

# RideKC BIKE

## 2023 Annual Report



[www.ridekcbike.com](http://www.ridekcbike.com)

# Summary

RideKC Bike celebrated our tenth consecutive year of outstanding ridership growth, averaging nearly as many trips per month in 2023 as we did in our entire inaugural year in 2012. Kansas City has demonstrated a long term trend for active transportation demand and it continues to grow. Despite retiring forty bikes at the end of 2022, demand for service in 2023 increased. Trip rates on bikes were up by 25% and total trips increased by 8% overall.

Trip rates on our electric bikes were particularly strong. It demonstrates how electric bikes make it easier and more accessible for people to engage in active transportation and recreation. North Kansas City demonstrated the power of electric bikes when they upgraded their classic pedal bikes to electric at the beginning of the year. The electric upgrade resulted in more than four times the ridership from the previous year. We are hearing more stories than ever about how electric bikes have helped people overcome barriers related to age, ability, or fitness level, and encouraged more people to use active transportation options

With demand on the rise, RideKC Bike staff is also working on plans for expansion to help increase service availability. Stay tuned for announcements in 2024 for more bikes and service areas throughout Greater Kansas City.

## Data and trends

- Per bike trip rate increase by 25%
  - 8% increase in total ridership from 2022
  - 2021 was up by an increase of 25% from 2020
- 119,000 miles ridden
- 7.4 million calories burned
- Over 100,000 pounds of carbon offsets saved
- Average trip duration was 17 minutes
- Average trip distance was 2.3 miles
- 92% of riders rated their trip 4+ stars in the RideKC Bike app

## Equity

The Bike Share for All program provides low- to no-cost bike share services to social service agencies for their clients.

- 6 participating social service agencies
- 16% of the service fleet is located in low income neighborhoods

## About

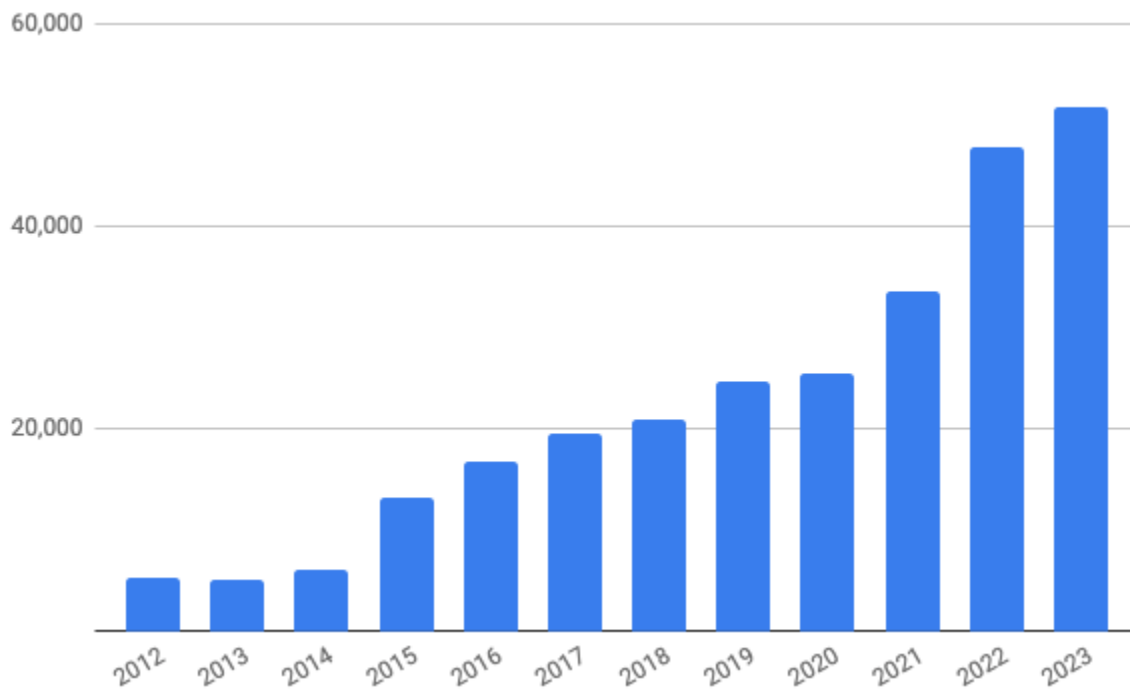
RideKC Bike is a public/private/nonprofit partnership between BikeWalkKC; KC Area Transportation Authority; the Aspiria campus in Overland Park; the Cities of Kansas City, MO; North Kansas City, MO; Lenexa, KS; and Johnson County, KS Parks and Recreation District.

