

Unified Government Annual Bike Share Report 2021



Report Summary

RideKC Bike is proud to announce 2021 as another record breaking year for ridership. The bike boom of the pandemic has not slowed down, leading to significant ridership across the region, thanks in part to expansion in Kansas City, KS.

Ridership in Kansas City, KS got off to a bit of a slow start, but steadily gained momentum throughout the year. Ridership on UG bikes in the 3rd quarter was **56%** higher than in the 2nd quarter, and the final months of the season were some of the top performing months to date. Other challenges also contributed to the slow start such as the ongoing pandemic and not having KU Med fully back on campus. Once they are back, those two hubs on site should see a significant increase in traffic. There was also a high rate of cross traffic, with UG bikes traveling to other municipalities like Kansas City, MO and Johnson County. While trips to Johnson County were less frequent, trips across the state line to Missouri made up **17%** of total trips.

2021 Ridership

Month	Trips
April	9
May	61
June	154
July	134
August	201
September	289
October	241
November	264
Total	1,353

→ UG bikes represent 5% of total bike share trips for the RideKC bike share system throughout the Greater Kansas City region.

Rider Trends

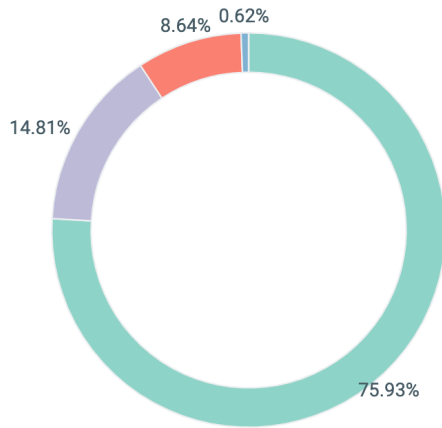
Average Trip Duration: 21 minutes

% of Trips Traveling Across Regional Boundaries: 17%

Ridership Peak Time: 1-5pm

User Breakdown by Trips:

