

HOUSTON BICYCLE

Annual Report – 2016 | An In-Depth Review of the Year

ABOUT US • USAGE AND OPERATIONS

RIDERSHIP PATTERNS • TRIP DATA

GOALS • HIGHLIGHTS





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LEO & MICKY WHERLEY
CHRISTMAS 1997

ROBERT REIMERS FAMILY

THE BAUCH FAMILY
FRITZ ANSTRACMAN

HOOVERSON 1847

BENJAMIN PLUG INC
FOUNDED IN 1962

PHILLIS & JAMES
BERGEN

MILT & MARY JO 1997

CHERYL L MCCORMICK
11-09-11 - 11-25-98

MIDNIGHT MEMOIR OF
ICE SCULPTURE

MIRIAM & JACK SCHIFFR

ALLEN H MILLER

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LISA MAIFIELD

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LEADERSHIP MESSAGE

Carter Stern | Executive Director



HOUSTON

As 2016 comes to a close, it is right that we pause to reflect back on our successes and look forward to what challenges the future holds. Houston Bike Share was formed 5 years ago with the goal of operating the Houston Bicycle program as a first class bike sharing operation. Since then we have seen double digit growth year-on-year, extended our footprint into new parts of the city, and had a lot of fun. I came on board halfway through the year with a strong tailwind thanks to our board of directors and my predecessor, Will Rub. We owe much of our 2016 success to this cast of characters. More than 70,000 riders took over 113,000 trips in 2016. This amounts to a 14% increase in trips over 2015. And they say nobody rides a bike in Houston!

Most exciting, we are poised for an expansion that will more than triple the size of the Houston Bicycle program, thanks to a \$4MM grant from HGAC, secured with the help of our friends in the City of Houston Planning Department. Once completed, this expansion will place us among the largest systems in the country. This grant requires a local match and we have been thankful for the steadfast support of a number of institutions around the City that have stepped up to support our program, like the Texas Medical Center funding the local match for 17 stations and Rice University agreeing to do the same for 8 stations. Both of these institutions deserve special recognition for appreciating the transformative effect that bike share can have on those who live, work, and play in their environs. The Rice Kinder Institute has been a trusted and willing advisor, helping us plan the expansion and think critically about how a bike share system should operate in a sprawling sunbelt city.

The City of Houston, including the Planning Department, Mayor's office, and City Council deserve enormous gratitude for their sponsorship and support of our expansion grant. From his first day in office, Mayor Turner has signaled that multi-modal transportation is a priority for his administration. He has backed the vision up with concrete support, sponsoring our expansion grant and assisting wherever possible to ensure that the Houston Bicycle program is the best it can be. Council members Karla Cisneros and Robert Gallegos have agreed to spend precious district dollars to fund the local match on stations in their

districts. Houston Bike Share simply cannot operate effectively without the whole hearted support it has received from all levels of Houston City Government.

Houston is home to some of the best academic institutions in the world and we have been beneficiaries of these student populations. Throughout the year, we have had interns work on projects, including: the design of an inventory tracking program, deep analysis of our ridership patterns allowing us to optimize operations, market research to better understand our users, and research into the best way to serve low income communities. I was constantly impressed with the enthusiasm and professionalism of these students.

Perhaps the most interesting student work done was by a group of four first year students at Rice University. Over the course of the fall semester, they designed a re-balancing program that we have been using in our operations since late November with great success. Relying on a set of continuously updating factors, the balancing program generates a list of actions for our field technicians to perform in a given hour. Despite initial skepticism, these technicians all agree that the program helps them perform their tasks with as little wasted effort as possible.

The Houston Bike Share staff deserves special recognition. No matter the weather or time of day, our staff works 365 days a year to make sure that the user experience is the best possible. But most of all, our sincerest thanks goes to our riders.

When I first took this job, I began to notice our bright red bikes all over the City. I saw professionals commuting in the mornings and evenings, couples out for a weekend tour of our city parks, and parents riding with their children. Most importantly, I continue to see Houston in all its beautiful diversity out riding our bikes. It gives me great pride to realize that the Bicycle program is many things to many people and that this is why bike share has been such a success in Houston. When I see the smiles on our riders, all over the City, 365 days a year, I am greatly humbled to have some small role in expanding access to the unencumbered joy that two wheels can offer.

