BROWARD B cycle™

2012 Broward B-cycle Annual Report

Table of Contents

Letter from Broward County Mayor Kristin Jacobs	4
Letter from Broward B-cycle Manager	5
First Year in Review	7
Success in Numbers	8
User Overview	9
Trips by Rider Type	10
Trip Distance by Rider Type	11
System Maps	12-13
Station Performance	14-15
Where We Ride – Station by Station	16
Introducing B-benefits	17
Special Events: In-person Marketing	18
Print & Social Media Marketing	19
Beyond the Numbers: Members Respond	20
New in 2013	21
Thank you!	22

BROWARD B cycle™

WHERE TO?

Humana

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2012 Broward B-cycle Annual Report-- Published December 2012

Letter from Mayor Jacobs

Kristin Jacobs, Mayor
Commissioner – District 2
115 S. Andrews Avenue, Room 416 • Fort Lauderdale, Florida 33301 • 954-357-7002 • FAX 954-523-3302

December 20, 2012

Dear Friends and Riders,

Congratulations on a successful year of cycling in Broward County!

It has been such a pleasure to watch B-Cycle grow and expand into the 26 stations with 275 bikes throughout the Broward County. B-Cycle has given residents and visitors a sustainable mode of transportation and an alternative way to explore all that our county has to offer.

I'm so proud of what the Broward B-Cycle bike sharing program has accomplished in its first year. We have brought an innovative and sustainable transportation system to residents that brings a new kind of mobility to the community. In its first year, B-Cycle riders collectively saved over 86,000 gallons of gasoline and relieved over 87,000 pounds of carbon emissions— way to go! It is motivating to see Broward residents embrace an alternative mode of transportation that actively works to reduce their carbon footprint.

The future is promising for our Broward B-Cycle program. It has grown from 20 stations in three cities to 26 station in six cities with more sites planned for the future.

Happy Birthday B-Cycle and thank you for all that you do for our community and residents!

Sincerely,

Kristin Jacobs

Kristin Jacobs

Letter from The Program Manager

Dear Friends,

Broward B-cycle is thrilled to celebrate the inaugural year as America's first county-wide bike sharing program, right here in Broward County, Florida.

With your support, and the support of both the public and private sectors, B-cycle launched on December 14th, 2011 with 30 annual members and 20 stations in 3 cities and has grown with a total of 26 station in 6 cities: Hallandale, Hollywood, Dania Beach, Fort Lauderdale, Lauderdale-by-the-Sea, and Pompano Beach.

Today, more than 16,000 people have experienced B-cycle. They have saved thousands of gallons of gasoline and burned over 3.4 million calories, instead. Moreover, they have had a wonderful time exploring South Florida in a new way.

Over the last several months, we have benefited greatly from the increasing engagement of our annual members, who have contributed their love and experiences with B-cycle to make our bicycles, stations and service even better. I am grateful to them for their support.

Your enthusiasm for bike sharing has spread! In the last year, bike sharing programs have been launched in Nashville, Charlotte and Kansas City. Additionally, new bike share programs have been announced for Miami, New York City and Los Angeles.

I would also like to thank the local, bicycle-friendly businesses who have been first to embrace the B-cycle Benefits program, which aims to promote better bicycling, local business and community and which you will learn more about in this report.

Finally, this transportation transformation would not have been possible without Humana, Broward County and the Trek Bicycle Corporation. Their commitment to improve bicycling in South Florida has made Broward B-cycle possible.

