



2021

Annual Report





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 2021, the system included 300 e-bikes and over 50 hubs located throughout Downtown Colorado Springs, the southwest portion of Hillside, Old Colorado City, and Manitou Springs.

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.



2021 BOARD OF DIRECTORS

***Jill Gaebler**

Former City of Colorado Springs Councilwoman

Ian Johnson

Colorado College

***Judy Kaltenbacher**

Stockman Kast Ryan + Co

***Amy Long**

VisitCOS

Adam Morley

Wolf & Key Marketing

***Davin Neubacher**

Navakai

Bill Nelson

Lewis Roca Rothgerber Christie LLP

Becca Sickbert

Manitou Springs Creative District

Carrie Simison

Cerberus Brewing Co.

Brian Vitulli

Mountain Metro

*Executive Committee





“Pike ride helps me reliably get to my job before buses are running. Allows me to maintain my autonomy even without a car.” - 2021 PikeRider

EXECUTIVE SUMMARY

SINCE LAUNCHING IN THE SUMMER OF 2018, OVER 77,000 TRIPS HAVE BEEN TAKEN ON A PIKERIDE, CREATING SIGNIFICANT POSITIVE IMPACT ON THE ENVIRONMENTAL SUSTAINABILITY, ECONOMIC VITALITY, AND HEALTH OF COLORADO SPRINGS.

In 2021, PikeRide offered 300 bikes and over 50 community hubs. PikeRide experienced an over 60% increase in ridership and served more than 6,400 people with a fun, healthy, planet-friendly, and cost-effective way to get around.

2021 HIGHLIGHTS

Increase of service area to include the **City of Manitou Springs** with three new hubs.

Partnership with **Amazon** to provide hub expansion in Hillside.

PikeRide staff **exceeded** annual goal of growing ridership by 50%.

Partnership with **Switchbacks** to provide a hub at **Weidner Field**.

Started offering **bike valet** for all bikes at local events which significantly increased community engagement.

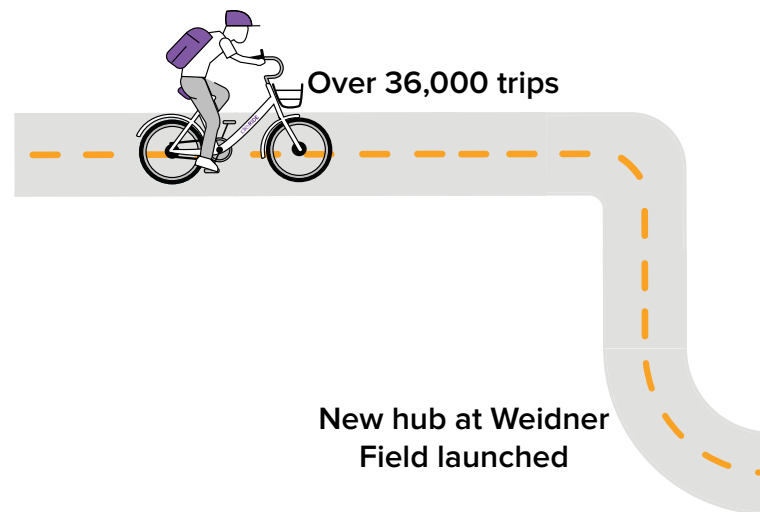
Fully staffed PikeRide team of cross-trained employees making operations more efficient.