**-Carter Stern,
Executive Director**

ABOUT HOUSTON BCYCLE

Who We Are and What We Do

Houston Bicycle is a bike share program in Houston Texas that is operated by Houston Bike Share; a 501 (C) (3) nonprofit whose mission is **“To implement, operate and expand a bike-sharing program supported by the community that offers residents, commuters and visitors a choice of ecological and economical transport, ideal for short trips and resulting in fewer vehicle miles traveled, less pollution and congestion, better mobility and more personal health and wellness.”**

Houston Bicycle was founded in May 2012 and launched with only 3 stations and 18 bikes in Downtown Houston. By the end of 2016, we had 33 stations and over 225 bikes spanning across not only Downtown, but also the East End, Midtown, Houston, Montrose District, and the Houston Museum District, and we're planning to expand even more.

In September 2015, the Houston-Galveston Area Council awarded a \$3.4MM grant to Houston Bike Share to expand the Houston Bicycle program. These funds will allow Houston Bike Share to expand into new neighborhoods and increase the density of stations within its existing footprint. The HGAC grant funding

requires Houston Bike Share to secure a 20% local match. Houston Bike Share is working diligently to pursue these matching funds and has been honored to receive a commitment from The Texas Medical Center to fund the local match for 14 stations in TMC itself, and an additional 3 stations in the Museum District

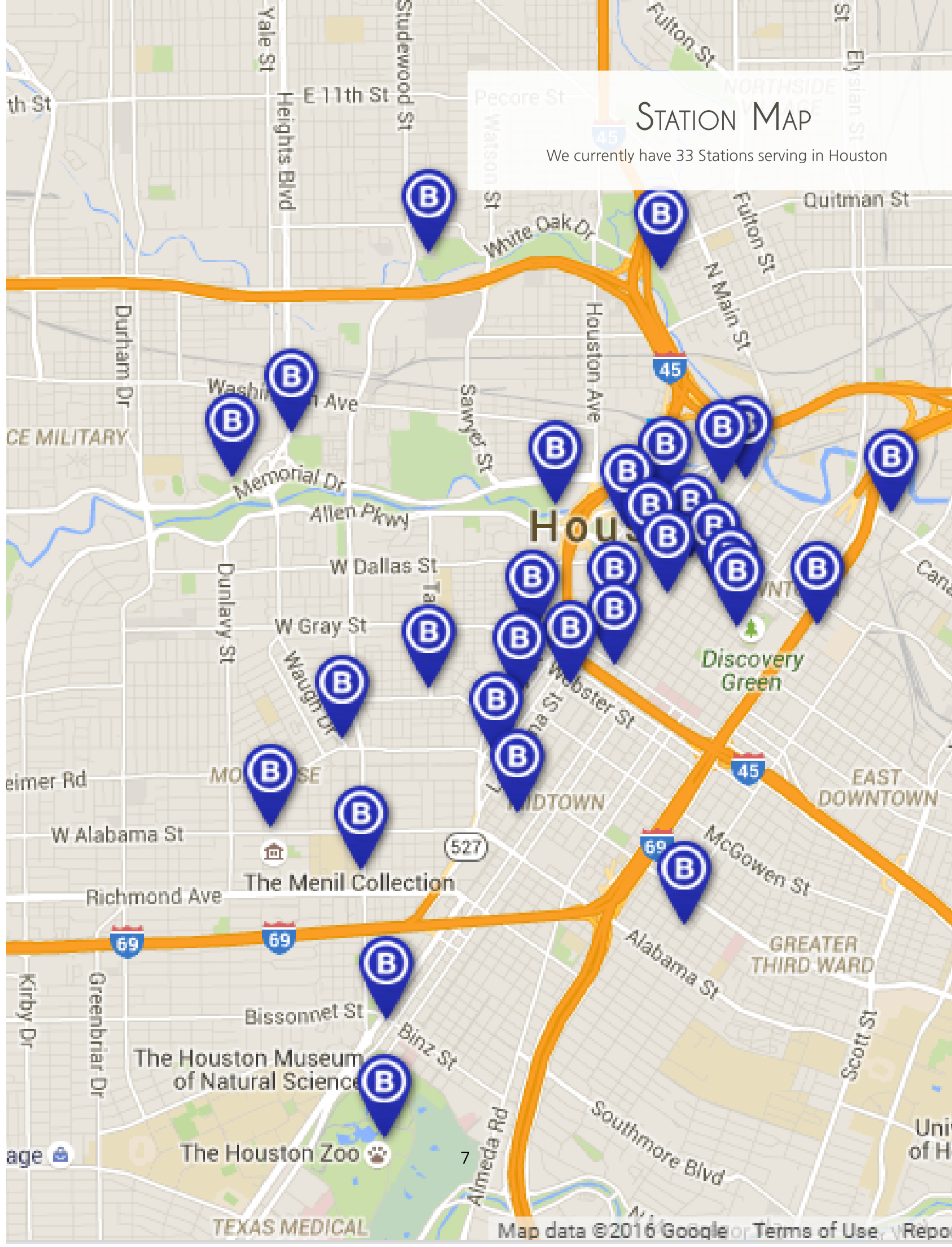
This grant funding will be used to add 71 new stations and 596 bikes to the Bicycle program over the course of 2017 and 2018. These new stations will not only make Houston Bicycle a better connected system, but it will also bring more availability of Bicycles and docks. Availability also means we will minimize barriers for low-income and minority riders to gain access to our system.