Kathryn R. Moore
Manager, Broward B-cycle

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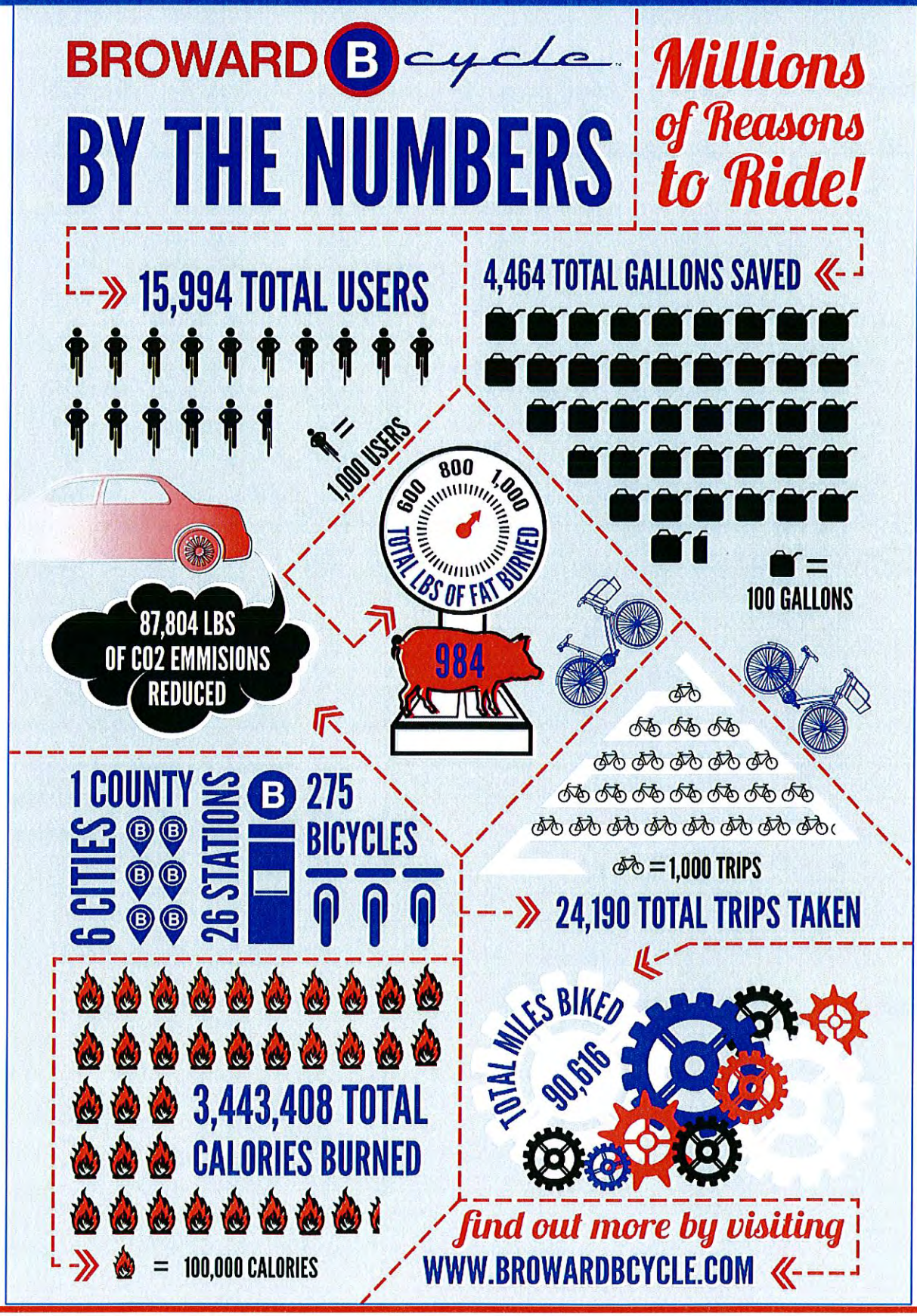
B-cycle: First Year in Review

Broward B-cycle launched on December 14, 2011 with 275 bicycles made available to visitors and residents at 20 sites in three cities. Over the last year, new stations were added to the network making the total number of stations 26.

B-Stats	
Total Trips	24,190
Casual users	15,573
Annual members	421
Miles Biked	90,626
Gallons of Gas Saved	4,464
Pounds of CO_2 Emissions Reduced	87, 813
Calories Burned	3.4 Million
Pounds of Fat Burned	984
Facebook Followers	570

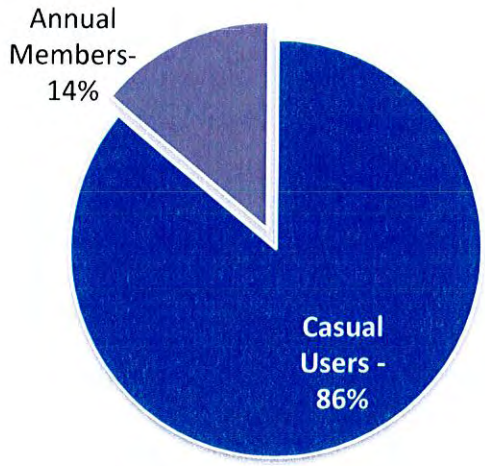
B-cycle is a the result of a partnership between Humana, Trek Bicycle Corporation and Crispin, Porter & Bogusky. Broward B-cycle is made possible by Broward County and the cities of Fort Lauderdale, Hollywood, Pompano Beach, Hallandale Beach, Dania Beach, and Lauderdale-by-the-Sea.