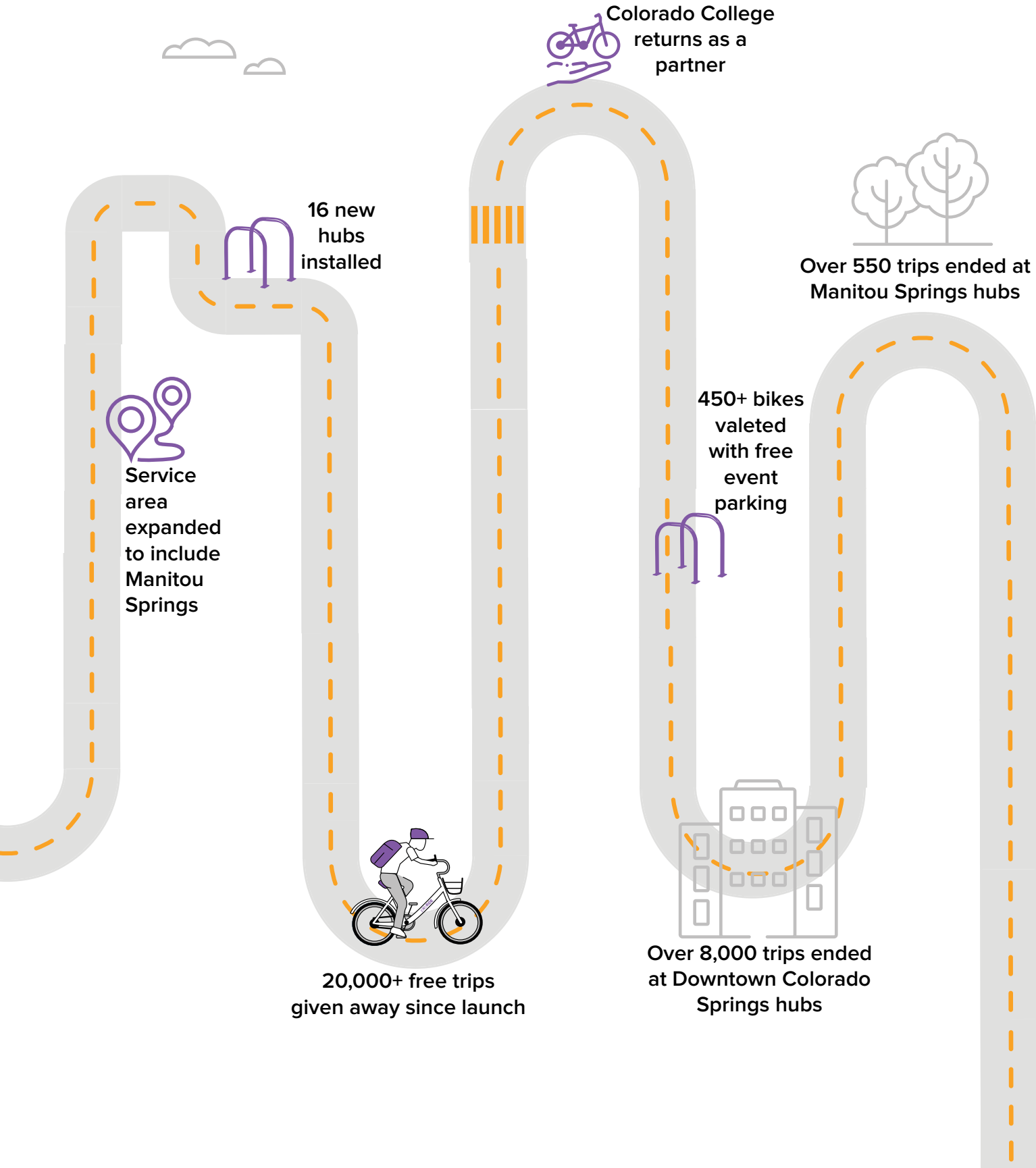
Awarded **Colorado Springs Health Foundation** grant to increase accessibility to PikeRide.

Awarded **Revitalizing Main Streets** grant, providing PikeRide the opportunity to purchase 100 new electric-assist bikes.

Awarded **Transportation Alternatives Program** funding from CDOT to install 18 additional hubs. Hubs to be installed in 2022.

Colorado College students returned to campus, and Colorado College returned as a PikeRide partner.