- Post pay
- Member
- 24h pass
- Voucher



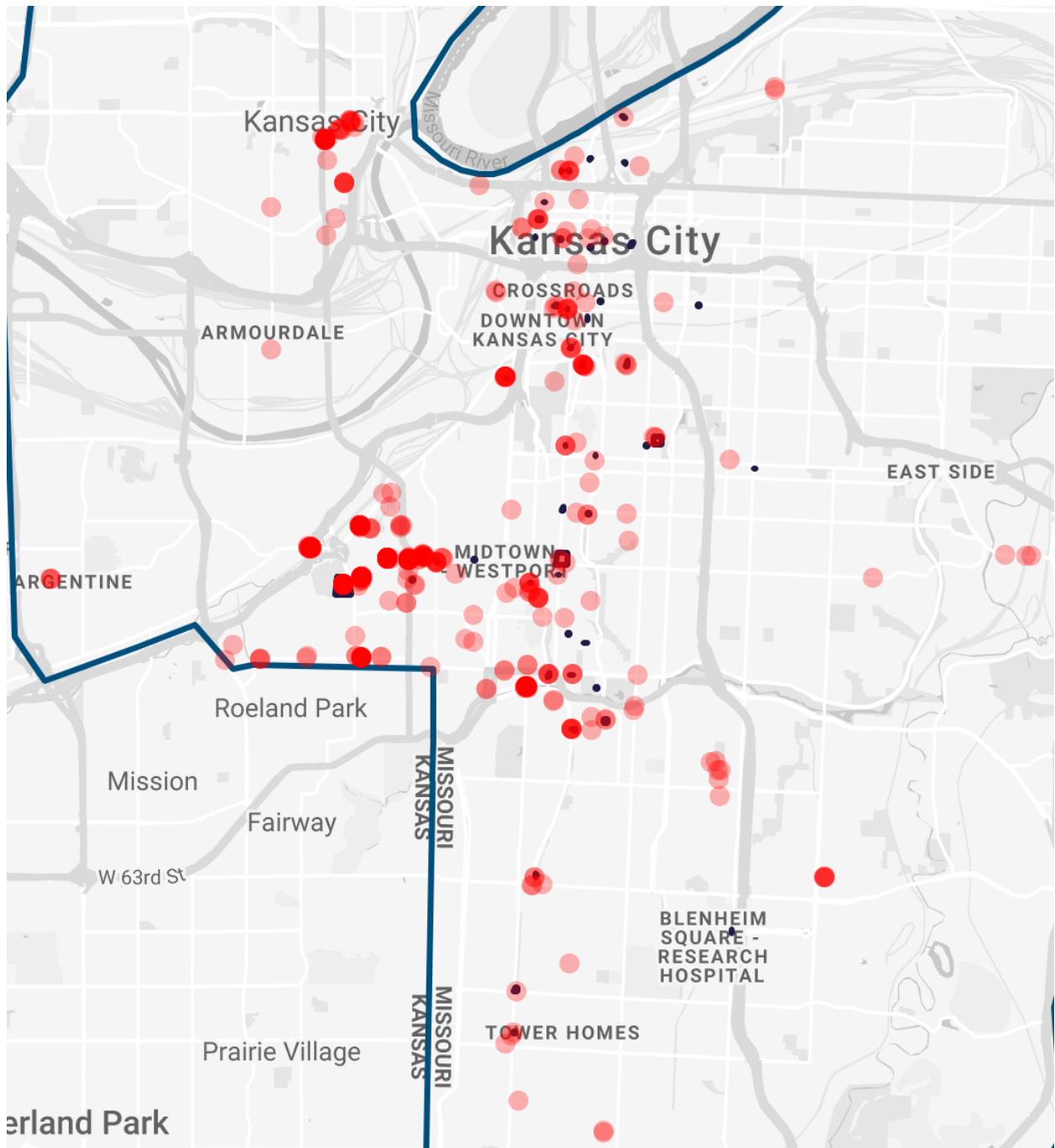
Week Day Performance Rank (Most trips to least):

1. Fridays
2. Sundays
3. Saturdays
4. Tuesdays
5. Thursdays
6. Wednesdays
7. Mondays

Top 5 Hubs of 2021 (most trips started):

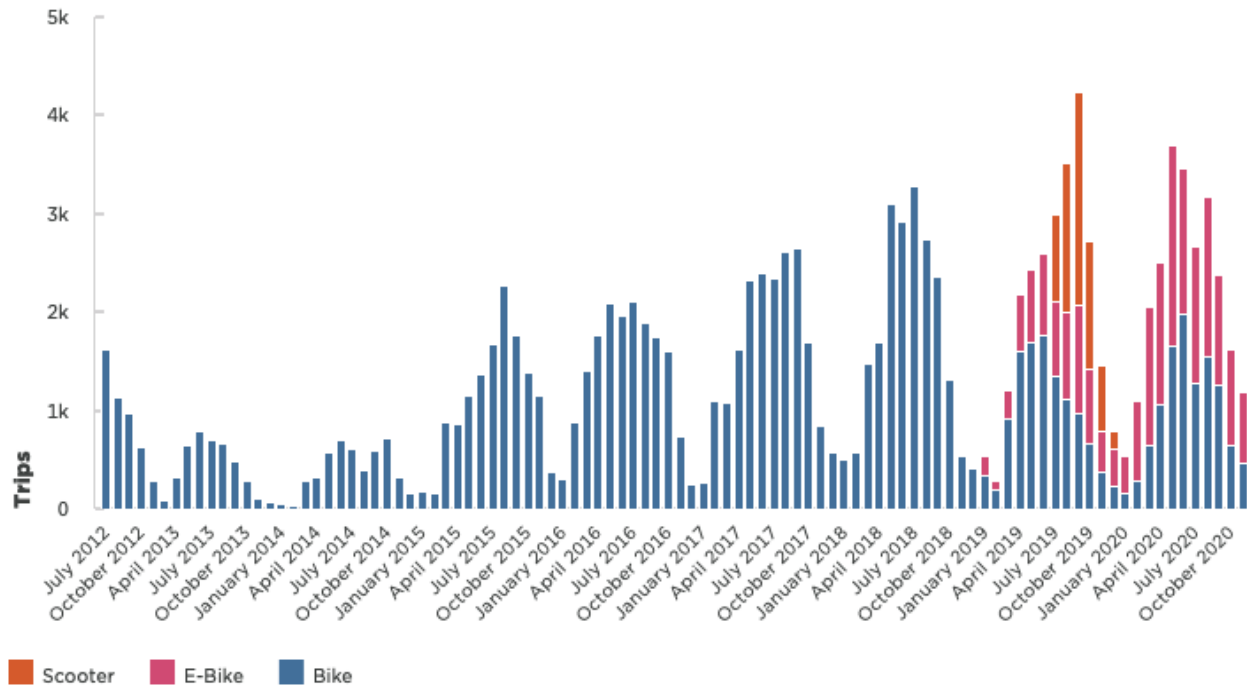
1. SW Blvd. and 8th
2. Rosedale Park
3. Fisher Park
4. SW Blvd. and Iowa
5. 39th and KU Med

