

RideKC BIKE

2024 Annual Report



www.ridekcbike.com

Regional Analysis

Summary

2024 marked the 12th year that RideKC Bike has served the Greater Kansas City community with bike share service. Bike utilization rates are now more than 75% higher than it was over a decade ago. Kansas City has demonstrated a long term trend for active transportation demand and it continues to grow. Average bike deployment rates decreased in 2024 due to retirement of fleet bikes and batteries, as well as challenges with increased theft and vandalism rates; however, despite having 14% less average daily bikes in service across the metro this year, utilization demand rates for electric bikes increased by 8% and just over 2% for bikes overall across the metro.

Trip rates on our electric bikes remain particularly strong, with communities most heavily invested in electric bikes making the largest strides in utilization rates and meeting community demand. Kansas City, KS and the City of North Kansas City again marked back to back years of double digit growth in electric bike utilization. This continues to demonstrate how electric bikes make it easier and more accessible for people to engage in active transportation and recreation. RideKC Bike's smart bikes allow users the flexibility to travel to a nearly unlimited number of locations, while maintaining parking controls.

With demand on the rise for residents as well as large events such as the World Cup, RideKC Bike staff is also working on plans for expansion to help increase service availability. Stay tuned for announcements in 2025 for more bikes and service areas throughout Greater Kansas City.

Data and trends

- Per bike trip rate increase by 8% for electric bikes and 2% across all bikes in the metro
- 102,000 miles ridden
- 6.5 million calories burned
- 100,000 pounds of carbon offsets saved
- Average trip duration was 16.3 minutes
- Average trip distance was 2.2 miles
- 92% of riders rated their trip 4+ stars in the RideKC Bike app
- 91% of surveyed riders say they're likely or very likely to recommend RideKC Bike

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

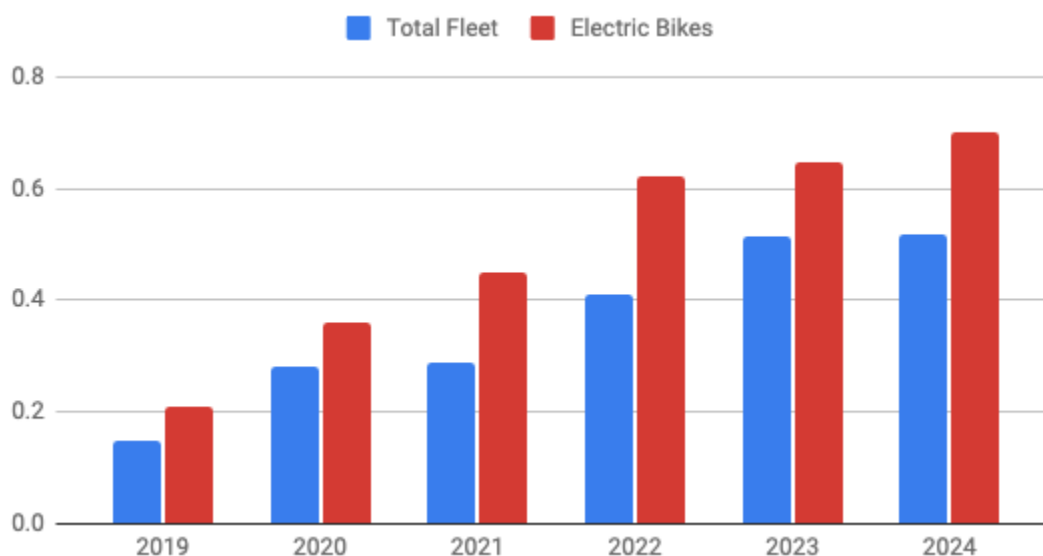
RideKC Bike is a public/private/nonprofit partnership between BikeWalkKC; KC Area Transportation Authority; the Aspiria campus in Overland Park; the Cities of Kansas City, MO; North Kansas City, MO; Lenexa, KS; and Johnson County, KS Parks and Recreation District.