# Ridership

Ridership had healthy growth throughout the region in 2023, with a **25%** increase in the trip rate per bike and **8%** growth overall. With Johnson County Parks and Ottawa University retiring bikes at the end of last year, the total number of bikes available was down. However, demand continued to increase over 2022. The areas of the metro that saw the largest trip rate increases were North Kansas City and Kansas City, KS; while other areas of the region stayed consistent with last year's record trip numbers.

- 51,707 total trips
- More than 8,500 unique users
- 310 bikes in service

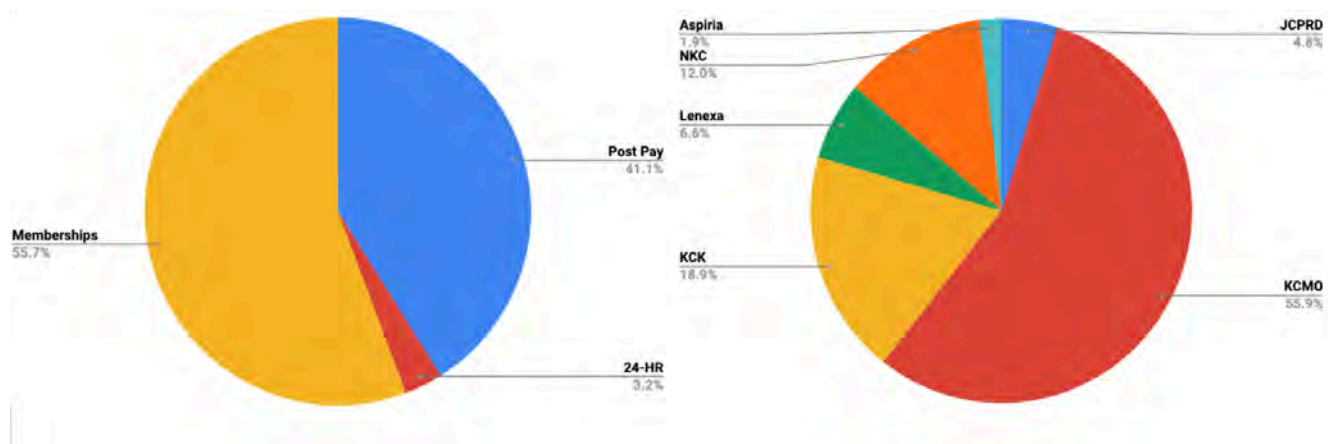
## Trips by year:



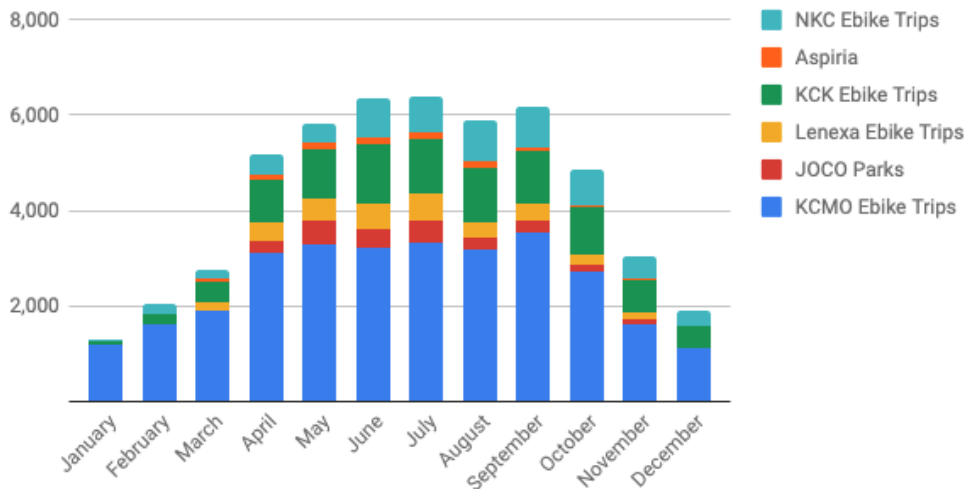
# Ridership Trends

Strong ridership during regular commuter hours remained consistent for the past two years, showing that the electric bikes are an essential tool for local transportation. RideKC Bike’s smart bikes allow users the flexibility to travel to a nearly unlimited number of locations, while maintaining parking controls. Park, trail, and other recreation based locations also demonstrated strong ridership rates similar to 2022 levels. Ridership grew steadily throughout the year, setting new monthly records for a full three months during peak season. It was not until the cold weather hit in late November and December that ridership began to decrease. However, even the last two months of 2023 outperformed the end of the previous year. Trip duration has remained consistent at around 17 minutes per trip. The usage rate was fairly even throughout the week, seeing only slight increases in ridership on weekend days.