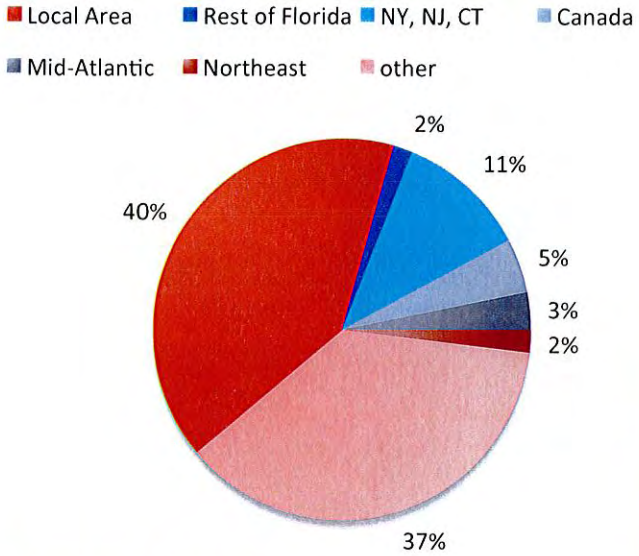

BROWARD B cycle
BY THE NUMBERS
Millions of Reasons to Ride!
15,994 TOTAL USERS
= 1,000 USERS
4,464 TOTAL GALLONS SAVED
= 100 GALLONS
87,804 LBS OF CO2 EMMISIONS REDUCED
600
800
1,000
TOTAL LBS OF FAT BURNED
984
1 COUNTY
6 CITIES
26 STATIONS
275 BICYCLES
= 1,000 TRIPS
24,190 TOTAL TRIPS TAKEN
TOTAL MILES BIKED
90,616
3,443,408 TOTAL CALORIES BURNED
= 100,000 CALORIES
find out more by visiting
WWW.BROWARDBCYCLE.COM

User Overview

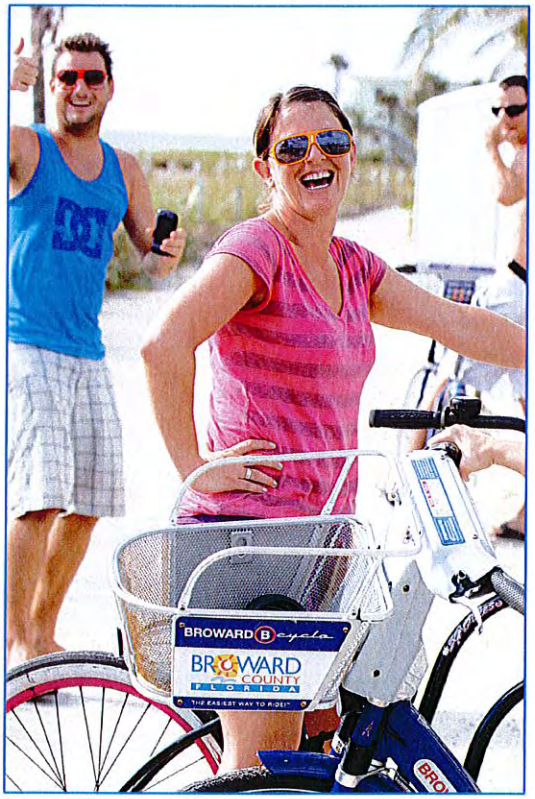
Broward B-cycle users are comprised of two customer types: casual users and annual users. A casual user walks up to a B-station kiosk and pays a flat rate for the time they ride. Annual or 7-day members purchase access online.

While our greatest number of members and users come from the tri-county area, (6322 or 40%), sixty percent come from neighboring counties, states, countries and territories.





A note on these figures:
This data based on the cell phone area codes of a self-reporting selection of roughly 63% of users.

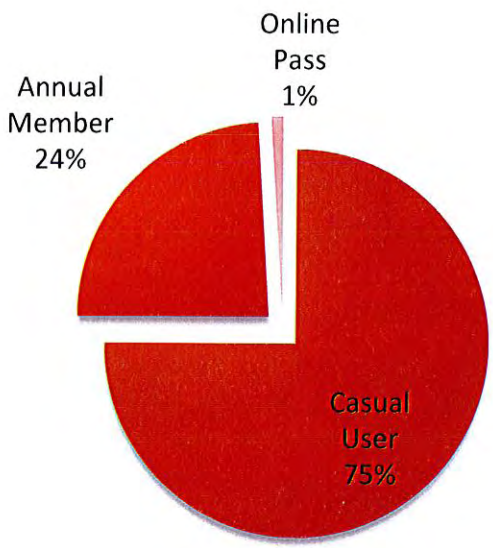


"My girlfriend and I like to ride from Arts Park to Johnson [& Surf], stop for awhile at Jake's for the music and then ride up to Dania Beach Pier for sushi at the Quarterdeck."
-Annual Members, Hollywood

Trips by rider type

While casual users make up the majority of membership sales, annual members take the majority of trips.