Ridership

Ridership demand rates were strong again this year, with utilization rates of electric bikes increasing by 8% and 2% overall for the fleet across the metro. With Johnson County Parks retiring nearly half of their fleet of bikes and theft and vandalism of bikes in Kansas City, Missouri reaching the highest in program history, the average number of daily availability was down by 14%. Funding delays also led to delays in planned upgrades to electric bike batteries. However, demand continued to increase throughout the year. The strongest increases in utilization occurred in the 3rd quarter when the new generation of high capacity batteries began service, allowing riders over 40% more ride time per charge and increasing the number of bikes available for service. 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 or slightly above last year's record trip numbers.

- 47,351 total trips
- More than 8,500 unique users
- 375 total bikes in service

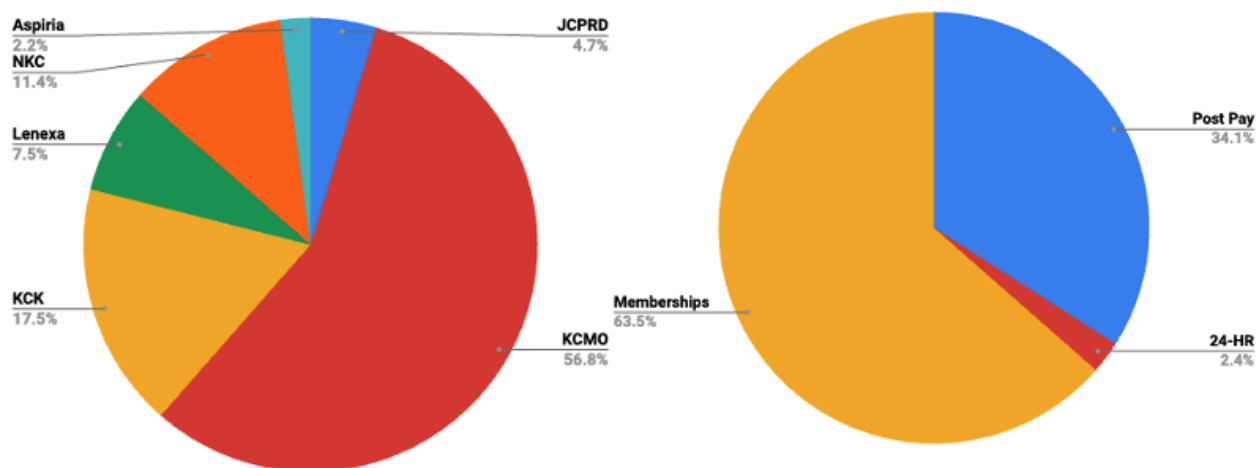
Utilization rates by year:



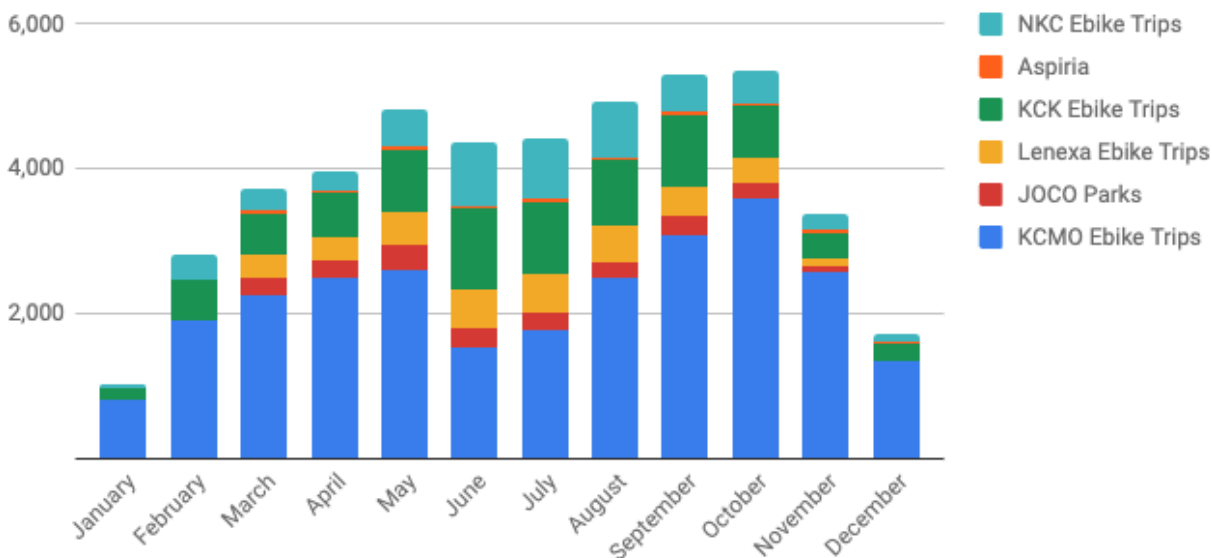
Ridership Trends

Strong ridership during regular commuter hours and weekdays remained consistent for the past three years, showing that the electric bikes are an essential tool for local transportation. Members made up a higher portion of trips than any year in the past, increasing by 8% from 2023. The disparity between male and female riders also decreased for the third year in a row, with female ridership making up 41% of riders. Average trip duration and distance has remained consistent at around 16 minutes and just over 2 miles for the past several years.

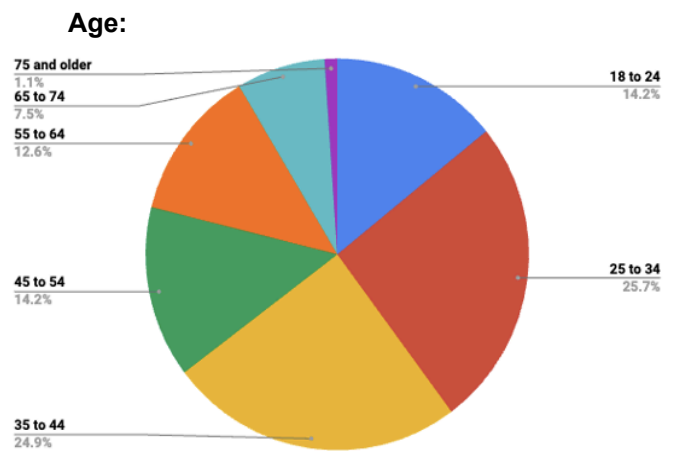
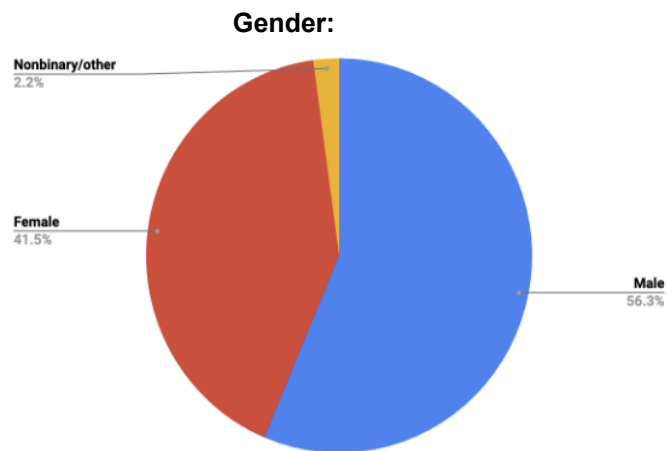
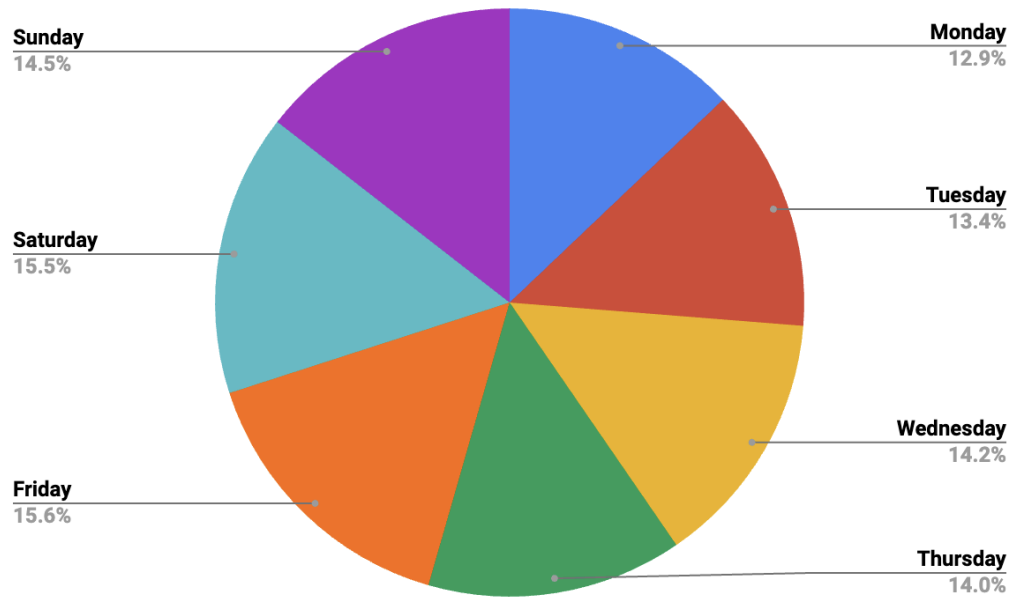
Trips by Region and Pass Type:



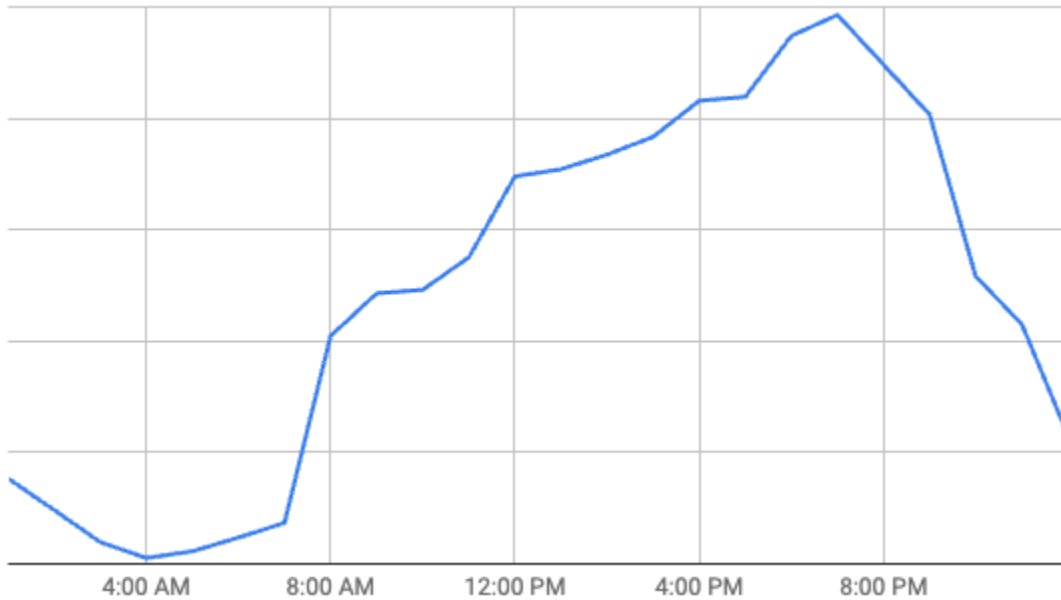
Bike Trips by Month:



Trips by Day of the Week:



Bike Usage By Hour:



Top 20 Most Popular Start Locations (out of 98 total hubs):

- | | |
|---------------------------------|-------------------------------|
| 1. 51st & Brookside Blvd | 11. 18th and Oak |
| 2. 4th & Delaware | 12. Martini Corner |
| 3. 47th & Mill | 13. Nelson Atkins Museum |
| 4. Woodside | 14. Freighthouse District |
| 5. Blackhoof Park (South) | 15. 39th & KU Med |
| 6. Union Station | 16. 13th & Grand |
| 7. Little Mill Creek North Park | 17. Berkley Riverfront |
| 8. Plaza 209 | 18. Brookside Shops |
| 9. 40th & Broadway | 19. Sar Ko Par |
| 10. Armour and Main | 20. Kansas City Art Institute |

RideKC BIKE

Scan QR code to unlock bike and start

Pedal an e-bike to get a boost, ride safely and follow regulations

Park correctly within the coverage area, check app for instructions

Lock and secure the bike with cable, submit photo to end trip

GET IT ON
 Google Play

Download on the
 App Store

Download the "RideKC Bike" app

ridekcbike.com

powered by

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. **40%** of surveyed riders say they use RideKC Bike in conjunction with other RideKC services, which is an increase of **7%** from previous years. 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.



