



Local nonprofit bike share serving Colorado Springs

# 2019 Annual Report



ELEVATING OUR COMMUNITY WITH A FUN, HEALTHY, PLANET FRIENDLY AND COST-EFFECTIVE WAY TO GET AROUND.

# PikeRide

PikeRide is a 501(c)(3) organization that owns and operates a dockless bike sharing system in Colorado Springs, Colorado. In 2019, PikeRide transitioned to a full fleet of electric-assist bikes. This significant improvement expanded our reach far beyond 180 bikes and 30 stations, enabling us to better serve our community.

**PikeRide's MISSION is to  
ELEVATE our community  
with a FUN, HEALTHY,  
PLANET FRIENDLY and  
COST-EFFECTIVE way to GET  
AROUND.**

## 2019 Advisory Committee

**Andrea Barker**

HB&A

**Susan Edmondson**

Downtown Partnership

**Jill Gaebler**

Colorado Springs City  
Council

**David Lord**

Retired

**Adam Morley**

Wolf & Key Marketing

**Davin Neubacher**

Navakai



# Year in review

Since launching a year and a half ago on June 26, 2018, PikeRide has been able to:

- Save over 335,000 pounds of CO2 emissions
- Ride more than 30,450 miles
- Burn over 2,000,000 calories
- And most of all, start changing the attitude about mobility in Colorado Springs.

During 2019 PikeRide was able to accomplish great things. For starters, PikeRide developed a new partnership with Drop Mobility to offer an all electric-assist bike fleet to better meet the needs of our community. In fact, PikeRide was one of the first cities in the U.S. to offer an all electric bike share fleet. Not only did PikeRide transition the entire fleet from pedal bikes to e-assist bikes but it was completed with only a week of down time while transferring all users and equipment to a new system.

## In 2019, PikeRide:

- Started the transition from operating under Downtown Ventures, the non-profit arm of Downtown Partnership, to operating as a standalone 501c3 nonprofit.
- Installed 3 new stations and expanded west of I-25 with a new station at Cerberus Brewing Co.
- Experienced the loss of Title Sponsor, Kaiser Permanente, as they underwent organizational changes. PikeRide is now searching for a new community-minded partner to become the Title Sponsor.
- Found a rhythm. With the electric-assist bikes, a burgeoning supportive community and the fact that locals and visitors alike have come to expect bike-share we are geared up for our best year yet.



## The Drop Mobility approach:

Instead of invading cities, we're focused on operational excellence and sustainability. On the ideals of sticking around for the long haul, integrating our solutions into the transportation fabric of cities, empowering and supporting existing non-profits and community organizations through strategic collaborations, serving all residents fairly and equally.



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# Community impact

At PikeRide we believe that being a part of a **community** is more than simply having a local address. We pride ourselves in being invested in and giving back to our neighbors and city.

- PikeRide collected more than 100 bags of trash along the Shook's Run corridor.
- PikeRide provided more than 150 hours of internship for two youth from TowCor.
- PikeRide hosted 25 FREE community group rides open to the public.
- PikeRide, in partnership with Springs Rescue Mission (SRM) and the Better Bike Share Initiative, started collaborating to provide FREE bike-share memberships to SRM clients.
- PikeRide has proven to be an amenity for locals and tourists alike, with approximately 50% of rides coming from visitors.

As Colorado Springs experiences an increase in housing developments and several new high impact destinations in downtown, PikeRide will continue to add great value to our city. PikeRide is positioned well to provide an affordable and accessible means of getting around without adding to traffic or parking congestion.



TwoCor is a vocational training program for traumatized youth aged 15-19 years in the Pikes Peak Region including Colorado Springs and greater El Paso County.



