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# 2016 ANNUAL REPORT







## OUR MISSION

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Enhance our community by providing an affordable, efficient, environmentally-friendly bike share program that complements our existing public transportation system and provides residents and visitors a healthy, convenient way to move around our city.











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## LETTER FROM EXECUTIVE DIRECTOR

Dear Friends and Supporters,

It is incredible to think that nearly four years has passed since we launched a bike sharing system for Fort Worth! In that time, we've helped shape the cycling scene by providing another tool to help our community become healthier and more active.

I am excited to say that the Fort Worth BCycle system continues to perform above expectations. In 2016 alone, over 15,000 unique individuals took over 60,000 trips on BCycles!

We could not have made it this far without you, our riders, our sponsors, and supporters. We are extremely grateful to the sponsors and partners found on the last page of this report, many of which have been with us since day one. They recognize the benefits that a bike share system brings to our city and continue to make it possible for us to keep on rolling!

This annual report will give you a look into our 2016 season, including metrics, financials, and things to look forward to in the coming year. The future of bike sharing is bright, and FWBS aims to stay on top of the newest trends in technology and innovation. As we look back on the past year, we also look forward to what this year will bring.

Cheers!

Kristen Camareno





## LETTER FROM CHAIRMAN OF THE BOARD

Fort Worth Bike Sharing Partners,

2016 was a remarkable and transformative year for Fort Worth Bike Sharing and our BCycle system.

On behalf of the Board of Directors and FWBS's excellent staff, I am proud to join Executive Director Kristen Camareno in presenting our annual update documenting the system's progress and accomplishments. Annual reports allow FWBS and our partners to analyze system data and trends, prioritize strategies for continued improvement, and refine long-term plans for Fort Worth's bike sharing network.

In 2016, we saw a 34% increase in ridership as our expanded 45-station system set new standards for convenience and appeal. This increase confirms that bike sharing has clearly and quickly become a widely embraced amenity in our community, and a key component of our transportation network.

With respect to long-term planning, FWBS is actively engaged in conversations with peer cities about the rapid evolution of bike share technologies, and about ways to more seamlessly integrate bike share with public transit. The future of bike share technology is exciting, and FWBS is actively working on these fronts.

To all of our riders, sponsors, and community partners, we thank you for your incredible support. Because of you, Fort Worth Bike Sharing has made great strides in achieving stability and widespread acceptance. The future is bright and your ongoing partnership is greatly appreciated.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mike Brennan".

Mike Brennan







## BOARD OF DIRECTORS

**Chair: Mike Brennan**

Near Southside, Inc.

