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# 2017 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 AND CHAIRMAN OF THE BOARD



To our Members and Supporters,

2017 was an exciting year for bikeshare in the United States. By the end of the year, there were a reported 109 public-use bikeshare systems in the US and that trend shows no sign of slowing. From smart bikes to dockless bikes, technology and innovation played a huge role in the changing landscape of bikesharing. In Fort Worth, we began to contemplate how these changes will impact our system and what strategic steps we should take to ensure that our program remains an integral part of the transportation network for years to come.

The rising demand for bikesharing on both a global and local level is inspiring. More individuals are looking for ways out of their single-occupancy vehicles and into alternative modes of transportation. As we complete our fifth year of operation in Fort Worth, impressive ridership continues; our bikes are in frequent use by visitors exploring the city and trails, and local residents and workers taking routine trips by BCycle as a way to save money, get exercise, and have fun in the process.

As technologies come and go, Fort Worth Bike Sharing is here to stay, and always with a consistent commitment to improving our system. We will patiently research the best options for expanding our service to all areas of our community, and will seek funding options to support that expansion. However our specific plans and strategies evolve over the next few years, we assure you that we will always strive toward a system that maximizes enjoyment and utility for our current and potential riders, and brings maximum benefit to our community.

Thank you, as always, for supporting the Fort Worth Bike Sharing system. With partners and advocates like you, we will continue working everyday to identify and pursue the best solutions for equitable and sustainable system expansion.

We are on a roll and not slowing down anytime soon.

Gratefully,

Kristen Camareno, Executive Director

Mike Brennan, Chariman of the Board



## BOARD OF DIRECTORS

**Chair: Mike Brennan**

Near Southside, Inc.

**Jessica Christopherson**

Visit Fort Worth

**Jeff Davis**

Fort Worth Transportation Authority

**Rob Harmon**

Rush Creek Fund Management

**Max Holderby**

Urbantown, Inc.

**Melissa Konur**

Downtown Fort Worth Inc.

**Melanie Kroeker**

Fort Worth Transportation Authority

**Brian McCarthy**

Lockheed Martin


**Neftali Ortiz**

Fort Worth Transportation Authority

**Michael Whitmarsh**

Fort Worth Transportation Authority



**350**  
TOTAL BIKES



**46**  
TOTAL STATIONS



**1322**  
MEMBERSHIPS SOLD

SPRING BREAK 2017  
THE MOST MEMBERSHIPS WE'VE EVER SOLD IN A WEEK!



**59,280**  
TOTAL TRIPS



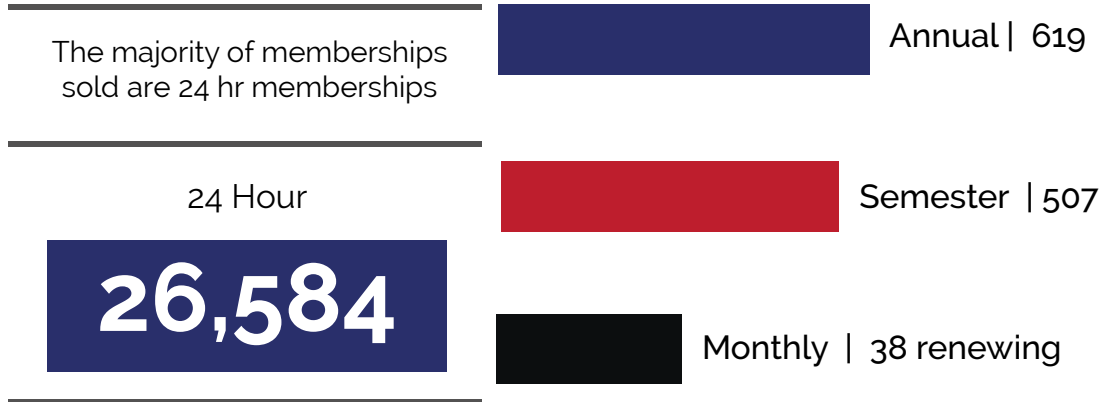
**481**  
MOST TRIPS TAKEN BY A FWBS MEMBER

ANNUAL MEMBER JON WILCOX IS A ROCKSTAR!