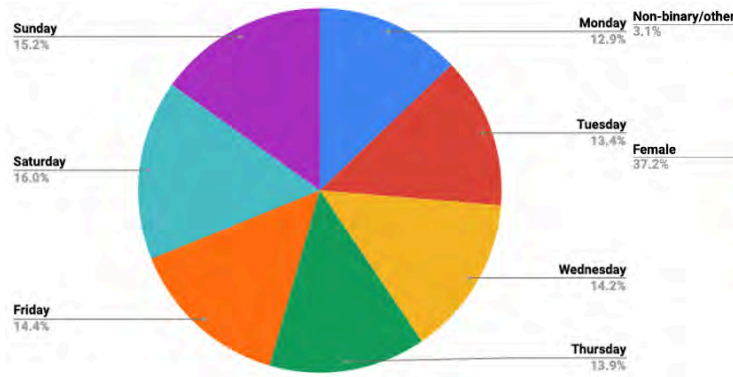
**Trips by Region and Pass Type:**



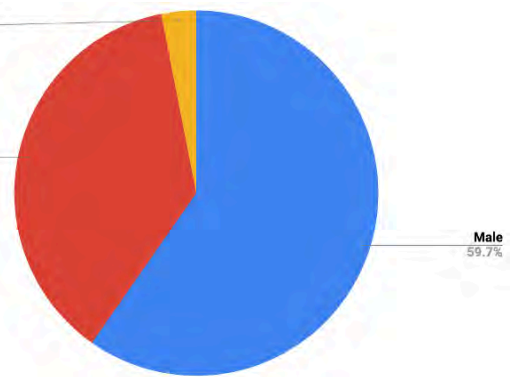
**Bike Trips by Month:**



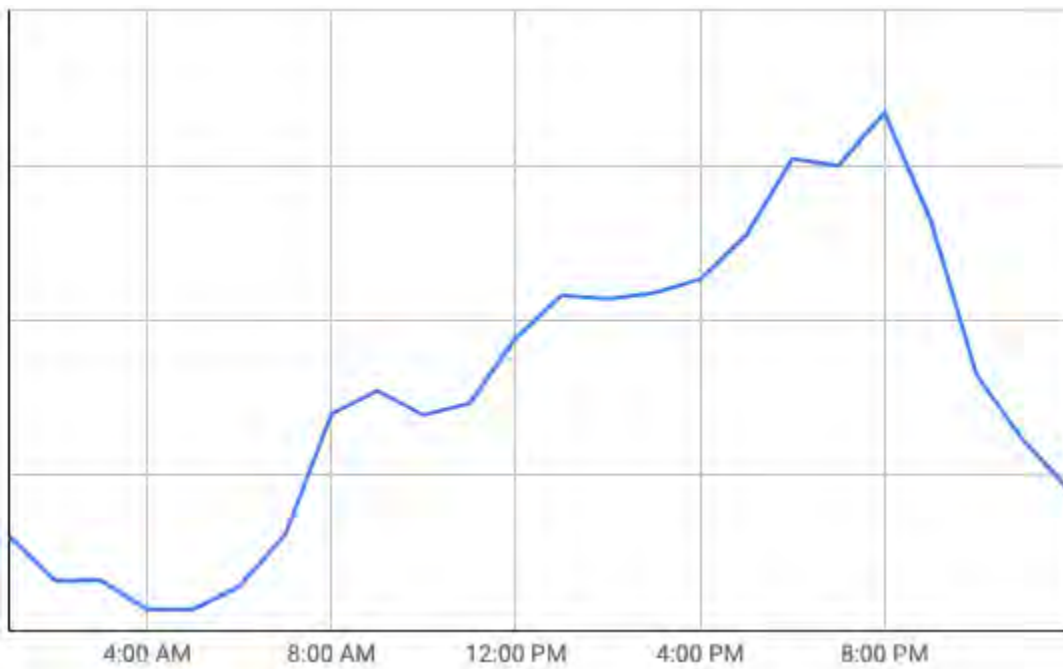
### Trips by Day of the Week:



### Gender:



### Bike Trips By Hour:



### Top 10 Most Popular Start Locations (out of 98 total sites):

1. Brookside 51
2. 3rd and Grand
3. Armour and Main
4. 13th and Grand
5. Brookside Shops
6. Berkley Riverfront
7. 47th and Mill
8. 18th and Oak
9. 47th and Mill
10. Blackhoof Park



## Transit Integration



Kansas City has been a national leader in cutting-edge public transit for several years, ensuring multiple modes are integrated under the RideKC brand, and working together on mobility issues. The RideKC network has received recognition for its use of the latest micro- and shared-use mobility, and for being one of the first transit systems to integrate bike and bus passes into its service.

RideKC Bike has closely collaborated with KCATA on bike share integration with other public transit services. Bike share is an important piece of the transportation network by giving healthy, green, and fun alternative options to those who need it most. Now co-located more than ever with bus and streetcar service, RideKC Bike helps bridge the gap of first- and last-mile transportation. Of the RideKC Bike hubs, **40%** are co-located with other public transit stops, and more than **60%** of trips end near a RideKC transit stop. Past rider surveys have shown that **one-third** of RideKC Bike users use other RideKC services, such as bus, streetcar, microtransit, and flex. This successful integration of transportation options has propelled RideKC as a national model, with several other U.S. cities adopting Kansas City's approach.

RideKC Bike is fully integrated into the Transit app. The app offers all RideKC Bus and Bike services in one convenient location, making it easier than ever to find the mode that is best for your trip. Clicking on a bike in the Transit app automatically opens the RideKC Bike app, and it seamlessly preloads a screen so the user can scan the QR code on the bike.

## Bike Share for All

RideKC Bike's Bike Share for All Program connects social service agencies and community organizations with free and reduced-fee bike share services to their clients. Our staff frequently receive requests for bike share locations and services in underserved neighborhoods. Sixteen percent of the current fleet was dedicated to serving LifeX zip codes and other low income neighborhoods in 2023. There continues to be more and more demand to serve areas that have low rates of auto ownership and high correlations of public transit use.

Low income individuals who receive services from one of our Community Partner Organizations, are eligible for an Annual Membership for just \$10 (regularly \$149) to help with daily transportation, or free individual ride credits to help with short term transportation needs (regularly \$18). More than 300 people utilized free or reduced cost bike share access in 2023.