Union Station Multimodal Hub

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. **16%** of the current fleet was dedicated to serving LifeX zip codes and other low income neighborhoods in 2024. 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. However, many of our underserved communities are lacking the bike and pedestrian infrastructure that is the number one indicator of bike share use. Having quality bike and pedestrian infrastructure would lead to direct improvements in bike share utilization as well as increased 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. More than 100 people utilized free or reduced cost bike share access in 2024.

RideKC Bike staff understand that more people need access to low cost transportation services. As such, beginning January 1st, 2025 anyone can now earn free membership access through the addition of RideKC Bike's new Bike Wrangler Program. This innovative program allows any monthly member in the community who returns at least 20 bikes from Out-Of-Hub back to an official Hub location to automatically receive free membership access the following calendar month. Monthly Members receive the same 80-minutes of daily free ride time as Annual Members, allowing yet another opportunity for zero cost access to transportation within the community. Need more than 80 minutes per day? Additional daily ride time can be earned when more than the minimum 20 bikes are returned to Hubs, with the possibility of earning up to 140 free daily minutes of ride time each month.

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

Annual Rider Survey

452 responses were collected from riders during the 2024 survey. Below are some of the results, as well as comments from respondents:

- ☐ **91%** of respondents said they were likely or very likely to recommend RideKC Bike.
- ☐ **84%** of respondents reported health benefits such as improved fitness, improved energy levels, reduced stress, and better mood.
- ☐ **34%** of respondents said they would have driven alone for their trips if they had not used RideKC Bike.
- ☐ **77%** 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 loved it. I'm disabled, but with the assist from the e-bike, I felt free."

"My mom was at KU Med for several months last year. I was able to be with her every single day only because of the 39th Street bus route & RideKC Bikes. With one active kid and three dogs, I could not risk leaving my wife without a car. I soon learned that KC busses do not run overnight, but was able to always find a late way home through a RideKC Bike around KU Med. I truly appreciate you, RideKC!"

"Whenever I get a chance I try to use RideKC Bikes, it saved me lots of times from being late to meetings and classes instead when I used to walk to campus."

"This year I got almost all of my holiday shopping done via travel by RideKC Bike bikes."

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

"Great option for getting to work!"

"My friends and I needed a reliable way of getting around town, but also one that was fun. so we looked around for some bikes and had a blast."

"It helped me a lot during early morning shifts where uber and other modes are not available for me."

"I usually travel to school by transit buses. But one day I missed my bus but was able to reach home faster than the bus using RideKC Bike."

"Because of RideKC Bikes and Buses, I am able to save thousands of dollars a year by not being forced to own a car. I make a point to visit businesses that have bikeshare hubs nearby because it shows their commitment to serving customers of all abilities, and not just those who drive or are car-burdened. I wish our KCMO elected officials who represent the eastern and southeastern parts of the city would recognize the myriad benefits that bikeshare and transit has on businesses and neighborhoods."

Rider stories continued:

"RideKC Bike has helped me get to work and home when there has been an interruption in bus service. It's compressed a 5-mile, 90-minute commute into less than 30 minutes."

"The RideKC Bike staff are always friendly and swap out batteries for a bike that I use for commuting to work."

"I love how convenient it is to hop on a bike and go, whether I'm running errands or just getting some fresh air. The flexibility and ease of the system have made it my preferred mode of transportation, and it's helped me feel more connected to my community and the city itself."

"I was hungry and I have no one around me. I have to walk a distance of 2 miles to grab my food, but then I saw a RideKC Bike in front of my apartment, thanks!."

"RideKC Bike has allowed me to have a dependable mode of transportation to get to work meetings downtown throughout the day. I can take transit to work then dependably hop on an e-bike to make it to any meetings within 5 ish miles of work."