- Annual members average 14 trips a year
- Casual users average 1.2 trips



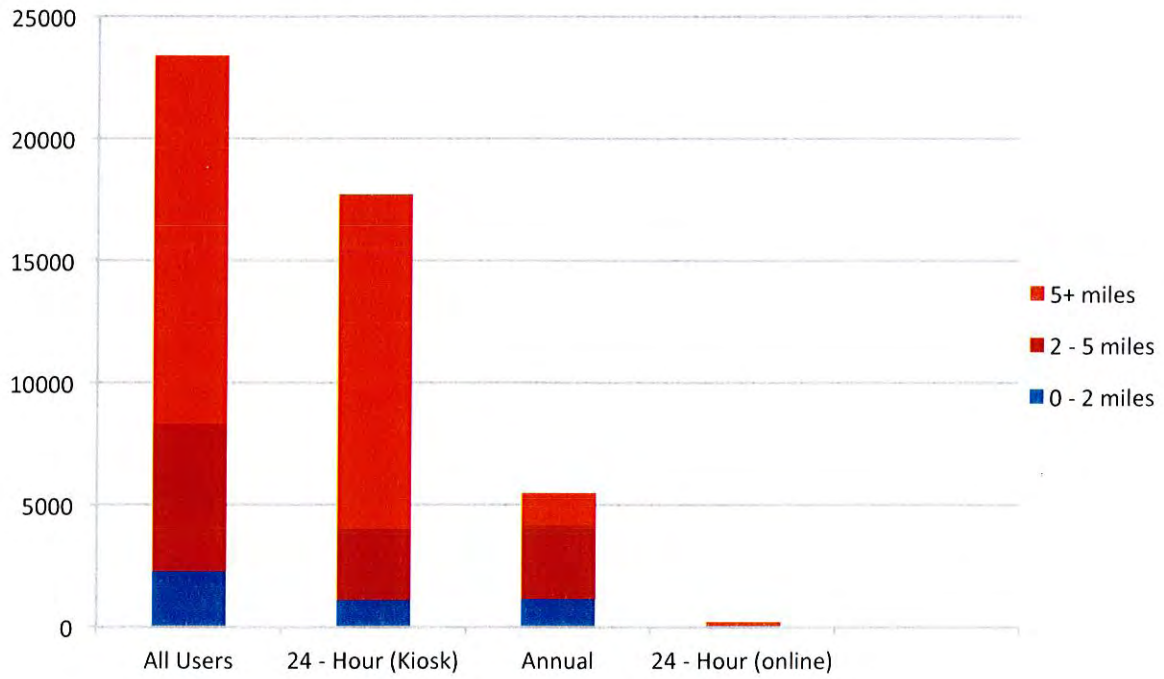
Broward B-cycle has more than a few super members. In 2012, our top rider, John M.(pictured), took **over 400 trips**!

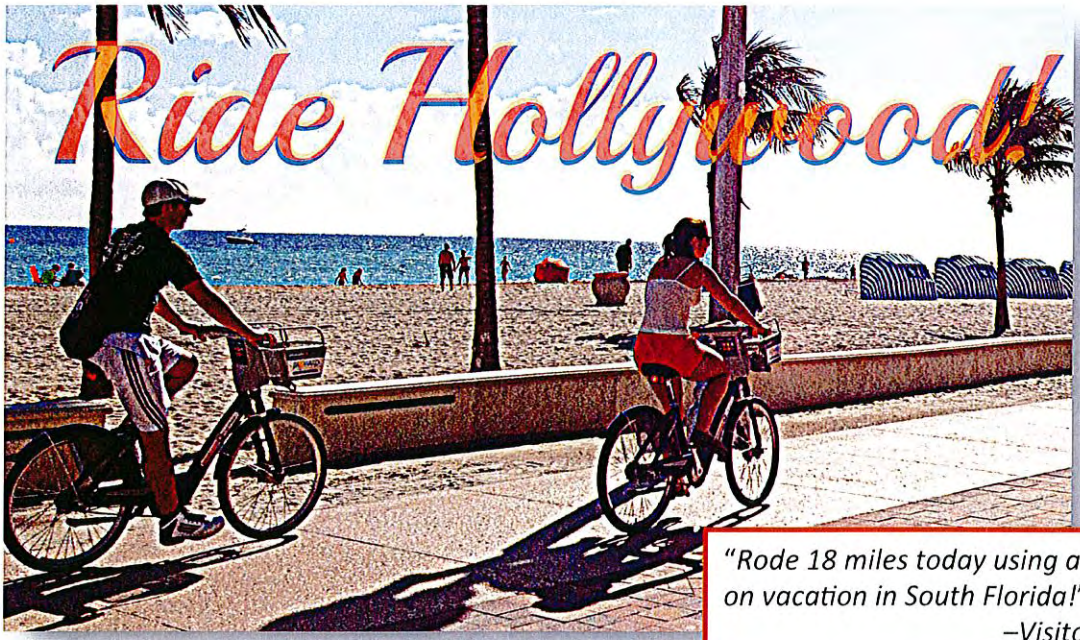
- Broward B-cycle participated in dozens of community events in 2012, introducing locals to the program by providing free demo rides and discount membership pricing.

User Type	Trips	% of Total Trips	Average Trips / User
Casual	18,211	75	1.2
Online Pass	221	1	1.1
Annual Member	5,765	24	13.6
Grand Total	24,197	100	1.5

Trip Distance by User type

People use Broward B-cycle in different ways. Annual memberships tend to take more frequent, short trips, whereas casual users tend to take a fewer number of trips that are, on average, of longer distances.