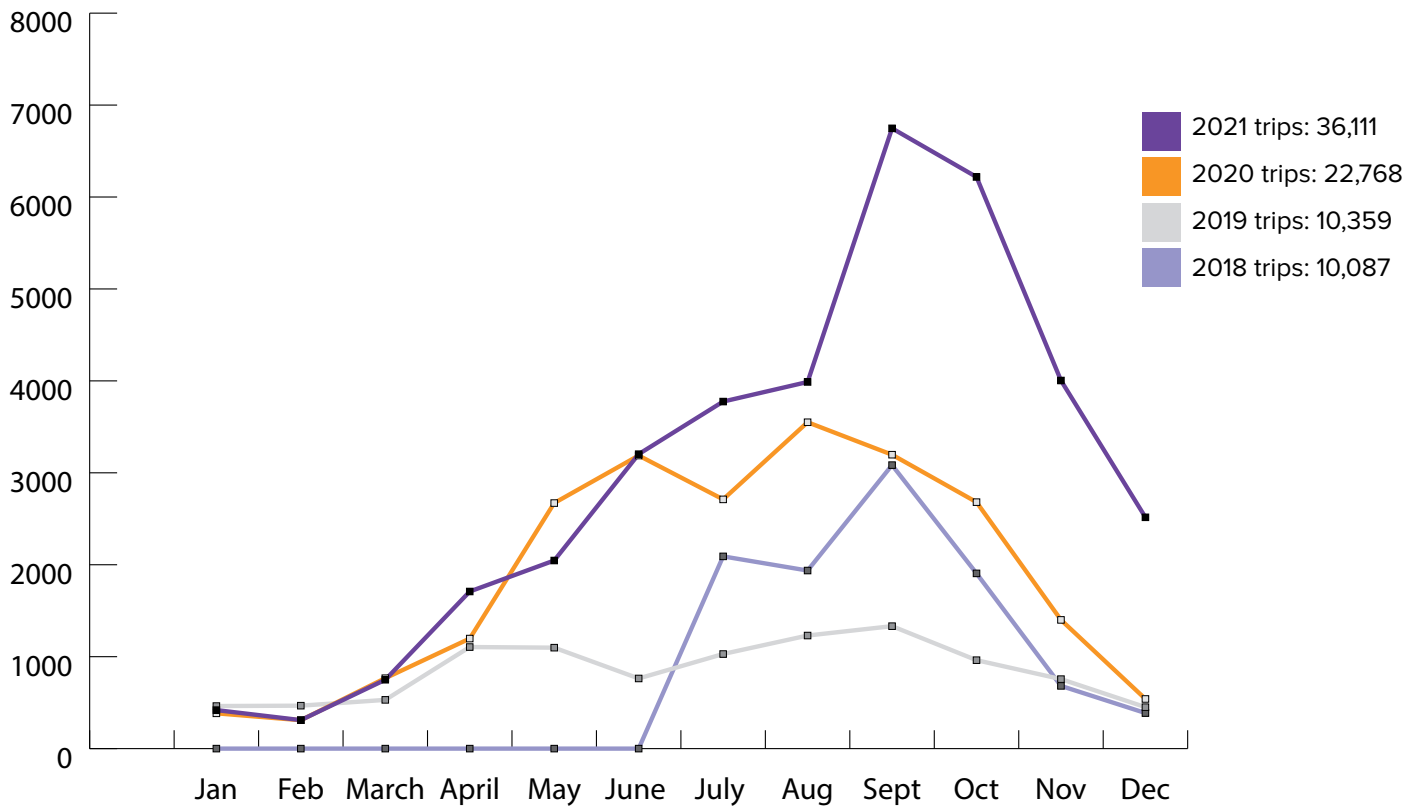


DATA AND IMPACT

“Being new to electric bikes, this was the perfect opportunity to experience an ebike without the expense. I love exploring downtown and all the trails within the city. These bikes are the perfect opportunity to explore quickly while having fun and enjoying some outdoor time in this beautiful city.” - 2021 PikeRider

PikeRide TRIP DATA

Over 60% increase in ridership compared to 2020

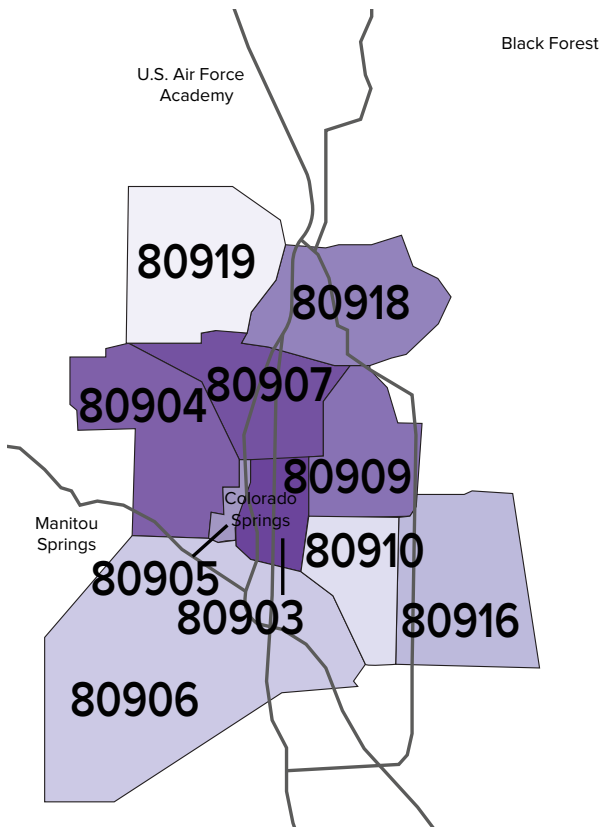


During 2021, PikeRiders rode over **60,000** miles, equivalent to **2.4** trips around the world.