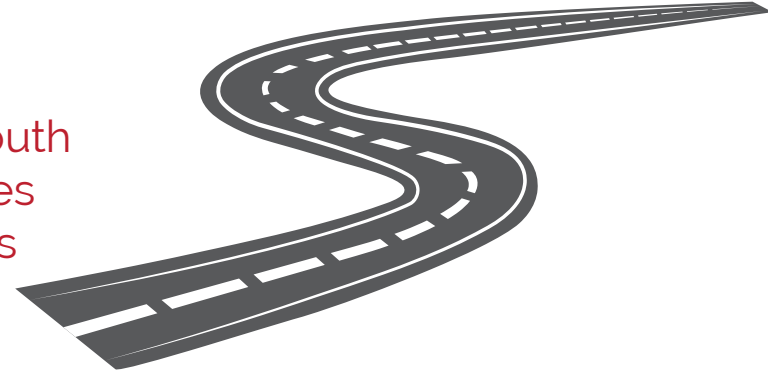
**86**  
AVERAGE MAINTENANCE HOURS PER WEEK

BRAVO  
FWBS MAINTENANCE TEAM!



**Top Route of 2017**

- Round trip route to **Trinity Park South**
- Average Trip Duration **47 minutes**
- Average Trip Distance **6.6 miles**



**265,559**  
TOTAL MILES

**10.5M**  
TOTAL CALORIES

**251,127 LBS**  
TOTAL CARBON OFFSET

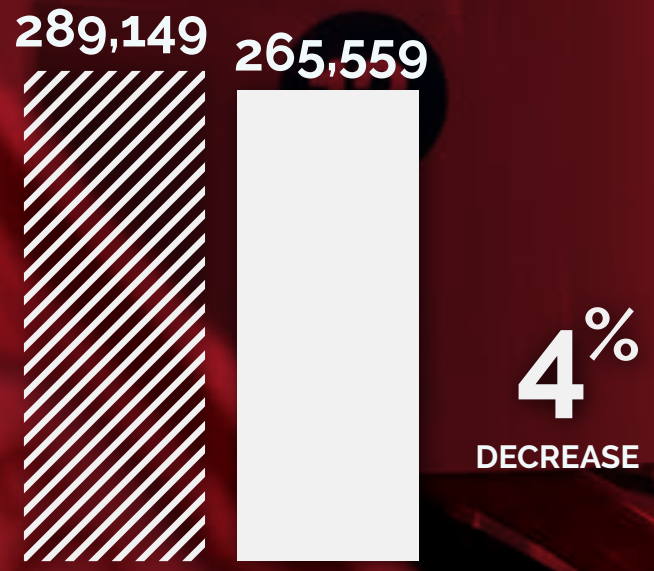


**996,332** 

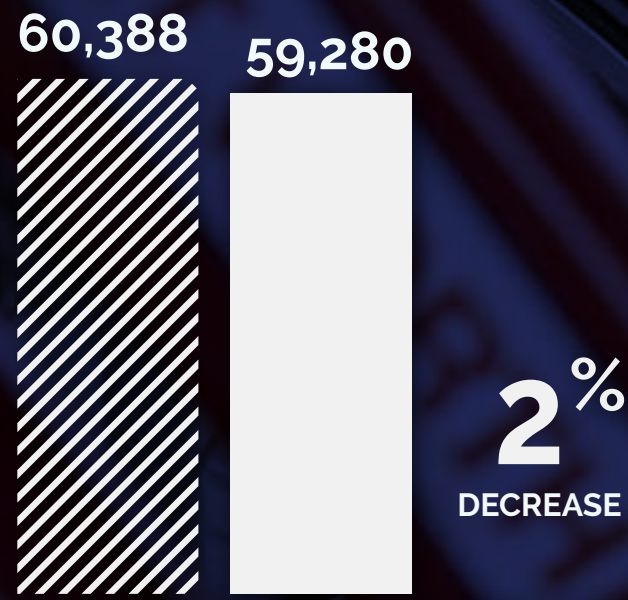
TOTAL MILES SINCE FWBS LAUNCHED IN APRIL 2013  
**THAT'S 40 TRIPS AROUND THE EARTH**