"Rode 18 miles today using a cruiser while on vacation in South Florida!"
–Visitor from Texas

System Maps

Cities of Pompano Beach, Lauderdale-by-the-Sea and Fort Lauderdale

System Maps

Cities of Dania Beach, Hollywood and Hallandale Beach

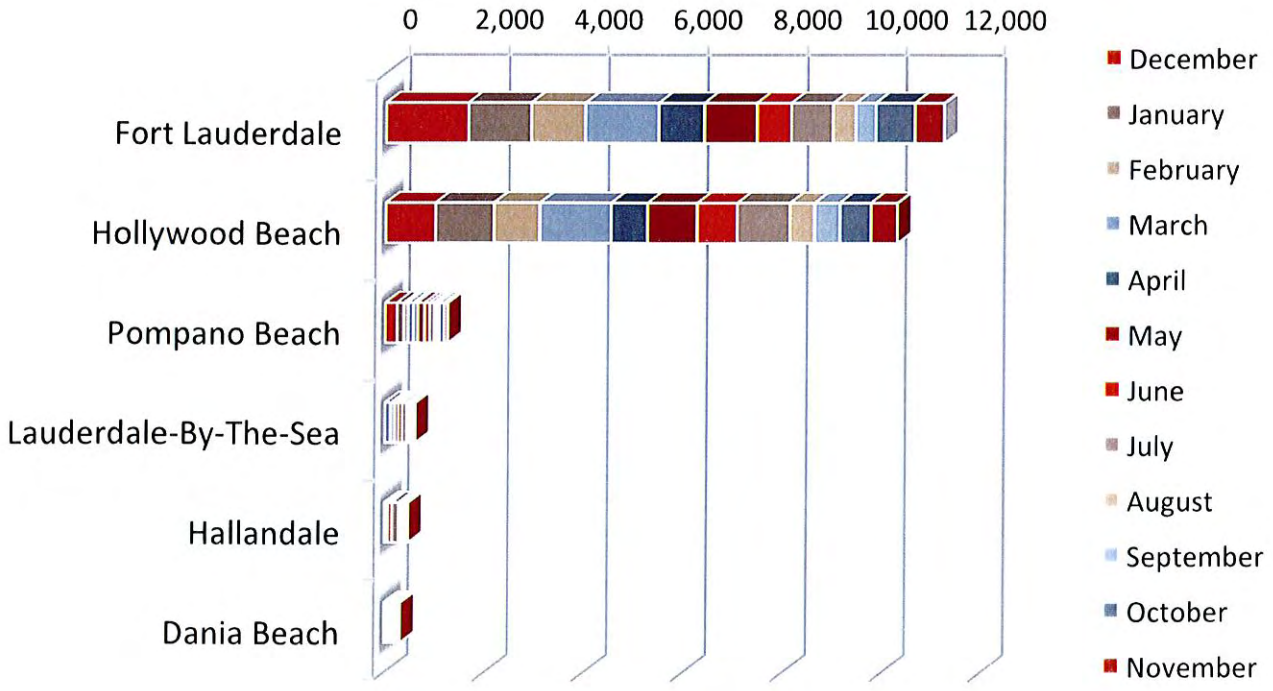
Station Performance

Rank	B-Station*	Checkouts	Total Docks	Checkouts /Docks
1	Broadwalk at Jefferson St. Hollywood	4512	11	410.18
2	Johnson & Surf Hollywood	3069	9	341.00
3	Sebastian Lot Fort Lauderdale	2191	11	199.18
4	Willingham Park Fort Lauderdale	1830	22	83.18
5	Earl Lifshey Fort Lauderdale	1163	10	116.30
6	Arts Park Hollywood	991	15	66.07
7	DC Alexander Park Fort Lauderdale	986	11	89.64
8	Holiday Park at Sunrise Fort Lauderdale	961	11	87.36
9	Esplanade Park Fort Lauderdale	939	11	85.36
10	Hollywood North Beach Hollywood	916	11	83.27
11	George English Park *(3/14/12)* Fort Lauderdale	869	11	79.00
12	Las Olas Circle Fort Lauderdale	853	11	77.55
13	Nevada Parking Lot Hollywood	672	9	74.67
14	Lauderdale-by-the-Sea *(3/14/12)*	606	10	60.60
15	Courthouse 540 *(3/14/12)* Fort Lauderdale	548	13	42.15
16	Seabreeze & Las Olas Fort Lauderdale	545	11	49.55
17	Aquatic Center Pompano Beach	536	11	48.73
18	Hallandale Beach Water Tower *(5/1/12)*	459	11	41.73
19	Beach Community Center Fort Lauderdale	370	7	52.86
20	Hillsboro Inlet Pompano Beach	363	7	51.86
21	North Ocean Park Pompano Beach	316	7	45.14
22	Dania Beach Pier *(3/14/12)*	316	10	31.60
23	Hollywood City Hall	129	10	12.90
24	Pompano Beach City Hall	62	7	8.86
25	Hallandale Beach Community Center *(4/19/12)*	11	11	1.00
26	Dania Beach City Hall *(3/14/12)*	6	3	2.00
	**Stations launched in 2012 have their launch date noted in ().*	Total Checkouts	Total Stall Count	Average
		24,190	304	79.7