We are committed to bringing low cost transportation services to underserved communities, but we cannot do it without the support and investment of community partners and philanthropic leaders. Thank you to our partners for joining us in this work.

### **RideKC Bike Share for All Community Partner Organizations:**

- ❖ Hope Faith Ministries
- ❖ Healing House Kansas City
- ❖ Westside Housing Authority
- ❖ Metro Lutheran Ministry
- ❖ Rosedale Development Association
- ❖ Jerusalem Farm



RideKC members take a group ride near downtown Kansas City

## Kansas City, Missouri

Ridership in Kansas City, Missouri continues to represent the majority of ridership in the Greater Kansas City Metro. After a record 25% increase in trips for 2022, ridership in Kansas City stayed flat in 2023. Demand for the service remains high with regular requests from the public to stock more bikes at hub locations; however, bike and battery capacity at the current service level is reaching capacity. Several of the top performing hubs have an average empty rate of two hours or less, which indicates demand is considerably higher than the currently available service level.

Kansas City, Missouri's ridership trends closely reflect the regional average, with an average trip duration of 18 minutes and an average trip length of 2.4 miles. Kansas City remains the top final destination for users of RideKC Bikes who cross a municipal boundary from surrounding communities.

### **Top 15 Most Popular Start Locations (out of 98 total):**

1. Brookside 51
2. 3rd and Grand
3. Armour and Main
4. 13th and Grand
5. Brookside Shops
6. Berkley Riverfront
7. 47th and Mill
8. 18th and Oak
9. 47th and Mill
10. Plaza 209
11. Martini Corner
12. 4th and Delaware
13. Union Station
14. Freighthouse District
15. Nelson Atkins Museum



## North Kansas City, Missouri

North Kansas City replaced their legacy pedal bike fleet this year with the new electric bikes. Although the season started off with a chilly ribbon cutting for the new bikes in January, the ridership quickly heated up. North Kansas City ended the year with a **413%** increase in total ridership going from pedal to electric bikes! That is the largest year-over-year increase ever achieved in the Kansas City region. It's clear that North Kansas City residents and visitors have embraced the new electric bikes.

North Kansas City's ridership trends are close to that of the regional average, having an average trip duration of 16 minutes and average trip length of 2.1 miles. The need for balancing services has also increased this year, due to the increase in total trips and people riding the bikes to other municipalities now that crossing the Heart of America Bridge is nearly effortless with the electric assist.

### North Kansas City Performance Rank:

1. 29th and Swift
2. 18th and Swift
3. Armour and Iron



A rider crossing the Heart of America Bridge connecting North Kansas City to Kansas City, Missouri

# Johnson County Parks and Recreation District

Although Johnson County Parks and Recreation District (JCPRD) reduced its fleet size this year by 40% resulting in a decrease of total trips, the per bike trip rate actually increased by nearly 50%. This result shows that the bikes remain a popular park amenity even with reduced service levels. JCPRD bikes continue to have a higher trip rate than the same classic bikes in Kansas City, MO. Shawnee Mission Park (SMP) and Heritage Park saw especially high ridership at locations adjacent to safe and convenient areas to ride, such as trails and other amenities.

RideKC Bike staff received multiple requests from the public to add electric bikes to JCPRD bike share hubs over the past two years. The high ridership of the neighboring electric bikes in Lenexa Parks demonstrated that there is significant demand in the area for this service.

Rider stories from the survey:

“RideKC bikes in the JoCo Parks are popular and give people a great recreational option they may not have even considered!”

“I use the bikes to ride around Shawnee Mission Park, love having them in the parks!”

## **JCPRD Hub Performance Rank:**

1. SMP Dam
2. Meadowbrook Park
3. Heritage Park 3
4. SMP 1
5. Heritage Park Marina
6. SMP Ball Field
7. Heritage Park Shelter 10
8. SMP John Barkley Plaza
9. Meadowbrook Kessler Residences
10. Little Mill Creek North Park

# City of Lenexa

Lenexa's electric bikes again performed well, leading the region in farebox recovery rates. Locations such as Blackhoof Park and Sar Ko Par had particularly high usage rates, and rank among the busiest bike share locations in the Greater Kansas City Metro.