“By the end of 2016, we had 33 stations and over 225 bikes spanning across not only Downtown, but also the East End, Midtown, Montrose District and the Museum District, and we're planning to expand even more. ”



STATION MAP

We currently have 33 Stations serving in Houston



USAGE AND OPERATIONS



Houston Bcycle started out with 3 stations and 18 bikes in May 2012. Today, Houston Bcycle boasts 33 active stations, and over 225 bikes. This expansion has increased revenue and use. Despite initial skepticism that the program would succeed in a place where cars make up such a large portion of mode share, the Bcycle program has been embraced by the community.

From January 2017 to the end of 2018, Bcycle plans to add more than 71 new stations across Houston, resulting in a system of 104 stations and over 850 bikes.

Operations

The 2016 operations staff consists of 4 field technicians and 3 mechanics.

Field techs work in the field, constantly circulating in our van, making sure that all stations are stocked at optimum capacity. Field techs also make minor repairs to bikes in the field or bring them back to the shop if they need more serious repairs." In 2016 our field techs balanced our stations over 8,321 times.

"Be sure to say hello to Dean, Tony, Amir, or Abigail if you see them out and about!"

Mechanics work in our shop, fixing bikes as they are brought in for repairs and performing routine annual maintenance on our bikes. Our mechanics work hard to make sure that every bike is in perfect condition when you are ready to ride. This year, our mechanics performed 6,573 repairs over 5,460 of hours worked.

"This year the Houston Bcycle program received an award for most trips for a system of its size."

113,252 Trips in 2016

98,762 Trips in 2015



Membership Sales and Ridership

Despite its small size and relative youth, the Houston Bcycle program has seen double digit growth in year-on-year ridership, with more than 113,000 trips taken in 2016 alone. This year, the Houston Bcycle program received an award for most trips for a system of its size at the annual Bcycle conference at Bcycle headquarters in Waterloo Wisconsin."