**Jessica Christopherson**

Fort Worth Convention & Visitors Bureau

**Melanie Kroeker**

Fort Worth Transportation Authority

**Jeff Davis**

Fort Worth Transportation Authority

**Brian McCarthy**

Lockheed Martin

**Rob Harmon**

Rush Creek Fund Management

**Neftali Ortiz**

Fort Worth Transportation Authority

**Max Holderby**

West 7th Development / Vestar

**Julia Ryan**

City of Fort Worth

**Melissa Konur**

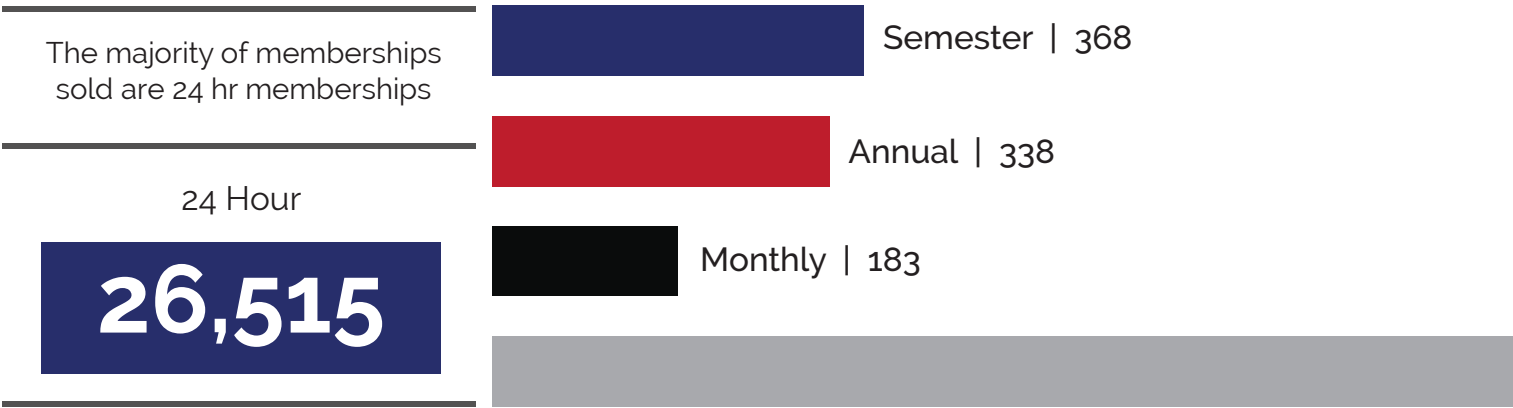
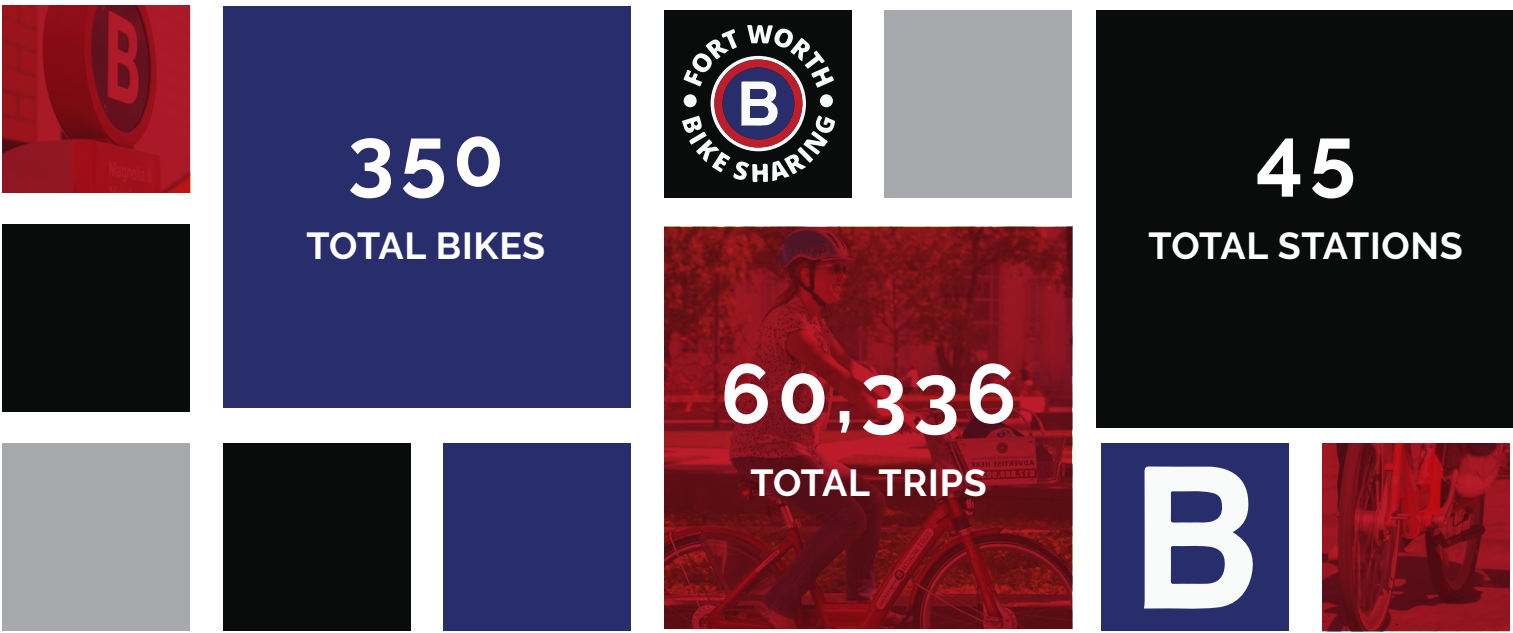
Downtown Fort Worth Inc.