# Health and environmental impact

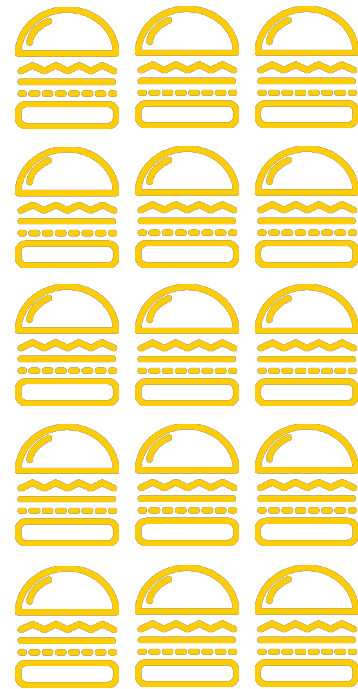
PikeRide **directly supported the health and wellness** of our community by getting people outdoors and participating in an active mode of transportation.

## In 2019 PikeRiders:

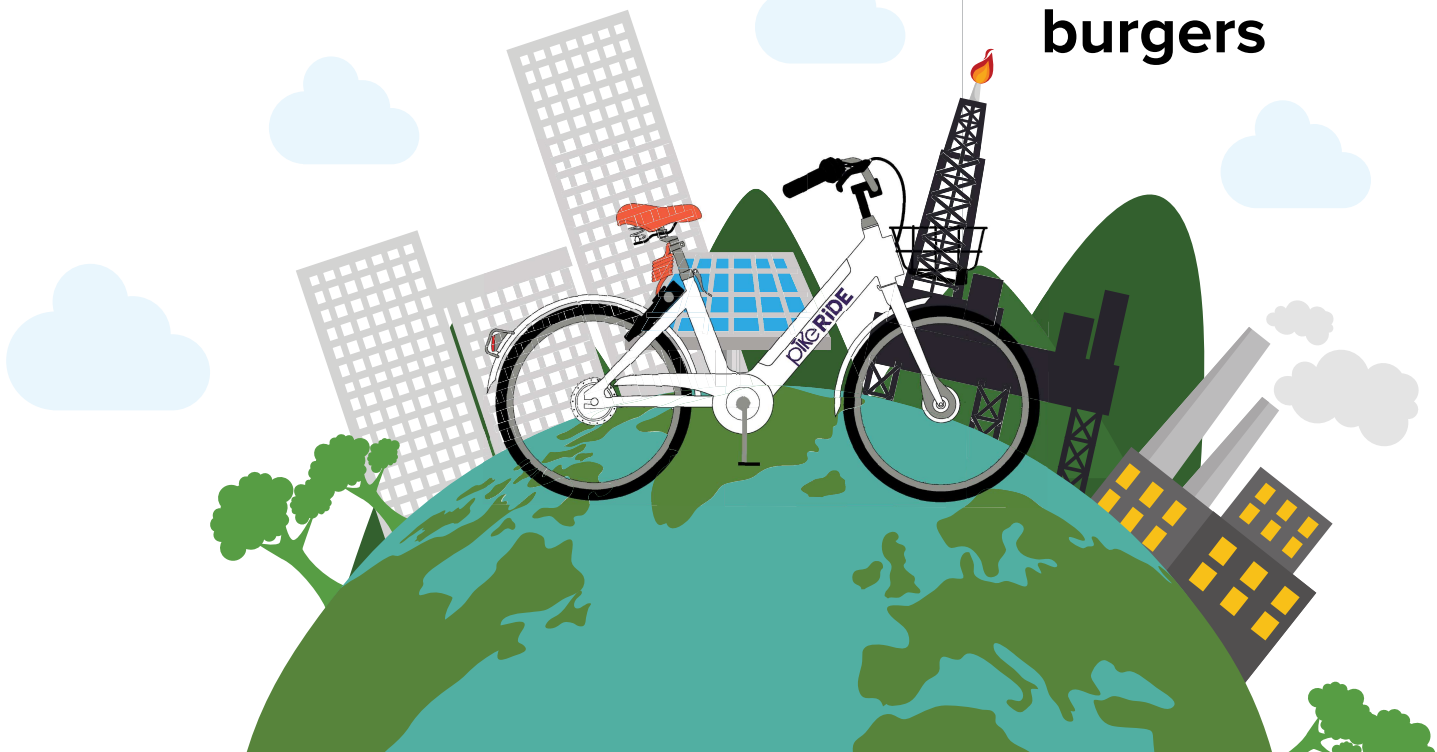
- burned approximately 8,764,672 - the equivalent of 17,529 burgers
- traveled approximately 18,750 miles
- spent 234,802 minutes riding in our great city

PikeRide provided **significant environmental benefits**, including reducing CO2 emissions and traffic in our community by getting more people out of cars. Over half of all car trips taken by Americans are typically less than 3 miles in length. PikeRide encourages and supports people to use a bike for those short trips around town.