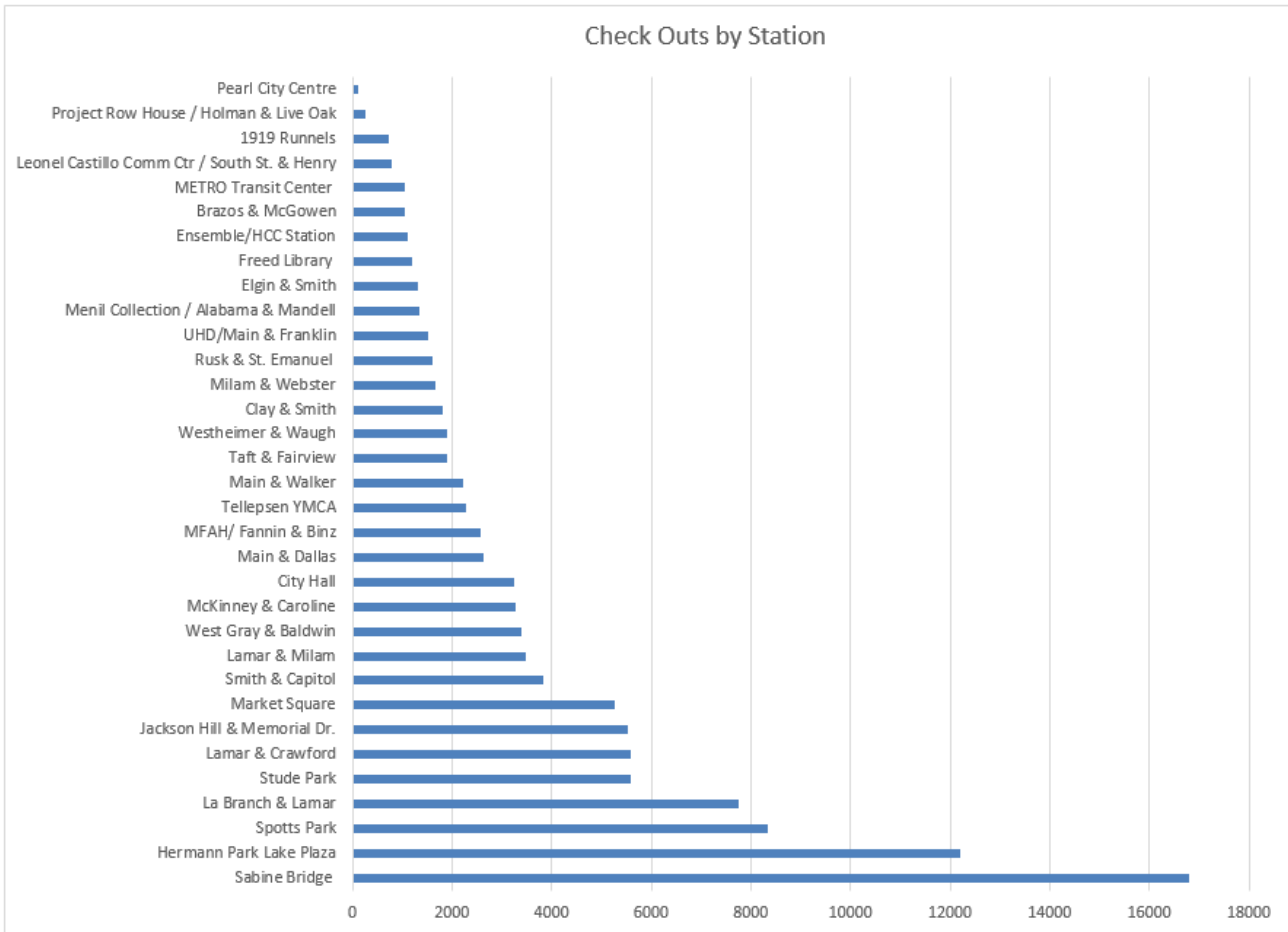
We currently offer a \$5 24-hour membership, \$15 weekly membership, and a \$65 annual membership. Each of these memberships entitles the user to unlimited 60 minute trips within the membership period, with no additional charge. Any trip that lasts longer than 60 minutes will result in the rider accruing a usage fee of \$2 per 30 minutes.

Nearly 80% of our riders were walk up users who purchased a membership from one of our stations. Walk up users are only able to purchase 24-hour memberships.

Our top performing stations were the Sabine Bridge station at Buffalo Bayou Park and the Hermann Park station near the Houston Zoo entrance.

Houston Bcycle sold more than 68,000 passes this past year, resulting in 113,252 trips taken over Bcycle's 365 day operating system. Unlike other bike-shares, Houston Bcycle is only accessible from 6 a.m. to 11 p.m. We plan on moving to 24-hour service in 2017. As the organization expands, so will our hours. Specifically, as Bcycle stations are put in Texas Medical Center (TMC), University of Houston and Rice University, staff and students with odd hours will be able to take advantage of our services.

TRIP DATA



Our most popular stations are located near high comfort bike infrastructure. This allows our users to access their final destination without riding in busy city streets with automobiles. As we expand, we intend to place stations near new or planned high comfort bicycle infrastructure to ensure that our riders can make their desired trips as safely and comfortably as possible.

This trip data also shows that many trips are taken in city parks. This indicates that many of our riders use the system for recreation as well as transportation. Our station with the most trips recorded in 2016 is the Sabine Bridge station at the newly transformed Buffalo Bayou Park.

Research from the Rice Kinder Institute suggests that the small size of the system may contribute to the most-used stations being near parks. With a smaller system, users are less likely to use the bike-share system for commuting. In addition, Houston's commitment to park access for all Houstonians has increased the recreational possibilities for Houston Bicycle.

On average, each bike in the Houston Bicycle system has a weekly revenue of about \$72 USD.