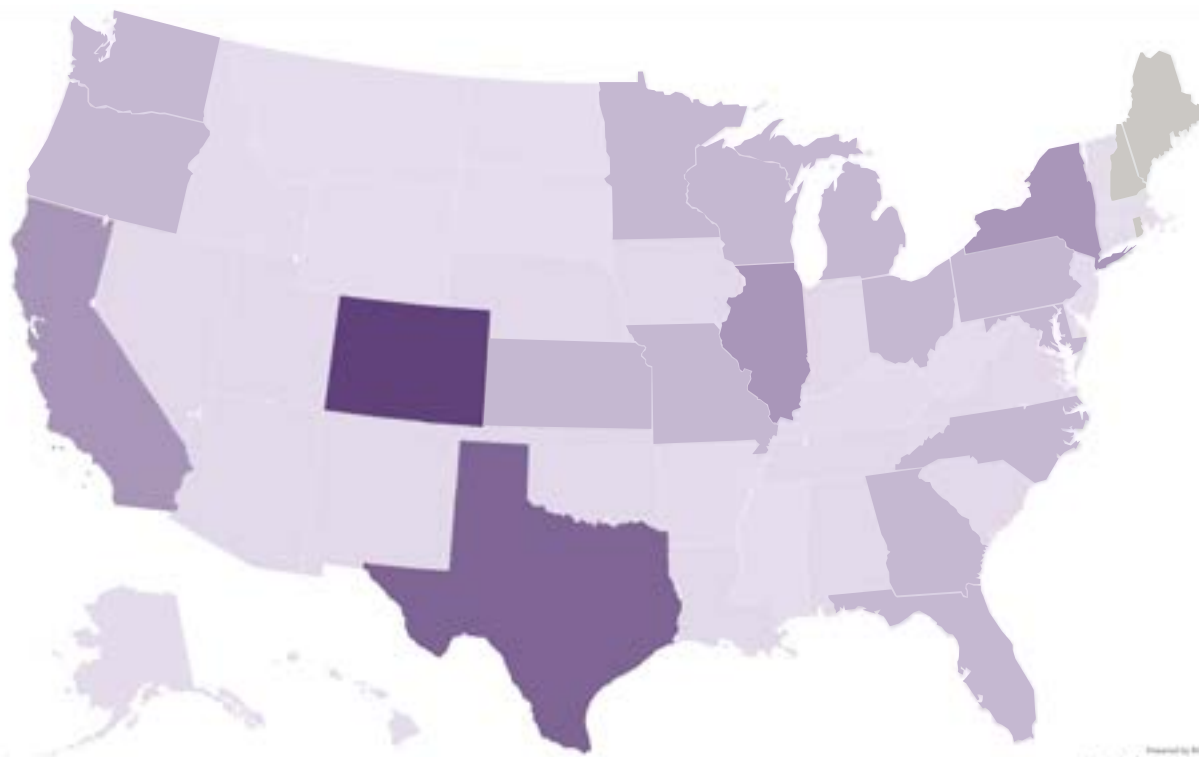
PikeRide ZIP CODE DATA

Top 10 rider ZIP codes

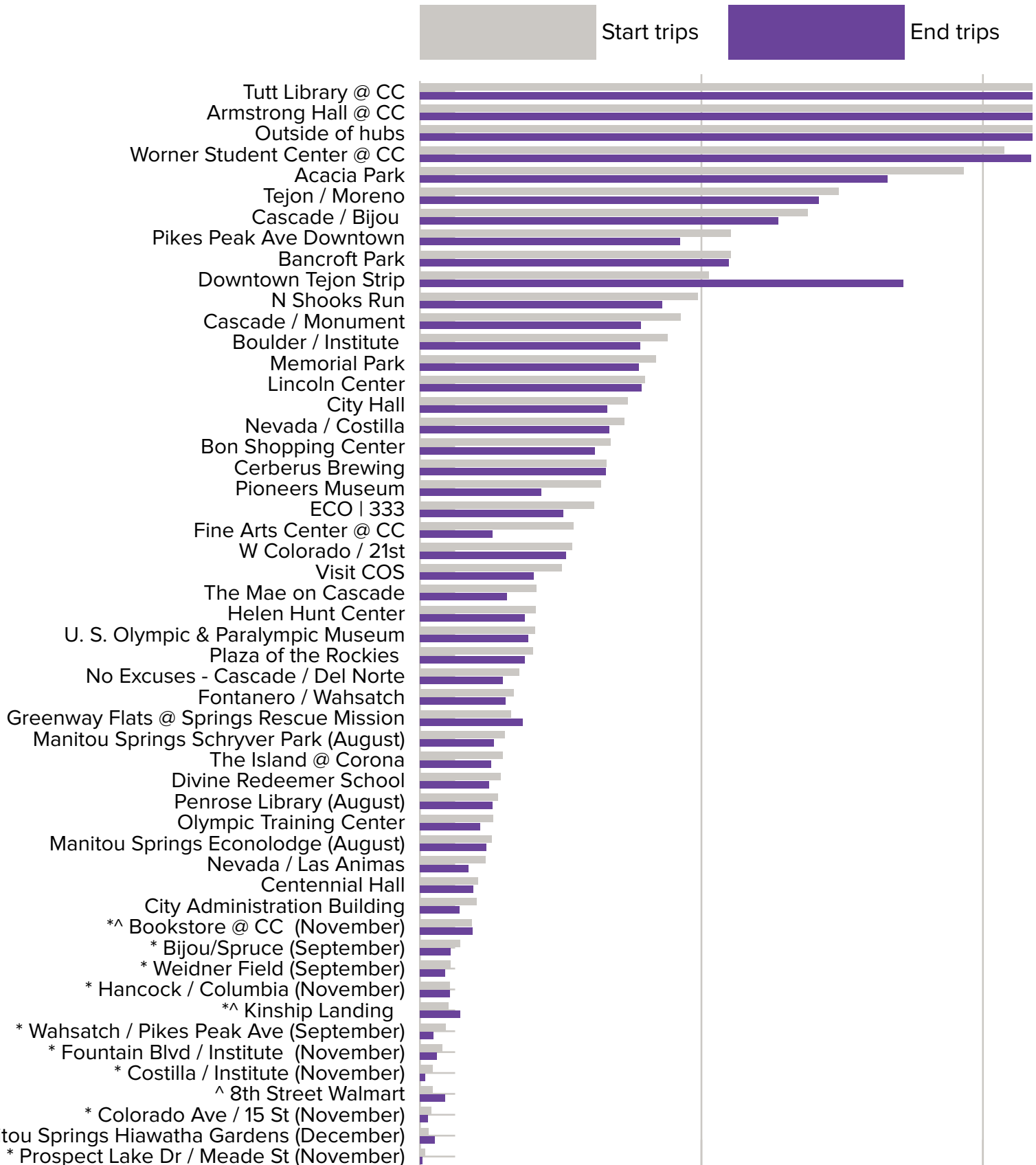


1. 80903
2. 80907
3. 80904
4. 80909
5. 80918
6. 80905
7. 80916
8. 80906
9. 80910
10. 80919