"Love you all, thanks for your hard work!"

"I never thought at 49 and back issues I could ride a bike again so RideKC Bike made that possible and I can ride whenever I want and don't have to worry about storing the bike or maintenance in the bike everything is done for me!"

"It's been a great service to use to get errands done. I can get exercise and have fun while also tackling weekly errands."

"RideKC Bike is super convenient for me because I work downtown and live in the Crossroads. If I leave work around 5 pm I can often be in my apartment by 5:15 pm, which is much quicker than driving or taking the streetcar. Most of my colleagues are still driving home in that amount of time. Plus, I went six weeks without driving in the spring. Wonderful!"

"RideKC Bikes are a great way to zip through town at an affordable price. Unlike Bird, RideKC Bike has maintained affordable prices. I can get where I need to go at a fraction of the price as Bird. I have a car but finding parking in the city is annoying and stressful as is fighting traffic. I choose RideKC Bike to avoid all that. I also get some time to enjoy the outdoors. More people should use RideKC Bike. I could bike 8 miles on a RideKC Bike for the same cost as paid parking in Kansas City."

"RideKC Bike became my go-to mode of transportation for short trips around the city. It saved me money on gas and parking, and I felt good knowing I was contributing to a greener environment."

"When my car was in the shop, I didn't have to worry because RideKC Bike filled in!"

"Before using RideKC Bike, I used to pay \$30-50 for my Uber rides to commute to school, work, and grocery shopping. With RideKC Bike I've saved a lot of money and I don't need to wait for someone to arrive and pick me up."

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/bikewalkkcc-organizational-impact/mobility>

Community Events

- ☒ Pint Path North Kansas City
- ☒ Woodside Open House Event
- ☒ Royals Season Opening Event at Aspiria
- ☒ Young Professionals in Transportation Bike Ride
- ☒ KCMO Sustainability Office Operation Tour
- ☒ North American Bike Share Association Public Transportation Research Presentation
- ☒ Kansas City University Bike Demonstration
- ☒ Red Friday at Aspiria

Summary by Location

Kansas City, Missouri

Ridership in Kansas City, Missouri continues to represent the majority of ridership in the Greater Kansas City Metro. Despite challenges throughout 2024 with record levels of theft and vandalism, demand

utilization for electric bikes increased by 22% from last year. High demand for the service also continues to be illustrated with regular requests from the public to stock more bikes at existing hubs as well as for new hubs. 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 17 minutes and an average trip length of 2.2 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:

- | | |
|--------------------------|---------------------------|
| 1. 51st & Brookside Blvd | 9. Nelson Atkins Museum |
| 2. 4th & Delaware | 10. Plaza 209 |
| 3. 47th & Mill | 11. Martini Corner |
| 4. Union Station | 12. Freighthouse District |
| 5. Plaza 209 | 13. Berkley Riverfront |
| 6. 40th & Broadway | 14. Brookside Shops |
| 7. 18th & Oak | 15. 13th & Grand |
| 8. Armour & Main | |



Parade of Hearts on display at the RideKC Bike Boulevard Brewing Hub

North Kansas City, Missouri

North Kansas City had another remarkable year of ridership with bike utilization rates increasing by another 8% for the new electric bikes after seeing record breaking success in 2023 with a 413% increase in total ridership going from pedal to electric bikes! It's clear that North Kansas City residents and visitors have embraced the new electric bikes well beyond the inaugural year.