- PikeRiders saved approximately 1,473,825.5 pounds of CO2 emissions from entering the atmosphere which is equivalent to planting 31,834 trees.
- PikeRide partnered with Colorado College to explore ways of using solar to charge our fleet of bikes.

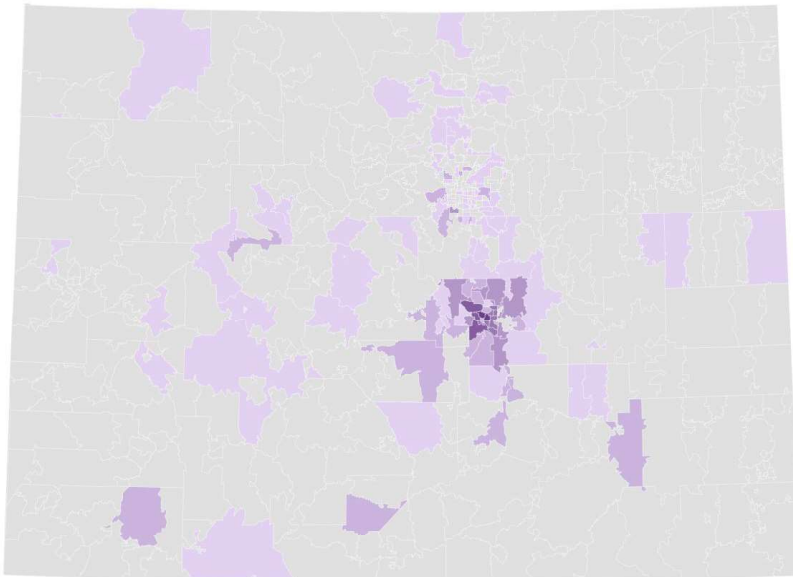


**17,529**  
**burgers**



# 2019 data

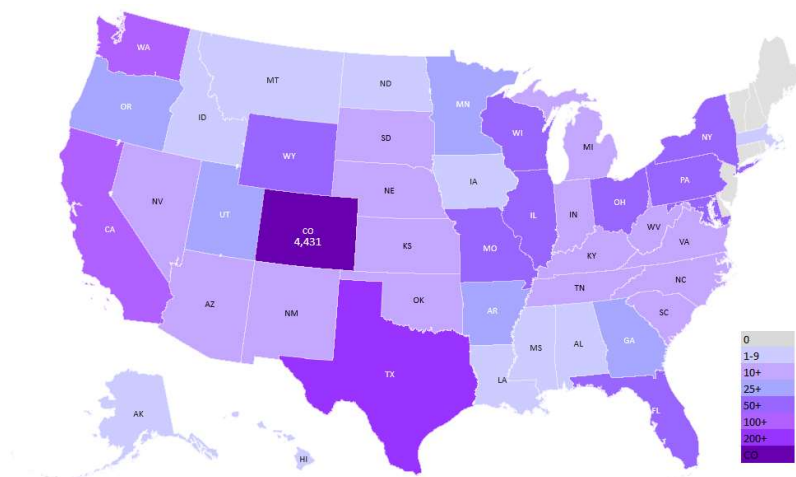
## Where do PikeRiders come from?