Because of the proximity to protected infrastructure such as parks and trails, Lenexa's electric bikes continue to have the highest average trip duration at 34 minutes per trip. Although total ridership decreased by 2% compared to 2022, average trip duration increased by 9%. This means total utilization is up from last year, but has led to an increase in demand for battery charging services.

Rider stories from the survey:

"I use the RideKC electric bikes for playing disc golf at Blackhoof Park. It is incredible."

## Lenexa Hub Performance Rank:

1. Black Hoof Park South
2. Black Hoof Park North
3. Sar Ko Par East
4. Little Mill Creek North Park
5. Civic Campus
6. Sar Ko Par West
7. Central Green
8. Old Town Lenexa



Electric bikes ready to ride at the Lenexa Civic Center Hub

# Kansas City, Kansas

After a record ridership increase of 83% last year in Kansas City, KS (KCK), 2023 again showed strong growth with another 17% increase in total trips. There was also a significant rate of cross traffic, with KCK bikes traveling to other local municipalities, such as Westwood, as well as neighborhoods throughout Kansas City, Missouri. KCK bikes have one of the highest trips per bike rates in the region, second only to Kansas City, Missouri.

KCK had comparable ridership by day and time compared to the rest of the Kansas City region. Peak usage time during 4-6 p.m. also matched other areas of the region. Average trip duration was 16 minutes, which is slightly shorter than the regional average by approximately one minute. The geofence boundary was also expanded this year, allowing residents to ride further west and north than before, including to the Unified Government's Neighborhood Resource Center.

## **KCK Hub Performance Rank:**

1. City Hall
2. Northwood Shopping Center
3. 39th and KU Med
4. SW Blvd. and Iowa St.
5. Rosedale Park
6. Fisher Park
7. SW Boulevard and 8th
8. KU Medical Student Center
9. 39th and Rainbow



Electric bikes ready to go at the KU Medical Student Center Hub



## The Aspiria Campus

As RideKC Bike's largest corporate campus bike share program, Aspiria is a leading example of green, sustainable transportation options for the workplace. With a mixed fleet of both electric and classic bikes, tenants of the former Sprint campus can move around the large campus and visit more offsite locations than ever before. In addition to the seven bike share hubs that are located in easily accessible locations for tenants and visitors, each building on campus was also equipped with bike racks at the entrance to ensure easy and convenient parking that is unmatched in the region.

With 188 memberships redeemed this year, people on campus are actively using the bikes. Average trip duration is 15 minutes, which is just two minutes shorter than the regional average. RideKC Bike staff also noted an increased pattern of Aspiria bikes ending up in Kansas City, Missouri and vice versa. This indicates that more people are beginning to use the service for commuting to work between Overland Park and Kansas City.



**KC Wolf enjoying a ride during the Red Wednesday event at the Aspiria Campus**



# Annual Rider Survey

467 responses were collected from riders during the 2023 survey. Below are some of the results, as well as comments from respondents:

- 90%** of respondents said they were likely or very likely to recommend RideKC Bike.
- 69%** of respondents reported health benefits such as improved fitness, improved energy levels, reduced stress, and better mood.
- 36%** of respondents said they would have driven alone for their trips if they had not used RideKC Bike.
- 66%** of respondents said RideKC Bike saved them money on things such as car ownership expenses, less expensive food options, and gym memberships.