## YEAR-TO-YEAR REVIEW

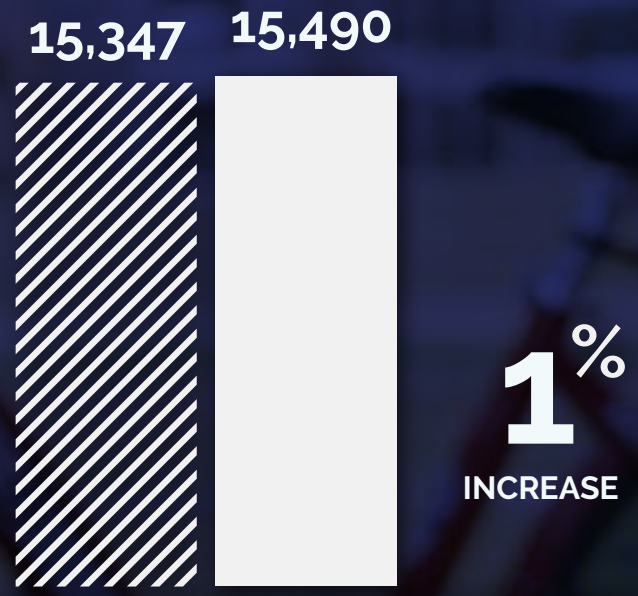


NUMBER OF MILES

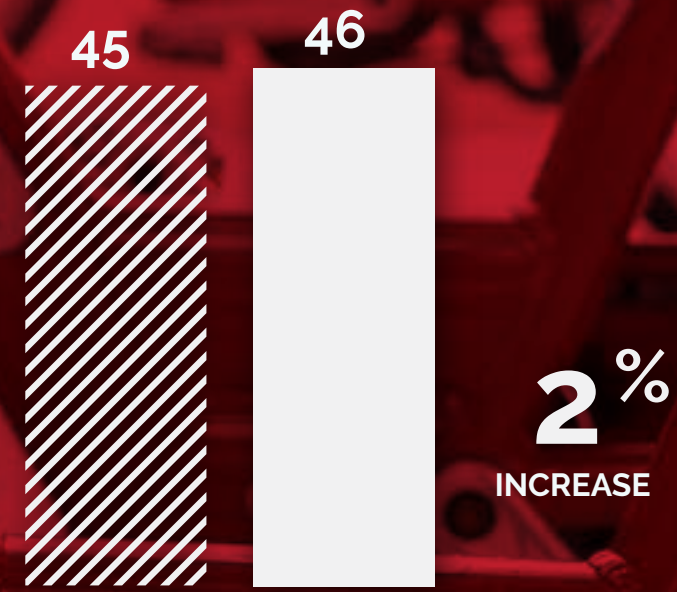


NUMBER OF BIKE TRIPS

2016 2017



NUMBER OF UNIQUE RIDERS



NUMBER OF STATIONS

2016 2017



# IN THE COMMUNITY



There was a great crowd at the Shamlee Library station opening!



FWBS riders love to valet their Bicycles at Fort Worth's Fourth.



Everyone had a blast on this group ride in Cobb Park.



Crossing the finish line at KimbellFest on a BCycle feels pretty sweet.

Bike to the Birdies at Colonial Golf Tournament grows in popularity every year.



Riding a BCycle on Bike to Work Day is easy & fun.



The City of Fort Worth Parks & Community Services Department enjoyed a beautiful ride on the Trinity Trails.



You know the holidays have arrived when the FWBS candy cane bikes are out!





## RIDER SPOTLIGHT

FWBS asked riders to share their experience using the system.



### *Johnny Campbell*

"FWBS is extremely handy and we need to support this program that operates correctly in our city. I use it primarily to commute between meetings in the downtown area. I always enjoy it when friends yell out their car windows when they recognize me on a bike."



### *Julie Kim*

"I use FWBS mostly for fun! I love taking a bike to my yoga classes- it's a great pre-workout warm up! FWBS is a great way to explore Fort Worth. It will bring the childhood whimsical joy out of anyone. I like that you can park the bikes at a station and not worry about whether or not it will still be there when I'm done with whatever I'm doing."



### *Tommy Simmons*

"I use FWBS to experience different communities in Fort Worth. Running errands takes on a whole new meaning on BCycle. When I use FWBS, I really feel like, who needs a car?"



### *Sara Viramontes*

"I use FWBS to run errands and get a workout in at the same time. One of my favorite ways to spend an afternoon on a BCycle is to ride the trails to the nearest coffee shop or taco place."

## FIRST MILE

In 2017, Fort Worth Bike Sharing continued its work with local, non-profit organizations to identify candidates for First Mile, its low-income membership program. While FWBS celebrates each new member, there is still work to be done to serve community members of every income level and background.

In 2018, FWBS will modify its website in an effort to create an equitable sign-up experience and streamlined access for more individuals. When the new site is online, anyone with a state-issued EBT card will be able to use their card number to automatically qualify for a reduced-price membership. Through various fundraising activities, including the always entertaining Lip Sync Battle (photos below), FWBS will raise funds for the website improvements.







