

RideKC BIKE

2022 Annual Report



Summary

2022 was another amazing year of ridership growth throughout the Greater Kansas City Metro. The total ridership record was taken to new heights, and the monthly ridership record was broken six months in a row. RideKC Bike worked with public and private partners to expand multiple new locations, while increasing our role as a critical transportation and recreation provider in the existing service area.

Expansion

- Woodside Hub at the Woodside Health Club in Westwood, KS. Sponsored by Woodside Health and Tennis Club.
- Freight House Hub in the Crossroads. Sponsored by Grünauer, Lidia's Kansas City, and Jack Stack.
- The Avenue Hub on Independence Avenue. Sponsored by the Independence Avenue CID, Kansas City University, and Jerusalem Farm.
- More bikes are coming soon in 2023!

Data and trends

- 29% increase in total ridership from 2021.
 - 2021 was up by an increase of 25% from 2020.
- Over 110,000 miles ridden.
- 7.4 million calories burned.
- 100,000 pounds of carbon offsets saved.
- Average trip duration was 18.7 minutes.
- Average trip distance was 2.34 miles.
- 91% of riders rated their trip 4+ stars in the RideKC Bike app.

Equity

- Provided low- to no-cost bike share services to social service agencies for their clients.
 - 6 social service agencies participate.
 - Jerusalem Farm added to the partnership in 2022.

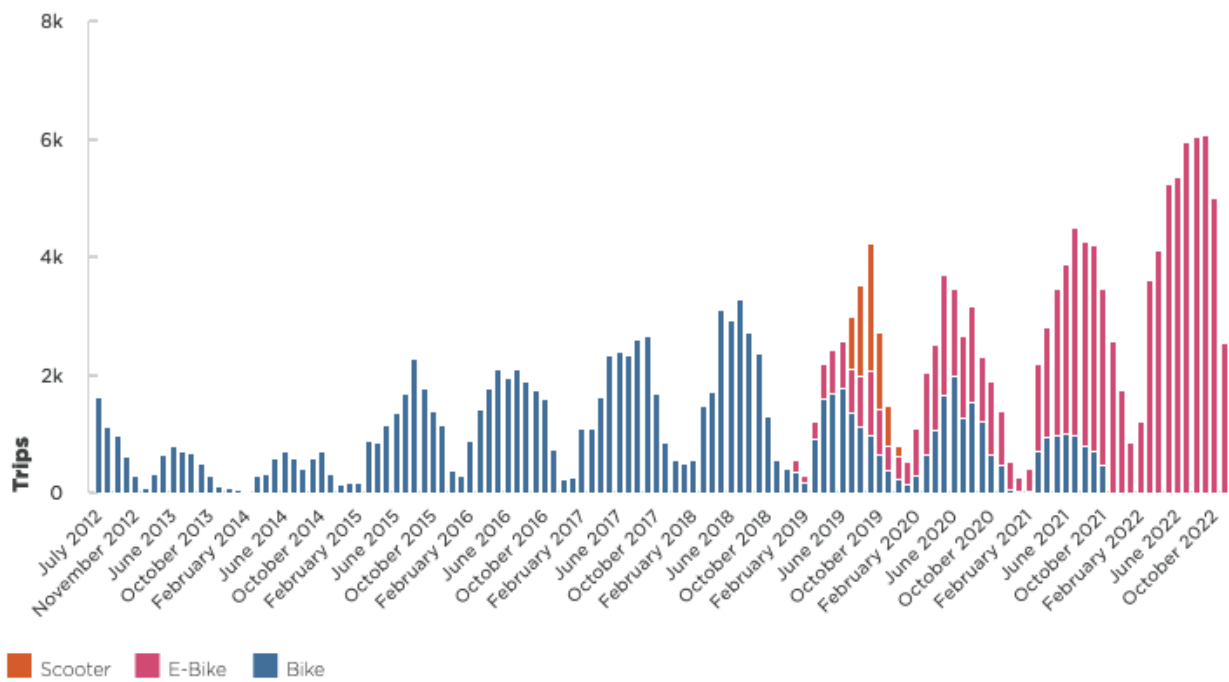
About

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; Johnson County, KS Parks and Recreation District; and Ottawa University.