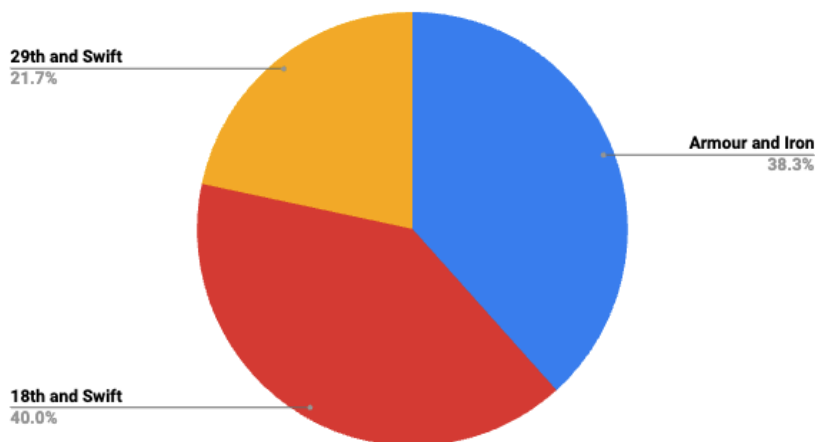
North Kansas City's ridership trends are close to that of the regional average, having an average trip duration of 16 minutes and average trip length of 2 miles. The need for balancing services has also increased again this year, due to the increase in total trips and people riding the bikes to other municipalities now that crossing the Heart of America Bridge is nearly effortless with the electric assist. The Hub at 18th and Swift improved performance significantly this past year with the opening of the new Oxbow development, going from third rank to first rank in performance.

New parking hub locations have also been added to increase convenience for riders in 2025, with new geofenced hubs being added at 31st and Howell Street as well as at Big Rip Brewing. These new convenient parking locations grant riders more parking space to the north of the City near Park access and to the south of the City at a popular business location.

North Kansas City Performance Rank:

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

Trip Breakdown by Hub:



Johnson County Parks and Recreation District

2024 marked the final year of service for the pedal bike fleet in Johnson County Parks. The decision to reduce the fleet this past year by 40% ahead of the retirement of the full fleet reduced both total trips and utilization rates per bike. Despite the reductions in fleet size, RideKC Bike continued to receive requests from the public for added bikes throughout the year and 91% of riders rated their bike trip 4+ stars.

RideKC Bike staff also received many 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.

JCPRD Hub Performance Rank:

1. Meadowbrook Park
2. SMP Dam
3. SMP1
4. SMP Ball Field
5. Heritage Park Shelter 10
6. Heritage 3
7. SMP Beach
8. Heritage Park Marina
9. Meadowbrook Kessler Residences
10. SMP John Barkley Plaza



Bikes ready to ride at Shawnee Mission Park

City of Lenexa

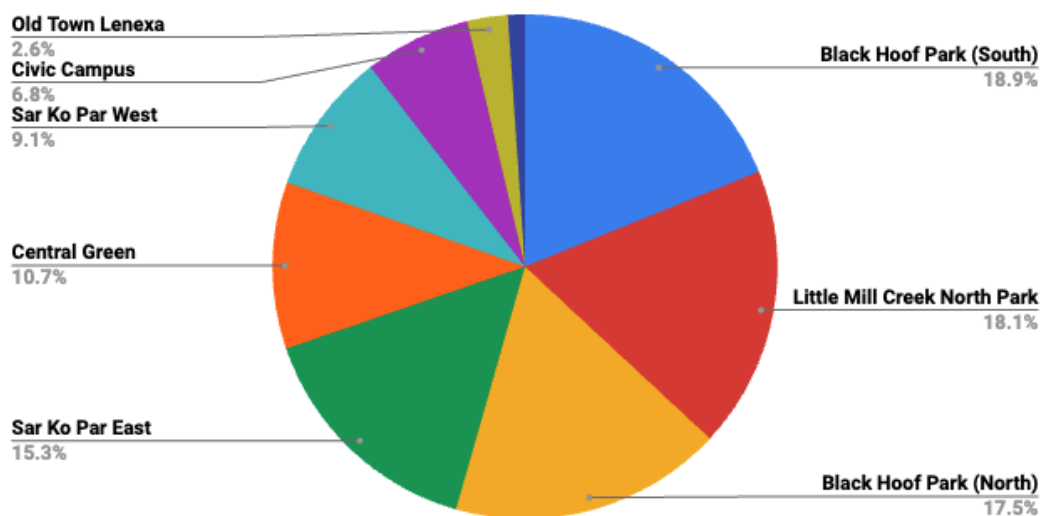
Lenexa's electric bikes again performed well, leading the region in farebox recovery rates. Locations such as Blackhoof Park and Little Mill Creek North Park had particularly high usage rates, and rank among the busiest bike share locations in the Greater Kansas City Metro.