**Michael Whitmarsh**

Fort Worth Transportation Authority



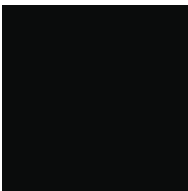
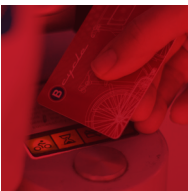
# 2016 STATISTICS



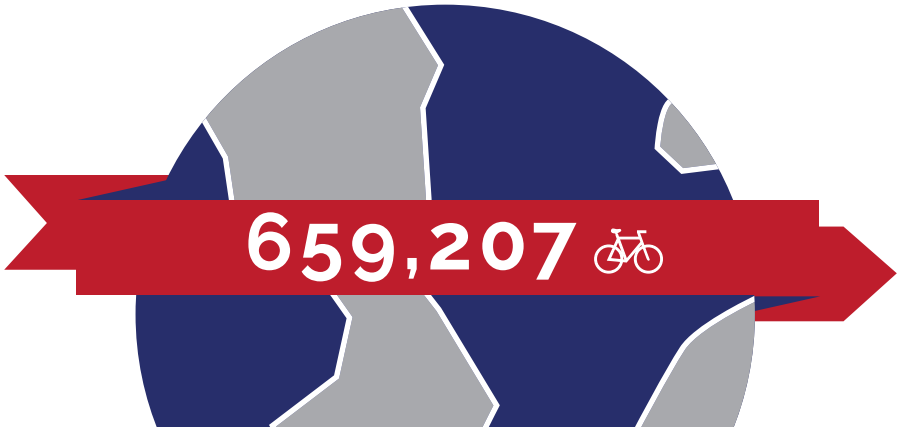
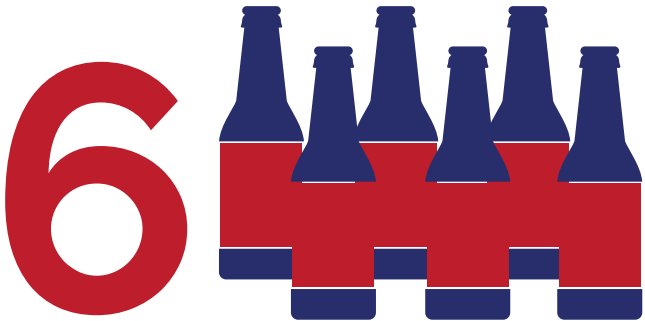