Ridership

Ridership grew significantly this year throughout the region, with a **29%** increase from 2021. Ridership is now averaging nearly as many trips per month as the total number of trips in the inaugural year of 2012. This growth was driven by an overall increased utilization rate as well as the popularity of both the electric bikes and exciting new hubs around the area.

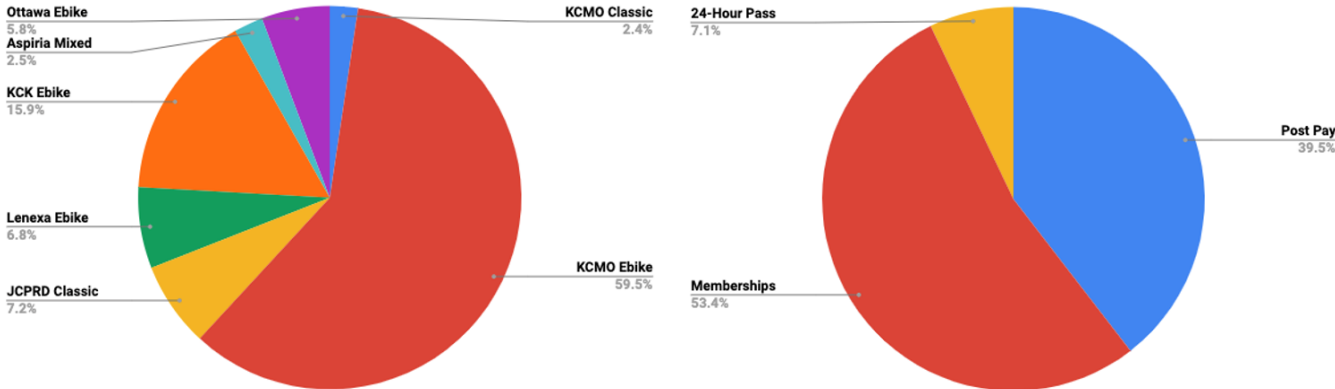
- Trips: 47,322
- Over 8,300 unique users
- Bikes Deployed: 350



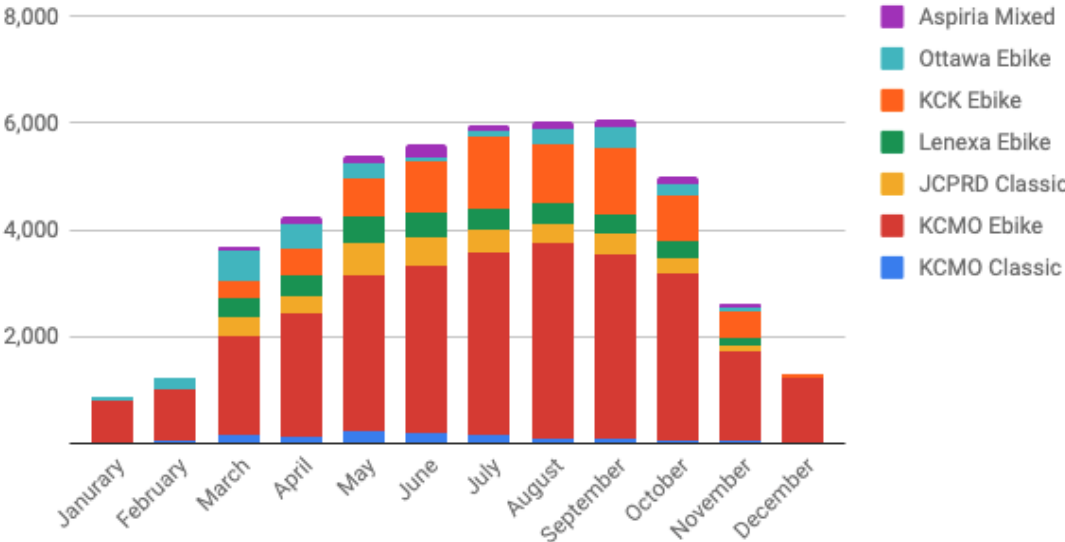
Ridership Trends

2022 saw unprecedented ridership throughout the Kansas City region. There was a significant increase in usage during commuter hours, showing that the new electric bikes are an essential tool for local transportation. RideKC Bike's new smart bikes allowed users the flexibility to travel to a nearly unlimited number of locations, while also maintaining parking controls. Park and trail locations also continued to show strong ridership at similar rates to 2021. Ridership grew steadily throughout the year, setting new monthly records six months in a row. . It was not until the cold weather hit in late November and December that ridership began to decrease. Trip duration has remained consistent at around 18 minutes per trip. Ridership stayed at relatively consistent levels during weekdays compared to weekend days, showing that bike share is utilized evenly throughout the week.