End Trip Locations Map:



Community Dashboard

RideKC Bike's new Community Dashboard allows the public to see de-identified data on bike usage trends, routes, and performance. The dashboard lets people to not only see data from recent months, but also contains historical data back to the program launch in 2012. This site will serve as a valuable resource for tracking different types of bike share data and making it easily accessible to both the public and community stakeholders going forward.



The Community Dashboard can be found at the following link:

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

Future Considerations

Community Outreach

The launch event was a great starting point that generated some initial excitement about the new bikes. Now that the program has become established, community outreach will play a role in helping drive hub usage. This will be particularly important for outreach with stakeholders in close proximity to the hubs such as KU Med, Rosedale Development Association, and others.

RideKC Bike makes available regular training sessions for any city staff or associated organizations that may be interested in promoting the service or becoming an equity partner.

Convenience Fee

RideKC Bike staff is proposing a change to the user fee structure through use of a “Convenience Fee” for parking outside of hubs. This fee will apply a small fee of \$2 to each user’s account whenever a bike trip is not ended within an approved, geofenced hub location. Conversely, the same fee will be credited on any bike trips that start outside of a hub and properly end back at one of the approved hub locations. Therefore incentivizing users to return bikes at approved locations, while also providing flexibility for where the bikes can go.

This change is based on research in other communities around the United States, that operate a similar model of bike share program. Communities such as Colorado Springs and New Orleans have used this same Convenience Fee feature to successfully decrease parking issues, keep hub locations well stocked, and help generate revenue from trips that were normally more costly for operations.

With approval from all regional bike share partners, this new fee is planned for roll out in the second half of 2022. Any changes will be posted and communicated to local partners, members, and the public at least 90 days in advance.

Micro Mobility Policy

RideKC Bike recommends a micro mobility policy that is consistent with the lock-to hub model that has been adopted by KCATA as the regional model. Having free floating scooters running alongside lock-to hub based bike share has been problematic with parking as well as both user and private vendor behavior. Scooters block access to bike share equipment daily, and the vendors have refused to adapt their operations to fix the situation after multiple attempts by RideKC staff to raise the concerns and educate them on proper parking. The free floating model’s lack of user accountability has also trained the public to park RideKC Bike equipment improperly. This leads to other improper parking such as on ADA ramps, sidewalks, bike lanes, and other infrastructure. These factors have contributed to higher operations costs for RideKC Bike as well as user confusion for parking expectations between micro mobility modes.