### Top 10 Colorado zip codes

- 80903
- 80907
- 80918
- 80909
- 80906
- 80919
- 80904
- 80910
- 80916
- 80905

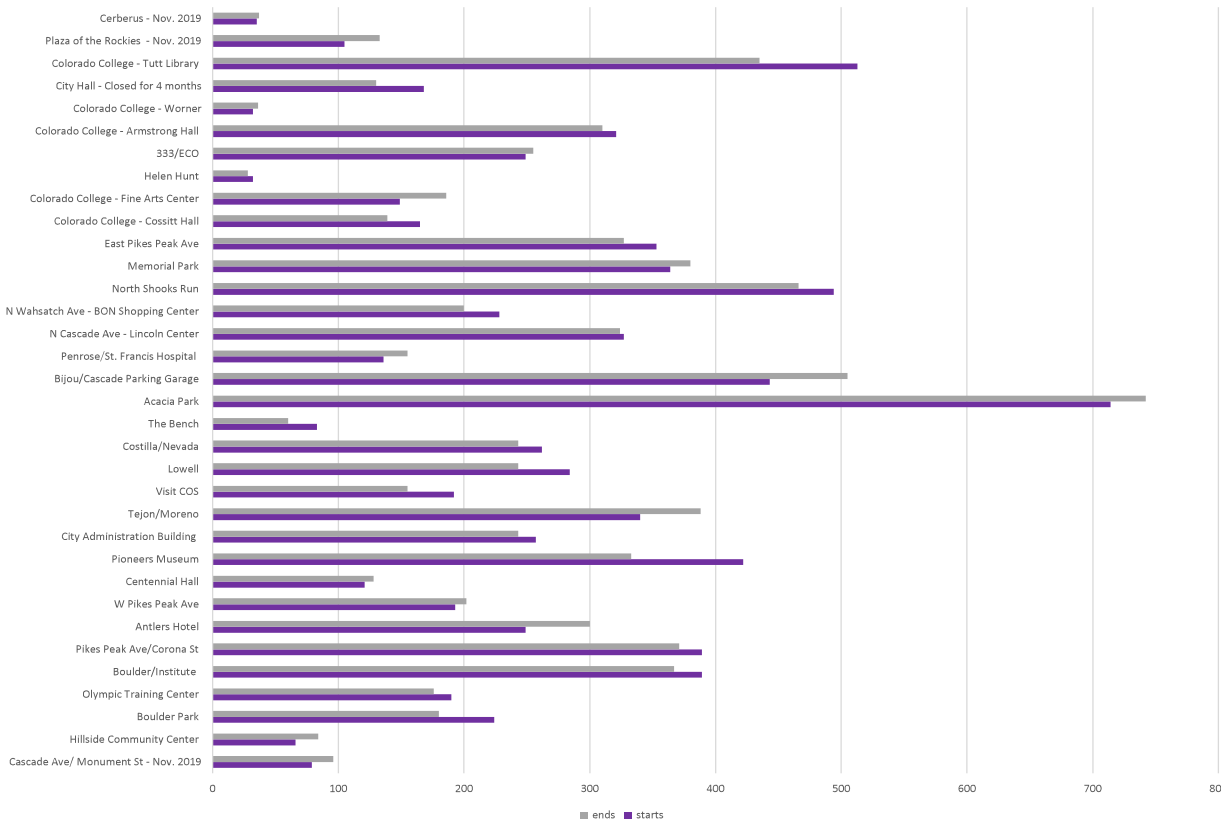
## PikeRide impact on tourism



### Top 3 states

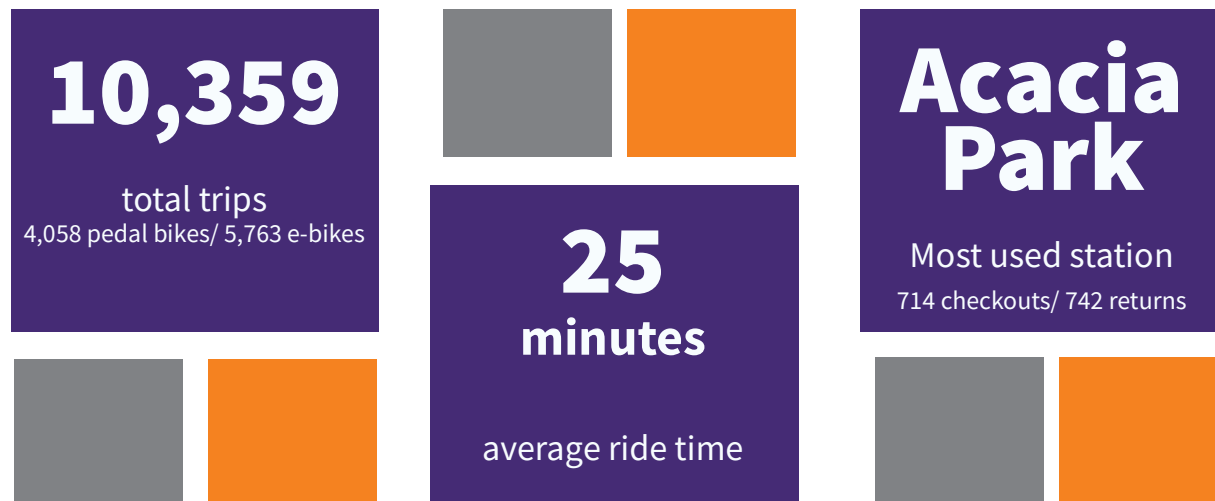
- Colorado
- Texas
- California

# Station use



Since PikeRide launched in June of 2018, there have been more than 4,000 bikes checked out at stations along Cascade Avenue.

# 2019 snapshot



**PikeRiders rode for 234,802 minutes**  
Equivalent to flying 76.7 times around the world on a commercial flight

**PikeRiders prevented 1,473,826 pounds of CO2 emission from negatively impacting Colorado Springs air quality**  
Equivalent to planting 31,834 trees

**PikeRiders rode 18,760 miles**  
Equivalent to traveling across the U.S. 6.3 times

**PikeRide facilitated 5 community trail cleanups**  
Engaging more than 60 volunteers in keeping our city beautiful

**PikeRide hosted 23 group rides**  
Including more than 240 participants

**PikeRide participated in 18 community events and festivals**  
Giving out more than 500 koozies