Top 5 rider states



PikeRide HUB USAGE



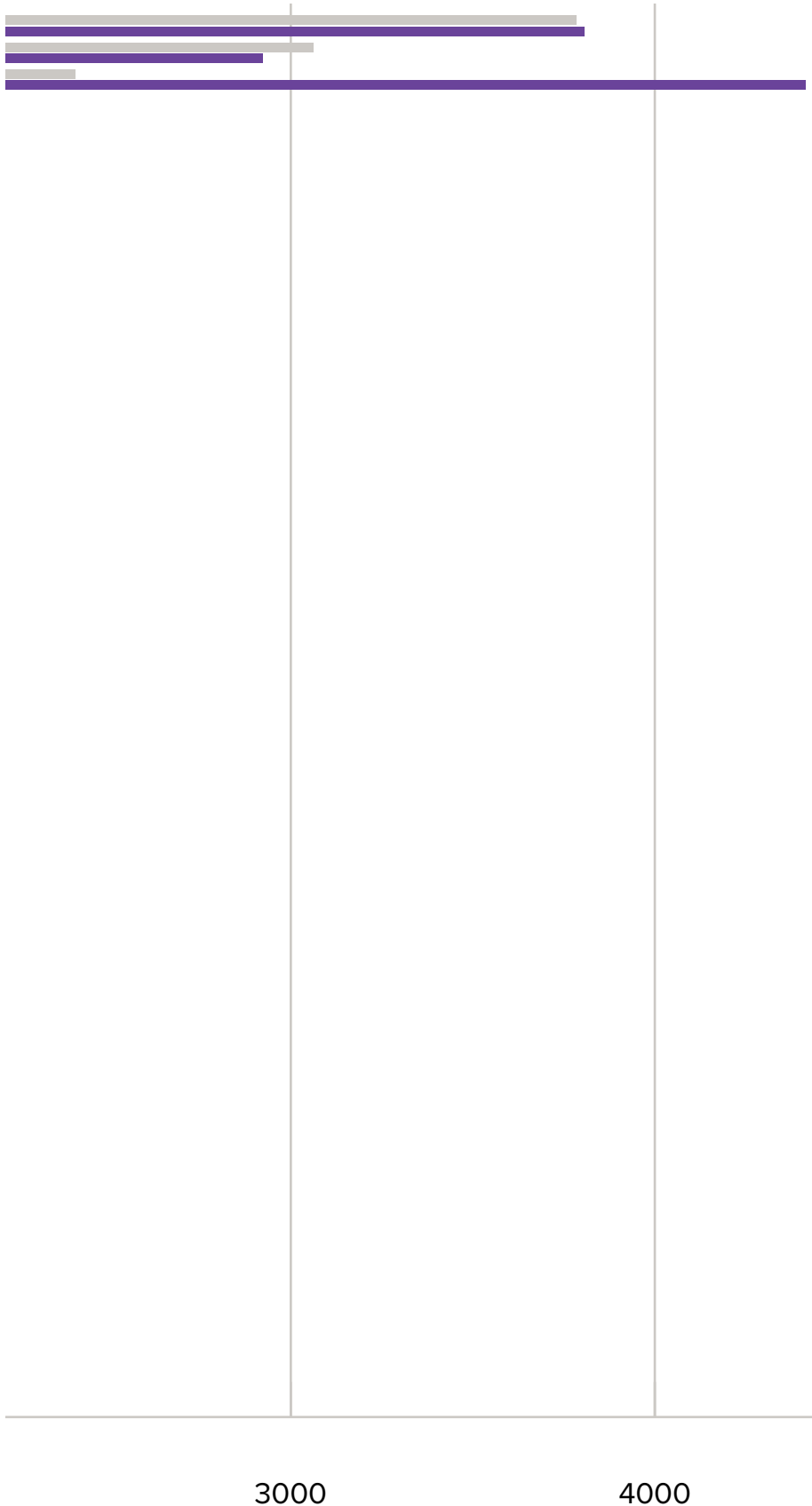
* Hub installed during 2021

^ Parking only

0

1000

2000



Most popular hubs

Tutt Library @ CC
7,590 uses

Armstrong Hall @ CC
5,985 uses

Worner Student Center @ CC
4,245 uses

Acacia Park
3,592 uses

Tejon / Moreno
2,904 uses

Downtown Tejon Strip
2,743 uses

Cascade / Bijou
2,650 uses

Bancroft Park
2,201 uses

Pikes Peak Ave Downtown
2,028 uses

N Shooks Run
1,848 uses






Cascade / Monument
1,710 uses

Boulder / Institute
1,664 uses

2021 ANNUAL SURVEY

The following information is from our 2021 PikeRide survey data, including 227 participants.

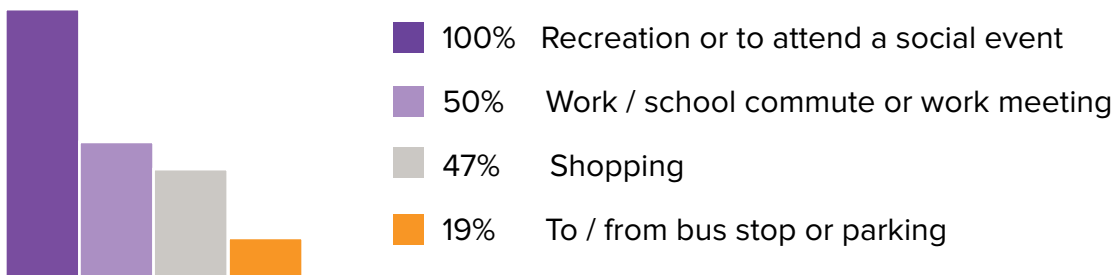
Survey participants feel that PikeRide:

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

*“I love using PikeRide to travel around The Springs, it is convenient and because they are electric bikes, I get to my destination much faster.”
- 2021 PikeRider*

45% of survey participants indicated they chose to go to a business because of its accessibility to PikeRide.