# BY THE NUMBERS



local breweries located within our  
service area - Ride Responsibly

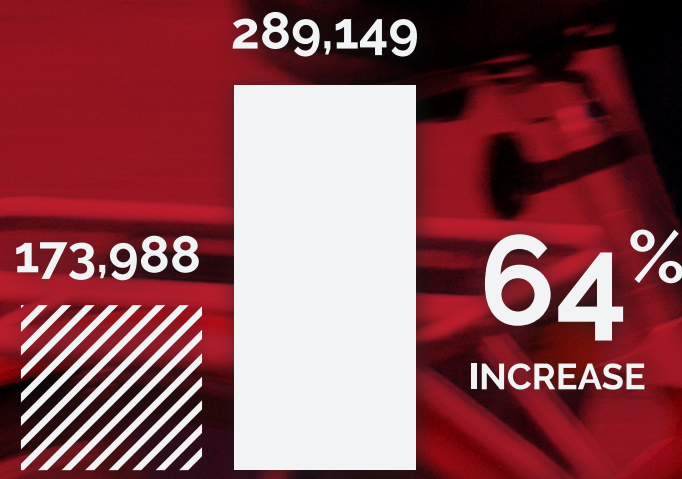


TOTAL MILES SINCE FWBS LAUNCHED  
IN APRIL 2013

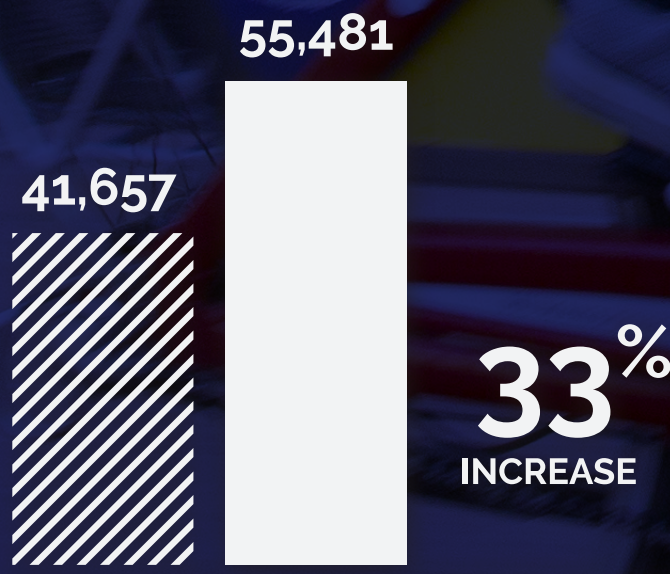
THAT'S 26 TRIPS AROUND THE EARTH



## YEAR TO YEAR REVIEW



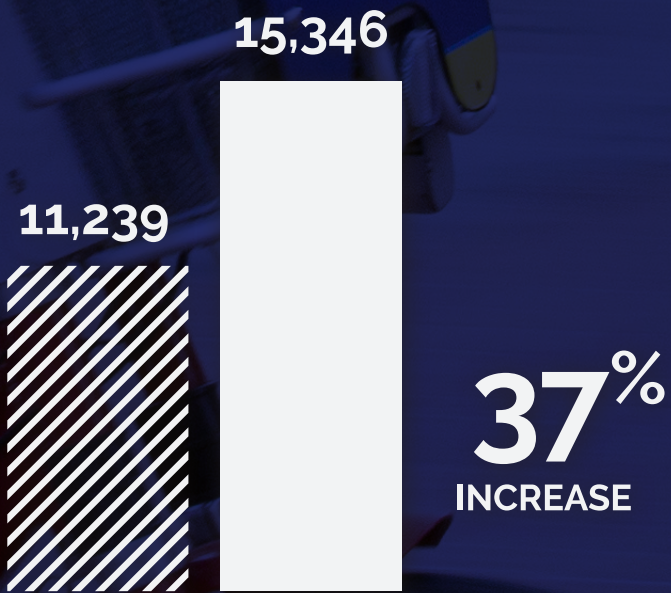
### NUMBER OF MILES



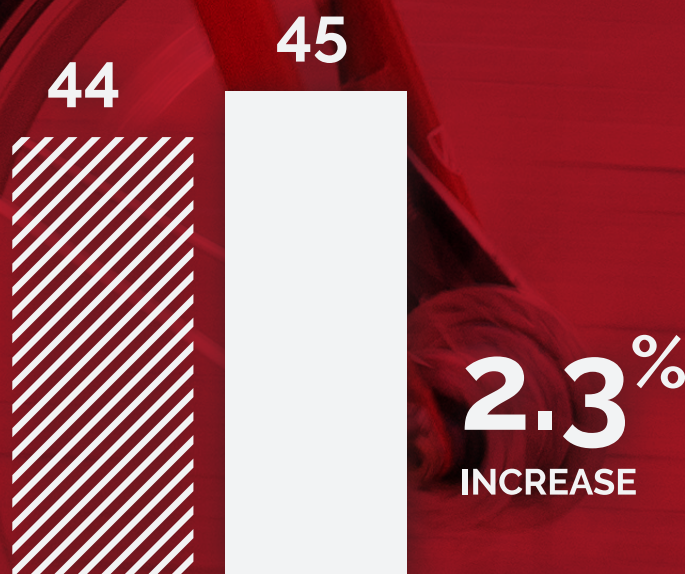
### NUMBER OF BIKE TRIPS

 2015  2016





NUMBER OF UNIQUE RIDERS



NUMBER OF STATIONS

\* Ridership increased dramatically in 2016 with the addition of only one station.