738,511
pounds of
carbon offset

31,084,565
calories burned

779,665
miles traveled

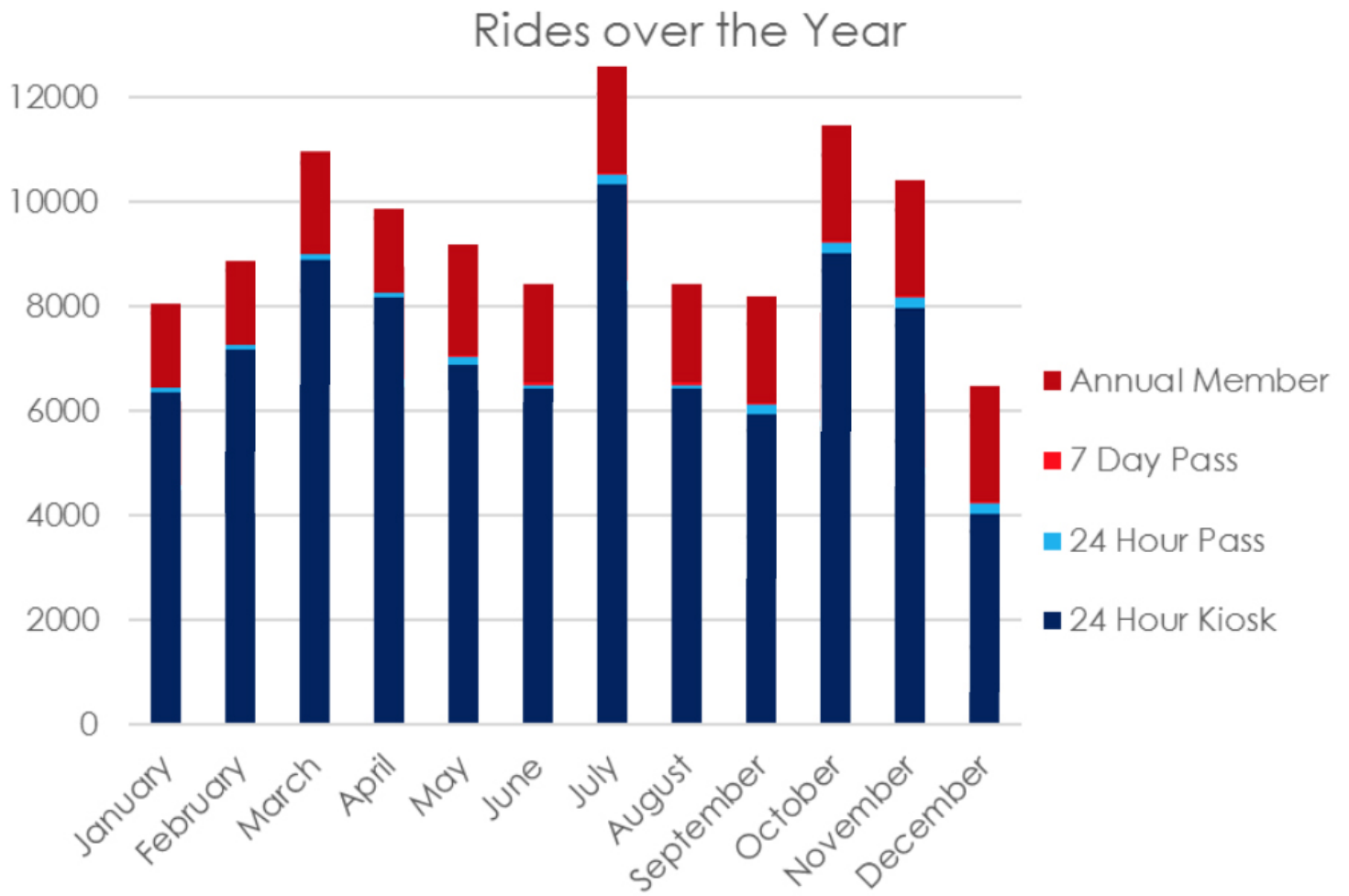
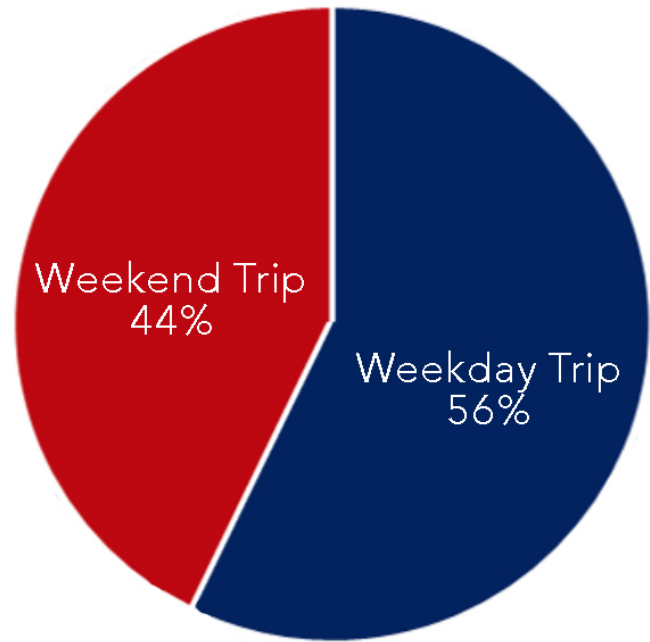
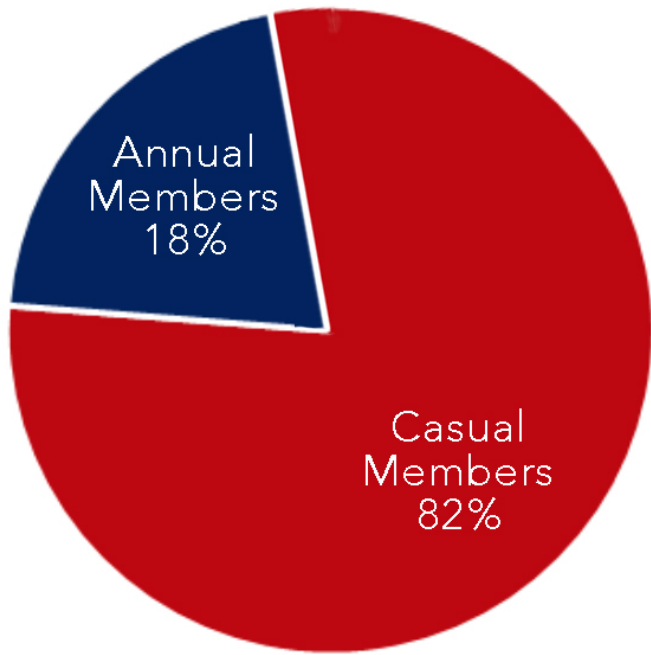
113,252
Bcycle trips
made