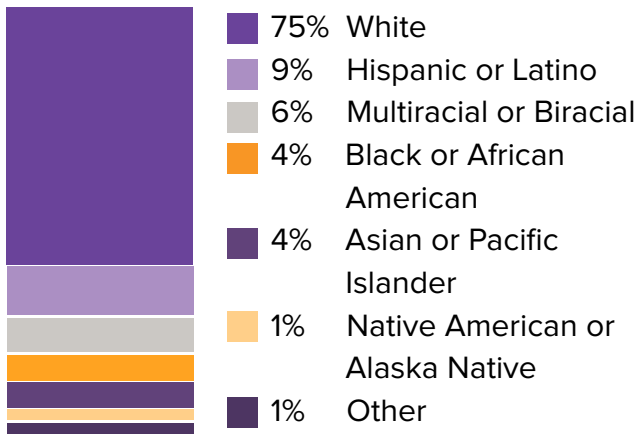
Survey participants use PikeRide for the following reasons:



33% of survey participants indicated they would have traveled alone in a car if they had not used PikeRide.

2021 ANNUAL SURVEY

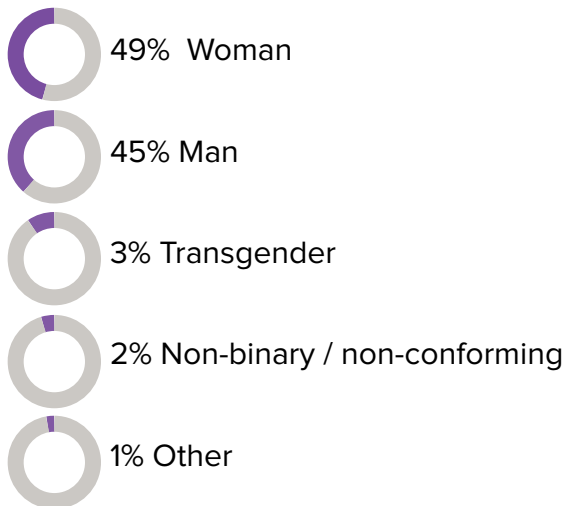
Race



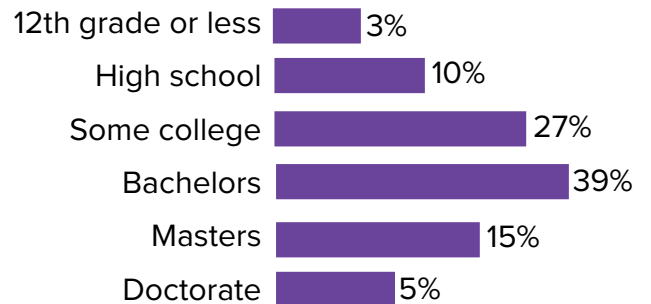
Household income



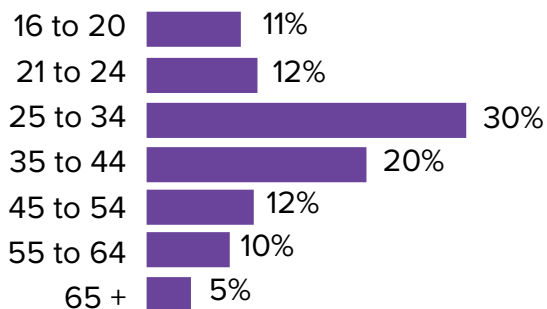
Gender



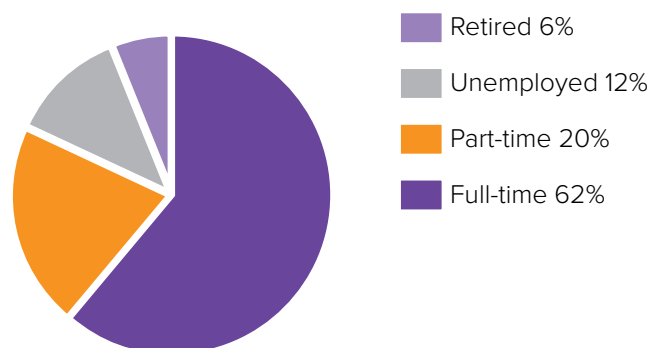
Education level



Age



Employment status



ENVIRONMENTAL AND HEALTH IMPACT

PIKERIDERS TRAVELED OVER 60,000 MILES, SAVING MORE THAN 2,138,112 POUNDS CO2 EMISSIONS IF THOSE MILES HAD BEEN IN A CAR - THE EQUIVALENT OF 101,815 TREES AND BURNED APPROXIMATELY 2,803,300 CALORIES - THE EQUIVALENT OF 56,000 BURGERS.



**2,138,112 pounds of
CO2**

101,815 trees

47% of survey participants indicate that they have had improved mental health and reduced stress levels.



2,803,200 calories = 56,000 burgers

HEALTH 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.



“Since beginning to use Pike Ride in August, I have used PikeRide extensively. The ease of renting a bike and the abundance of bikes in the city have made mobility so much easier for me. Previously, as a college student with no car, I would basically only go places in walking distance or along a nearby bus route. PikeRide has allowed me to be a tourist in my own city and experience so much more of it! While last year I found it difficult to find a ride to the grocery store to buy food, PikeRide eliminates this problem, making groceries just a quick two mile ride away. My health has improved as a direct result of this as well as the physical exercise. PikeRide provides a tremendous service to myself and many other students and I want to thank you all for making a real impact.” - 2021 PikeRider

43% of survey participants indicate that PikeRide has helped to improve their fitness and increase energy levels.