**PikeRide hosted 18 demo ride opportunities during the transition from pedal to electric-assist bikes**  
Providing more than 290 people the opportunity to try our new bikes



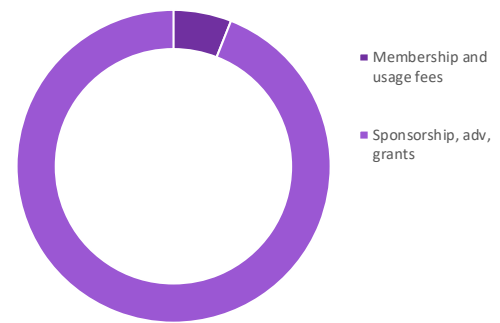
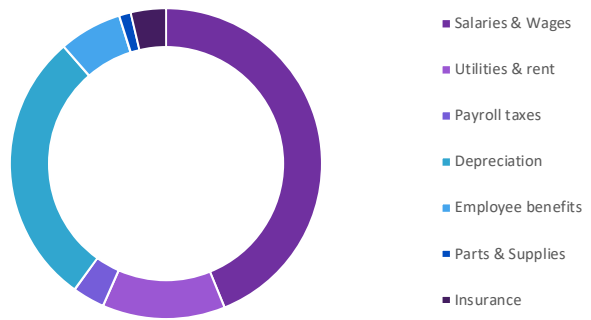
# What's next?

# Financial summary

PikeRide has been busy gearing up (pun intended) for 2020 to be the best year yet. We have a great partner with Drop Mobility, an amazing staff, and couldn't ask for a better community to serve with an affordable, fun, and reliable way of getting around.

PikeRide is excited to launch new membership options in 2020 to include: annual, monthly, 24 hour, pay as you go, and a reduced fare WeRide pass for those that demonstrate financial need. PikeRide will also launch a new station, facilitate programming, and offer free memberships at Greenway Flats in collaboration with Springs Rescue Mission and Better Bike Share initiative.

The most common question we get is, "when are you expanding to the westside?" and while we made progress in 2019, we hope to continue those efforts with great partners and community support in 2020.