RIDERSHIP PATTERNS

How Houstonians Use Bike Share



A majority of Houston Bicycle rides are taken by casual users, using the system only for a single day. In fact, 82% of our total trips are taken by casual users. Part of this is due to our high fraction of casual members compared to annual members. Another part of this has to do with the small size of the system. Research for the Rice Kinder Institute has stated that a larger network of stations will most likely lead to fewer casual users and more annual members using our bikes for their daily commute.





GOALS

Looking Ahead

By the end of 2017 Houston Bike Share plans to complete the majority of the HGAC grant funded expansion. By pursuing additional funding sources, Houston Bike Share plans to add additional stations and bicycles, increasing the utility and functionality of the existing network.

Building on the support from The Texas Medical Center, Rice University and the University of Houston, Houston Bike Share plans to continue to engage with stakeholders in the region to build additional nodes of the existing network. This model allows us to increase our service area in a financially responsible manner while delivering a high-quality product to our riders.

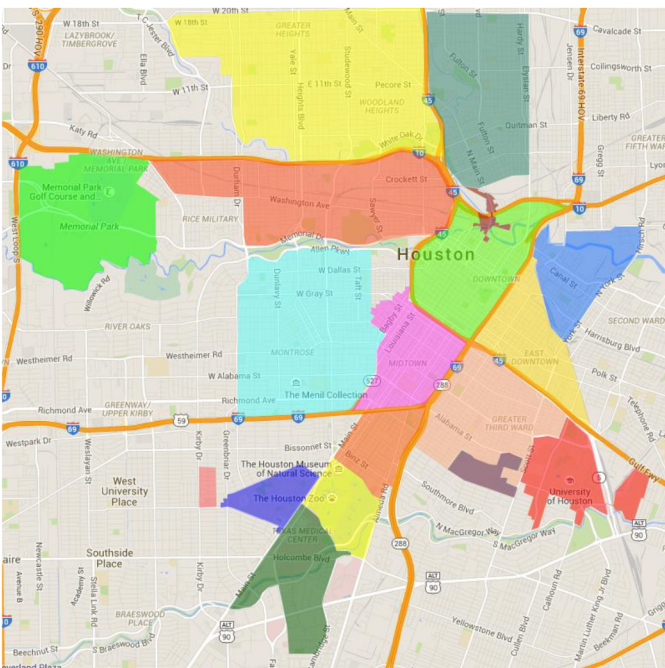
In addition to expanding our rider base through geographic expansion, Houston Bike Share also plans to pursue programming that will allow us to bring bike share to economically disadvantaged users and communities. Such an expansion requires pricing options targeted at low-income riders, the removal of barriers for users who are unbanked, and educational programming to show new riders how the system works and can be used to satisfy their everyday transportation needs. Such an approach will likely also require the placement of additional stations in low income communities, a process that will need robust input from the communities themselves.