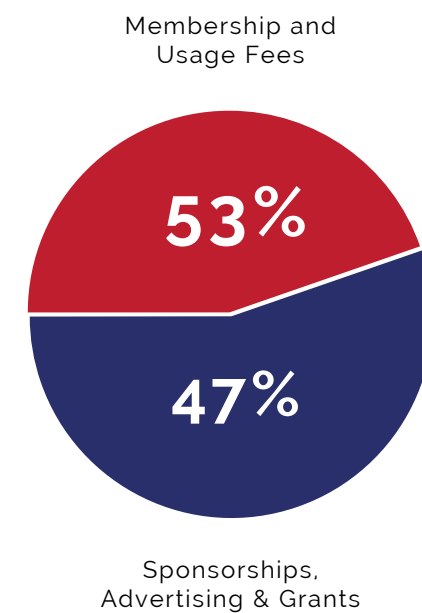
## TECHNOLOGY

The bikeshare industry has grown exponentially since its introduction in the United States about 10 years ago, but 2017 saw an unexpected surge when tech startups expanded operations from China to the United States. Long-term implications of these dockless systems are the topic of much discussion world-wide, as the business model is unproven. In the short-term, however, dockless bike sharing has pushed cycling as a means of transportation to the forefront of discussion in some of the largest cities in the country.

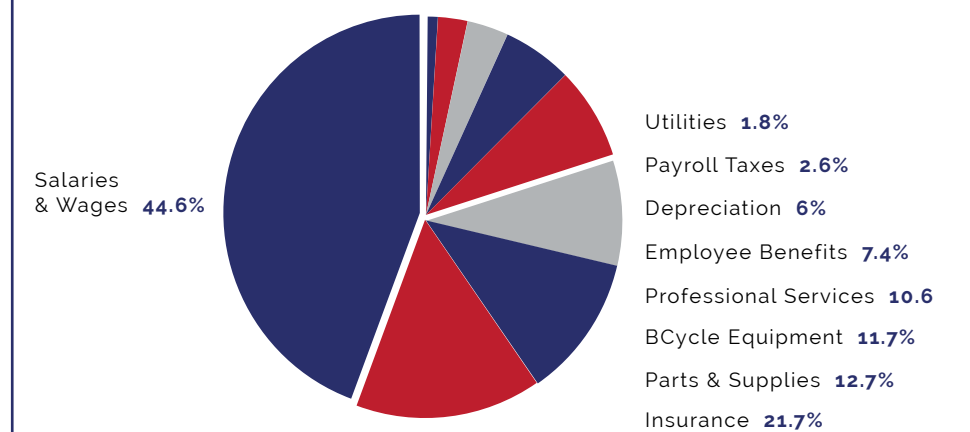
Fort Worth Bike Sharing will utilize that discussion to focus stakeholder efforts toward researching and implementing equipment options that will best meet the needs of our city. Among other options, FWBS is investigating electric-assist BCycles which provide a faster, less strenuous option for getting people where they need to go, but with the same minimal impact on our environment and efficient use of public space. FWBS will spend the next year working to identify funding that will enable the incorporation of new technologies into its existing system.

## FINANCIAL SUMMARY

TOTAL REVENUE FOR 2017 | **\$621,334**



TOTAL EXPENSES FOR 2017 | **\$545,606**





# SPONSORS & PARTNERS



# TOP STATIONS 2017

## TOP 10 ANNUAL MEMBERS STATIONS

- #1 THE TRAILHEAD AT CLEARFORK
- #2 TCU
- #3 CITY HALL
- #4 RIVERFRONT DRIVE
- #5 TRINITY UPTOWN
- #6 TRINITY PARK SOUTH
- #7 W. 7TH ST. & STAYTON
- #8 WESTBEND
- #9 TRINITY PARK NORTH
- #10 PANTHER ISLAND PAVILION

## TOP 10 24-HR MEMBERS STATIONS

- #1 TRINITY PARK SOUTH
- #2 TRINITY PARK NORTH
- #3 TRAILHEAD AT CLEARFORK
- #4 W. 7TH ST. & STAYTON
- #5 RIVERFRONT DRIVE
- #6 PANTHER ISLAND PAVILION
- #7 WESTBEND
- #8 OMNI HOTEL FORT WORTH
- #9 MONTGOMERY PLAZA
- #10 SUNDANCE SQUARE SOUTH



INSTAGRAM:  
FACEBOOK:  
TWITTER:

FWBIKESHARING  
/FortWorthBikeSharing  
@FWBikeSharing



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