

## 2015 Annual Report

Kansas City B-cycle, a program of BikeWalkKC, is a nonprofit bike sharing system providing KC with a fun and convenient transportation option. Residents and visitors have access to bikes for short trips for transportation, recreation, and fitness. Bike share makes our community a healthier, more livable, and more vibrant place to live, work, and visit.

### Highlights

2015 was a tremendous year for Kansas City B-cycle. The number of stations grew by 35%, but **ridership more than doubled!**

### World Series Champs!

In November 800,000 people gathered in Downtown Kansas City celebrate the Royals World Series Championship, and it was also a championship day for Kansas City B-cycle. We had a whopping 367 checkouts, more than tripling our previous one-day record. At one point during the celebration more than two-thirds of the B-cycle fleet was in use and all but 3 stations were empty. Hundreds of people waiting for shuttles to the parade ended up using bike share to get Downtown.



### 2015 Highlights

Phase 3 – Added **seven new B-stations** at the 18th and Vine Jazz District, Union Hill, Nelson-Atkins Museum of Art, and along the popular Trolley Track Trail. **Expanded to year-round 24-hour operating hours.** Brought bike share to new neighborhoods on the East Side and in Brookside and Waldo. **Doubled annual ridership from last year.**

Congressman Emanuel Cleaver and City Councilman Jermaine Reed used B-cycle to **bike to school** with students at Whittier Elementary.

**Several City Councilmembers used B-cycle to tour planned bike lanes coming soon to the East Side.**

### The Future

We secured \$1 million in federal transportation grants to bring bike share to more neighborhoods over the next three years, including our first B-stations in Kansas. Stay tuned for more details!

### 2015 BY THE NUMBERS

**13,285**

bike checkouts (116% increase)

**8,357**

passes sold (280% increase)

**55,000**

miles traveled (324% increase)

**52,000**

pounds of carbon offset (250% increase)

**2.2 million**

calories burned (250% increase)

### CUSTOMER PROFILE

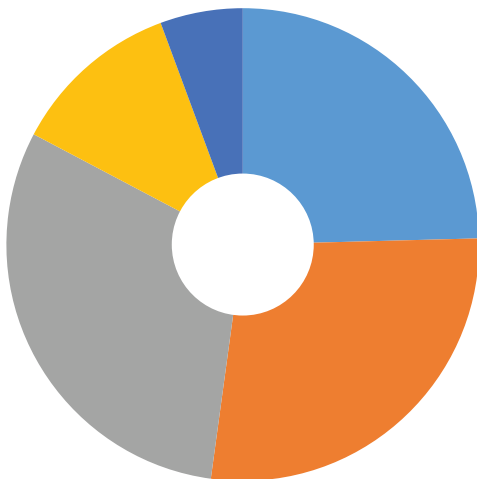
- 6%** Greater Downtown
- 12%** Midtown/Plaza
- 6%** Brookside/Waldo
- 20%** Elsewhere in the KC metro area
- 55%** Visitors from Outside KC metro area (up from 33% in 2013)

## 2015 Annual Report

### Financials

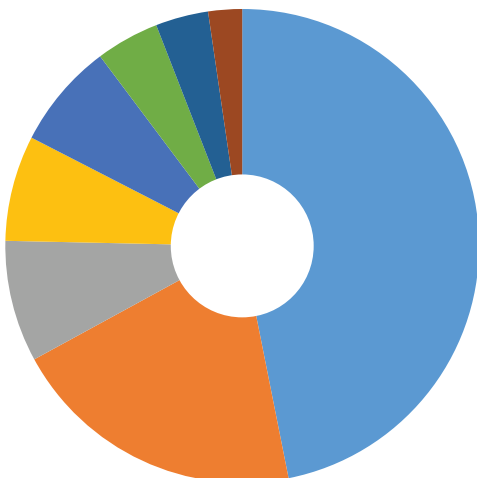
#### Revenue

- User Fees 25%
- Sponsors 27%
- Government 30%
- Grants 12%
- Other 6%



#### Expenses

- Payroll 47%
- Facilities and Equipment 20%
- Marketing 8%
- Insurance 7%
- Misc 7%
- Operations 5%
- Contract Services 4%
- Taxes 2%



B-cycle is made possible by these sponsors, supporters, and partners:

- BikeWalkKC
- City of Kansas City, MO
- Blue Cross and Blue Shield of Kansas City
- Jackson County, MO
- Ewing Marion Kauffman Foundation
- Health Care Foundation of Greater Kansas City
- Nelson-Atkins Museum of Art
- Missouri Bank
- BLC Law
- AC Hotels
- Spencer Fane
- Family Bicycles
- Boulevard Brewing Co.
- OfficePort
- Visit KC
- Crown Center
- Union Station