Station Performance

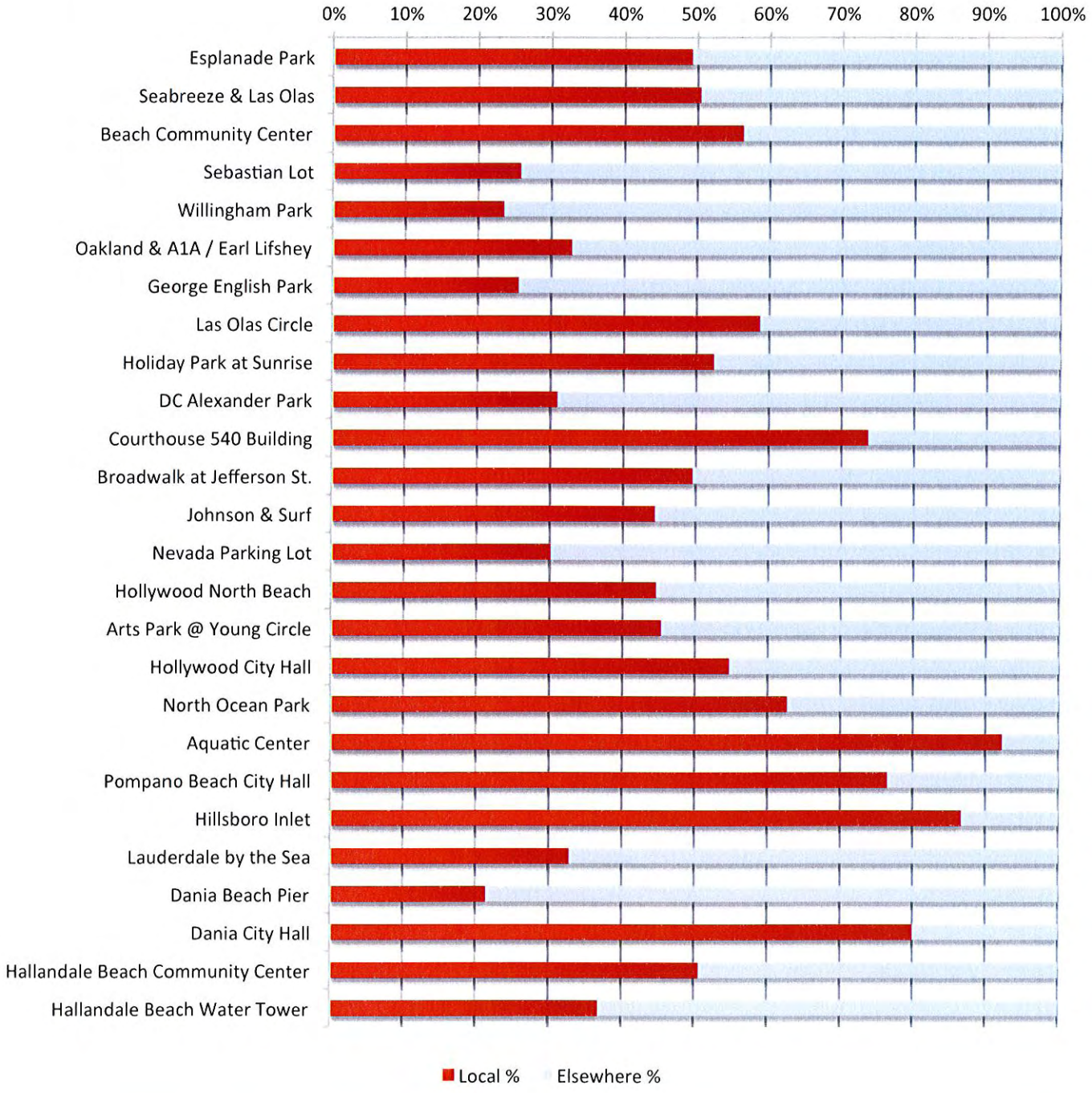
by City by Month

Rank	City	Total Stations	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Total Checkouts	% Trips
1	Fort Lauderdale	11	1,651	1,271	1,092	1,475	919	1,052	687	848	463	402	787	592	11,239	47
2	Hollywood	6	998	1,179	928	1,432	735	1,003	799	1,061	493	508	634	530	10,304	43
3	Pompano Beach	4	234	140	79	114	81	138	98	97	57	46	98	71	1,256	5
4	Lauderdale-By-The-Sea	1	*Not in Service*	*Not in Service*	*Not in Service*	121	74	78	75	95	53	22	54	34	609	2
5	Hallandale	2	*Not in Service*	*Not in Service*	*Not in Service*	*Not in Service*	29	41	77	138	44	63	40	37	469	1.5
6	Dania Beach	2	0	0	13	36	31	35	28	46	31	27	40	33	320	1
	Total	26	2,883	2,590	2,112	3,178	1,869	2,347	1,764	2,285	1,144	1,069	1653	1,297	24,197	100