 2015

 2016







**P**  
**GOT YOU COVERED**  
**PARK THE GARAGE**  
**AT ALSTON** →

Photo by Jeremy Enlow, courtesy of Near Southside, Inc.





## RIDER SPOTLIGHT:

*Jon Wilcox*

### 1. How long have you been a FWBS annual member?

**JW:** Two and a half years.

### 2. How do you typically use Fort Worth Bike Sharing?

**JW:** This is a key part of my fitness program and keeping the car parked.

### 3. If you have a favorite memory riding a BCycle bike, please share.

**JW:** Completing the BCycle Tour de Fort Worth in 2015 – started fast, ended slow.

### 4. What would you tell someone thinking about getting an annual membership?

**JW:** The convenience of having the BCycle card to speed checking out a bike and getting 60 minute segments is worth the price. Also, membership gets you a news letter subscription and invitations to some cool events and volunteer opportunities.

### 5. Suggest a great way to spend a morning or afternoon using the FWBS system.

**JW:** Since there is a station right in front of my residence and right in front of my favorite breakfast place – ride from home to breakfast, drink lots of coffee with fellow retirees, take an interesting extended route home based on wind direction, either south to Foster Park then trails home, or east to the trail on 1st Street then Stockyards and trails home.

### 6. Where is your favorite place to go using the Bcycle system?

**JW:** Old Neighborhood Grill at Park Place and Enderly station.

### 7. Why do you choose to ride a Bcycle over your personal bike?

**JW:** I ride BCycle if possible because the stations are conveniently located for me (I think there are over 10 stations within a mile of my condo). Also, I feel like I get more exercise per mile on the BCycle. And, I don't worry about mechanical problems – just dock the bad bike and get a good one.





## FORT WORTH BIKE SHARING HOSTS AN ANNUAL LIP SYNC BATTLE EACH SPRING. PROCEEDS HELP FUND THE FIRST MILE PROGRAM.

### FIRST MILE PROGRAM:

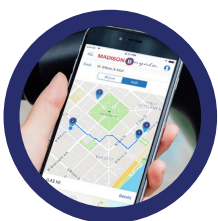
The First Mile Program will provide low-income and transit-dependent members of the Fort Worth community with training and memberships for the Fort Worth Bike Sharing system at low or no cost. FWBS will launch a pilot with select non-profit organizations in fall 2017. By partnering with these organizations, FWBS will have a larger reach and better understanding of how community members in need will benefit from The First Mile Program.





## TECHNOLOGY

At the 2016 Bcycle World conference, Bcycle announced some exciting new additions to their product lineup. The Fort Worth Bike Sharing board and staff will work to integrate the new equipment into the FWBS system in the coming years.



### **Bcycle App - Available NOW**

- Quick and easy sign up
- Convenient and speedy bike checkout
- Rider account management for ride data and account updates
- Instant directions to the nearest station with the routing button
- Turn by turn directions to any location



### **BCycle Dash – The ultimate user experience**

- Easy to access—use cash, Bcycle app, or Bcycle card
- Lock it up anywhere; No dock required
- 8-speed shifting
- Heads-up display with turn-by-turn directions and trip info
- Front and rear integrated lighting



### **Bcycle Dash+ – Same ride with an electric assist**

- Sweat-free ride
- More speed and more distance make fitting a ride into your day easier than ever
- With the gravity-defying capabilities of an e-bike, hills seem to disappear beneath you
- No emissions-No parking fees-No gridlock-No fill-ups
- A clean and convenient ride