Trips by Region and Pass Type:

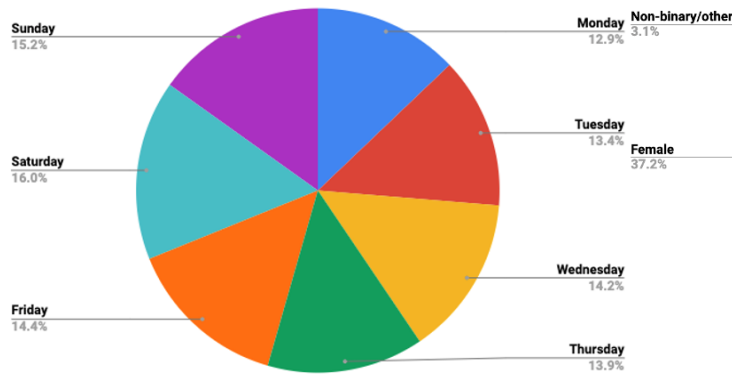


Bike Trips by Month:

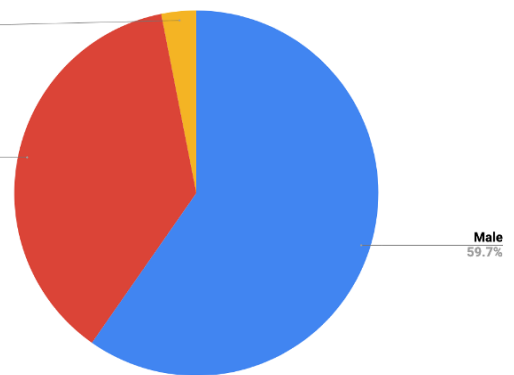


JCPRD (Johnson County Parks & Recreation District)

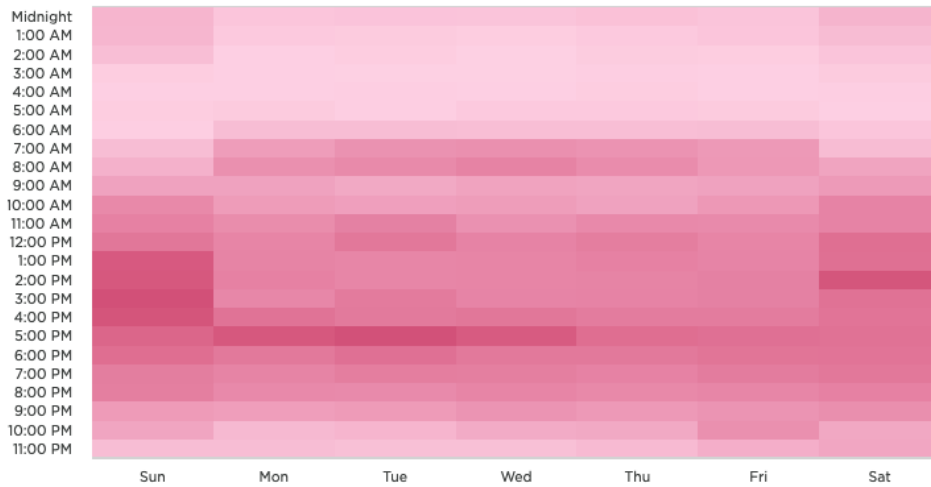
Trips by Day of the Week:



Gender:



Bike Trips By Day and Hour: Peak Usage Period: 4-6pm



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

1. Ottawa University
2. Brookside 51
3. 13th and Grand
4. Armour and Main
5. Brookside Shops
6. Berkley Riverfront
7. 3rd and Grand
8. 47th and Mill
9. 18th and Oak
10. Longview Lake
11. Ward Parkway and Broadway
12. Martini Corner
13. Nelson Atkins Museum
14. Woodside Health Club
15. 4th and Delaware