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 35 minutes per trip. Although total ridership decreased by 2% compared to 2023, average trip duration increased by 4%. This means total utilization is up from last year, but has led to an increase in demand for battery charging services. Riders rated gave their trips among the highest approval ratings in the region with 94% at 4+ stars.

Lenexa Hub Performance Rank:

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

Trip Breakdown by Hub:



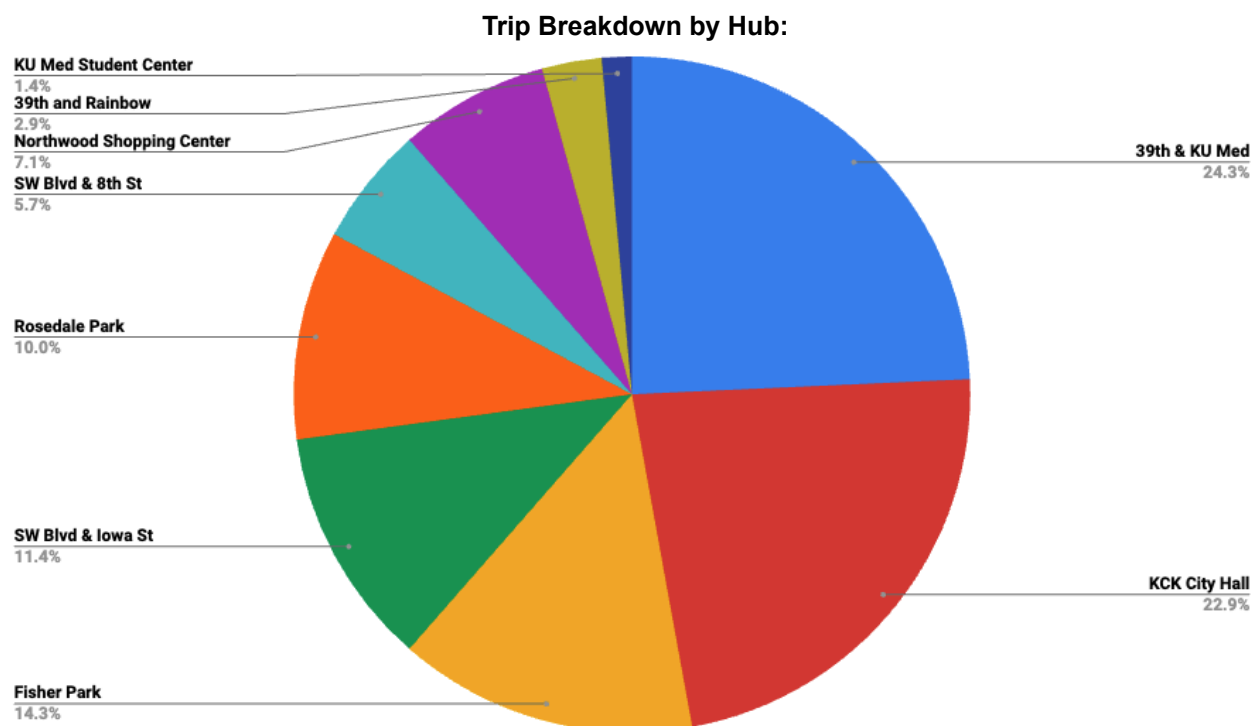
Kansas City, Kansas

Kansas City, KS (KCK) has seen double digit growth in bike utilization each year and this past year was no different with a **12%** utilization rate increase. 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.

KCK Hub Performance Rank:

1. 39th & KU Med
2. KCK City Hall
3. Fisher Park
4. SW Blvd & Iowa St
5. Rosedale Park
6. Northwood Shopping Center
7. SW Blvd & 8th St
8. 39th & Rainbow



The Aspiria Campus

As RideKC Bike's largest corporate campus bike share program, Aspira 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.

Ridership on the Aspira campus increased 10% in 2024. With 98 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. 92% of riders on campus rated their trip 4+ stars.



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

Thank You, Partners!



www.ridekcbike.com