



FORT WORTH BIKE SHARING

ADVERTISING KIT





About Us

Fort Worth Bike Sharing is a 501(c)(3) nonprofit organization in charge of operating Fort Worth BCycle.

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

Quick Facts

- Fort Worth Bike Sharing launched in April 2013
- According to recent Fort Worth Bike Sharing survey, 35% of bike share trips replaced a car trip
- 300 traditional bikes, 60 electric assist bikes; all made by Trek

Since April 2013:

- 90,000+ riders
- 360,000+ trips
- 1.7 million+ miles ridden
- 68.4 million+ estimated calories burned
- 1.6 million+ tons of estimated carbon offset





BIKECONOMICS

A study of the Nice Ride system in Minneapolis / St. Paul found that **members made a number of commercial trips that they would otherwise not have made** because of bike share.

Researchers calculated that Nice Ride members created an additional \$150,000 in economic activity at local businesses over the course of one bike share season (about 7 months).

-wilmingtonde.gov

In multiple studies, researchers found that **locals who roamed cities by bike generally spent more money in a week compared to those that went by car**. Austin, Texas' bicycle program is expected to bring in \$96,000-\$274,000 in extra income by the year 2020.

-studio-111.com

"A comprehensive study on what effects bike sharing has on local businesses examined 140 businesses within 0.1 miles from a Capital Bike Share station in the Washington, D.C. area. 70% of business owners and managers reported a positive impact on neighborhoods due to greater access to these areas. In addition, 16% of **bike share users reported that they engaged in new spending at these neighborhood businesses because of the access provided by bike sharing.**

- Medium.com

FWBS Riders

- College Educated
- <\$100,000 household income
- Over 50% female
- Average age 21-50

Trinity Trails

- 30,000-average trail traffic/month

Visitors & Students

- 9.1 million visits in 2018
- > 65,000 students in Tarrant County

Downtown Fort Worth

- 11.4k monthly visits to restaurants/bars
- 45,245 employees
- 9,684 residents

Consumer Reach

FWBS Stations Near Foot Traffic

- 17 downtown stations
- 10 stations in prime retail areas
- 10 stations on Trinity Trails
- 1 station at Central Station

FWBS Stations Near Car Traffic

- 5 stations on streets with > 20k cars/day
- 18 stations on streets with 5-10k cars/day
- 11 stations on streets with 1-5k cars/day

Bike Advertising

Our advertising opportunities are adaptable and customizable to suit your needs. All prices include print and install costs unless otherwise noted.

Traditional Bikes	Electric Bikes	Bike Wraps
\$50/big basket bikes per month \$60/small basket bikes per month	\$100/bike per month	\$150/e-bike per month \$100/traditional bike per month + \$500 one-time install fee

Since e-bikes were introduced to our fleet in spring 2019, they have been very popular. They are checked out twice as often as regular bikes.



Station Advertising



Station
End Cap Poster

\$130/per month

Station
Kiosk Decal

\$80/per month

Station Wraps

Kiosk Wrap- \$500/month

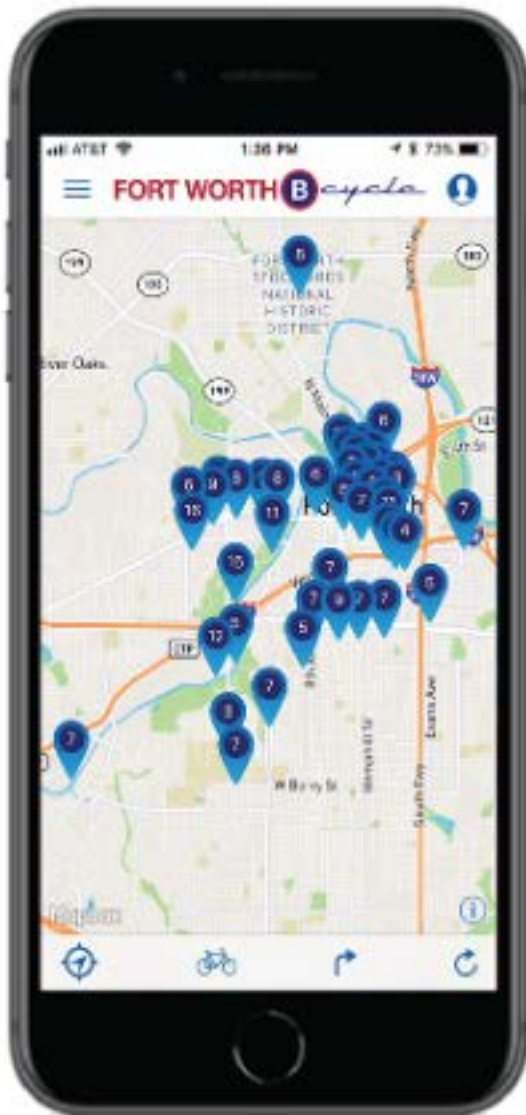
Dock Wrap- \$100/per dock/month

+ \$1,000 one-time install fee

Station size varies from 9 docks to 22.

Station wraps require a 6-month long or more commitment.

Advertising |



Digital Assets

Digital branding opportunities can be selected individually or added to any advertising package.

Advertisers can include a website link to include in messages.

**Text message content is limited to 140 characters or less.*

**Custom
Texts/Emails**

(\$.50 per text/email)

An average 1,000 texts & emails
get sent to riders per week