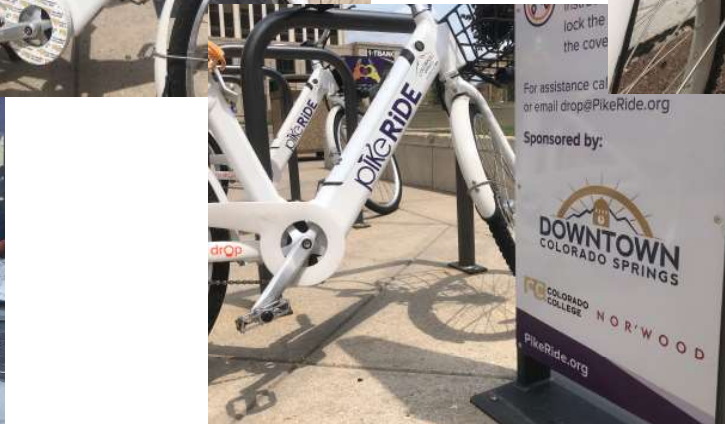
Total revenue for 2019 | 346,841

Total expenses for 2019 | 312,689

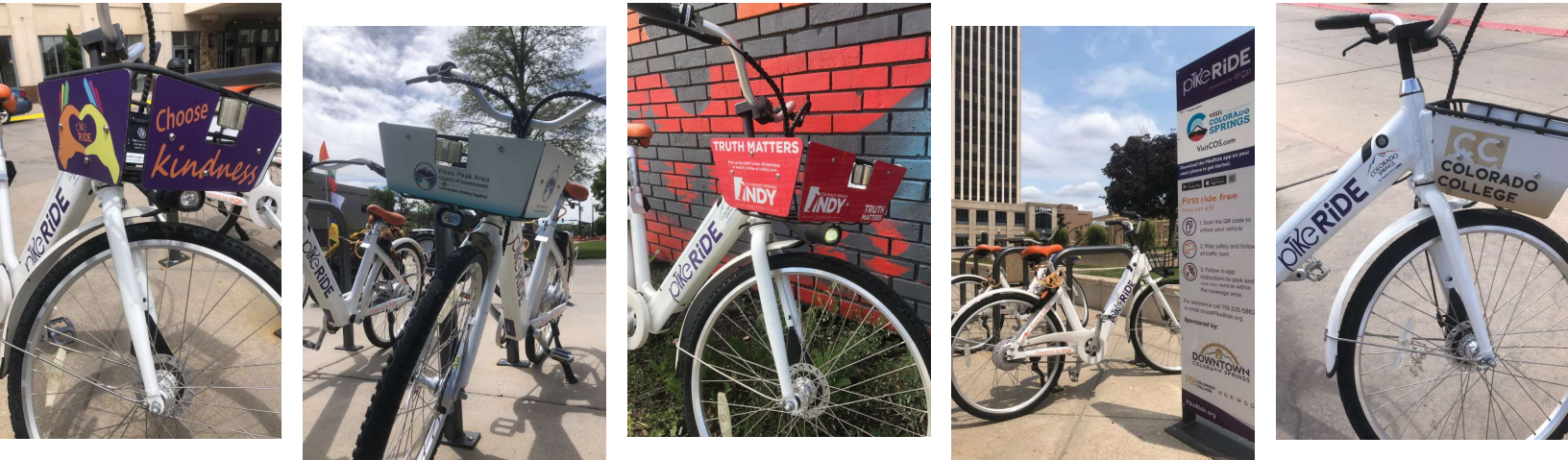
# 2019 sponsors and partners



We appreciate all of our sponsors for their generous support during 2019 and are excited to build upon these relationships in 2020 to even better serve our community with electric bike share in Colorado Springs.