Exploring Broward by B-cycle

Broward B-cycle encourages people to transform all of their short trips into bike rides.
At this time, many use B-cycle to access destinations beyond the reach of existing stations. Such 'local' trips return where they began. Here is a breakdown of where B-cycle rides ended based on the B-station of checkout. The more stations exist where more users want to go, the fewer 'local' trips will be generated.



B-benefits

Broward B-cycle encourages local businesses to promote and support active transportation. B-benefits was launched on October 22, 2012 with five businesses and has since *doubled* to connect annual members with ten "bicycle-friendly" shops, restaurants and services.

> *"I had no idea At's-A-Pizza had sandwiches! And they really are incredible. So, this B-card helps me learn about new finds AND support those who support bicycling? Too cool."*
>
> -Participant, Tour de Sandwich Ride

Special Events

Broward B-cycle participates in local events, such as the monthly Sunday Jazz Brunch, the Annual St. Patrick's Day Parade and the weekly Food Truck Invasion in Hollywood. Typically, we provide free demo rides, discount memberships and free giveaways.

Additionally, we organize B-Socials and group rides, such as the Broward B-cycle Tour de Sandwich in Fort Lauderdale, the monthly B-Social at Fat Cats and the "Bike the Vote" ride in Pompano Beach for early voting.

Additionally, Broward B-cycle has participated in or organized(*) the following:

- B-Happy Ride to the Quarterdeck on Fort Lauderdale Beach*
- Flagler Greenway Ribbon Cutting
- Earth Day Fair with Broward County Transit & the Earth Day Event at Birch State Park
- Presentations before the Broward Metropolitan Planning Organization (MPO) and the BPAC. *
- "Get Downtown" Riverwalk Trust Event
- NOVA Southeastern Campus Recreation Day
- Mother's Day & Father's Day "Free B-cycle Weekends": waived all membership and usage fees *
- Fort Lauderdale Transportation Summit
- Lauderdale-By-the-Sea Chamber Socials and Meetings
- Biketopia Downtown Fort Lauderdale
- Crank the C.O.G. Group Ride
- Broward County A1A Scenic Highway Corridor Management Meeting
- Dan Marino Foundation Bike Education Classes at ArtServe

Print & Social Media Marketing

In addition to in-person outreach, Broward B-cycle maintains an active presence in social media and in hotels through our brochure distribution program.

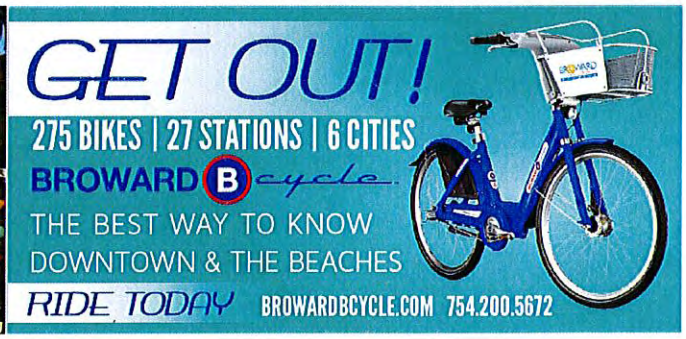
Print Advertising

Broward B-cycle has distributed over 40,000 brochures since our launch. In addition to maintaining brochures in all 26 kiosks, we pay a service ($646 monthly) to ensure brochures are in stock at hotels across Eastern Broward throughout the month.

Additionally, we have advertised in issues of Travelhost Magazine, which is placed in all local hotel rooms, with half-page ads plus editorial with a total cost of $5,000 since launch.

