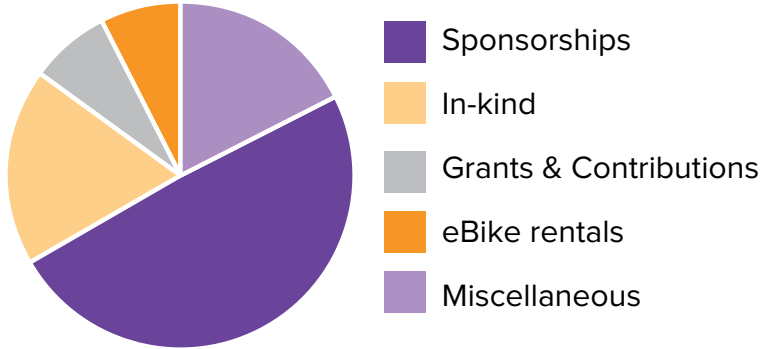
1. 80903
2. 80907
3. 80904
4. 80909
5. 80905
6. 80910
7. 80918
8. 80916
9. 80906
10. 80829

WHERE DO PIKERIDERS RIDE?

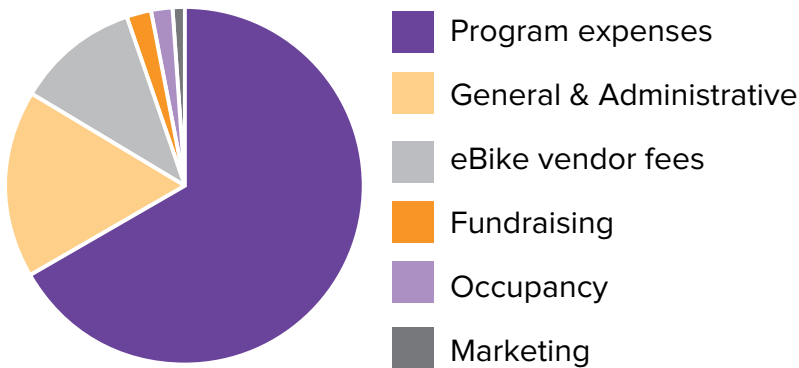


FINANCIAL SUMMARY

Revenues



Expenses



Revenue

Sponsorships.....	\$151,424
In-kind.....	\$124,167
Grants & Contributions.....	\$61,116
eBike rentals.....	\$110,706
Miscellaneous.....	\$439
Total revenue.....	\$611,841

Expenses

Program expenses.....	\$459,064
General & Administrative.....	\$124,167
eBike vendor fees.....	\$78,391
Fundraising.....	\$15,620
Occupancy.....	\$17,431
Marketing.....	\$9,348
Total expenses.....	\$698,465

“ I started using PikeRide as a WeRide member because I have little income and no transportation. I did a lot of research to find ways to afford public transportation and by far PikeRide has been the most affordable.” - 2022 PikeRider

OUR TEAM

Staff

Jolie NeSmith, Executive Director
Doug Ryden, Operations Manager
Kevin Hughes, Assistant Operations Manager
Adam Thiele, Operations Specialist
Angel Aguilar, Fleet Mechanic
Craig Ianacone, Senior Mechanic
Kevin Silva, Operations Specialist
Roland Wick, Operations Specialist
Selena Young, Operations Specialist



Learn more and support
PikeRide at pikeride.org

Board of Directors

Jill Gaebler, Consultant | Board Chair
Ian Johnson, Colorado College | Vice Chair
Judy Kaltenbacher, Stockman Kast Ryan + CO | Treasurer
Carrie Simison, Colorado Springs Downtown Partnership | Secretary
Adam Morley, Wolf & Key Marketing
Amy Long, VisitCOS
Becca Sickbert, Manitou Creative District
Bill Nelson, Lewis Roca
Brian Vitulli, Mountain Metro Transit

2022 INDIVIDUAL DONORS

Anonymous, Adam Morley, Adrien Matkovich, Allison Daniell, Amy Long, Ann Rule, Annette Stamm, Anthony Siracusa, Becca Sickbert, Brian Vitulli, Caleb Lopez, Carrie Simison, Claire Olsen, Collin Ralston, Darsey Nicklasson, Douglas Ryden, Eric Bivens, Genevieve Lynn Warren, Ian Johnson, Jaclyn Roberson, Jacob Sparks, Jamie Aminsharifi, Jennifer Evans, Jolie NeSmith, Joseph Glenn, Judy Kaltenbacher, Julie Kiley, Justin Trudeau, Kathy Zehringer, Kreteaka Henshall, Larry Hurd, Lily Bultema, Lucy Hylton, Matt Mayberry, Meg Remple, Megan Nicklaus, Michelle Winchell, Sergei Garrison, Bill Nelson, Willis Hobbs, Zach Curtis

OUR PARTNERS

PIKERIDE IS GRATEFUL FOR THE CONTINUED GENEROUS SUPPORT FROM OUR SPONSORS AND 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. Contact us for more information at Info@PikeRide.org.



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