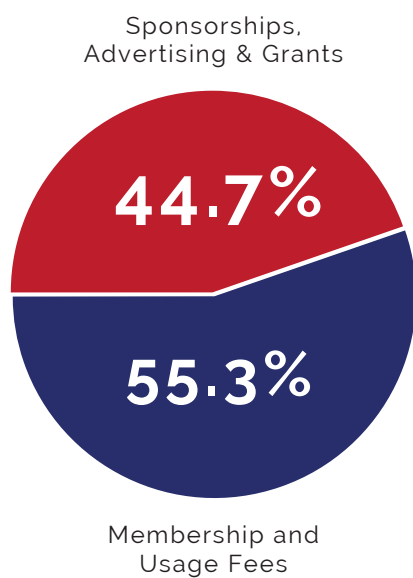




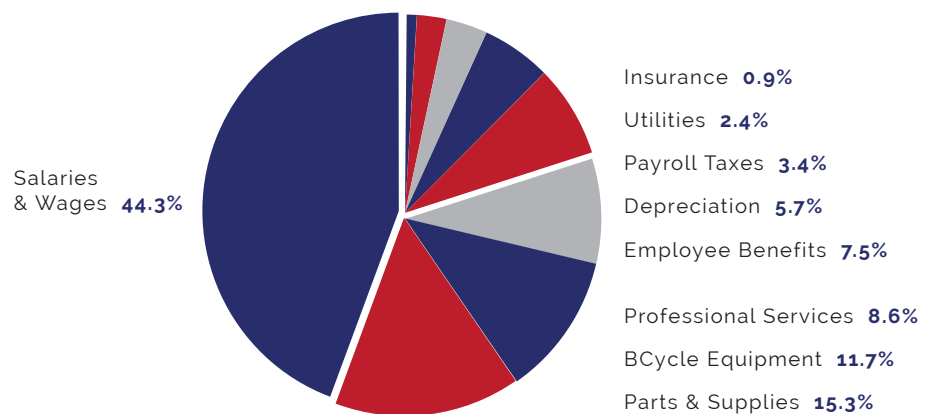
Photo by Jeremy Enlow, courtesy of Near Southside, Inc.