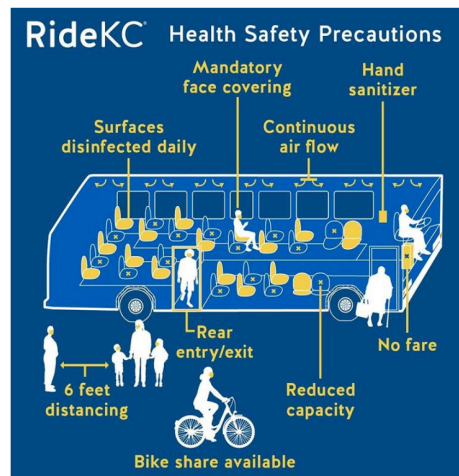
Transit Integration



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. RideKC received the 2022 APTA award for outstanding public transit system. It earned the 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 integration of bike share with other public transit services. Bike share provides 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 is helping 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. **One-third** of RideKC Bike users report using other RideKC services, such as bus, streetcar, microtransit, and flex. This successful integration of services has propelled RideKC as a national model, with several other U.S. cities adopting Kansas City's approach.

RideKC Bike is now 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.



Kansas City, Missouri

Ridership in Kansas City, Missouri continues to represent the majority of ridership in the Greater Kansas City Metro. Total ridership in Kansas City was up by 25% from last year's record numbers. Increases in ridership and the number of trips occurring during commuter-specific hours are thanks to the expanding role of electric bikes in the RideKC Bike fleet.

Although the fleet is a mix of both electric and pedal bikes, the electric bikes are considerably more popular with riders. Pedal bikes are about 20% of the fleet, yet they only account for about 4% of total trips in Kansas City. The city's ridership trends are reflective of the regional average, with an average trip duration of 18 minutes and average trip length of 2.4 miles. However, users with a membership had 7% higher trip rates in Kansas City compared to user trip averages elsewhere in the region.

KCMO Hub Performance Rank (Top 15):

1. Brookside 51
2. 13th and Grand
3. Armour and Main
4. Brookside Shops
5. Berkley Riverfront
6. 3rd and Grand
7. 47th and Mill
8. 18th and Oak
9. Longview Lake
10. Ward Parkway and Broadway
11. Martini Corner
12. Nelson Atkins Museum
13. 4th and Delaware
14. Union Station
15. Crown Center



Pictured new hub on Independence Avenue

Johnson County Parks and Recreation District

After a 25% increase in ridership last year, Johnson County Parks and Recreation District (JCPRD) bikes leveled off and saw similar performance rates as in 2021. They continued to have a higher trip rate than classic bikes in Kansas City, MO. Shawnee Mission Park (SMP), Meadowbrook Park, and Heritage Park saw especially high ridership at locations adjacent to safe and convenient areas to ride, such as trails and other amenities. Locations with less available infrastructure, such as the Arts and Heritage Center, saw lower ridership.

RideKC Bike staff received multiple requests from the public to add e-bikes to JCPRD bike share hubs. 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. SMP Dam
2. Meadowbrook Park
3. Heritage Park Marina
4. SMP 1
5. Meadowbrook Park Kessler Residences
6. Heritage Park 3
7. SMP Ball Field
8. SMP Beach
9. SMP John Barkley Plaza
10. Heritage Park Shelter 10
11. Meadowbrook Park 3
12. Mid America Sports Complex (north and south)
13. Johnson County Arts and Heritage Center



City of Lenexa

Lenexa's electric bikes again performed well, with nearly the exact same trip rate as the previous year. 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 ride time at 31 minutes per trip. These factors have allowed Lenexa to lead the region in farebox recovery rates.

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



Kansas City, Kansas

Ridership in Kansas City, KS (KCK) exploded this year with an **83%** increase from 2021, which is by far the largest jump in ridership for any metro region on record. There was also a significant increase in the rate of cross traffic, with KCK bikes traveling to other local municipalities, such as Westwood, as well as neighborhoods throughout Kansas City, Missouri.

Ridership from KCK had comparable ridership by day and time to the rest of the Kansas City region. Peak usage time also matched other areas of the region, from 4-6 p.m. Average trip duration was 16 minutes, which is shorter than the regional average by approximately two minutes. Trips by riders with a membership was 63% of total ridership, which is 10% higher than the regional average.

KCK Hub Performance Rank:

1. City Hall
2. 39th and KU Med
3. Northwood Shopping Center
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



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 off campus sites 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.