B-Cycle has also worked with the Greater Fort Lauderdale Convention & Visitors Bureau in promoting the program. B-Cycle is included as a "Way to Play" in their 2012 Vacation Playbook Visitors Guide and also as a transportation option on their website.

http://www.sunny.org/listings/index.cfm?action=display&listingID=4141&menuID=11&hit=1
http://www.sunny.org/visitors/ways-to-play/
http://www.sunny.org/gettingaround/



- Foursquare: foursquare.com/browardbcycle/list/broward-bcycle-stations
  All 26 stations are now listed and available for 'check-ins'.
  Members post their own pictures at stations and compete for 'Mayorships'.
  We also have posted a list of bicycle-friendly businesses & B-partners (see below).
- Pinterest: Visitors can see over 100 'pins' curated by Broward B-cycle under 'Broward Spaces & Places', 'Things I Saw on My B-cycle', 'Words for Two Wheels','Bike Share Around the World,' 'Art of Cycling, and 'Events & Adventures'.
- Instagram: Instagramers are encouraged to photograph and share photo of B-rides. These pictures can be shared across the other social media platforms. Broward B-cycle has 51 followers on Instagram. We have posted 30 photos.
- Facebook: We have 563 regular followers (facebook.com/BrowardBcycle) and have reached nearly 2,074 in the past month through those followers and their mentions.
  Our likes are divided roughly 50/50 by gender. Women, however, are more likely to engage with the page and are responsible for 56.8% of our 'reach': unique site views, comments and re-posts.
- Twitter: We have tweeted 864 times to our 702 followers. (http://twitter.com/BrowardBCycle).

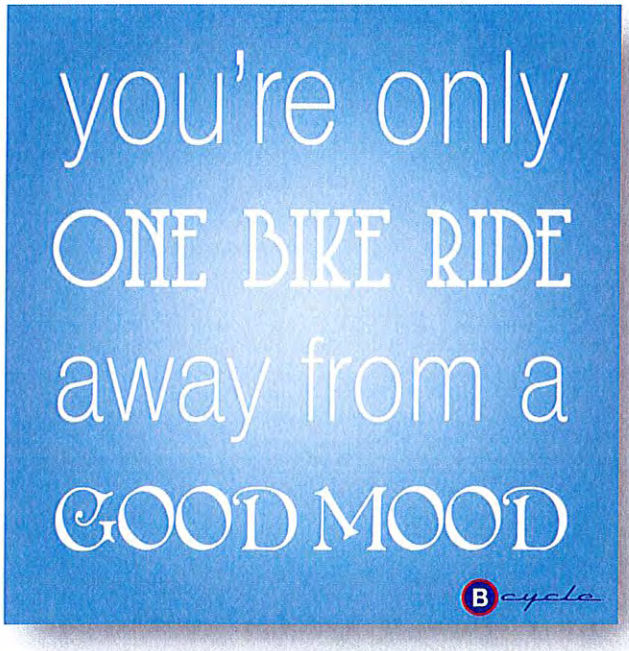
Beyond the Numbers

User Feedback- gathered from e-mails and social media

Transform your Commute

"I ride to the beach, to Publix, to Arts Park. It's really easy and I don't have to worry about storing or cleaning my B-cycle!

-B-cycle Annual Member, Hollywood



Fun!

"My ride every morning is the best way to start my day – on a Broward B-cycle!!!"

-B-cycle Annual Member
via Facebook

Annual Membership Not Just for Locals

"Oh, we love it! We come to Broward several times of year. It's great to be able to cross the street and go anywhere, ride by the sea."

-B-cycle Annual Members, Montreal

New in 2013

Broward B-cycle has implemented a number of system improvements to benefit members and all riders in 2013.

- NEW STATIONS: Broward B-cycle has expanded! B-cycle bikes can now be checked out and returned to B-stations at the Broward County Convention Center and at the corner of Sunrise Boulevard and A1A.

- EASIER TO ACCESS: The 24 hour membership pass price category was greatly simplified to a flat $5 per half hour of use. Short term membership sales were not greatly affected by this change but the number of customer service inquiries about pricing dropped nearly 100%.

- MORE TIME TO RIDE: Broward B-cycle extended hours in 2012. Bikes are now available to be checked out of any station from 5AM- 12AM. As before, B-cycles can be returned at anytime.

- PROMOTIONS: B-cycle upgraded software to allow promotion codes to be redeemed at the B-Station. This has allowed Broward B-cycle promote the program with a free half-hour trial ride.

- GROWING TEAM: B-cycle has hired a full-time staff member to focus on outreach to locals and visitors unfamiliar with the program.

- NEW DISCOUNTS: B-cycle is partnering with Broward County Transit, local senior organizations, hotels and eco-friendly organizations to offer discounts toward annual memberships.

Enthusiasm for Expansion

"Just took my first ride as an annual member today! I had a great ride from 17th Street to Sunrise and back. I can't wait for more stations! At least for me, a few more stations would take B-cycle from a fun thing to do to a viable car replacement commuting option.

-New Annual Member, Fort Lauderdale

Another Winter's Day in South Florida... Hope you can come & ride soon!

A Special Thanks

Broward B-cycle is grateful for the support of Trek Bicycle, Broward County, and each of cities we serve: Fort Lauderdale, Hollywood, Pompano Beach, Hallandale Beach, Dania Beach, and Lauderdale-by-the-Sea. Without their combined dedication to improve and increase bicycling in Broward County, we would not be where we are today.