## FINANCIAL SUMMARY | 2016

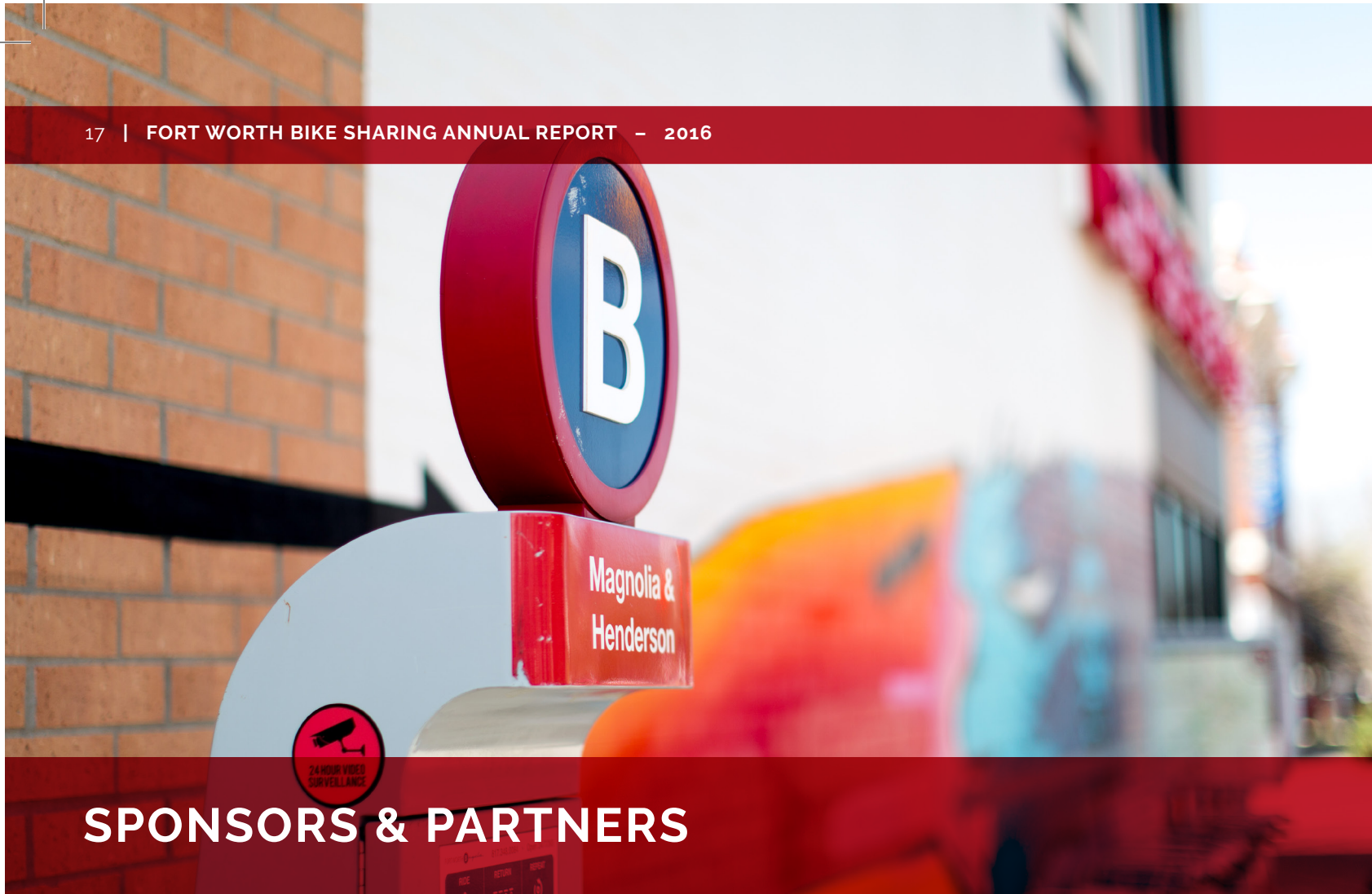
### TOTAL REVENUE FOR 2016 | \$644,046



### TOTAL EXPENSES FOR 2016 | \$598,516



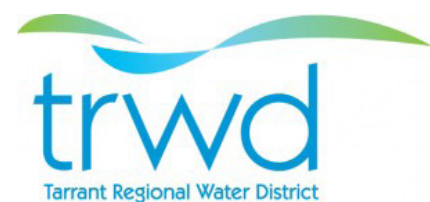




# SPONSORS & PARTNERS









# TOP STATIONS 2016

## TOP 10 ANNUAL MEMBERS STATIONS

#1	TRINITY UPTOWN
#2	CITY HALL
#3	THE TRAILHEAD AT CLEARFORK
#4	RIVERFRONT DRIVE
#5	TRINITY PARK SOUTH
#6	WEST 7TH & STAYTON
#7	TRINITY PARK NORTH
#8	PANTHER ISLAND PAVILION
#9	SUNDANCE SQUARE NORTH
#10	TEXAS & FLORENCE

## TOP 10 24-HR MEMBERS STATIONS

#1	TRINITY PARK SOUTH
#2	TRINITY PARK NORTH
#3	RIVERFRONT DRIVE
#4	WEST 7TH & STAYTON
#5	PANTHER ISLAND PAVILION
#6	THE TRAILHEAD AT CLEARFORK
#7	OMNI HOTEL
#8	SUNDANCE SQUARE SOUTH
#9	MONTGOMERY PLAZA
#10	BELKNAP & TAYLOR



INSTAGRAM: FWBIKESHARING  
FACEBOOK: /FortWorthBikeSharing  
TWITTER: @FWBikeSharing



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