AT A GLANCE



300
total bikes

52
total hubs

36,111
total trips

April - October
peak season

6,425
unique riders

12 Minutes
average ride time

2 Miles
average trip distance

~64,356 Miles
estimated distance traveled

~2,138,112 LBS
of CO2 avoided

“My friends and I love using pikeride to go to our local movie theaters, restaurants, lakes, parks etc! We rely on pikeride all the time and we love how reliable they are.” - 2021 PikeRider



“PikeRide is a good way to get home from work when its late and the bus doesn't run.” - 2021 PikeRider

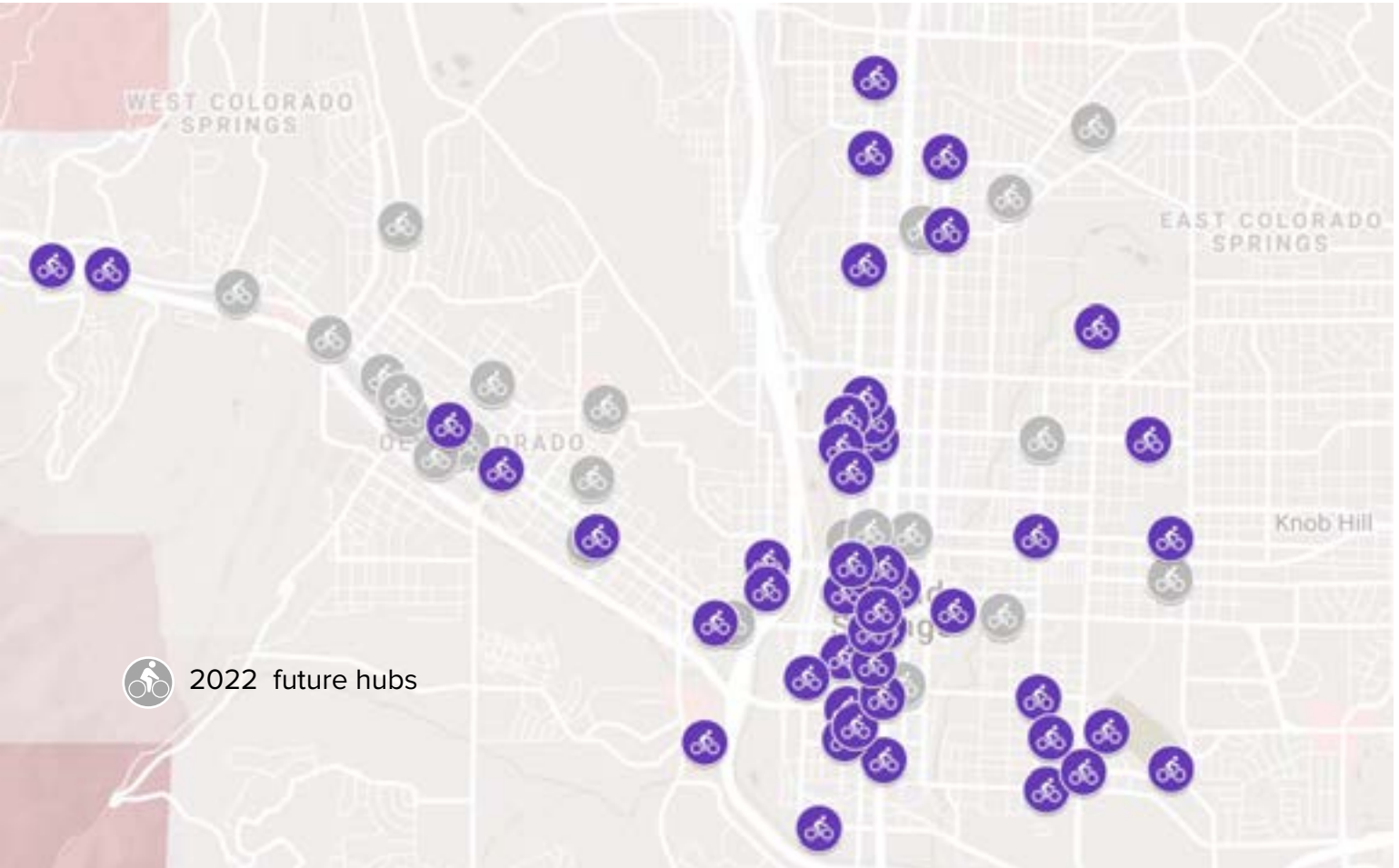


WHAT'S NEXT?

"I lost my left foot a couple years ago and now am more active and healthy both mentally and physically due to the Pike Ride thank you so much." - 2021 PikeRider

LOOKING FORWARD

2022 WILL CONTINUE TO SEE INCREASED OPPORTUNITIES FOR PIKERIDERS AS EXPANSION AND GROWTH CONTINUES AT A RAPID PACE. ADDITIONALLY, PIKERIDE WILL BE ADDING SEVERAL NEW POSITIONS TO THE PIKERIDE TEAM.