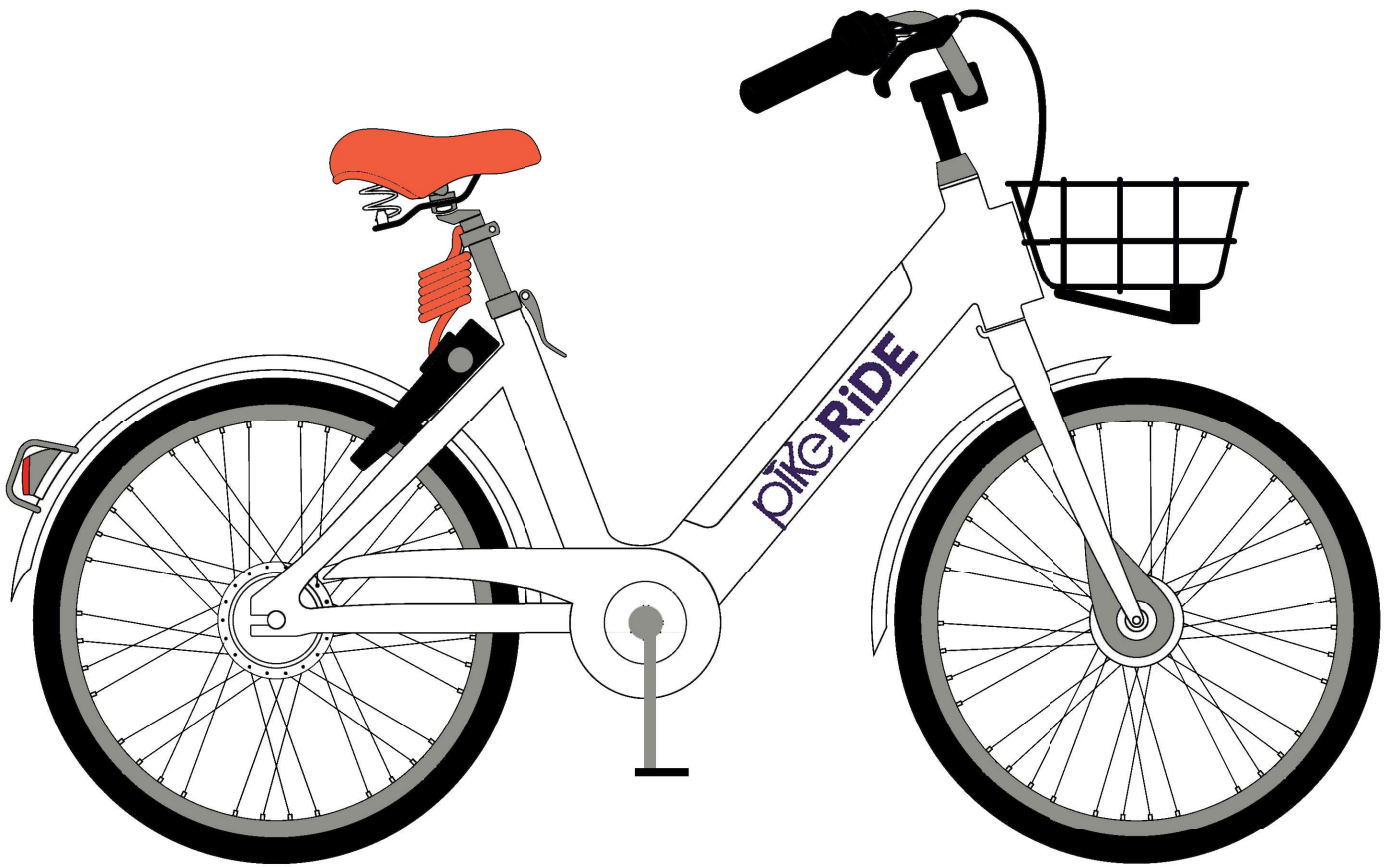
# 2019 sponsors and partners



## Sponsorship opportunities

PikeRide continues to seek sponsors that are excited about micromobility, health, and the vitality of our community. PikeRide has significant impact on environmental sustainability, economic vitality, health, and social renewal of Colorado Springs.

Sponsorship includes free memberships, mobile branding on our bikes, and the ability to partner with a great local community nonprofit.



# #WeGetAround



**COLORADO  
COLLEGE**

**N O R ' W O O D**



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