Further coordination with METRO to make sure that Bicycle station placement is optimized to create first and last mile connectivity is another important goal of the program. METRO has been a key and incredibly supportive stakeholder in the past and we look forward to refining and deepening that coordination.

Finally, we have been lucky to work with a great group of interns over the course of the last year. These students have brought enthusiasm and a fresh perspective to the business of bike share. We hope to continue working with students to ensure that we never grow complacent. Thanks for all of your hard work Nathaniel, Jessica, Will, Ethan, Sam, Patrick, Latane, and David!

"In addition to expanding our rider base through geographic expansion, Houston Bike Share also plans to pursue programming to allow us to bring bike share to economically disadvantage users and communities.

Expansion Map



New Stations/Bikes by Neighborhood

- Downtown (6/42)
- TMC (14/110)
- Rice University (8/66)
- Hermann Park (1/10)
- Museum District (3/24)
- Midtown (4/28)
- Montrose (4/28)
- 3rd Ward (1/10)
- TSU (3/30)
- UH - Main Campus (6/60)
- EaDo (2/14)
- Greater East End (2/14)
- UH - Downtown (4/32)
- Near Northside (2/14)
- Heights (3/21)
- Washington Corridor (4/28)
- Memorial Park (2/26)
- Rice Village (2/14)

HIGHLIGHTS

A Snapshot of This Past Year



THANKSGIVING PARADE

Cyclists take part in the Thanksgiving Day parade on Bicycles.



#RIDEMFAH

A Bcycle user poses in front of the Houston Museum of Fine Arts to try to win tickets to the Mixed Media exhibit.



AT THE MOVIES

Houston Bicycle staff enjoys a movie together on the lawn



MS 150

Houston Bicycle staff member, Doogie Roux, joined the Clean Line Energy Team for the 2016 BP MS 150. He completed the 180 mile ride from Houston to Austin riding a bicycle from the Houston Bicycle fleet. The fundraising ride is organized by the National MS Society and took place on April 16th - 17th.



MAYOR ANNISE PARKER

Now former Mayor Annise Parker uses a Bcycle in celebration of park connectors made for bikes.

STAFF

A Look at the People Behind Houston Bcycle





Carter Stern
Executive Director

Carter is a native Houstonian who joined Houston Bike Share as executive director in the summer of 2016 excited to lead the program through our expansion. Carter attended undergrad at Bates College and law school at the University of Houston. He also currently serves on the board of directors for the Houston Parks Board.



Doogie Roux
Operations Manager

This proud Cajun-Texan is a graduate of Louisiana Tech University with a degree in Computer Information Systems and a passion for anything on wheels. He's a big part of the Houston cycling family, as well as a connoisseur of fine food joints in the Bayou City and abroad. Doogie is also a photographer and writer for Houston Press and other publications, capturing and conveying the culture, action, and fun he witnesses daily.



Christin Dietze
Marketing and Communications Manager

Christin joined the Houston Bike Share Program in December 2016. She is a graduate of Texas A&M University with a background in multi-media sales, events and marketing. In her free time, you can find Christin at Buffalo Bayou Park running, kayaking and occasionally leading historical tours of Downtown Houston for Bayou City Bike Tours.



Dean Catania
Field Technician

When Dean isn't working to keep our stations balanced and bikes in good shape, you can find him "slappin da bass mon!" He's the bass guitar and double bass player for two different bands in Houston and spends most nights playing at local music venues.



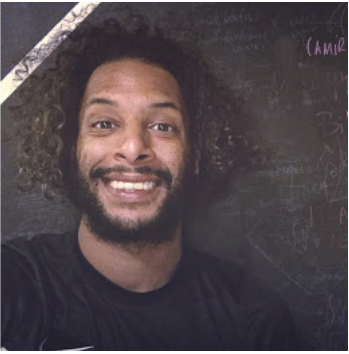
Tony Banks
Field Technician

Tony has been involved in the cycling world for years, volunteering much of his time to BikeHouston and CYCLE Houston, formerly Elves and More. He's also a certified Bikram Yoga instructor and coached private lessons for friends in his spare time. Tony works to keep our stations balanced and our bikes clean and in good shape for their next ride.