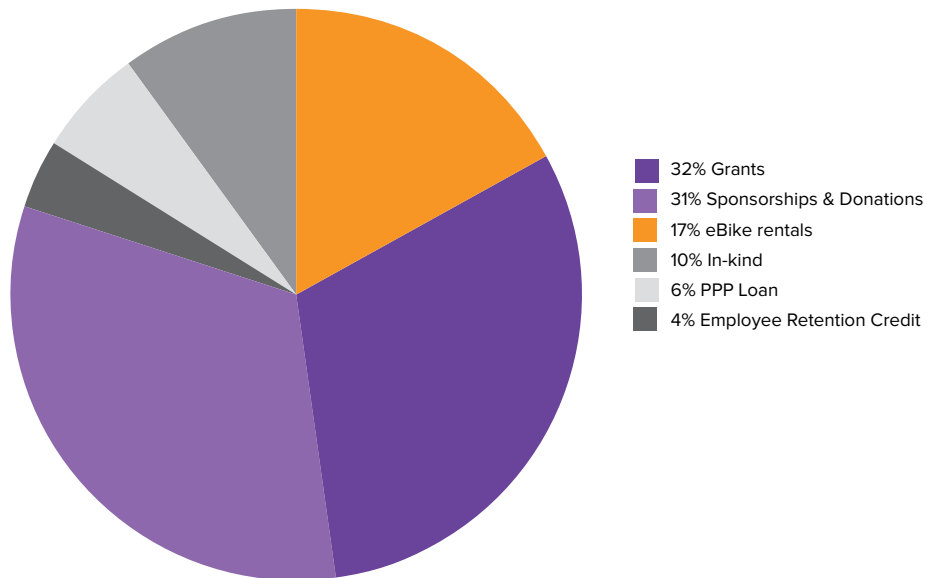


100
new bikes

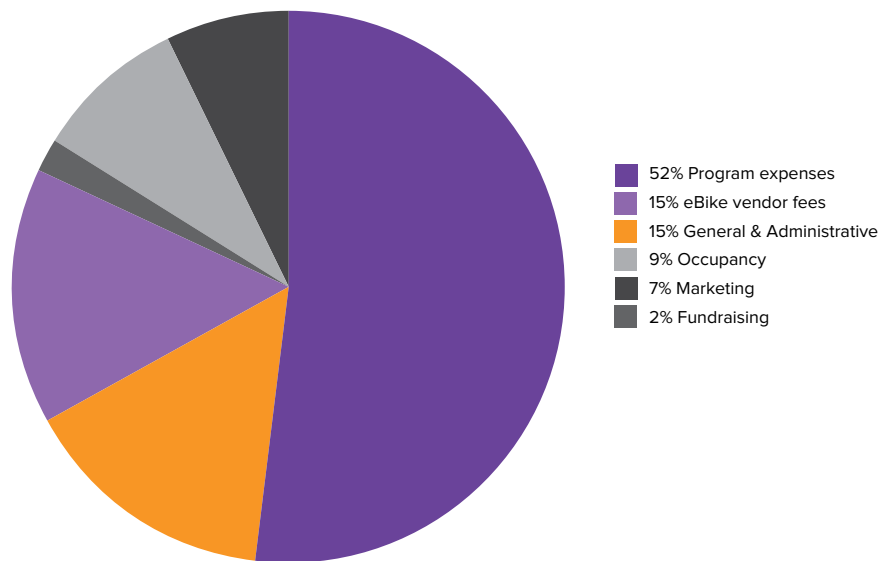


FINANCIAL SUMMARY

Revenues



Expenses



Revenue

Grants	\$231,308
Sponsorships & Donations.....	\$224,139
eBike rentals.....	\$126,310
In-kind.....	\$74,026
PPP Loan.....	\$43,079
Employee Retention Credit.....	\$27,539
 Total revenue.....	 \$727,709

Expenses

Program expenses.....	\$356,053
General & administrative.....	\$100,066
eBike vendor fees.....	\$87,898
Fundraising.....	\$13,651
Occupancy.....	\$41,770
Marketing.....	\$32,256
 Total expenses.....	 \$574,435

OUR TEAM



Jolie NeSmith
Executive Director



Noah Garcia
Fleet Manager



Kevin Hughes
Assistant Manager



Craig Ianacone
Senior Mechanic



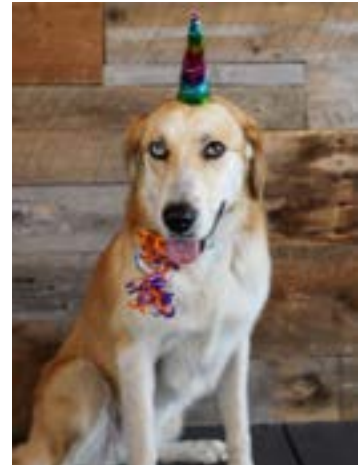
Roland Wick
Assistant Manager



Mark Palm
Fleet Mechanic and Field
Technician



Selena Young
Fleet Mechanic and Field
Technician



Gypsy Queen-NeSmith
Shop dog

“ I used PikeRide when visiting Colorado Springs with my boyfriend. There’s no better way to explore a city than to bike through it! We spent the best morning biking around the super quaint college campus and into downtown for brunch and coffee. And let me tell you, the exercise really helps offset the “calories don’t count on vacation” mentality! Later that night we used PikeRide again to get to the Switchbacks soccer game. And how convenient that PikeRide was hosting a bike valet - including valet for personal bikes!” - 2021 PikeRider

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.



pike
RiDE

Your local nonprofit electric bike share

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