## **Rider stories and feedback from survey:**

*“I find that the bikeshare program is the perfect way to make use of ebikes. I'm so glad this program exists and I hope it continues to grow and serve more of KC!”*

*“RideKC bikes have changed my downtown experience! They are easy to use and I can usually find them all over Kansas City.”*

*“RideKC has allowed me an extra level of transportation freedom that I would not normally have. For that, I thank you.”*

*“When I found myself without a car this year, my membership allowed me to safely get to most places that I needed to go, in an economical manner. It's a fantastic deal for a fantastic service!”*

*“I love Ride KC bike! The electric bikes are so much fun to ride. The service is so important to our vibrant and accessible community. Also a shout out to the kind member of the ride KC team who I met while out on a ride!”*

*“When I was younger I always rode a bike and last year I rode a RideKC bike it's been about 45 years since I've ridden a bicycle and I had the best time of my adult life I had the biggest smile riding downtown and to the Plaza it brought back so many memories thank you for electric bikes!”*

*“I don't own a car and already owned a bike when I started riding these bikes. They help me when I miss the bus or to skip a long transfer by just taking a bike home. I can feel refreshed from time outdoors getting to work without arriving super sweaty and needing to bring an extra set of clothes. The customer service to any issues is quickly responsive.”*

**Rider stories continued:**

*"My fiance and I rode the RideKC bikes from NKC to crossroads to eat grinders pizza. We ended up being able to visit multiple restaurants with pizza because riding around on the bikes was so much fun!"*

*"I don't own a car and already owned a bike when I started riding these bikes. They help me when I miss the bus or to skip a long transfer by just taking a bike home. I can feel refreshed from time outdoors getting to work without arriving super sweaty and needing to bring an extra set of clothes. The customer service to any issues is quickly responsive."*

*"We were in KC for my 50th birthday. We decided we wanted some fun and less difficult exercise. It was such a beautiful and breezy way to experience the area. It was the exact amount of effort and smooth sailing. Thank you for the opportunity to make this ride part of my birthday celebration."*

*"I have been able to convince friends to cycle together to increasingly distant locations thanks to the ease and convenience of the ebikes. We are closer and closer to becoming a zero car household."*

*"I'm a school teacher. The transmission went out in my car at the end of the school year. It would be 4 weeks before my car was repaired, so I appreciated RideKC ebikes to use as transportation to and from work during the final couple weeks of school."*

*"Our public transit system has enough gaps that it's not always especially useful. Being able to grab a bike to cover those gaps is an absolute game changer."*

*"I LOVE THIS PROGRAM. It's healthy, affordable and safe. I have personally gotten 5 other friends to sign up for memberships!"*

*"KC has by far the best bike share system compared to other cities I've gone to."*

*"It was the best to use to ride into the city for the chiefs Super Bowl parade. I love using the e-bikes and have been saving up to get my own since I have enjoyed riding so much."*

*"I sold my car, and use RideKC bike for a lot of my trips."*

*"The pure joy of my 80+ year old father-in-law riding an electric bike for the first time. We only had two rides together before he passed away, and he loved both of them like a little kid would getting the freedom of their first bike."*

*"I used to wait for 20-30 minutes to take bus to university but after started using bike I reach destination within 15 min"*

*"I use public transit often but the e-bikes are often the fastest way for me to get around. Thank you for everything you guys do to keep e-bikes in the city!"*

# Special Projects

## Community Dashboard

RideKC Bike's Community Dashboard allows the public to see anonymized data on bike usage, routes, and performance trends. The dashboard displays data from recent months, and also provides historical data going back to the program launch in 2012. This site serves as a valuable public resource for tracking different types of bike share data to help inform the community's decision-making process around transit options and investments.



The Community Dashboard can be found at the following link:

<https://dashboards.mysidewalk.com/bikewalkkc-organizational-impact/mobility>

## Community Events

- MARC Bike Month Lunch and Learn
- North Kansas City Electric Bike Launch
- Unified Government Bike Demonstration
- National Bike Month Ad Campaign
- MARC Electric Bike Petting Zoo
- Toole Design Group Shop Tour and Bike Demonstration
- UMKC Electric Bike Demonstration
- Young Professionals in Transportation Shop Tour and Networking Event
- Red Friday at Aspiria

# Thank You, Partners!



[www.ridekcbike.com](http://www.ridekcbike.com)