Matt Kocian
Bike Mechanic

After growing up in Houston, Matt went to college in D.C. and went on to serve in the Peace Corps, spending two years in Moldova. Matt is also an avid cyclist and learned all about repairing bikes while working at Bicycle World during grad school. His favorite part of working for Bcycle is helping to keep more bikes in the field and always accessible to riders.



Amir Chowdhury
Field Technician

Amir is currently studying engineering at Texas Southern University and loves the challenge of fixing anything that is broken. As a field technician he dissects our station kiosks to repair issues and get systems running again. Amir also has a passion for teaching and serves as an instructor and mentor for young students with an interest in engineering.



Ryan Hebert
Bike Mechanic

Ryan is an "all out super bicycle dork" with a passion for repairing, riding, building and destroying all kinds of bikes. He's a master bike mechanic and has an obsession with martial arts. Ryan lives in Meyerland but bikes to and from the Houston Bcycle office every day. 100% bike commuter. 130 miles a week.



Alex Parrish
Bike Mechanic

Cycling and climbing are Alex's favorite activities. He spend his time traveling to National Parks all over the country when he's not in the shop repairing our bikes. Alex is originally from Louisville, Kentucky and he studied at Embry-Riddles Aeronautical University before coming to Houston.



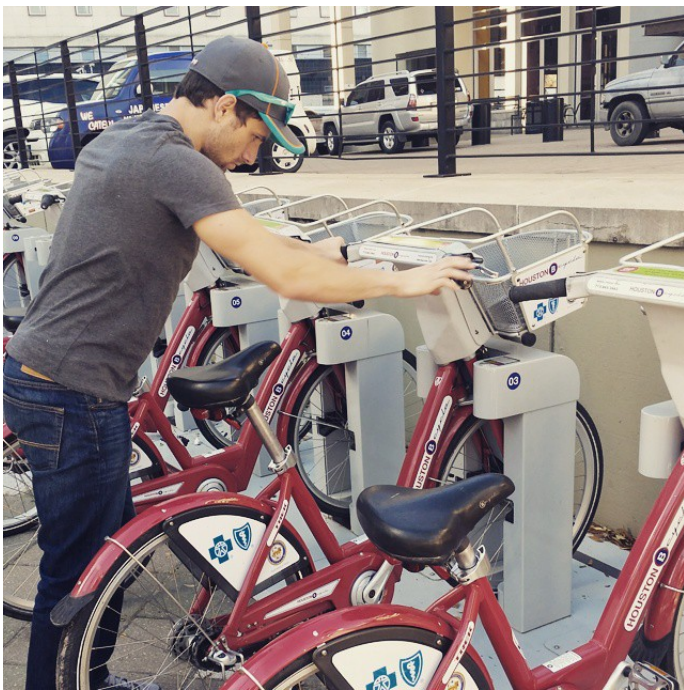
Abigail Allen
Field Technician

Abigail, born and raised in Houston, is an environmental advocate and loves seeing the impact our bike share program has on the city, reducing traffic and CO2 emissions. As a field technician works to keep our stations balanced, allowing for more trips on Bcycles. She is also a two wheel commuter, always riding either her motorcycle or bike when she's not in the Bcycle van.

THANK YOU!

For everyone who's helped us along the way

We at Houston Bcycle want to thank you for your continued support. We've had a phenomenal year, and it would not have been possible without you. We're aiming to increase our system to even better meet the needs of our fellow Houstonians. We've come a long way from where we started, and we're hoping to travel even further. It's been wonderful sharing this journey with everyone.



OUR SPONSORS



BOARD OF DIRECTORS

Chair, Neil Bremner, *Bike Barn - Owner*

Secretary, Paul C. Sorelle, *The University of Texas MD Anderson Cancer Center - Program Manager*

Amir Befroui, *Legal Aid of Northwest Texas - Staff Attorney*

Ally Copple, *Clean Line Energy - Manager*

Christopher Dray, *NewQuest Properties - Broker/Developer, Studewood Hospitality Group - Principal, HRD Interests - Commercial Property Owner*

Clint Harbert, *Houston METRO - Senior Director of System Planning and Development*

James Llamas, *Traffic Engineer, Inc. - Senior Associate*

Michael Skelly, *Clean Line Energy - President*

Maya Ford, *FordMomentum - Marketing Consultant*

James Koski, *City of Houston - Deputy Chief of Staff*



HOUSTON BCYCLE

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