Tenants have redeemed their free Annual Memberships at double the rate of 2021, with more than 250 people on campus actively using the bikes. The campus bikes have a performance rate exactly the same as similar bikes in the urban core of Kansas City, MO. This level of ridership is significant for a stand-alone campus, and shows that bike share can assist a variety of areas and settings in improving mobility.



Ottawa University

Ottawa University worked with RideKC Bike this year on the first bike share pilot program outside of the Greater Kansas City region. The program began in January and ran through the end of the year, giving students free membership access to electric bikes at a single hub on campus.

The pilot program was an immediate success. The students quickly embraced the electric bikes and ridership rates reached levels not seen previously in the Kansas City area. Over the full year, the bikes had a utilization rate that was **40% higher** than the same electric bikes in Kansas City's urban core. The hub on campus became the single most utilized hub in the entire RideKC Bike network, which is extraordinary given that it occurred with only 10 bikes in service. There were 515 students who redeemed their membership access, riding more often and for longer periods than any other bike share location. Average trip duration was 30 minutes, which is among the longest in the RideKC Bike network.



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. In 2022, there was an uptick in requests for bike share locations and services in underserved neighborhoods. Three new community partnerships were added in LifeX zip codes, which are areas of health disparity where life expectancy is more than ten years shorter than the rest of the city. Ridership in these communities continues to grow as we are able to provide more service.

RideKC Bike added a bike share hub along Independence Avenue this year thanks to an investment from the Independence Avenue Community Improvement District, Kansas City University, and Jerusalem Farm - Jerusalem Farm is our newest community partner organization. They provide home repair and sustainable living programs to residents living near the newest hub on Independence Avenue.

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

The 2022 Annual Rider Survey was expanded to include all riders with a verified email for the year, which more than doubled the number of riders receiving the survey compared to 2021. As a result we received 429 responses, which is three times the number of responses of any previous surveys. Below are some of the results, as well as quotes from respondents:

- 91%** of respondents said they were likely or very likely to recommend RideKC Bike.
- 67%** 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 Ride KC Bike.
- 66%** of respondents said RideKC Bike saved them money on regular expenses such as car ownership expenses, less expensive food options, and gym memberships.

Rider feedback from survey:

I had not ridden a bike in over 50 years.... My wife and I are both 62 and rarely exercise due to limits on what we can do in gym settings, but we like to walk trails in the southland of KCMO. These electric bikes help us get going further along the trails to see and enjoy nature more. Thank you for the program!

It made me actually experience parts of KC, instead of just driving through them, I realized how much of the city has just passed by me through windshield glass, and how little I had truly explored.

One Sunday night, I forgot that my bus route would be ending early, so I missed the last run home. Thanks to RideKC Bike, I made it home.

Having useful affordable public transportation makes our city better connected.

It's my go to way of getting to the Nelson-Atkins museum.

Using RideKC bikes in place of driving is always a much more enjoyable experience, is comparable in travel times and allows our family to remain a single car household.

RideKC Bike allowed me to drop down to a "car sharing" household. I now make 90% of my trips via transit, RideKC Bike, or carpooling.

Without the RideKC E-bikes, I would feel exhausted from peddling up our City's hills. I save a ton of money by not using Ubers and time by not needing to plan around the bus.

Not to be dramatic, but it changed my life! The RideKC e-bikes give me confidence to get out in front of cars at busy intersections and navigate with more ease knowing I've got a boost. Riding the bikes is the best part of my day. Thank you for all your hard work bike share team!!!

Special Projects

Community Dashboard

RideKC Bike's Community Dashboard allows the public to see de-identified data on bike usage, routes, and performance trends. The dashboard displays data from recent months, and also contains 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

- March Madness at Aspiria - March
- goDotte Mobility Plan Summit - March
- Tacos and Trails - May
- National Trails Day on the Rock Island Trail - June
- Community Development Workshop - June
- Greens, Beans, and Bikes! - July
- Aspiria Red Wednesday Bike Demo - August
- KCK Bike Friendly Communities Workshop - September
- Gillham Road Bike Counts - September
- KCMO City Hall Bike Ride - October
- Porchfest KC - October
- KU MPA Student Ride - October
- National League of Cities Bike Ride - November

Thank You, Partners!



www.ridekcbike.com